



CENTRAL BALTIC
INTERREG IV A
PROGRAMME
2007-2013



EUROPEAN UNION
EUROPEAN REGIONAL DEVELOPMENT FUND
INVESTING IN YOUR FUTURE



BALTIC TRAINING PROGRAMME

Business development project with in the framework of BTP

Riga

11.12.2011

About my self

Name: Ruslan Bulgakov

B.D: 26.09.1990

Country: Estonia

Sity:Sillamae

Study: Narva vocational
training centre

(www.nvtc.ee)

Specialization: Cook

Interest`s: cooking, dance,
travel



Internship company

Dzintara Cēla (Amber way)
Riga, Latvia

3 business directions:

1. **Tourism**
2. **Latvian food restaurant**
3. **Fish restaurant**

Team:

4 cook`s

4 barmen`s

3 waiter`s

5 guide`s



Latvian food restaurant

- ▶ www.latvianfood.lv

100% of Latvian cuisine

100% of Latvian beer

100% of Latvian music

What I did there:

- ▶ studied Latvian dishes
- ▶ learned to work with the cash register
- ▶ studied management
- ▶ Accountant



Fish restaurant

▶ www.fishrestaurant.lv

100% of fish

100% of meat of wild animals

100% live music

What I did there:

- ▶ studied cooking fish dishes
- ▶ learned to order goods
- ▶ studied services



Experience after BTP project

Experience after
internship

my personal
experience

growing of my experience



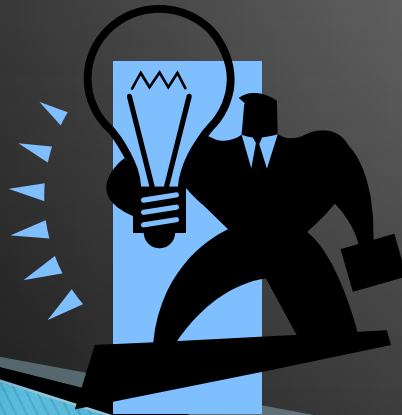
My business idea

Before BTP:

- ▶ start my own business
- ▶ open a good restaurant
- ▶ hire professionals
- ▶ get a lot of customers
- ▶ make a good profit

After BTP:

- ▶ open a small catering company
- ▶ Write business plan
- ▶ To begin to find potential clients
- ▶ Work on my own
- ▶ Look for alternative place for the business;



Project

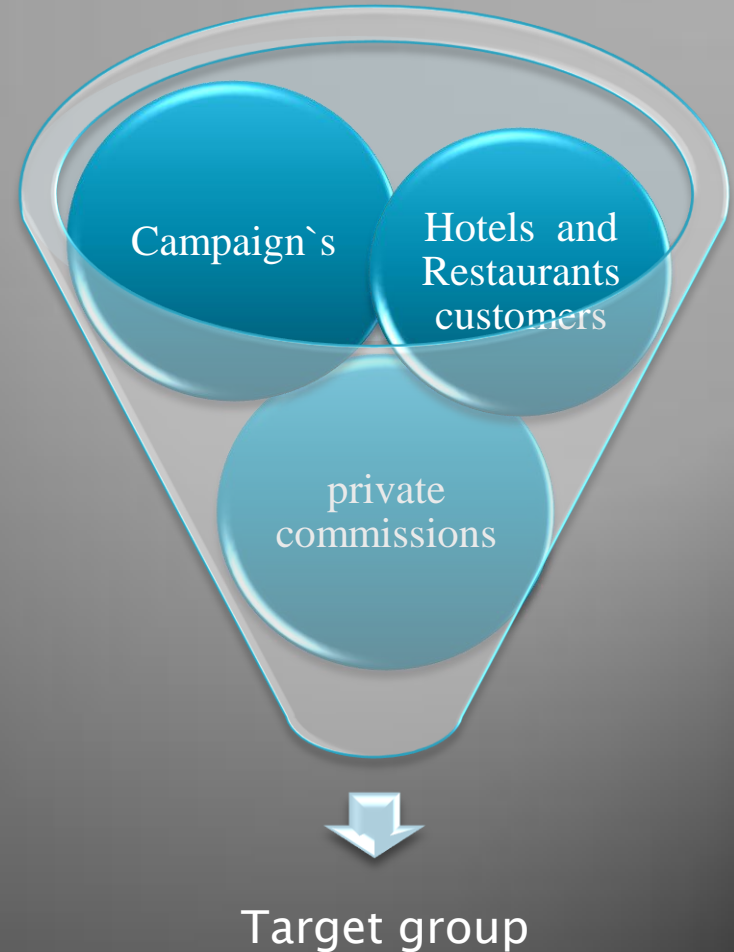
Background

To open a small catering company, which will provide services on organization of banquets,

Create unique and not repetitive catering campaign of its kind.

Giving people what they want. Invite actors, singers, dancers, for to make the necessary atmosphere and deepening into a banquet style.

Also provide services for existing restaurants and hotels. It will look like a small tasting dishes from around the world, for the customers of restaurants and hotels and also provide cook services to individuals.



Aim

open a small
catering
company



Activitis

Launch the service
into the market

Position ourselves in
the market niche

Get positive
feedback

Get permanent client
base

Start making profits

Ensure good annual
financial results

Main phases of the work

- Phase 1: write a business plan
- Phase 2: register a company
- Phase 3: to detail, consider the menu
- Phase 4: to find potential clients
- Phase 5: Opening
- Phase 6: Launch the service into the market
- Phase 7: Position ourselves in the market niche



Financing



- ▶ get support from the Fund to promote entrepreneurship (EAS, www.eas.ee) and another's
- ▶ get credit from bank`s
- ▶ Take consultation`s and training
- ▶ find the funds supporting new entrepreneurs

Swedbank 





Next steps

1. Successfully complete my final diplom work;
2. Get economic education;
3. Write a competent business plan;
4. Create a project that will receive funding;
5. Save money to own finance;
6. Begin implement my idea into reality.



THANK YOU
FOR YOUR
ATTENTION!