



BOCA Gratiela

MUKAJ Lindita

DEMIR Cemil Ihsan

Economie-Inovație-Comunicare-Universitară

5th INTERNATIONAL SYMPOSIUM

*WORKSHOP
DESIGN OF THE BUSINESS - DESIGN OUR CAREER*



E I C U

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**Gratiela Dana BOCA
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Gratiela Dana BOCA
ECONOMY – INNOVATION – COMMUNICATION – UNIVERSITIES
E.I.C.U. BAIAMARE
ROMANIA



ALEKXANDER MOISIU UNIVERSITY
Durres, Albania

Lindita MUKAJ
Dorian KRISTIQI



Afyon Kocatepe University
Turkey
Ihsan Cemil DEMIR

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STUDENTS COORDINATORS

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North University Baia Mare, Romania

DEMIR Cemil Ihsan

Afyon Kokatepe University, Turkey

GOKKAYA Hasan

Karabuk University, Turkey

ISUFAJ Tori

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KRISTIQI Dorian

Aleksander Moisiu University, Albania

MUKAJ Lindita

Aleksander Moisiu University, Albania

RADULESCU Corina Michaela

North University Baia Mare, Romania

TOADER Rita

North University Baia Mare, Romania

KEYNOTE SPEAKERS



Asist.prof.dr. Ihsan Cemil Demir
Afyon Kocatepe University
Turkey



Lindita Mukaj
Aleksander Moisiu University,
Albania



THE 5th INTERNATIONAL SYMPOSIUM- EICU

*ECONOMY – INNOVATION – COMMUNICATION – UNIVERSITIES
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SYMPOSIUM PROGRAM

DESIGN OF THE BUSINESS - DESIGN OUR CAREER

6th June 2013

Hour	Programme
12.00	<i>Keynote speaker</i> <i>Ihsan Cemil DEMIR</i> <i>Afyon Kocatepe Universit, Turkey</i> <i>The role of economic and non-economic factors on tax evasion behavior</i>
13.00	Participant's registration
13.30	Opening Ceremony
14.00	Papers presentation
16,00	Break
16.30	Papers presentation
18.00	Break
18.30	Social program

7th June 2013

Hour	Program
9.00	Round table. Conclusions
10.00	Break
10.30	Social program
12.00	Break
13.00	<i>Keynote speaker</i> <i>Mukaj Lindita</i> <i>Aleksander Moisiu, Albania</i> <i>A new global economy</i>
14.00	Award of prize for innovation and new ideas in research work



THE 5th INTERNATIONAL SYMPOSIUM- EICU

DESIGN OF THE BUSINESS - DESIGN OUR CAREER

1	Teodor Pano Orjon Qosja Eldi Lila	Unknow Albania	
2	Tina Hysa Ariola Harizi Xhulio Seitaj	Visiting an European university	
3	Mario Majollari, Drilon Xaka, Franc Beqiraj, Emine Bala	Transporting service & facility	
4	Xhovan Bregaji	Pasta Italian Restaurant – Monte Carlo Restaurant	
	Eno Sota Igli Luku	Havana	
6	Emine Bala	IMPROVE EMINE_ALB EMINE_ALB -Elements and Methods to improve National Elements of Albania	
7	Andi Thanasi Daena Musabellu	ACS COMPANY	
8	Elona Beshiri Fatjona Mborja Hike Loca	Albanian traditional handcrafts	
9	Teodor Pano Xhulio Seitaj Orjon Qosja	The bakery	
10	Leonard Lleshaj	Patry "FACE"	
11	Tina Hysa Arlinda Barxhani Metushe Hoxha	T-shirt business	
12	Fatlind Treyhjeva Anita Maloku Ramazan Tatani	Medical and Aromatic Plants MAP	
13	Drilon Xaka Emanuela Dervishi Hatixhe Leka Denisa Kodra	EHDD –Enjoy Healthy Daily Diet - Olive-Al	
14	Ariola Harizi	DIGIT-ALB A packet for customers	

UNKNOW ALBANIA

Teodor PANO

Orjon QOSJA

Eldi LILA

FASTIP Faculty
Small and Medium Enterprises

ABSTRACT

Diamonds are small, but they have a tremendous high value. So it's Albania a small country in Europe but with tremendous culture, beaches, mountains, natural beauties and with a lot of mineral resources. The culture of this country starts since from the ancient Illyrians and we still see in these days old castles and buildings from north to south standing tall even in these days that we are living. Adriatic coast and Ionian coast offers a great opportunity for tourists from all around the world to pass their vacations in some great beaches and islands that offers Albania. Mountains are great to, they cover a big part of Albania land and in the last years government is investing because there it's possible to do extreme sports. So from north to south Albania has a lot to offer and don't miss the opportunity, visit Albania.

Keywords-Albania, culture, tourism management, entrepreneurship

INTRODUCTION

This project was made possible by the help of our sponsors that are:

- 1- Winery Drinks "Gjergj Kastrioti Skenderbeu" is a company that produces wine and alcoholic drinks, founded in Durres helped us with 3 cars and 2000 \$.
- 2- Bel Color that is a painting company, founded in Durres helped us with 3000 \$.
- 3- Fastech that is an IT company helped us with 3 notebooks, 3 cameras and 1000 \$.

Albania is a Mediterranean country on the Balkan Peninsula in the South of Europe. Albania sits are the interface between the mountainous Balkans, and continental European climate and the Mediterranean region.

Although Albania is a small country, it is very rich in biological and landscape diversity. This is due to geographical position, geology factors, hydrology, climate and soil conditions. Since the end of the East-West cold war, Albania has made significant strides in establishing the foundations of democratic institutions and a market economy, including its 1998 Constitution.

In 2000, Albania became a member of the World Trade Organization, which illustrates its determination to build an open and integrated economy.

And yet it remains Europe's last "unknown" country - in part, because it is not an easy tourism destination for international markets to understand. But the fact that the country

maintains a cultural "authenticity" with its wide range of historic and natural attractions could hold great allure for the outside world.

With this in view, Albania has turned its focus to tourism development. In the process, the quality of life of a significant number of Albanians could be improved -in tune with the country's commitment to the Millennium Development Goals.

And now it's the time to show to the world the beauty and the historic culture of our country, now it's the time to know the unknown.

Program objectives

- 1- To explore and discover the culture and the beauty that this small country of the Europe but with a gold value, can offer.
- 2- To demonstrate to the world wide that the Albania is a country to be visited.

Outcome

- 1- At the end of this project is expected to be created a web page when we will advertise the beauties, culture and the values of Albania.
- 2- At the end is expected to be increased the number of the tourist in summer and spring

COASTAL TOURISM- ADRIATIK COAST

Durresi Beach

Today Durres is one of the most interesting beaches and modern where everyone prefers to go to relax. Very near Tirana for everyone is a fast and affordable choice. It seems that lately the interest towards Durres is increased especially from across the border to Kosovar Albanians or Albanians in Montenegro. Coastal highway connecting the city with the capital does go there quite easily, despite traffic that summer is worsening by the day, mainly from the influx of tourists and the arrival of the refugees. What pushes towards holidays in Durres is the possibility to get to know the history of this ancient city. In the Roman period, it was known (Dyrrachium), was among the maritime cities with a strong fortification.

Kavaja Beach

Kavajes coastline, which starts at the brook Aga (Durres border) to the delta of the River Shkumbin, has a length of approximately 35 kilometers. More diverse relief of this length of coastline, with sand belt that moves the foot of the hills, the numerous streams that the "chop" this beautiful coast, untouched generation of green pines it, etc., Make Kavajes coast a among the most beautiful seaside resorts in the country, but the potential still untapped at the right level. Along the entire length of the coast lie numerous villages whose names have given names even certain segments of the beach. So, one by one, stretching Golem beach, Karpen, he Bagos Spille beach and Grethit. Spille beach and Grethit, with a length of approximately 8 kilometers, starts at the end of the rocky area Bardhorit and extended up to the mouth of the river Shkumbin. The whole length of the beach is traversed by a strip of green pine. Meanwhile hilly string massif Kryevidhi shares Spille beach from urban areas (villages and city Kavajes). Spille Beach is located approximately 20 kilometers away from Kavaja.

Shengjini Beach

Shengjini among the most frequented beaches While domestic tourists have assessed changes made in Shengjin. "Conditions are improving, is everything clean. From one year to come up with other fun, tries new things, "says one resting. Shengjin beach to official statistics, the number of visitors on ordinary days amounts to 20 thousand, while on weekends up to 50 thousand visitors. Meanwhile, it was learned that last year with the placing in service of the road Durres-Kukes-Morine, the number of visitors mainly Kosovo increased by 30%. While all regional institutions have developed their plans detailed measures for the welfare of the summer season 2011, to ensure the health and lives of vacationers and tourists in Lezhe, Shengjin and Tale.

With the involvement of local government this year Shengjin beaches are much cleaner and it has attracted tourists. The unique feature of this beach is the purity of the sand and water, the presence of a wooded area and lagoons. Many daily tourists choose to stay near the lagoon where nature offers a ambjet very attractive.

Most of this beach is undamaged from the construction in the area of sand, leaving you to dominate nature

IONIAN COAST

Himara

Himara is bordered by the village of Nivica to the south and the Llogara Pass in the north. West to east, the region is bounded by a beautiful blue sea and a coast line dotted with capes and beaches on one side and forbidding mountains such as Çika, Veza, and Mesimeri on the other.

The place-name of "Himara" comes from ancient Greek— *himarros*—or "creek." In ancient times, it was populated by the Kaons which were an important Epirote tribe but, perhaps more famously, are now immortalized by the local beer "Kaon." The town of Himara is located in the center of the region which encompasses Spille and the Kala neighborhood. The oldest living space in the region is the Spille cave, from the fourth century B.C., which is located on the eastern most side of the city's main avenue. The fields around Spille were also inhabited during this time, evidenced by an antique temple, gravestones and pottery. West of Spille, tourists can visit the ruins of a Roman bath and Roman graves. Further, above the Spille cave on the Stefaneli hill, the ruins of a medieval settlement from 1431 can be found.

Potami Beach is beautifully situated between rocks that fall diagonally in the sea. The contrast between the white beach and the clear seawater make for a very panoramic view. The Temple Road ends at the Church of All Saints that was rebuilt on 08 August 1826. Its majestic bell and interior paintings and iconostasis make a visit worthwhile. On its northern entrance, the visitor will find engraved "***Agioi Pandon-Himarro***" and the rebuilding date. Further down, one can still find dwellings dated from the XVII century such as the Siromilaj's from 1641.

