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# Entrepreneurship Today

Volker Friedrich – GBP INTERNATIONAL  
[www.gbp-international.com](http://www.gbp-international.com)

# INTRO: GBP INTERNATIONAL

- GBP INTERNATIONAL is in the business since 1997 giving us a track record of 25 years with over 500 successfully completed project assignments in many industries
- Our main theme is “successful internationalisation” – mainly supporting companies in their business development and expansion in foreign markets
- The projects we handle are across most b2b industries, covering the whole value chain, focussing on delivering results and value for money
- Our operational headquarters are based in Germany and Malaysia. The target markets have been across the globe with an empathise on China, India and ASEAN as well as Europe and the Middle East and Africa.
- Our shareholders and managing partners are a group of experienced international industry specialist with operational practises of many decades in various industries. We are supported by a board of advisors consisting of leading industry captains, ambassadors and opinion leaders

Keynote Speaker on Start Up Finance @Horasis  
Global Leadership Meeting

Mentor: German Entrepreneurship Asia Program

[Linkedin](#)



**Volker Friedrich**

[vf@gbp-international.com](mailto:vf@gbp-international.com)

# Key Aspects of Entrepreneurship

Chapter 1: Introduction to Entrepreneurship

Chapter 2: Idea Generation and Opportunity Assessment

Chapter 3: Business Planning and Execution

Chapter 4: Marketing and Sales Strategies

Chapter 5: Financial Management and Sustainability

# Agenda of Entrepreneurs - 5 Chapters



# Chapter 1: Introduction to Entrepreneurship

1. Defines entrepreneurship and its key characteristics
2. Highlights the significance of entrepreneurship in the global economy
3. Explores different types of entrepreneurship (small business, startup, social, corporate)
4. Provides historical and contemporary examples of successful entrepreneurs
5. Introduces the elements of a thriving entrepreneurship ecosystem

# Chapter 2: Idea Generation and Opportunity Assessment

1. Focuses on generating and evaluating business ideas
2. Emphasizes the importance of market research and customer validation
3. Discusses competitive analysis and differentiation strategies
4. Covers business model development and feasibility assessment
5. Addresses risk assessment and contingency planning

# Chapter 3: Business Planning and Execution

1. Details the components of a comprehensive business plan
2. Covers financial planning, budgeting, and funding options
3. Explores legal and regulatory considerations for business operations
4. Discusses team building, leadership skills, and effective communication
5. Highlights the importance of setting milestones and KPIs for tracking progress

# Chapter 4: Marketing and Sales Strategies

1. Covers branding, positioning, and defining target audiences
2. Explores various marketing channels and campaign strategies
3. Discusses sales techniques, lead management, and negotiation skills
4. Emphasizes customer relationship management and retention strategies
5. Addresses growth strategies and market expansion

# Chapter 5: Financial Management and Sustainability

1. Focuses on understanding and utilizing financial statements
2. Covers budgeting, cost control, and resource allocation strategies
3. Discusses funding options and investment decision-making
4. Explores profitability metrics and balancing short-term gains with long-term sustainability
5. Addresses social and environmental responsibility in entrepreneurship

# Learn from the best...

"Your work is going to fill a large part of your life, and the only way to be truly satisfied is to do what you believe is great work. And the only way to do great work is to love what you do. If you haven't found it yet, keep looking. Don't settle. As with all matters of the heart, you'll know when you find it."

Steve Jobs

"The human spirit must prevail over technology."

Albert Einstein

"It's fine to celebrate success, but it is more important to heed the lessons of failure."

Bill Gates

"Personality begins where comparison ends."

Karl Lagerfeld

# Selected customer references



**Thank you  
for your  
attention**

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