

A Work Project, presented as part of the requirements for the Award of a Master Degree in Management from the NOVA – School of Business and Economics.

A BUSINESS PLAN FOR **THE NEW ART FEST**: 2016 - 2018

CONNECT TO SUCCESS CONSULTING PROGRAM

INDIVIDUAL ASSIGNMENT

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A project carried out on the Master in Management Program, under the supervision of:

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MAIN CONTRIBUTIONS

The contributions of each one of the group members, including mine, were very much similar throughout the elaboration of our master's thesis. Since I worked full time during the whole period, we could not all get together as much as if I was not working, so we decided from the beginning our strategy to overcome this and be efficient. We all got together or skyped a few times a week to brainstorm and clarify some questions we might have had about the next steps and chapters of our project, and then each one would be responsible to write and elaborate about a specific part of what we had previously discussed. By doing this, we were able to keep up with what the other group members were doing, contribute with ideas and provide constructive feedback to each other's work. Because we decided to work in this way, every single section of our business plan could count on each one of our contributions, being thus able to have a much more complete project.

One of the sections in which I contributed most was the segmentation, targeting and positioning of the market. In this section I helped to identify all the different segments of the market that would be relevant for The New Art Fest, and among those, the ones that would be more interesting to target, to guarantee survival and sustainability of the business. Additionally, another section in which I focused was the price and physical evidence sections of the marketing mix, which are both very important components to help the consumer create and sustain the right brand image in their minds. Moreover, the SWOT and PEST Analysis were other sections in which I believe I had relevant contributions, both identifying the external environmental factors that surround the market and also the strengths and opportunities that should be taken into account when developing the business strategy, and the weaknesses and threats that should be kept an eye on, so that they do not impact the business negatively.

MAIN LEARNINGS

During the elaboration of our work project, my personal learnings can be related to several components. First of all, working as a group has always its challenges and its learning outcomes – managing each other’s schedules, opinions and personalities is always a challenge but at the same an opportunity to grow, learning how to respect each other and balancing between our opinions and everyone else’s. I believe that every project and group comes with its own learnings that helps us prepare for a working environment that most of the times also demands working as a group.

For me, this was even more challenging since I was working full time for the whole time of the project. Balancing my professional life that is just starting and to which I also wanted to be fully dedicated to, with one of the most important project I had to develop during college, was pretty demanding both physical and psychological. But in the end, it was once again an opportunity and a moment to challenge myself and my capabilities to manage my time and efforts.

Moreover, the project itself was a very rich personal and professional experience. The elaboration of a business plan as a master’s thesis is helpful to put most of the concepts we learned through college in practice, and even more considering we were working with a real life company. It was a very good experience working with Ocupart both because I was able to have a better understanding of the art and culture market in Portugal (a market that we usually do not have much contact with during a management course) and also because of the experience to work with two entrepreneur women, who decided to completely change their lives to build their company.

Being part of the Connect to Success program was also a great personal learning experience, but most of all a major opportunity to get to know a lot of amazing projects that are being supported by them and that allowed us to be a part of a very interesting network.