The city wall was built in the fifth century B.C. on large polygonal stones. Between the 800 m east-side walls and the west-side rocky slope, visitors can find dwellings built on rock. Leaving the Kala neighborhood on the two -kilometer dirt road, visitors can reach the great beach of *Livadh* . The beauty and cleanliness of this sandy beach attract many visitors in summer time.

Today Himara is a highly frequented destination for summer holiday travellers. Accommodation is mainly in local family dwellings, as well as in a variety of small hotels. The people of Himara are well known for their traditional hospitality which makes Himara a great year-round destination for all sea lovers. But Ionic coast has not only HIMARA, it has a lot of beautiful places that are very attractive and have to be visited like:

Palasë Beach

Palasë Village is the first village to the south of the Llogara Pass, on the side of Çika Mountain. A century-old plane tree can be found in the village center. The narrow stone roads lead to white houses with courtyards full of grapevines and flowers. The 1.5 kilometer long Palasë beach is part of this village. It serves as landing strip for practitioners of air sports that start their flight from Llogara Pass

Dhërmi

Older inhabitants call this village Drimades which comes from the Greek Drymades (Oak Forest). The village was built in the seventh century on a number of hills. Dhërmi is a large and beautiful village with about 30 old churches picturesquely placed on the rough mountainside. A typical village of the Ionian coast, this is also one of its oldest settlements. Well-known for its lovely beaches, the Gjipe Beach is one of the finest, formed by a creek streaming down the mountain close to the national road.

Cave of the Pirates- The cave is located on the hill of St. Todhri's Monastery in the village of Dhërmi. The name comes from the pirates that would use it as a base for themselves and their ships.

Ksamil Islands

These islands are located only 7.5 to 15 meters above sea level. To get there, take the Saranda-Ksamil road and then sail to the islands. They are small and rocky with typical Mediterranean vegetation. Ksamil village has long been an important center of family tourism. The economy of the village is highly dependent on summer tourism when hundreds of families rent apartments for their holidays.

“Blue Eye”

A “blue eye” is a karstic water source located 18 km from Saranda, recognized throughout Albania for its crystal blue waters. To find it, one must first locate a small road turning off of the national road that leads to Gjirokastra. Pass the Bistrica I hydro power station, turn left on the side road and, after about two kilometers, you will find the “blue eye” in the midst of green vegetation. . On average, six cubic meters of water pass through it daily.

Saranda Beach

Known as Sarande by natives, Saranda is located at the sea near an open sea gulf in Albania. It faces the Greek island of Corfu and the reason why tourists flock this city is because of the shingle beaches. Shingle beaches facilitate recreational activities like sand bathing and also the beach has sand for children to play.

Saranda city is known as the entrance to southern Albania simply because it's located on the south and attracts a lot of people to Albania through it. It boasts of the pleasing soft Mediterranean climate, variety of plants and plenty of beautiful sceneries that makes it the

preferred choice by many tourists as a centre not only for recreational activities but also spend a good time with their families and friends.

Another thing that you should know about this town is that it's known as the town for honeymooners, a lot of newly-weds in Albania and other parts of Europe come to spend their honeymoons here. The city is very accessible just a ferry away from the Greek island of Corfu and it has attractive surroundings; beautiful bay with hotels, resorts and restaurants right at the waterfront.

It's a cheap destination too and this is the reason why it's crowded every peak tourist season, it has plenty of affordable apartments that you can rent out for several days and weeks plus they are easy to get. There are several companies that search and market cheap accommodation in Albania, Saranda to be specific, and www.estateinalbania.com is one of them. There are several beaches in Saranda that you must visit when touring Albania, below are some of them and reasons why you must visit them.

There are a lot of artificial beaches that you can enjoy while touring the main city. As compared to the beaches on the coastline that are made of sand, these artificial beaches comprise of pebbles and shell and they are just as beautiful as the natural ones. The main purpose of these artificial beaches is to serve tourists that cannot go to the beach due to various reasons or those that would like to have an experience of the artificial beaches. They are perfect for swimming and other water sports.

WINTER HOLIDAY IN ALBANIA

Albania is well known also for mountain tourism and there are many options to attract the attention of tourist from all over the world.

Wide spread of mountain landscapes, which make up 2/3 of the country's area, does that offer numerous opportunities for tourist activities, which take place in these areas. These activities are tourism white type (developed during the cold season of the year) and green tourism type (developed during the warm season of the year).

As a result of substantial layer of snow and slopes with suitable slope, the sport of skiing has great potential. Key areas for the development of winter sports is the point Mountain Voskopoja, which is located in Korca district, 20 km west of it. Voskopoja located at an altitude of 1,160 meters above sea level and layer of snow it takes up to three months. Here is a "ski tracks" where the races of the National Championship. Another point is dirty Bigëllit in Bonoshtice.

Other points where the winter sports are made are Albanian Alps in the north of the country in items Razmës, Boge Thethi Kukës District Shishtavec Grabova Gramsh district, Pears in Korca district, Biza in Tirana etc.

Trekking and mountain climbing activities have numerous opportunities in the territory of Albania. Realm where these activities are extended from north to south. Attractive is trekking program called "treking of Çikës", which takes place in the southwest area of the country, covered valley of Wadi Duchy Cika string, and ends Kurveleshit area Ionian coast. Place along the trekking route Dukat - Tërbaç-Vranisht-scat-Kudhës-Qeparo.

Other areas for trekking and climbing are the Albanian Alps in spots such as; Vermosh, Theth, Razmëm, Boga, Valbona etc.. Tomorrow mountain lying in the districts of Berat and

Skrapar Vithkuqi, Voskopoja, Drenova in Korca district, Stone of wealth in the District of Pogradec, Llogara in Vlora district, Korabi Radomir district of Debar, Gjinari in Elbasan district, Dropull area Drinos valley in the district of Gjirokastra, Borsh route-slime that pervades Kurveleshin others.

Albania offers excellent conditions and natural topography for the development of air sports. The most favorable is Llogara Neck up to 1,052 meters above sea level, where the wind direction is quite favorable.

Parachute issued from this point down to the beach e Palasës, covered a rare experience of the mountain to the sea. Pass Neck is a place where international meetings were organized such activities.

Mountain areas are attractive for the construction of camping and accommodation in tents during the warm season. Such points are Biza in Tirana, Razma in Alpe, Llogara in Vlora district, fir forests Hotovës Bazaar district, the Germenj coniferous forests in the district of Cologne, Neck Park Shtamës Kruja district, Lura in Debar district etc.

In rivers and numerous mountain streams, sport fishing is a pleasure in itself.

This fish cold water trout and other freshwater fish. Appropriate areas of natural beauty for this type of activity are Valbona valley, the river Thethi River Shale in the Albanian Alps, upper valleys Vjosa etc..

As a result of the large spread in the territory of Albania limestone formations, diverse forms of development carstic, which has enabled the existence of karst caves of great interest for tourism of the latter, or as called speleology

Only in the region of Shkodra are 35 such caves. Special interest tourism will mention the "cave Pëllumbasit", or as it is otherwise called "Black Cave" located 25km southeast of Tirana, on panoramic Skorrane gorge created by the river Erzen.

Has a width of 10-35 meters, a height of 15-40 meters and reaches up to 300 meters in length.

The cave is quite preserved.

Along with numerous stalactites and stalagmites is worth mentioning the fact, that there are cave bear skeletons found (*Ursus speleus*), who lived about 400. 000 years ago.

Throughout the European continent known only 5 such caves.

Another attractive cave the "cave Pirrogoshit", located in the district of Skrapar, in the south of the country, which represents the largest cave in

Albania. It is located on the slope of the river right Çorovodës Radesh village, at an altitude of 450 meters above sea level. The cave entrance has a width of 5 meters, while its length reaches 1,500 meters.

Most attractive is its major corridor. The cave ends with a deep well, where the majority bats.



CULTURAL ATTRACTIONS



The territories of present –day Albania have been inhabited as early back as 100.000 years ago.

It was at the turn of the third millennium BC that an Indo - European population settled there.

As the result of the mixture, a population incorporating the unique cultural and linguistic characteristics of the whole Balkan Peninsula (pelages) was created.

Based on this ancient population, the Illyrian people developed through the second millennium and the first century B.C.

After its fall in the year 30 B.C. Illyrian came under the control of Roman Empire. With the division of the Roman Empire (395 A.D), Illyrian became a part of the Byzantine Empire.

The country has suffered continuous invasions over the last 1000 years and by the end of the 14th century Albania was occupied by the Ottoman Empire.

The subsequent efforts and insurrections for independence eventually brought about the proclamation of the independence of Albania in 1912.

After 1912 till the end of the First World War, the country was attacked by neighboring countries. After eleven years of monarchy the country was occupied by Mussolini forces in 1939, putting the end of monarchy.

In 1943 the armies of Hitler occupies the country.

The resistance against foreign invasion was known as the Anti – Fascist National Liberation front. The Communist party took power in November 1944, when the foreign armies were expelled. Shortly thereafter, a totalitarian regime was established under the communist leader Enver Hoxha.

For about 50 years, the regime applied the policy of self-isolation, leaving the country in great economic poverty when it finally emerged from isolation in 1991.

The principle of self-reliance applied by the Communist regime prohibited foreign loans, credits and investment. From 1991 until 1997

The Democratic Party led the country. After the unrests of 1997 due to the failure of pyramidal schemes the Socialist Party with its coalition was in power until 2005. After the last elections on 3 July 2005.

The Democratic Party with its coalition is turn back in power. Albanian policy intends to integrate the country into European Community and the Alliance of NATO forces.

The amphitheatre of Durres

The amphitheater of Durres it is the largest and most important Balkan amphitheater built in the early i sc. which contains remarkable functional architectural values and constructive, the unique found in Albania. Systematic excavations began in 1966 and now been updated in the middle of the monument. The amphitheater is located in the center of the city, based on the cavea western slope of the hill and the part opposite stands on level ground. The amphitheater is presented in the form of an ellipse diameter 136 m.

The height of the cavea starting from the base, is 20 m. The capacity of the stands was 15000 to 20000 spectators. These steps were covered with white tiles. The gladiators fought in the arena. On the constructive side, the cavea of the amphitheater was based on a system of stone arches that surrounded the whole object. The size and the technical realization of this amphitheater shows a development of the city of Durres in the early centuries of our era. After having suffered the social and economic changes after the IV sc the Durres amphitheater ceased to function as such.

In one of his galleries were built in the X sc. a Byzantine chapel, whose walls were decorated with mosaics representing different figures.



Kruja

KRUJA is one of the towns with the richest history in Albania. It is easily accessible from the capital since it is located only 32 km away. The name and significance of Kruja is related to the deeds and activity of the Albanian national hero, Gjergj Kastrioti (Skanderbeg), who led the fight against the invading Ottomans in the 15th century. Kruja was Skanderbeg's capital and its castle turned into an invincible stronghold of resistance against the Ottoman threat, repelling Turkish attacks for the better part of 25 years thus becoming famous in Europe.



