

VI. Materials for Young Entrepreneurs

Lajos Busi: The Marketing of Small Businesses

The Leonardo YBN3 material is to provide basic marketing knowledge and methods to be applied in practice for starting small businesses and private entrepreneurs in general. The material provides a considerable help in business planning, too. With the YBN3 methods business planning can be learnt.

Miklós Kolman – Szabolcs Várkonyi – Izabella Vízi: Successful Women Entrepreneurs

The material shows particular examples for small businesses with women who had been employed earlier and later they decided to become entrepreneurs. The five case studies in the material are used in the Leonardo YBN3 awareness raising courses. The showed positive cases provide nice motivation to young business starters.