



EUROPEAN UNION
EUROPEAN REGIONAL DEVELOPMENT FUND
INVESTING IN YOUR FUTURE



**CENTRAL BALTIC
INTERREG IV A
PROGRAMME
2007-2013**

Business development project with in the framework of



Riga

11.12.2011.

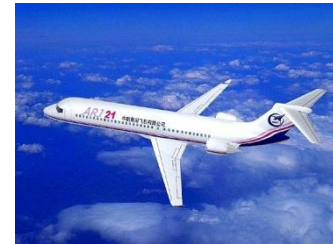
Who am I?



24.04.89. Latvia, Riga, Ogr
Information System Management
Institute (www.isma.lv)
Specialization: Business
Administration In Tourism
Junior Achievement Project (LV,
Madona)
Student exchange programme
Erasmus (UK/Birmingham)
Programme Tempus
(Ukraine/Donetsk)



Hobbies and interests



*Self
development...*



Internship company

OÜ 360 KRAADI

Estonia, Tallinn

www.360.ee

Team:

8 tour guides

9 game instructors

4 business directions:

Games

Attractions

Hiking

Nature tours

(www.natourest.ee)



The most relevant tasks during the internship

- Games for companies;
- Tourism farms;
- Representatives from tourism companies;
- Diver ideas and advices;
- Questionnaire;
- Learning from the personnel;





Alar



Eric



Ivo



Bert



Business



Before the BTP

- Start own business;
- To build a tourism farm near lake with a bar for bikers, also to make a small underwater town for divers and unit it all in one place;
- Get good network of contacts;

After the BTP

- To register own company;
- To make only a small underwater town for divers (it is for start);
- Write business plan;
- Look for alternative place for the business;
- Search diver training centres and clubs in Latvia (clients);

Project

Background

To make underwater town with interesting landscape. It will become as a place for diver`s trainings, which need to have a diving practice already in natural reservoirs, not in swimming pools.

Approximate place is in Latvia in open-cast mine of Dole. There already exist trainings.

Why?

Latvia have divers but don`t have such diving place, which is made specially for them.



Aim

- Make an interesting resource for diving trainings in open air

Objectives

- Launch the service into the market
- Position ourselves in the market niche
- Get permanent client base
- Get positive feedback
- Start making profits
- Ensure good annual financial results

Activity	Method	Timeline	Budget
Register the company	Go to the LR registration	February 2013	130 EUR
Open bank account	Go to bank	February 2013	30 EUR
To decide how to pay for open-cast mine using	Meet and negotiate with the owner and explain him all advantages of idea	February 2013	Depends on owner
Make advertising	Ads in internet; Website; Publications in newspapers, magazines; Billboards; Going to the diver training centres and make presentations;	March 2013	650 EUR
Find, buy and put underwater the things for diver town	Divers (my friends) will put and install underwater all things needed for the diver town	March – April 2013	4 500 EUR

Activity	Method	Timeline	Budget
Making the small building for administrator and for some equipment keeping	Buy building materials and find a builder (it can be a friend)	April 2013	3 500 EUR
Diver platform building	Buy building materials and find a builder (it can be a friend)	April 2013	450 EUR
Buy necessary equipment (compressors, oxygen balloons)	Finding them through friend`s contacts	May 2013	4 000 EUR
Find a person who can administrate and watch the place	Finding him through friend`s contacts	May 2013	-
Opening	Potential clients will know about it through advertising	June 2013	-

Business running costs

	Costs	EUR
1.	Cost of things (old ship, wooden things, chests, etc) for underwater town	4 500
2.	Cost of raw-materials for buildings	3 800
3.	Cost of necessary equipment – compressor, 10 oxygen cylinders (do not need diver`s costumes and another equipment)	4 000
4.	Marketing costs (advertising, website creating, development and maintenance, travel and entertainment for client meetings)	650
5.	Wages and benefits (1 employee salary, taxes, benefits)	600
6.	Total costs	13 550 (min)

Financing

- Credits for Small and Medium Enterprises
(www.hipo.lv)