The name of Kruja derives from the Albanian word krua, meaning 'water spring/fountain'. In Byzantine times it is mentioned as an Episcopal centre. The first Albanian feudal state was created there circa 1190. Later it fell under the rule of the Topia feudal family. The first Ottoman occupation occurred in 1396 but then they withdrew for 20 years. In 1430 it became the centre of the uprising led by Gjon Kastrioti, Skanderbeg's father. However, Kruja reached its zenith on the 28th of November 1443 when the Kruja castle was taken by

Gjergj Kastrioti, who then organized the long anti-Ottoman resistance. From this time on, under the leadership of Skanderbeg, Kruja repelled three Ottoman sieges in 1450, 1457 and 1466. Only ten years after the death of Skanderbeg, in 1478, were the Ottomans able to capture the castle and destroy the town. They called Kruja Akçahisar (The White Fortress). The part of the population that survived converted to the Muslim faith. Today the town lies on the side of the Kruja Mountain, about 600 metres above the sea level, commanding a panoramic view. From the Kruja town one can clearly see the Adriatic Sea.

Apollonia

Apollonia represent one of the most important archaeological sites of Albania. It is mentioned as a “ Big town and imposing” by Ciceron. It is located 11 km in west of the city of Fier. . The antique city of Apollonia is founded at the end of VII century B.C. from the colonists come from Corinth and Corcyra. At the V –IV B.C. the city arrive the most prosperity. At the time the city cut their moneys. The Roman Emperor August studied the philosophy in Apollonia. The encircling wall of the city is about 5 km enclosed a surface of about 140 hectares. The most interesting objects to be visited are the magnificent wall of Agonothetes (Building of the council of the city) II Century B.C.

Bylis

This is the name of the Illyrian town next to the village of Hekal in Mallakastër. Established in the third century B.C., Bylis flourished as a political, economic, and cultural center of the community. The city was governed by an annual council of civil servants. In 230-146 B.C., it introduced bronze coins, which were used throughout this region. The handicrafts from the workshops of Bylis were competing with the handicrafts of Apollonia. The surrounding wall of Bylis, built in the second quarter of the fourth century B.C., is very well-preserved. It is 2250 m long, 3.5 m wide and 8-9 m high and it surrounds an area of 30 ha. The wall is triangular. The city consisted of several quarters and objects, such as the agora, which sheltered the inhabitants of the villages and their wealth in the event of war.



The theater was built in the middle of the third century B.C. It was built in the southeast corner of the agora. Visitors entering from the 4th entrance would immediately see the theater and the stadium. At the entrance of the theater there are two platforms, which used to display statues, one of which is thought to have been that of Dionysus. The steps of the theater are semicircle-shaped, with a diameter of 78 m. The theater had 40 steps accommodating an audience of 7,500 people which makes it the 3rd largest ancient theatre in Albania after Apollonia and Foinik. The stoa of the theater, an open structure with pillars on one side, measuring 60 m x 11.4 m, is still partly preserved today.

Kanina Castle

Kanina Castle. It is situated 6 km far way from city of Vlora. This castled is mentioned since IV A.D century, even if there are discovered signs of Illyrian period. There is a thought that the castle has been constructed since III B.C century. Posterior signs belong to Byzantine, Venetians and Turkey's period. The castle has been reconstructed from Justiniani in V A.D century and afterwards been repaired from Sultan Sulejmani in 1531. The castle is situated on the top of the hill of 380 m high above sea-level. She has a surface of 3600 m2. Beautiful landscapes can be viewed from the castle towards Vlora city.



Oricum

Oricum is located on the Vlora-Saranda national road. The ancient town of Oricum was established in the 7th – 6th century B.C. by Hellenic settlers. Its geographical position was very suitable for military purposes. Oricum was used by the Romans in ancient times as a defensive base in the wars against the Illyrians as well as in the 3rd century B.C. against the Macedonians, who in fact occupied it. Julius Caesar stationed his troops in camps there for several months, until they were taken by Pompey (Pompeius Magnus).

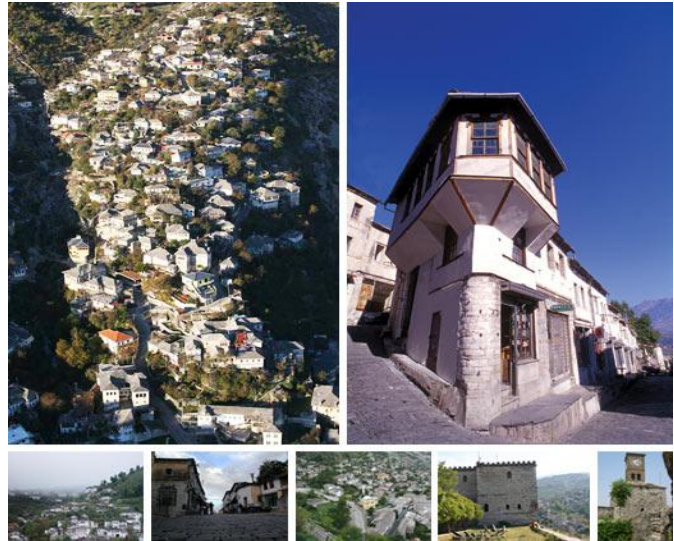
Being in the crossroads of such influences, Oricum became a civilized urban centre, as evidenced by various archaeological ruins, such as part of an Orchestra, a small theatre, which is thought to have seated 400 spectators, traces of wall ruins and streets that are clearly seen, albeit lying under the water of the lagoon, and the Marmiroi Church. This is a church of dating back to the early Byzantine period, of the Byzantine emperor Theodore of the thirteenth century. It has a small 6m by 9m main hall and a dome approximately 3m in diameter that is supported by four Roman arches. The internal walls still feature fragments of murals characteristic of Byzantine culture. The church has three entrances and is renowned for its complex construction and architectural values. To reach the church one has to pass through Oricum, in the direction of Pashaliman, and then take a turn towards the sea.



Today Oricum is an important settlement which is seeing renewed development. This is also a result of its favorable geographical location between the town of Vlora and the tourist resort of Llogara, as well as its closeness to the sea.

Ali Pasha's Castle—Porto Palermo Bay

This is a small castle located on a lovely peninsula in the small tectonic bay of Porto Palermo (known as Panorama Bay in ancient times). The castle has a triangular shape of 150 x 400 meters with the walls reaching as high as 20 meters. Ali Pasha built the castle in honor of his wife Vasiliqi. The peninsula on which the castle is located has ever-green Mediterranean bushes while from its walls one can enjoy a great view of the bay.



Gjirokaster

Gjirokastër was declared a “Museum City” in 1961 and a “World Heritage Site” by UNESCO in 2005.

It is the main southern city in the country. Initially, it was an Illyrian settlement linked to the Argjiro tribe. According to legend, Gjirokastër was founded by Princess Argjiro.

In the Byzantine Chronicles of John Kantakuzen, Gjirokastër is mentioned as the fortress of the Zenebish family.

In 1417 the Turks conquered it and turned it into an important center of Ottoman power and administration for hundreds of years.

Gjirokastër became the center of the Sanjak of southern Albania. Visitors are impressed by the architecture

of the city, the surprising landscape of the Drino Valley, and the invincible lime peaks of the Bureto and Lunxheri mountain chains.

Whoever visits Gjirokastër understands Albania's character –a beautiful and tough place with an uncompromising spirit. Situated in a particularly sensitive area of strategic and military importance, and with a very close proximity to the Greek border, Gjirokastër has been the stage of many important events in the history of the country.

One of the most important: this is the birth place of the writer Ismail Kadare.



Museum of Medieval Art, Korça

The museum was established in 1980 in traditional buildings in Korça, which have the status of monuments of culture, not very far from the main boulevard. It displays 7,500 artifacts and art objects made of stone, wood, wool, silver and other metals, as well as an array of folk costumes and other objects showing the region's ancient history, traditions as well as the originality of Korça's urban culture. About 1,200 of the artifacts belong to the bronze and iron ages, while about 6,000 are icons painted from the 13th and 14th centuries to our days, such as Shën Kolli (Saint Nicholas), Shën Mëhilli (Saint Michael), Shën Thanasi (Saint Athanasius). National Museum of Education, Korça Established in 1968, and housed in the building donated by Diamanti Terpo, this is the place where the first Albanian-language school, known as Mësonjëtorja was opened on 7 March 1887. The museum displays include a photocopy of the first Albanian ABC book written by Albanian patriot Naum Veqilharxhi, as well as the second ABC book written by Albanian patriot Kostandin Kristoforidhi. Also displayed is the room where the first co-ed class was taught together irrespective of the religion of the students.



Rozafa Castle

Rozafa Castle rises on a rocky hill to the west of Shkodra. It is surrounded by the waters of three rivers, Buna, Drini and Kiri. Rozafa is one of the major castles in Albania and the most important tourist attractions in Shkodra. The castle dates back to Illyrian times when Latin historian Titus Livius called it "stronghold of the Labeats". Illyrian queen, Teuta, used it as a base in her war against Rome. The name Rozafa first appeared in the Middle Ages.

The name is linked to the legend 'of the kept promise' which is common in one form or another to all Balkan peoples. According to the legend, Rozafa, the wife of the youngest of three brothers, accepted to be buried alive in the walls of the castle.

The brothers had been building the castle in the day only to find that the walls had collapsed during the night.

At the entrance to the castle one can see the Rozafa bas-relief. According to popular imagination, the lime water that leaks at the main entrance is the milk running from Rozafa's breast which was left outside the wall so that she could feed her newborn baby. The castle assumed the shape it has today during Balsha family rule in the 14th century.

Most of the remaining walls of the castle belong to the Venetian period. However one can also find traces of the Ottoman times (16th and 17th centuries) and the Bushatli period (18th and 19th centuries). The walls of the Rozafa castle are 880 meters long and encircle an area of nine hectares. After strong resistance, Rozafa fell to the Ottomans in 1479. Other objects of interest inside the castle are the water tanks from the 15th century and the 13th

century chapel, which after the Ottoman occupation was turned into a mosque. Within the walls of the castle is also the Rozafa museum that explains the various periods in the life of the castle.

