

### Junior Achievement

**miniempresas.es**



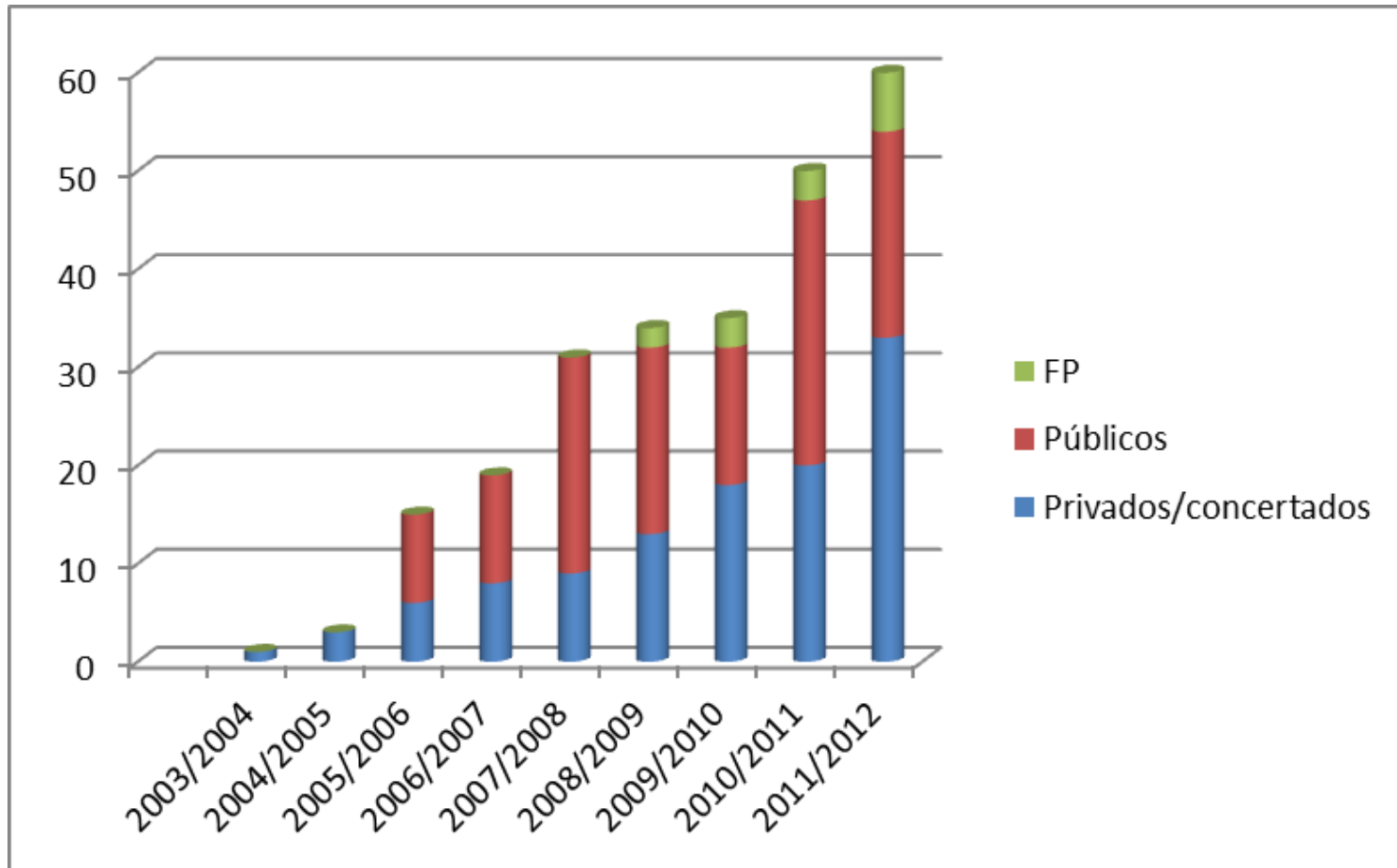
# Current situation analysis

The mini-company program was implemented in school year 2003/2004 at school in Madrid. Since then the program's evolution has been exponential as shown in the following table:

| Academic Year | Schools | Minicompany | Region | Students |
|---------------|---------|-------------|--------|----------|
| 2004/05       | 3       | 3           | 1      | 70       |
| 2005/06       | 15      | 16          | 1      | 300      |
| 2006/07       | 19      | 19          | 1      | 315      |
| 2007/08       | 31      | 39          | 4      | 400      |
| 2008/09       | 34      | 45          | 6      | 530      |
| 2009/10       | 35      | 64          | 5      | 764      |
| 2010/11       | 50      | 85          | 6      | 1.111    |
| 2011/12       | 54      | 152         | 8      | 1.600    |
| 2012/13       | 101     | 408         | 9      | 2.679    |

# Current situation analysis

## STUDENTS



# DIAGNOSIS

## OPPORTUNITIES

- Changing attitudes in the Spanish youth. They begin to contemplate self-employment as an option.
- Inclusion in the school curriculum subjects fostering entrepreneurship<sup>19</sup>  
Cambio de mentalidad de las empresas patrocinadoras a la hora de enfocar su RSC. Cada vez más implicadas en el fomento del espíritu emprendedor.
- Awareness that resources from government agencies

# DIAGNOSIS

## THREATS

Our competitors:

- 1.- Valnalón <http://www.valnalon.com/>
- 2.- Fundación Create <http://www.fundacioncreate.org/>
- 3.- Fundación Iniciador <http://www.iniciador.com/>
- 4.- Emprender en mi escuela <http://www.generacion-e.es/eme/presentacion/>
- 5.- Confederación Española de Junior Empresas <http://www.ceje.org/>
- 6.- Fundación Bertelsmann <http://www.eresjoventriunfaras.org/>
- 7.- Niños Emprendedores <http://www.ninosemprendedores.org/>

**DIAGNOSIS**

**STRENGTHS**

**INTERNATIONAL CHARACTER**

**ENTERPRISE VOLUNTEER**

**PROGRAMAS COMPLEMENTARIOS**

# DIAGNOSIS

## WEAKNESSES

- Website: unintuitive, attractive and youthful
- “We Need”: develop specific materials for vocational training and degree courses
- Media: few publications

# STRATEGIC PRIORITIES

- regional Impulse
- More involvement of business volunteers
- More impact on media