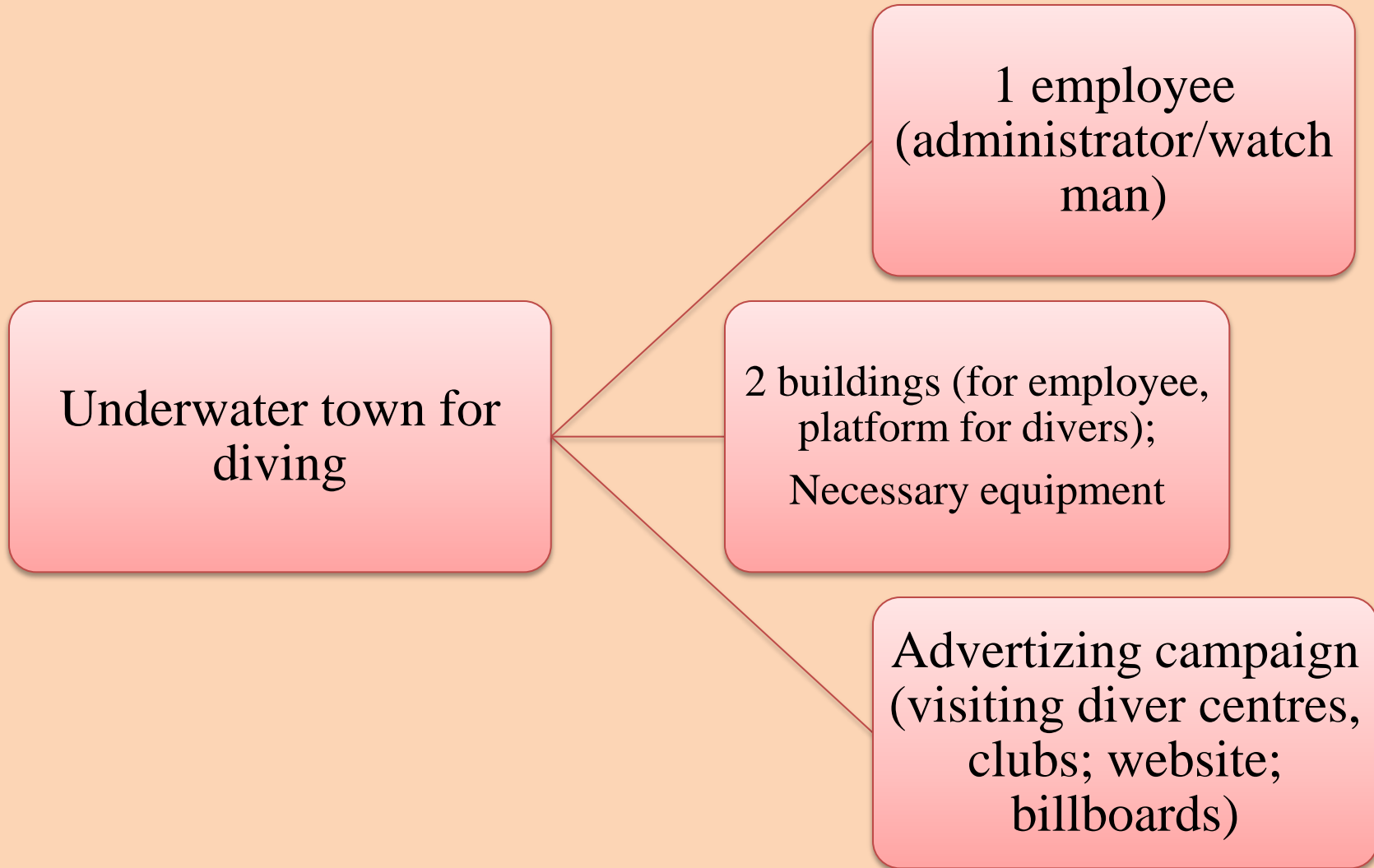
- ESF programme “Support to Self-employment and Business Start-ups“.

The programme provides the business start-ups and newly established companies with an all-embracing support i.e. consultations, training and financing in the shape of loans and grants for starting the business.

(www.altum.lv)



Deliverables



SWOT of business idea

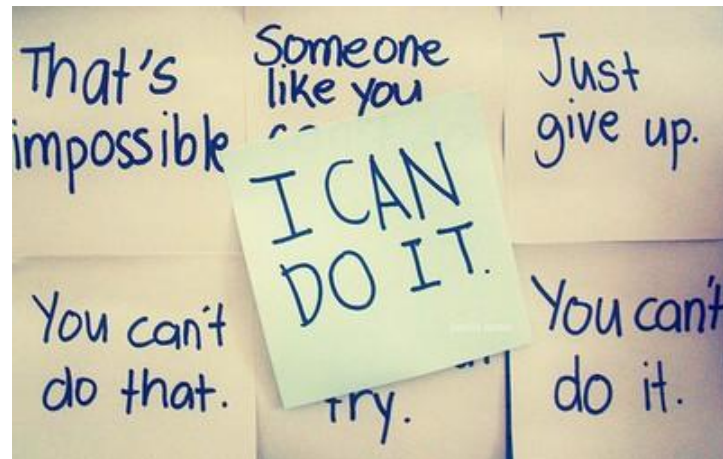
Strengths	Weaknesses
<p>Originality of the idea; Remarkable natural and interesting advantages for diving tourism; It offers training opportunities for divers; Presence of potential clients; Competitiveness; Comprehensible business strategy.</p>	<p>Seasonal business; Undeveloped tourism sphere in Latvia;</p>
Opportunities	Threats
<p>Growth of tourism enables the services sector to grow; Diversification of business sector; Possibility to get the lead position in the branch; Cooperation with neighbourhood countries with a good advertising campaign and feedback help.</p>	<p>Changes in legislation in and out of the country; High rent of a reservoir; Refuse from the nature protection organization about putting underwater some exact things; Management incompetence; Slow way out from losses to profits.</p>



Next steps



- Successfully write my diploma and get bachelor degree;
- Write a competent business plan;
- Write EU funded project with in the ESF programme;
- Obtain the money to fund my business;
- Start to set up my business identity!





**Thank you for your
attention!**