PROJECT COST

Name	Mission	Petrol cost	Sleeping cost	Eating & Drinking	Telephone	TOTAL
Orjon Qosja	National Parks	\$ 121	\$ 470	\$ 260	\$ 100	\$ 951
Orjon Qosja	Cultural Attractions	\$ 90	\$ 545	\$ 200	\$ 120	\$ 955
Teodor Pano	Coastal Tourism	\$68	\$ 390	\$ 120	\$ 100	\$ 678
Teodor Pano	Winter Holiday in Albania	\$ 104	\$ 290	\$ 140	\$ 85	\$ 619
Eldi Lila	Albania Rivers	\$ 98	\$ 300	\$ 145	\$ 130	\$ 673
Eldi Lila	Albania Resources	\$ 130	\$ 400	\$ 165	\$ 140	\$ 835
John	Web Page					\$ 500
Total Project Cost						\$ 5211

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- <http://www.akt.gov.al>

VISITING AN EUROPEAN UNIVERSITY

Tina Hysa

Ariola Harizi

Xhulio Seitaj

FASTIP Faculty

Specialization Small and Medium Enterprises

Abstract

This project plan expresses the desire of Fastip students of SME and H&T Management to visit an European university, Universitatea de Nord din Baia Mare, Romania. Visiting this university will help us to develop our knowledge in the education system throughout Europe and also to see how do the businesses there succeed. Based on other students experiences, we think that this would be very helpful for each of us and will also give us more of European culture. If it is possible we would like the faculty to sponsor our trip to Romania and back, and provide us with the necessary information. By the end of the visit we expect to become more informed about education and business in European cities and understand what can we do to start improving our standards.

1. Introduction

Students of “Small & Medium Enterprises” and “Tourism & Hospitality” management are interested in organizing a trip to visit a European university, “Universitatea de Nord din Baia Mare”, located in Rumania. Our travel will consist in visiting this university and see how other European countries develop their education system.

Also we can visit local businesses, such as companies, hotels and restaurants to understand better and closer what differences these have from Albanian businesses. If they are more successful or not, what advantages/disadvantages they have comparing these with Albania. Going to this university will also give us the opportunity to present our faculty to the students and give them more information about our country.

In this way we also help the tourism field by informing more people, though not a great number of them, about Albania and encouraging students to visit it soon.

Despite the reasons just mentioned, it may be a good opportunity for us to visit Rumania, Baia Mare and enjoying the culture and beauty of another country.

2. Organizing the trip

2.1 People

Students who will be present in the trip to Romania are both from SME and H&T management, in total a group of 24 students.

Also, representatives from faculty should be present and it is on their choice to decide who should come to represent the students and faculty.

2.2 Time

One week is necessary to visit the places we plan and in this way achieve the purposes of this project. Below there is the schedule of what will do during our stay in Baia Mare.

2.3 Accommodation

The hotel of the university will hostel us, 2 people may accommodate in one room for the three days we are staying in Baia Mare.

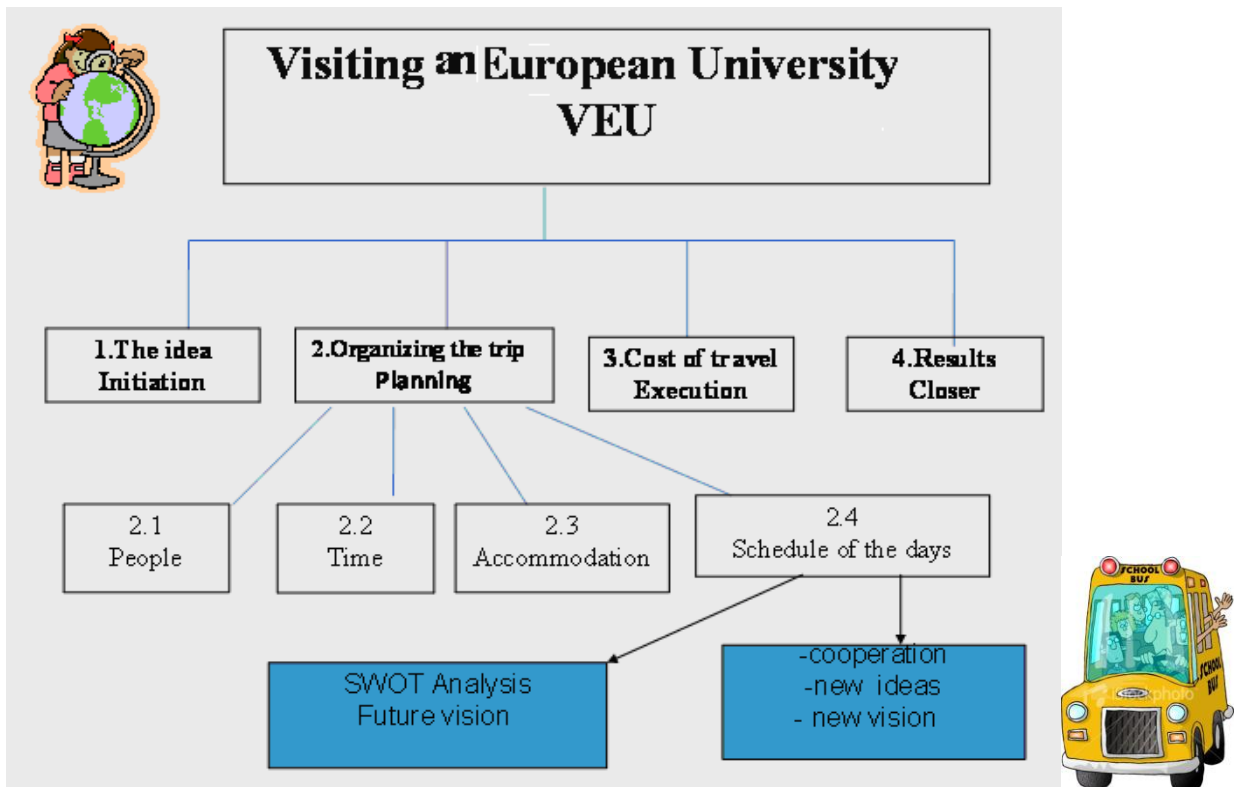
3.4 Scheduling the days in Baia Mare

Seeing that in European countries, the Sunday is also the day off, we can start our travel on that day early in the morning so that on Monday we will be at the university.

The hotel of university will hostel us and for that we may need an approval in advance, also an official invitation from Universitatea de Nord din Baia Mare.

After accomplishing our main reasons of our traveling the first 3 days in Baia Mare, we can now visit the other European cities such as: Budapest and Vienna.

An agency can provide us with a bus, or minibus which will be available for us during the whole trip. In the table below, there is the more précised schedule of the trip.



**THE 5th INTERNATIONAL SYMPOSIUM- EICU-
ECONOMY – INNOVATION – COMMUNICATION – UNIVERSITIES**

GANTT CHART

Days Time	Sun day	Mon day	Tues day	Wednes day	Thurs day	Fri day	Sat urday
06:00 am	Depa rture from Tiran a				Departure from Baia Mare to Budapest		Dep artu re fro m Vien na to Dur res Bac k in Dur res
08:00-09:00 am		Accommodati on Student Hostel UBM		Tour of Maramur es Region		Depa rture from Buda pest to Vienn a	
09:30-10:30 am		Presentation of our University FASTIP Faculty	Presentati on of Romanian students	Tradition Culture			
11:00-12:00 am		Visit the UBM university	Visit the university Hostel and SME's			Tour aroun d Vienn a	
12:00am-14:00 pm		Lunch time City	Lunch time City		Visiting Budapest, its natural and historical attractions		
15:00-17:00 pm		Workshop together Albanian- Romanian students	Identify common topics	Visit local business es			
18:00-20.00 pm		Tour city	Tour city	Discussio n (compari ng 2 countries) SWOT)			

3. Cost of travel

The best road to be taken is from Tirana-Macedonia-Serbia-Baia Mare. The agency will charge each person with an amount of 100 Euros/person, including the way back from Baia Mare to Budapest, and from Budapest to Vienna.

That means that it will take 2,400 Euros for all students.

The expenses of each person for the 3 nights staying in the hotel are 15 Euros, which means 5 Euros per night including breakfast. A very economical price for us all and it will be covered by us ourselves.

4. Results

On the way back to Albania we expect not only to have enjoyed the beauty of other countries, but also to be able to understand advantages/disadvantages that lead each country or city to a higher life standard.

- Why are these countries more developed?
- Which are the differences of businesses and tourism between them?
- What can we do to improve the standards in Albania?

All this conclusions will be taken comparing the countries with each other based on analysis.

TRANSPORTING SERVICE & FACILITY

**Mario Majollari,
Drilon Xaka,
Franc Beqiraj,
Emine Bala**

FASTIP Faculty
Specialization Hostel and Hospitality

Abstract: COMET Sh.p.k is a transporting services & facility company. According the Albanian law (Constitution) , Pursuant to Article 16 of Law No. 7491, dated 29.4.1991 "On the main constitutional provisions", upon the proposal of the Council of Ministers: Article 1/a , 4, 5 , 6, 7, 8, 10 ect. The objective of this project is to increase the performance of taxi service . In this case the taxi service will be more reliable for tourist and of course the citizen of Albania. The goal for this project is to be the number one in taxi service and the leader in this market, also to unify the taxi service in all Albanian territory. In this project we think to hire about 14 taxi drivers because we will be open 24/24 hours open to service and the 5 person for controlling, accounting, marketing, it, human recourse and technical system officer. All those will work every day, one day off , will calculate the cost of service, will communicate with customer , will build new image and strategies for achieve goal. The total budget will be about 840000 Lek and 35000 euro

1.Introduction

COMET Sh.p.k is a transporting services & facility company. This idea was created by observing the transporting services for tourist who come in Albania.

In this Project Management Plan we will introduce our idea how to serve and fill the need of tourist for a safe traveling to their destination and also the inside structure , target, cost, goals, staff quality and task of the company.

2.THE KNOWLEDGE AREAS OF PROJECT MANAGEMENT PLAN

2.1. Marketing Department

Target market:

- ✓ Palmanova Hotel
- ✓ Harmonia Resort
- ✓ Romana Resort
- ✓ Belle View Resort
- ✓ Tropical Resort
- ✓ Ibiza
- ✓ International Resort

Advertising

Advertises on TV every day after main edition of news on the most viewed TV. Also along different reality shows that have a huge number of spectators.

Advertises on road, on radio, on magazines and of course on our own taxis. We will create a web page where clients can ensure about a safe and very commode transport. Also we will create a radio center. We will write to taxis “Give yourself the pleasure of a good traveling”.

New ideas and innovations

- + Those taxis that we will buy don't have TV for each chair, but we will make it possible.
- + We will montage also a TV that show the times that we will be in each destination.
- + We will open a web page when other companies can see our service and can contact us online to be part of us.
- + A device that share warless will be available along the road for those clients that want to connect by phone or laptop.

