



CENTRAL BALTIC
INTERREG IV A
PROGRAMME
2007-2013



EUROPEAN UNION
EUROPEAN REGIONAL DEVELOPMENT FUND
INVESTING IN YOUR FUTURE



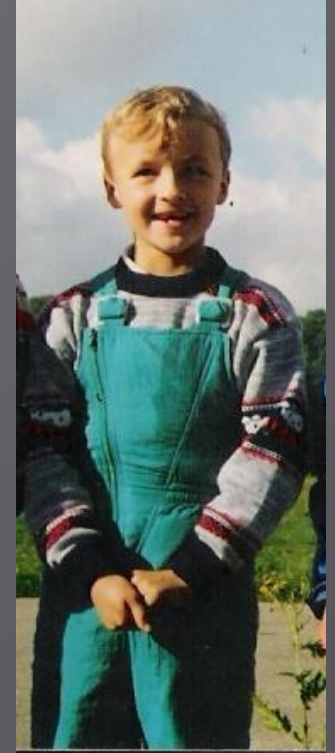
BALTIC TRAINING PROGRAMME

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12.12.2011.,
Riga

About me

- ▣ Matīss Cīņķis
- ▣ 21 years old
- ▣ From Kuldīga
- ▣ Kuldīga Technology and Tourism Vocational High School,
- ▣ Friends, fishing, parties, singing.



Host-company

www.bilbolagetlv.se

- ▣ Founded in 1935, Sundsvall,
- ▣ Year 1954., Ljusdal Second City deal,
- ▣ Year 2002., Ljusdal, Birch Hamre Road 6827 21 ;
- ▣ Fire in 2010.





Conny Persson, the boss of truck service



Background of my business idea

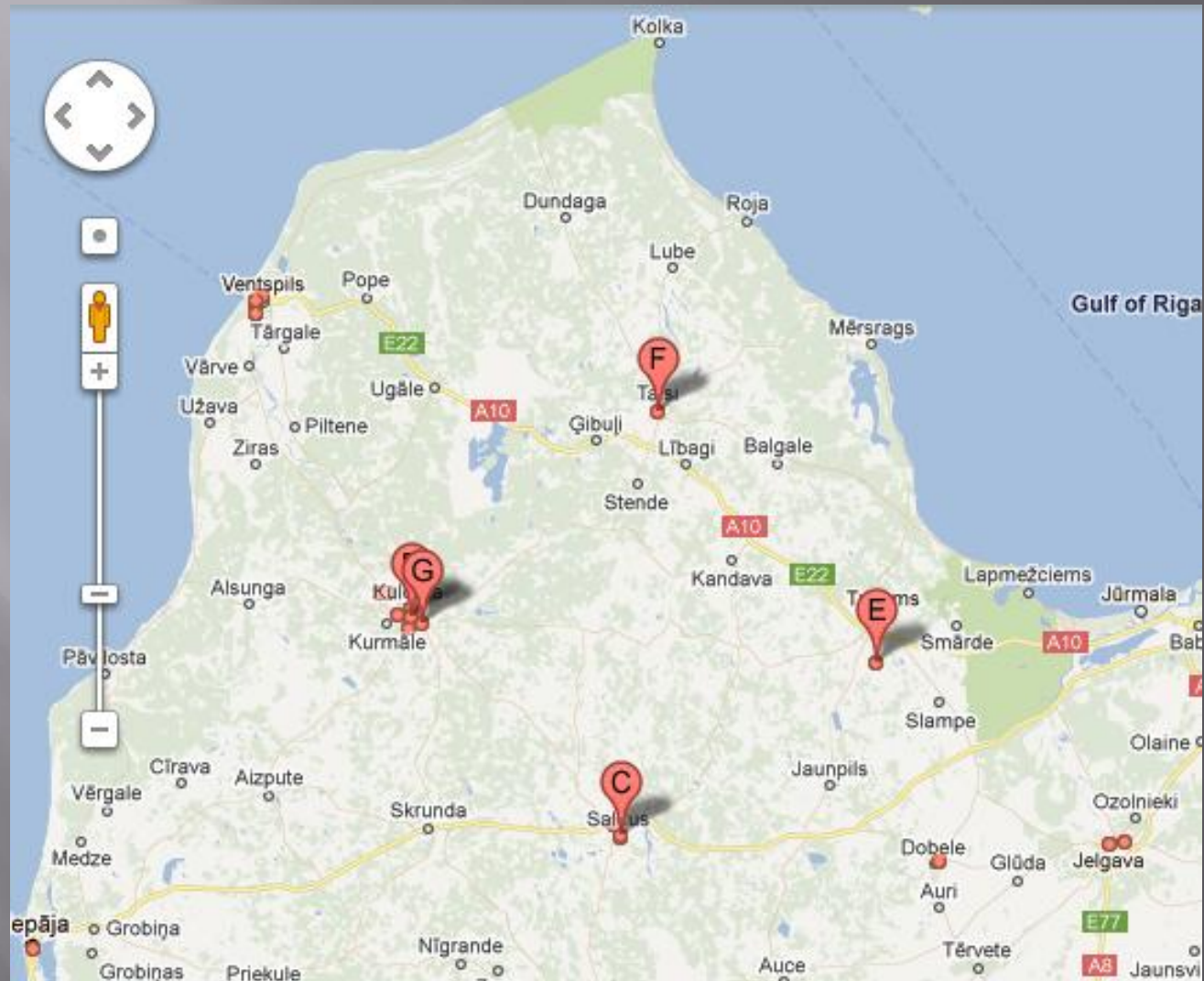
Start my own micro /small medium size enterprise for all type car (including trucks) repair.

