



Business services in MKN Eastern Finland



MKN Itä-Suomi

Tämä neuvontamateriaali on tuotettu Opetushallituksen rahoituksella 2025

MKN Eastern Finland briefly:

We operate in the region of Kainuu, North Karelia and North Savo

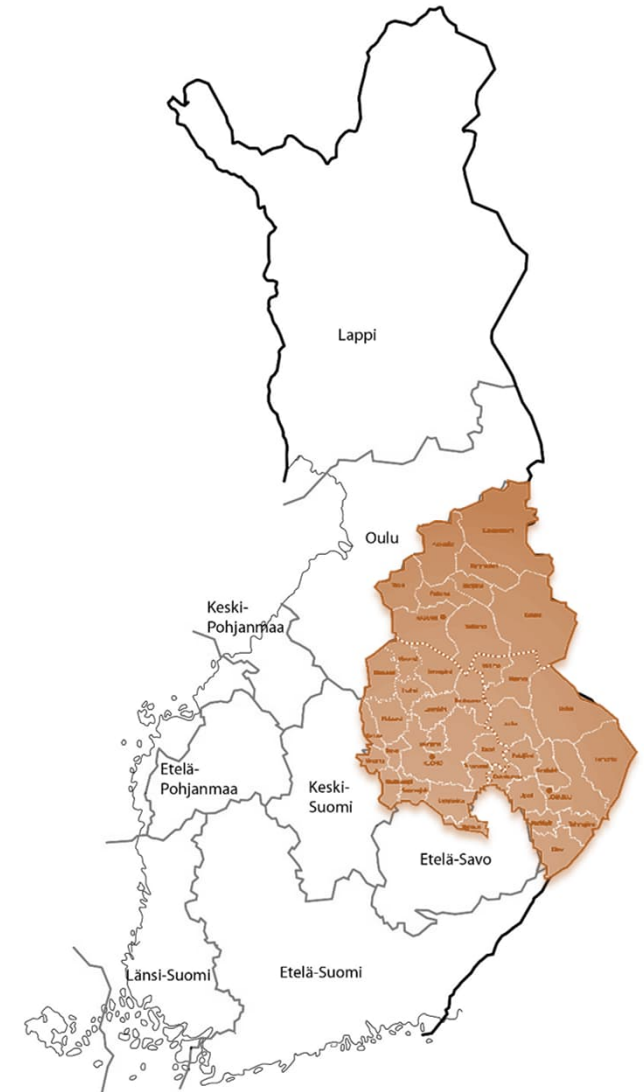
We serve rural entrepreneurs and multidisciplinary farms.

We have three different services:

Business services: help rural companies in various stages of business in a wide range of areas

Landscape maintenance services: the main task is to highlight the importance of natural diversity and unique living and cultural environments

Food advice: training and services, courses and development projects related to food education, food and nutrition



MKN Itä-Suomi business services:

Business experts:

- **assist entrepreneurs or those intending to become entrepreneurs in business planning and development**

We advise entrepreneurs for example:

- **in preparing a business plan, preparing profit forecasts and financial calculations, preparing company founding documents and planning investments and financing.**

If necessary, we also prepare statements:

- **financiers (banks, Finnvera) about the investment project to be financed**
- **about the company's current financial status and future financial forecast and debt management capacity**



MKN business services - projects

ProYritys Nyt – project

- For starting entrepreneurs/those thinking about business operations
- Enables free advice for those planning a business - **one free advice day per year**
- business experts review and evaluate the company's business operations and profitability for a short period of time with preliminary calculations and reports.
- In addition, short-term external special expertise is available for business development.
- Further paths for business development, for example the Neuvo service (farms) or other expert bodies



MKN business services – fee-for-service operation

In addition to projects, we provide fee-based expert and advisory services, either hourly or daily.

For example, in a case where the project time resource has already been used or the consultation to be performed requires several working days.

Please, ask for an offer!



Business planning in practice



MKN Yritys

Steps to Start a Business in Finland

1. Define your business idea and plan.
2. Apply for a Business ID (Y-tunnus) via ytj.fi.
3. Open a business bank account.
4. Register for taxes (VAT, prepayment, employer).
5. Apply for permits if needed.
6. Start operations and bookkeeping.

In business planning, you should first think about the business idea:

- **What the company does:** What products or services does the company offer?
- **Who is the business for:** Who are the company's target audience or potential customers?
- **Why the company does it:** What is the company's goal or mission? What is the company's added value to its customers?
- **How the business does it:** How does the business produce and sell its products or services?

From a business idea to a business plan:

The business plan tells you how your company goes about implementing its business idea in practice (products and customers) and how financing is organized, and it has thought about profitability through calculations

Content of the business plan:

- Information about the company and owners
- Description of the business idea
- Products or services sold by the company
- Target group and market situation
- Information about the main competitors
- SWOT stands for strengths, weaknesses, opportunities and risks
- Possible financing and its organization
- Financial calculations, such as a profitability calculation
- Organizing practical activities such as accounting and invoicing
- Other possible additional information.

Financial calculations

➤ **Investment calculation**

- How much money you need to start the business

➤ **Cash budget**

- You know how much money you have, there is lot of expenses at the beginning and no incomes

➤ **Profitability calculation**

- It looks relationship between the companys income and expenses

➤ **The profit budget**

- Shows expenses for the year

➤ **Sales statement**

- How much you sold units or hours

Where can you find suitable templates :

- a good source to find the necessary templates for calculations and business plans:

<https://yritystulkki.fi/fi/alue/proagria/>

<https://www.yritystulkki.fi/fi/alue/cursor/english/>

<https://www.suomi.fi/company>

<https://www.businessfinland.fi/en/do-business-with-finland/startup/immigrant-entrepreneurs>

Tips for aspiring entrepreneurs

1. **Develop Your Skills**
2. **Understand Demand**
3. **Startup Takes Time**
4. **Talk to and Listen to Your Customers**
5. **Pay Attention to Numbers**
6. **Embrace Uncertainty**
7. **Handle Failures**
8. **Conquer Your Fears**
9. **Everything Has Its Time**

Contact information:

[https://www.maajakotitalousnaiset.fi/en/it%C3%A4-suomen-
maa--ja-kotitalousnaiset](https://www.maajakotitalousnaiset.fi/en/it%C3%A4-suomen-
maa--ja-kotitalousnaiset)



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Kiitos

Thank you