Project Management Plan
“Transporting service & facility”



Company name : COMET sh.p.k
Address : Train Station, Durres/Albania

SWOT Analysis

Strength	Weaknesses
The first company that makes connection between hotels and airport. The fastest and commode taxi.	This kind of transport is not known yet in Albania, and it will be difficult to entry directly on market.
Opportunities	Threat
Except those companies that we have talked to work together, other companies will be part of us as the cheapest way to send their clients to airport.	If the price of oil will rise and is necessary to raise the price for clients, some companies will leave.

PESTLE Analysis

POLITICAL	ECONOMICAL
Ecological/environmental Government policies Government team and change	Home economy General taxation Seasonality issues Customer/end-user drivers Interest/exchange rates
SOCIAL	TECHNOLOGICAL
Customer attitudes and opinions Media views Brand, company Ethnic/religious factors	Competing technology development Technologies Information and communications Innovation potential Technology access Licensing patents
ENVIROMENTAL	LEGAL
No cars that cause pollution Drivers should not put pressure too much to the gas pedal Drivers should not inhibit too much to burn tires but they should down laps engine.	Driving license Patent Insurance

2.2. IT COMMUNICATION DEPARTMENT

This position is responsible for ensuring that the IT Network & Unified Communication including Contact Center technologies (the EPABX, IVR, CTI, Skill Based call routing, VOIP, Web-chat, IP Telephony, Voice Loggers, Wall board displays etc.) is designed, implemented, monitored and managed in a superior manner using the best practices to meet the current and future needs of the organization.

The responsibilities include liaison with the network vendors, Monitor & Manage performance of the Network & Unified Communication.

Responsibilities

1 Ensure that the IT Network & Unified Communications (IP Telephony) design is superior using the best practices to meet the current and future needs of the organization.

The network design should ensure that it is secure, has high availability, low latency and is highly scalable.

2 Responsible for ensuring that the contact centre technology components including the EPABX, IVR, CTI, Skill Based call routing, VOIP, Web-chat, Unified communications, Voice Loggers, Wall board displays etc. are implemented successfully and properly in a timely manner to meet the business needs.

3 Responsible for maintenance of the Unified communication setup covering Voice, Video, Chat, Fax, Audio Video Bridges, Soft and Hard end points

4 Ensure that the IT Network is managed and monitored efficiently on an ongoing basis to ensure smooth day-to-day operations.

5 Ensure that all components of the network including firewalls, routers, switches, servers, etc. Are monitored and managed proactively.

6 Responsible for maintenance of the Unified communication setup covering Voice, Video, Chat, Fax, Audio Video Bridges, Soft and Hard end points

7 Anticipate networking problems and implement preventive measures.

8 Ensure timely user notification of maintenance requirements .

- Computer systems technician
- Database administrator
- Programmer
- Systems analyst
- Systems administrator
- Software architect
- Chief information officer

Roles in IT can involve:

providing support and advice to computer users maintaining and fixing problems with computer hardware, databases and web sites creating and designing computer programs, applications and Internet web sites working with companies and organizations to find out their computer needs and creating or finding systems and applications to match supervising and managing staff.

New technologies make it possible for employers to monitor many aspects of their employees' jobs, especially on telephones, computer terminals, through electronic and voice mail, and when employees are using the Internet.

Such monitoring is virtually unregulated

2.4. TECHNICAL SYSTEM DEPARTMENT

Establish a safe electric function.

Before the project start we need for our building a good electric system to prevent serious damage from the high voltage.

This will need a specific time and a careful detailed work. The equipment must be in a good quality and inside the standard. When we establish the electric system we will use the parallel system because is more efficient . Also we will divide in individual small system for minimize the risk.

Warehouse

- Warehouse is very important because we will keep here all necessary equipment and tools. Will be a small were house for just immediately solution. All entry will be registered in a notebook , also all exit.
- The function of the werehouse is very important, it will be also a place where the cars will have a controlling before the start the day.

- In totally the werehouse will have energy for equipment, electricity equipment, engine equipment, IT tools and equipment.

Monitoring and controlling engine condition

- This part is the most important part in this department.
- Monitoring all the cars is a hard job.
- They will check every day after any duty change so the taxi driver has left in good condition the car.
- Every day the Chief will fill a simply document about the condition of the cars and how many Km did they done.

2.3. COSTS ESTIMATION.

COST BUDGETING DEPARTMENT

Accounting Department.

Analysis cost of all department and total budget.

Total cost/ Budget	Lek/Euro	Price
IT Computers	L	19000
Office desk and tools	L	100500
Communication tools	L	46000
Decoration	L	*4500
Technical tools	L	1000
Cars	E	35000
Salary	L	640000
Advertising	L	*29000
Total	L	840000
		(35000 E)

IT cost	Quantity	L/E	P for 1	Total P
Computers	4	L	3500	14000
Cables	1	L	5000	5000
Total				19000

Office cost	Quantity	L/E	Price	Total P
Desk	5	L	10000	50000
Pen	1	L	500	500

papers	5	L	1000	5000
chair	5	L	10000	50000
Total				100500

Communication cost	Quantity	L/E	Price	Total P
Cellphone number	20	L	500	10000
Radio channel	1	L	1000	1000
Radio communication tools	15	L	1000	15000
Internet connection	1	L	20000	20000
Total				46000

Salary cost	Quantity	L/E	Price	Total P
Taxi drivers	14	L	30000	420000
Security	1	L	20000	20000
Staff	5	L	40000	200000
Total				640000

Advertising cost	Quantity	L/E	Price	Total P
Newspaper	3	L	1000	3000
Magazines	3	L	1000	3000
Radio	3	L	1000	3000
TV	2	L	10000	20000
Total				29000

Cars	Quantity	L/E	Price	Total P
Car	7	E	5000	35000
Total				35000

Technical tools	Quantity	L/E	Price	Total P
All necessary things	1	L	1000	1000
Total				1000

Decoration	Quantity	L/E	Price	Total P
Painting	1	L	4500	4500
Total				4500

PERT Chart (Program Evaluation Review Technique)

A PERT chart is a project management tool used to schedule, organize, and coordinate tasks within a project.

A PERT chart presents a graphic illustration of a project as a network diagram consisting of numbered nodes (either circles or rectangles) representing events, or milestones in the project linked by labeled vectors (directional lines) representing tasks in the project.

Organizational Development:

- To ensure its success, a company must establish a hierarchal reporting system

Employee Recruitment and Selection Process:

- There are many steps to recruiting and selecting qualified employees.

Employee Compensation Benefits:

- The Human Resources Department is responsible for developing and administering a benefits compensation system that serves as an incentive to ensure the recruitment and retain of top talent persons that will stay on with the company .This covers salaries, bonuses, vacation pay, sick leave pay.

Training and Development:

- The role of human resources in training and development includes assessing training needs, creating training manuals, facilitating instruction and ensuring training objectives have been met. Human resources specialists often are charged with creating training programs to strengthen the quality of work within an organization.

2.6. HUMAN RESOURCES DEPARMENT

The role .

Human Resources is exactly it says: resources for humans – within the workplace!

Its main objective is to meet the organizational needs of the company it represents and the needs of the people hired by that company.

In short, it is the hub of the organization serving as a liaison between all concerned.

Human resources professionals have many roles within an organization.

They are responsible for formulating strategies that focus on recruiting and retaining top employees as well as overseeing projects that promote company-wide productivity.

Responsibility

Gantt chart

Gantt charts illustrate the start and finish dates of the terminal elements and summary elements of a project. Terminal elements and summary elements comprise the work breakdown structure of the project.

Activity	Predecessor or	Time estimates			Expected time ET
		Optimistic (O)	Realistic (R)	Pessimistic (P)	
<i>A</i>	—	2	4	6	4.00
<i>B</i>	—	3	5	9	5.33
<i>C</i>	<i>A</i>	4	5	7	5.17
<i>D</i>	<i>A</i>	4	6	10	6.33
<i>E</i>	<i>B, C</i>	4	5	7	5.17
<i>F</i>	<i>D</i>	3	4	8	4.50
<i>G</i>	<i>E</i>	3	5	8	5.17

7. Qualities of Best HR.

- 1 Sensibility
- 2 Ability to express
- 3 Market knowledge
- 4 Confidence and winning attitude
- 5 Diplomacy. Etc.

Qualities of drivers

- 1 Licensee
- 2 Communication

IMPROVE EMINE_ALB

EMINE_ALB - Elements and Methods to Improve National Elements of Albania.

Emine BALA

Aleksander Moisiu University

FASTIP Faculty

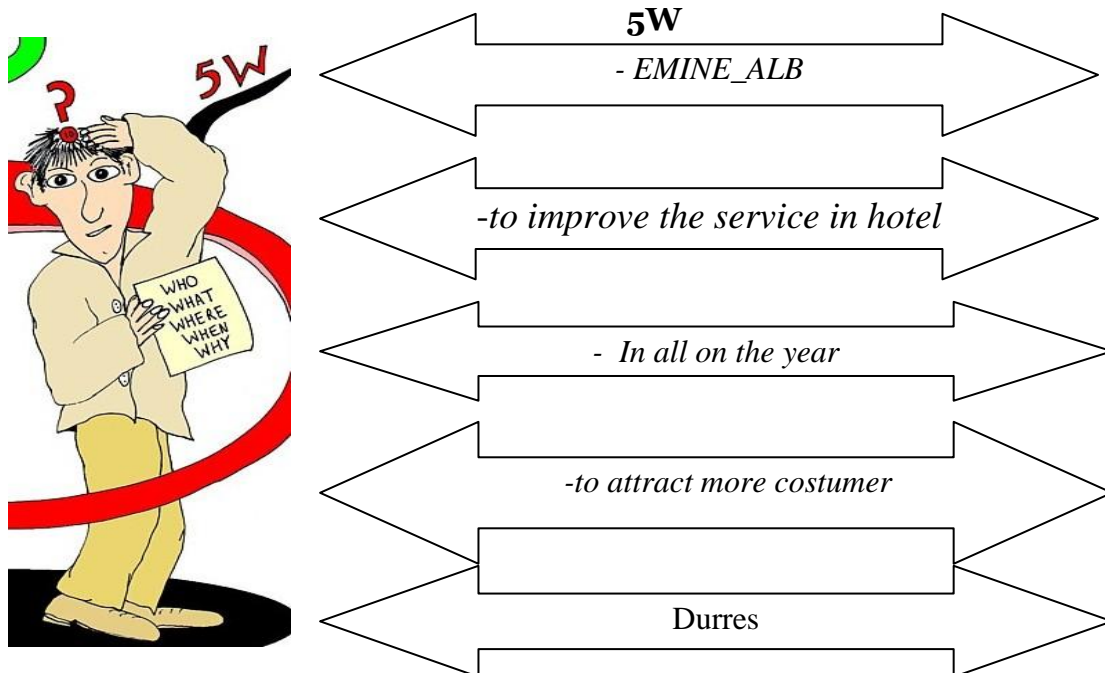
Abstract-

1. How we can attract more clients, alternately new elements and new methods to improve services and environment in the hotel.
2. How we can improve the design and hotels environment for parties and normal days?
3. A short analysis to improve activity.
4. How we can develop a marketing plan to do a good advertising activity to attract more clients.

