

VETech toolkit

VETech – Digital skills for tomorrow's SMEs | 2024-2-HU01-KA210-VET-000295830

WORKSHEET

Tool name: Artificial intelligence / AI

Specific tool: ChatGPT

Level: Beginner

Target group: Small and medium enterprises (SMEs)

Tasks:

1. Register a free account on the ChatGPT website and enable incognito/private mode.
2. Create a business plan in Hungarian using only ChatGPT and MS Word for a real or hypothetical business idea, following the instructions below:

Approximately 10-page business plan with the following content:

- cover page
- content list
- summary
- objectives, state-of-art analysis, markets
- planned business form, location, employees etc.
- products and services in a table with the following columns: name, description, target audience, and benefits.
- brief description of 3 similar businesses and comparing them in a table including the following columns: competitor name, profile, strengths, and weaknesses.
- marketing strategy: communication channels, target audiences, and promotional tools (e.g., Facebook, print ads, etc.).
- SWOT analysis: strengths, weaknesses, opportunities, and threats in a table.
- Risk analysis: analyse and categorize potential risks (low, medium, high), provide mitigation suggestions, and indicate their likelihood, all illustrated in a table.
- financial plan (see: [financial plan template](#))
- finally, instruct ChatGPT to generate the business plan as a PDF and save it.

3. **Ask ChatGPT to generate** 3 text options for social media posts (Facebook/Instagram) promoting your product(s) in different styles, and also let an image generated for each post.

4. **Customer Relationship email template:**

- Using ChatGPT, create an email template that customers receive for order confirmations.
- The template should be available in both Hungarian and English.
- Download the Hungarian and English e-mail template in PDF format and save them.

5. **Document Summarization:**

- Upload any document of at least **10 pages** (PPT, PDF, Word, etc.).
- Ask ChatGPT to create a **three-page summary** of the document according to your preferences.
- Request the summary in a **downloadable PDF** and save it.