- ▣ Location: Area of Kuldiga
- ▣ Target group: Passenger vehicle owners, logistics companies with Volvo trucks and thumpers, passenger transport companies with Volvo busses
- ▣ Minimum for business start up: Garage, 1 angar, 2 car lifts, 1 tire mount, special tools, compressor, oil, exhaust ventilation system, computer diagnosis

Aim and objectives

- ▣ To become one of the leading auto repair specialists in Kuldiga region.
- ▣ To provide high quality and fast auto repair
- ▣ Specialist who works with the latest electronic programmes and diagnostics. Always up-dated!
- ▣ Customer friendly service & prices.
- ▣ Pass competition

Some market research results:



Deliverables

- ▣ At least 30 satisfied customers 1 month after opening.
- ▣ 3 new workplaces in Kuldiga
- ▣ Pricelist made
- ▣ Professional service offered
- ▣ Home page made



Method

Activity	Method	Timetable	Budget
Establish Ltd.	Go to company register	2015.March	130EUR
Buy tools, equipment	Look a better and lowest offer and rent place	2015. July	57142EUR+rent place 145EUR/month
Hire Employees	From the Internet and advertisements in newspapers, attract the best students from	2015. July	145EUR
To introduce my future clients with the service available	Make a signboard, and a newspaper advertisement	2015.August	145EUR
Open an account in bank	Go to Swedbank branch	2015.September	1571 EUR
To develop marketing strategy	Look for marketing consulting company and services	2016.January	643EUR

Budget

- ▣ The main costs : tools, car lift and tire mount
- ▣ Attract private investor finances by pardodbiznesu.lv
- ▣ Investor takes a part of the company
- ▣ If the bussines does not work smoothly , no obligations to investor

More detailed budget see at the next slide ...

Budget

	2015.	2016.	2017.	Total
Employees	3000	3200	4000	10200
Equipment	10 000	2000	3000	15000
Rent	1800	1800	1800	5400
Publicity	500	200	100	800
Unexpected expenses	1900	1900	1900	5700
Total	17200	9100	10800	74200

Win-Win

Possibilities for cross-border cooperation with VOLVO

Small goals achieved during placement :

- ▣ - work with new technologies;
- ▣ - new experience repairing trucks and buss;
- ▣ - met experienced specialists at Volvo;
- ▣ - set good network of contacts;
- ▣ - improved English language;
- ▣ -letter of recommendation received,
- ▣ - internationalisation,
- ▣ - future cooperation.

SWOT analyse

Strengths	Weaknesses
•Work with new technologies	•new to the labor market
•Fast repairing	•Not so much clients
•Affordable prices to customers	•initial distrust of our work
Opportunities	Threats
•demonstrate my knowledge, skills	•Competitors' desire to hold leadership
•work with large companies	•The economic threat - a sudden drop in prices
•to conquer the peak of the market	•Go bankrupt

Next step

- ▣ School graduation.
- ▣ Study Swedish language.
- ▣ Attend courses at Hedemora Mobila Utbildnings Centrum (HMUC) in Sweden.
- ▣ Receive licence from HMUC to repair electronic systems,engine,transmission.
- ▣ Practicing in VOLVO truck in Ljusdal during summer!!!
- ▣ To elaborate business plan.
- ▣ Cooperate and offer internship places from ...
- ▣ Come up with the business name and start up my business!

Thank you!

Paldies!

Aitäh!

Tack!



Thank
you for
your
attention:)