INTRODUCTION

EMINE_ALB

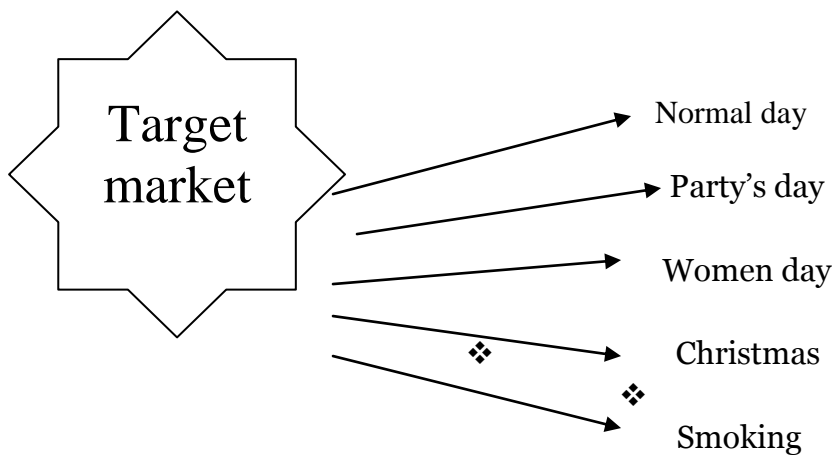
Elements and Methods to Improve National Elements of Albania help the business how to design in way to accuracy more client and also how to get higher competition in market.



The organizational plan

- A brief to description oh the business is the business of decoration hotels and restaurant for different day in different location.
- The products what me need are flower, paper, different decoration, computer and the picture design.
- The legal structure for this business is individual business.
- The location of the business is in Durres.
- A good management is to contact with more hotels in Albania.
- The personnel me need in this job are about 4 people.
- My insurance is to fix all decoration in their place.
- Mw need to follow industry trend to use more crazy idea and interesting decoration and also to be in fashion of decoration.

The marketing plan



The competition is to get a higher quality in services and also for the stars of the hotels

The distribution will do by car.

The promotion of me work I will do in TV , in web pages in internet ,meeting with hotels, newspaper , magazines, radio etc.

Time is money we know already, so we need to know how much money and time we need if we are using this methods.

1. -NO MONEY
2. -NO NEED TIME PRESSURE
3. -NO STAFF



ELEMENTS

EMINE_ALB
DURRES, ALBANIA
www.emine_alb.com
Tel 0355 80 515



METHODS



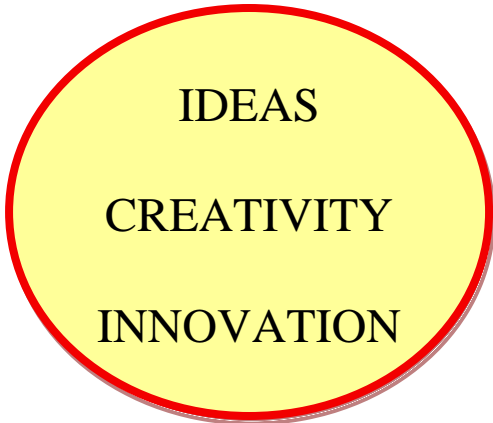
IMPROVE



NATIONAL



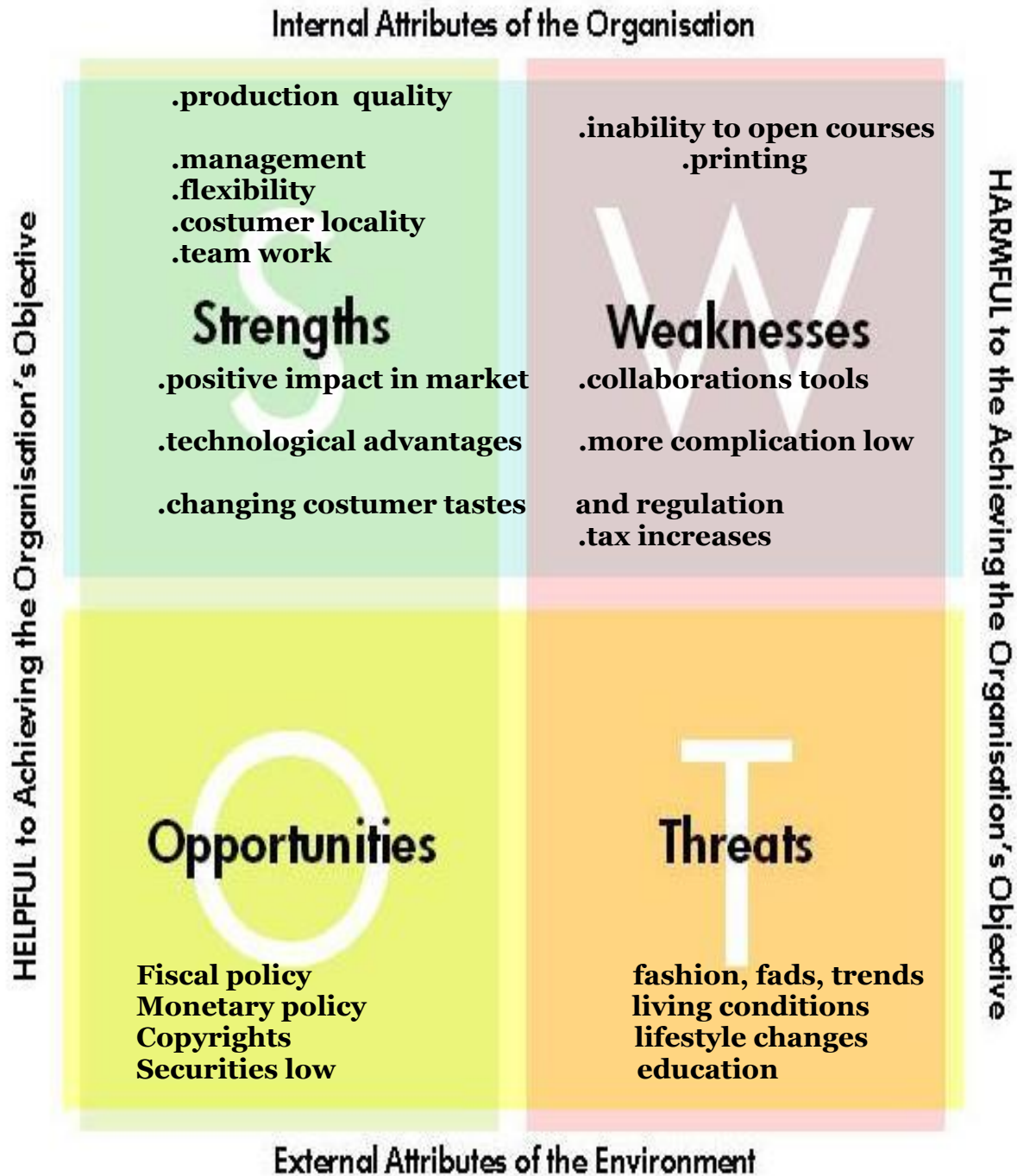
ELEMENTS

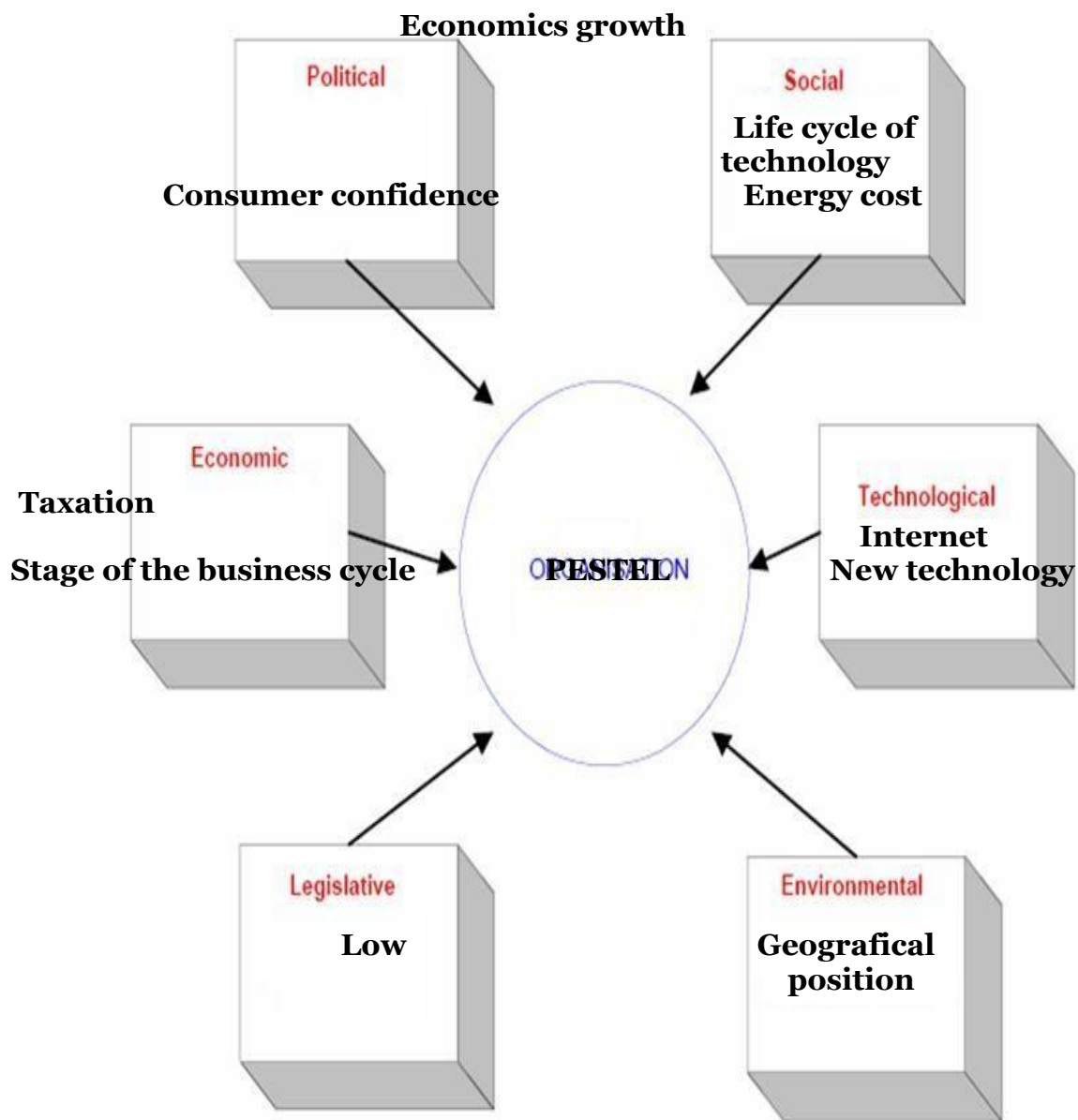


ALB



SWOT Analysis





Financial documents

- To allocate all the cost and revenue
- To calculate the budget we need
- To do a balance sheet and see if we have a loss or profit.



