

# DEVELOPING OUR BUSINESS

# WHAT IS “*BUSINESS DEVELOPMENT*”?

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**Business development entails tasks and processes to develop and implement growth opportunities within and between organizations. It is a subset of the fields of business, commerce and organizational theory. Business development is the creation of long-term value for an organization from customers, markets, and relationships.**

# WHY OF *BUSINESS DEVELOPMENT* IN AIESEC?



WE ARE A  
**YOUTH  
LEADERSHIP**  
MOVEMENT

**SHAPING**  
WHAT WE DO  
AROUND WHAT THE  
**WORLD NEEDS**

**GROWING**  
DISRUPTIVELY

BEING  
**ACCESSIBLE**  
TO EVERYONE, EVERYWHERE

# HOW OF *BUSINESS DEVELOPMENT* IN AIESEC?

**Who will help you?**  
KEY PARTNERS

Who are your key partners/suppliers?  
What are the most important motivations  
for the partnerships?

**How do you do it?**  
KEY ACTIVITIES

What key activities does your value  
proposition require?  
What activities are most important for your  
distribution channels, customer relationships,  
revenue streams etc?

**What do you do?**  
VALUE PROPOSITION

What core value do you deliver to your audience?  
Which needs are you satisfying?

**How do you interact?**  
AUDIENCE RELATIONSHIPS

What relationship does the target audience expect  
you to establish?  
How can you integrate that into your work in terms of  
cost and format?

**Who do you help?**  
AUDIENCE SEGMENTS

Which groups are you creating value for?  
Who is your most important audience?

**What do you need?**  
KEY RESOURCES

What key resources does your value proposition  
require?

**How do you reach them?**  
DISTRIBUTION CHANNELS

Through which channel does your audience want to  
be reached?  
Which channels work best? How much do they cost?  
How can they be integrated into your and your  
audiences routines?

**What will it cost?**  
COST STRUCTURE

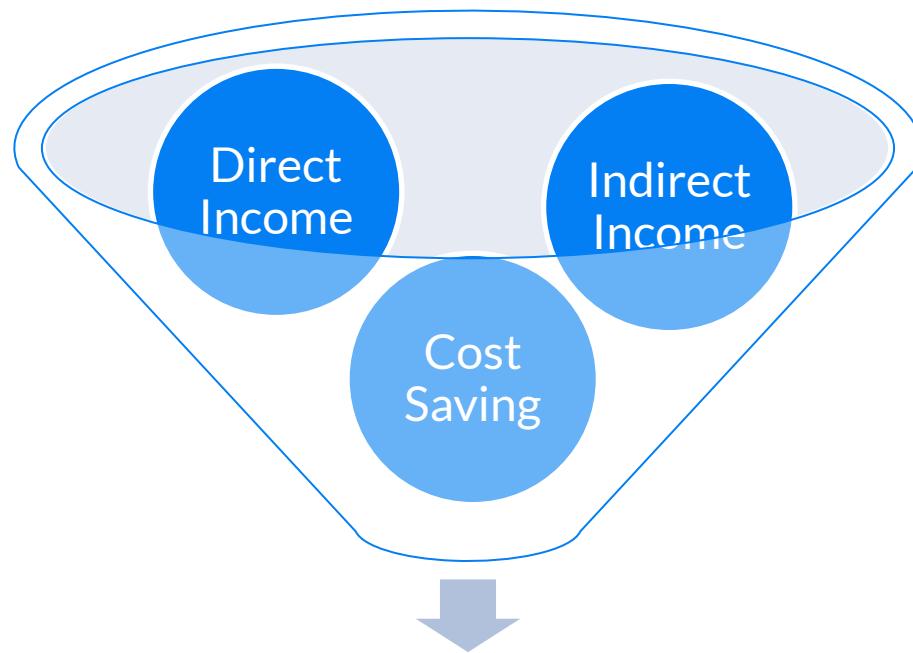
What are the most important costs in your work?  
Which key resources/ activities are most expensive?

**How much will you make?**  
REVENUE STREAM

For what value are your audiences willing to pay?  
What and how do they recently pay? How would they prefer to pay?  
How much does every revenue stream contribute to the overall revenues?

# SHOULD OUR ONLY AIM BE BRINGING MONEY?

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**FINANCIALLY SUSTAINABLE ENTITY**

# LEADING OUR CITY & SOCIAL INNOVATION

WHAT WOULD YOU DO IF YOU WERE THE TOP DECISION  
MAKERS IN YOUR CITY?

HOW WOULD YOU DECIDE THAT YOUR PLANS/ACTIONS ARE  
NEEDED FOR THE CITY?



**SHAPING  
WHAT WE DO AROUND WHAT THE  
WORLD NEEDS**

# HOW TO LEAD OUR CITY AS AIESEC?

1. Understanding the needs of the country and city/territory
2. Aligning with SDGs
3. Defining who are working to contribute these needs and what they are doing
4. How can we help them and let them help us to achieve bigger
5. Creating projects and acting accordingly

## USEFUL RESOURCES

1. Reports and term goals of “Kalkınma Ajansı”, Municipality etc.
2. Research companies' reports. (Ipsos-Türkiye'yi Anlama Kılavuzu, PwC/Deloitte reports etc.)
3. Mid-term goals of Government (2017-2019 Kalkınma Planı, 2023 Hedefleri etc.)
4. Termly goals or reports of NGOs

# Q&As