BOSTON ANALYSIS

High market growth

Don't know what to do with
Opportunities; decide whether
To increase investment

doing well
great opportunities

High market share

Low market growth
Doing well in no growth
Market with limited
Opportunities

Low market share

low market growth
weak in market
difficult to make profit

SMART ANALYSIS

SPECIFIC

Improve the services

MEASURABLE

Good impact, good activity

ATTAINABLE

Something new for the future

RESULT-ORIENTED

Resources

TIME BOUND

Time you want

INVESTMENT

INVESTMENT	1 month	2 month	3 month	4month	totally
materials	100	50	100	100	350
decorations	100	100	–	50	250
uniform	50	–	–	–	50

REVENUE

Revenue	January	February	March	April	Total
salary form x hotel	500	200	100	400	1200
sally from y hotel	600	500	100	300	1500
salary form z restaurant	100	50	200	150	500

GANTT CHART

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
EMINE	X	X	X	FREE	X	X	X
EDA	X	X	FREE	X	X	X	X
EDI	FREE	X	X	X	X	X	X

Supporting documents

- ✓ CONTRACTS
- ✓ CV
- ✓ BILLS

ACS COMPANY

Andi THANASI
Daen MUSABELLIU
Aleksander Moisiu University
FASTIP Faculty

Abstract - ACS is going to be one of the company made in Albania that will want to enter in the market with a special advantage **THE PRICE**. We have collaboration with Albanian investitures in Italy (AII) that are interested in investing in their native country.

THE 5 Ws OF MANAGEMENT

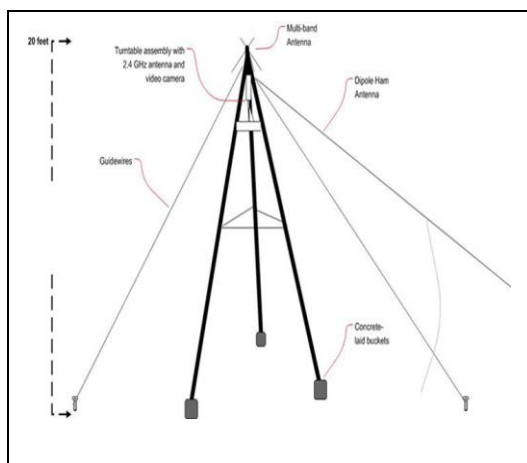
WHAT IS ACS?



WHY?

We planned to create an Albanian company because we think that Albanian people will be attracted by the idea that will be “100 % proud to be 100% Albanian”

This means that we are going to install our network for private houses mobile network and business network



WHERE?

The administration building will be between Durrës and Tirana . The surface of the building will be 2000 m² required to create a successful company. Its very important that our shops are placed in specific areas where the population density is higher ., enough to contain all the offices, equipment , computer systems that are

WHEN?

At this moment , our experts are working hard on the building construction and also the engineers are studying the strategically places where to install our new antennas.

WHO?

This project is dedicated to the Albanian investitures that are collaborating with us , while the products we are going to create are meant for everyone else who is interested.

4 Ps OF MARKETING – Price , Product , Promotion , Place

1)Price

Our main goal is to compete with Vodafone packets with a lower price. 3000 units that everyone can use in sms , internet and phone calls (monthly) cost = 1000 lek

As managers we are thinking of putting a new packets with the same units but 100 lek less.

As for our home service , we are competing with Telecom Albania. Our packet include free minutes every weekend , so that our customers can call their family in their free time.

As we all know , Vodafone's newest and most famous packets contain:

- 1000 minutes , 6000 sms and 50 mb (weekly). Cost = 300 lek

2)Product - Our newest packet for home service include 2000 min gratis and if the finish these min they are going to pay the real price 0.15 lek/min.

3)Promotion -For the best advertisement we are buying ACS cars , building shops in every important neighborhood and finding a specialized marketing staff.

4)Place

Our shops will be located in every important neighborhood all around Tirana and other cities nearby , like Durres , Kruje , Elbasan , etc . Our goal is not to open big and expensive shops , but we are focused on opening as many shops as possible so that we start entering the market .

GANTT : (duration of the process = 14 weeks)

- 1) finding the place
- 2) construction
- 3) buying the supplies
- 4) installing the software
- 5) finding the staff
- 6) training the staff
- 7) opening the shops

PEST ANALYSIS

POLITICAL : Entering the market with lower prices

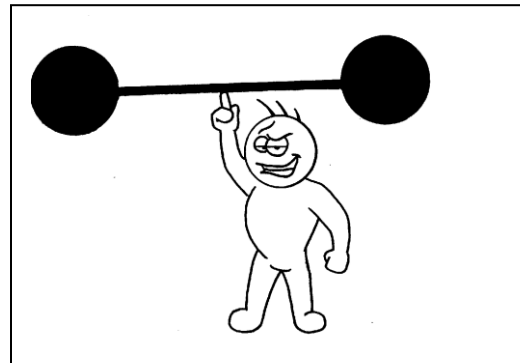
ECONOMICAL : Starting gaining profits after 3 years

SOCIAL : Our target age is from 18-25 years , because they are most likely to spend money on mobile communication

TECHNOLOGY : Our antennas , software , equipments are under ISO standards.

SWOT ANALYSIS :

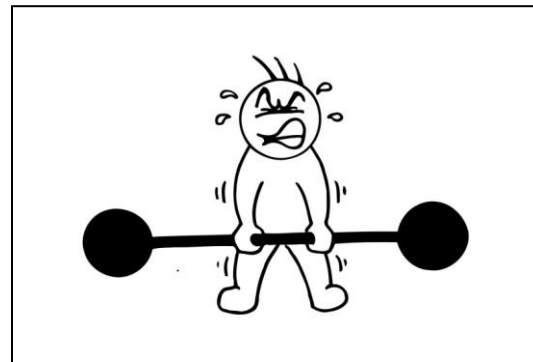
STRENGTH:



- lower price
- albanian company
- new technology
- specialized staff
- higher technology

- new company
- small capital

WEAKNESS:



OPPORTUNITIES :

good investitures
chance to open our shops in Italy

THREATS :

- Albanian situation
- Global economy crises
- Competitors
- Weather condition

As for the X/Y theory , we have decided to apply a little from both of them , in order to obtain better results and a friendly environment to work in.

BUDGET : (first month)

Expenses		Revenue	
Administration rant	500.000 x 1	Sells :	250.000
Shops rant	50.000 x 20		
Office supply	1.000.000		
Salaries	30.000 x 80		
Promotion	200.000		
Antenna	10.000.000		
Distribution	100.000		
TOTAL :	15.110.000	TOTAL :	250.000

CONSLUSION :

If we enter on the market, successfully with our lower prices , then our competitors will reduce their prices as well which will lead to lower prices in the market and in an increasing of the demand.

ALBANIAN TRADITIONAL HANDWORK

Elona BESHIRI

Fatjona MBORJA

Hike LOCA

Aleksander Moisiu University

FASTIP Faculty

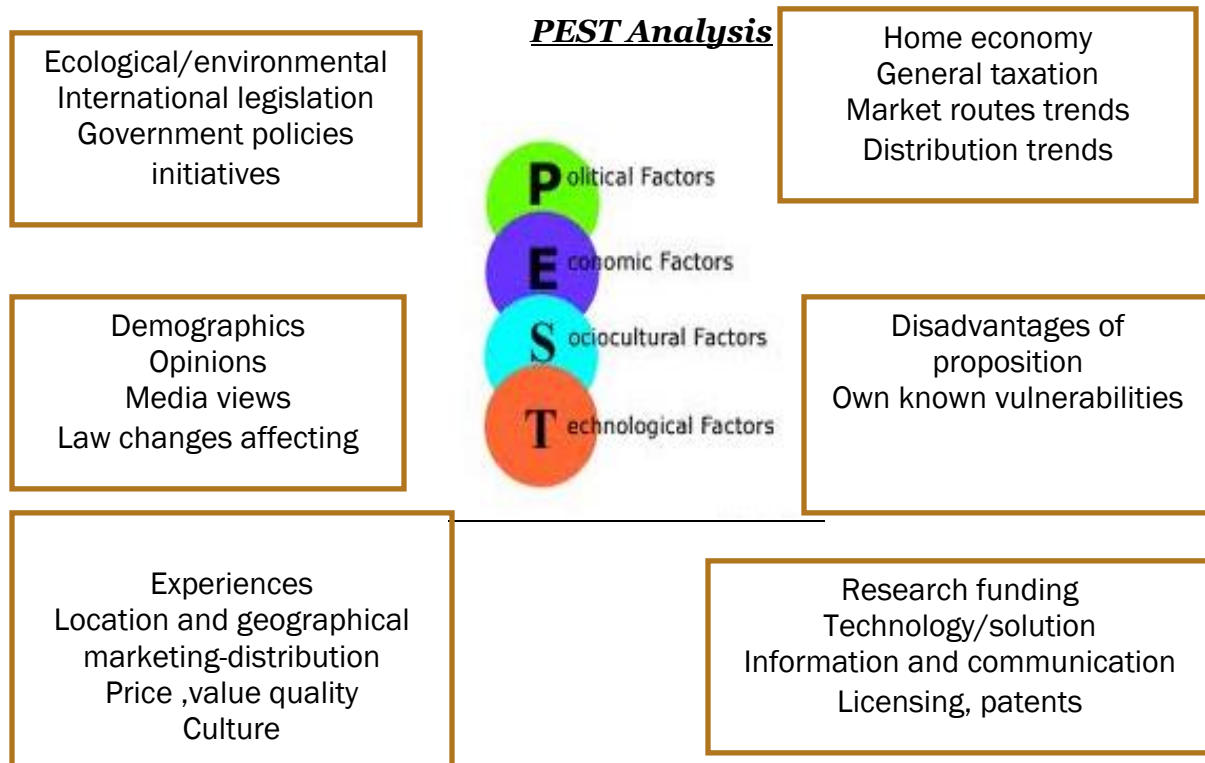
Abstract *The hand work project topic is to create a connection between traditional and modern clothes, and different accessories. This is to create a new idea in the field of design work, which combine traditional with modern.*

This project help us to disseminate :

- ✘ *Albanian culture*
- ✘ *Albanian tradition*
- ✘ *Albanian hand crafts*

TOPIC – make the connection between MODERN & TRADITIONAL ALBANIAN

To develop this project help as

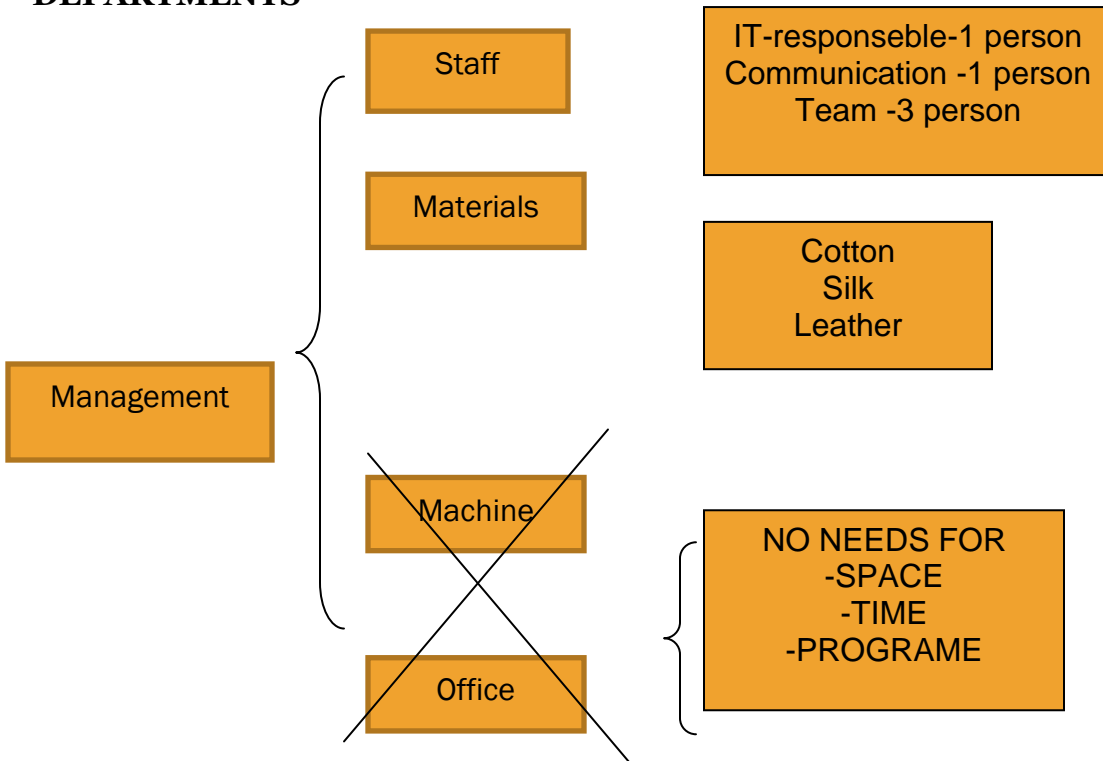


Market developments
Technology
development and
innovation



Competitors
Environmental effects
Market demand
New services and ideas

DEPARTMENTS



Critical of workers

- ✘ To have experience in this area.
- ✘ The workers who will be involved with sales must be communicative and to speak foreign languages.
- ✘ Workers need to know the traditions and culture of Albanian design.
- ✘ They need to have cooperation by each-other.

PERT Chart

Staff name	Activities		Evaluation
Elona	IT communication	Management	-
Fatjona		Marketing	-
Hike		Product Promotion	-
Lefter	Driver	Suppliers	-
Ramazan	Driver	—	-

PROJECT COSTS

Staff costs =5 persons

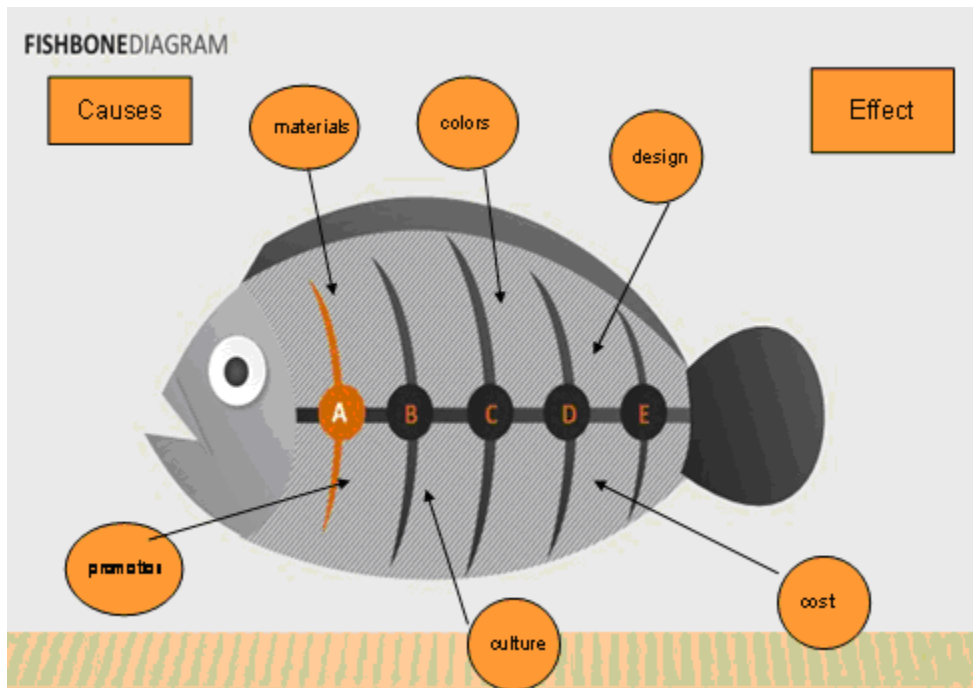
- ✘ 2 drivers =2X500 Euro
- ✘ 3 team persons =3x1000 euro =3000 euro
- ✘ Total staff 4000 euro=salaries

Communication

- ✘ IT computer
- ✘ Net connection
- ✘ Phone
- ✘ Total= 100 euro

Web design -Web page for presentation of products

Materials



GANNT CHART

	M	T	W	T	F	S	S
Elona	X IT				X Communication		x
Fatjona		X IT		X Communication			x
Hike			X IT			X Communication	x
Lefter	X driver	X supplier			x		x
Ramazan			x	x		x	x

Project closure –feed back

- × Quality product
- × Original products
- × Natural colors
- × Unique products

Project feedback –involve different persons such as

- × Grand parents
- × High schools
- × Students
- × Parents

and also keep the traditional alabanian handkrafts in fact our identity.



Pasta Italian Restaurant -Monte Carlo Restaurant

Xhovan Bregaji

Aleksander Moisiu University

FASTIP Faculty

Abstract- Monte Carlo Pasta will be the leading gourmet pasta restaurant in Lezha, with a rapidly developing consumer brand and growing customer base. The signature line of innovative, premium, pasta dishes include pesto with smoked salmon, pancetta and peas linguini in an alfredo sauce, and fresh mussels and clams in a marinara sauce. Monte Carlo Pasta also serves distinctive salads, desserts, and beverages. Monte Carlo Pasta will reinvent the pasta experience for individuals, families, and take-away customers with discretionary income by selling high quality, innovative products at a reasonable price, designing tasteful, convenient locations, and providing industry benchmark customer service. Monte Carlo's first restaurant will be financed through a combination of direct owner investment and long-term loans, guaranteed by the owner's collateral.

1.1 Objectives

Monte Carlo objectives are to build brand awareness and customer service, while growing sales by opening new stores. Monte Carlo intends to utilize the following strategies to achieve these objectives:

- Offer high quality, innovative menu items, utilizing premium vegetables, meats and cheeses.
- Provide an excellent dining value. Monte Carlo provides large portions of fresh, high-quality food for an average guest check of \$10 per person.
- Build brand awareness through inexpensive, guerrilla marketing tactics.
- Pursue disciplined restaurant growth.
- Provide superior customer service.
- Leverage the experience, intelligence, and skills of our sophisticated advisory board.

1.2 Mission

Monte Carlo Pasta's mission is to provide the customer the finest pasta meal and dining experience. We exist to attract and maintain customers. When we adhere to

this maxim, everything else will fall into place. Our services will exceed the expectations of our customers.

1.3 Keys to Success

Monte Carlo site selection criteria are critical to success.

- Daytime and evening populations.
- Shopping patterns.
- Car counts.
- Household income levels.

Company Summary

Monte Carlo Pasta is a gourmet pasta restaurant started in Lezha, OR. Monte Carlo serves individuals, families, and take-away customers with fresh, creative, attractive pasta dishes, salads and desserts. Monte Carlo's uses homemade pasta, fresh vegetables, and premium meats and cheeses. Monte Carlo will incur the following start-up costs:

- Pasta machines.
- Commercial stove.
- Commercial refrigerators and freezers.
- Commercial dishwasher.
- Cabinets with cutting board surfaces.
- Chairs and tables.
- Beverage dispenser.
- Dishware and flatware.
- Assorted knives, mixing bowls, and other accessories needed in the production of food.
- Point-of-Sale terminal.
- Computer with Internet connection, CD-RW, and printer.

Services

Monte Carlo has created gourmet pastas and salads that are differentiated and superior to competitors. Customers can taste the quality and freshness of the product in every bite. The following are some characteristics of the product:

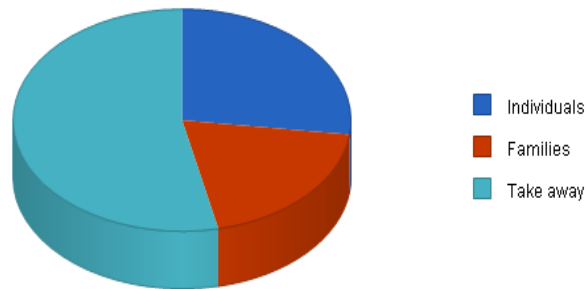
1. Sigmund's dough is made with Italian semolina flour.
2. Cheeses are all imported.
3. Vegetables are organic and fresh with three shipments a week.

Market Analysis Summary

The market can be divided into three target markets, individuals, families and take-away business. The market can be segmented into three target populations:

- **Individuals:** people that dine in by themselves.
- **Families:** a group of people, either friends or a group of non-nuclear relatives dining together.
- **Take away:** people that prefer to eat at another location.

Market Analysis (Pie)



Monte Carlo customers are hungry individuals between the ages of 25 and 50. Age is not the most defined demographic of this customer base; all age groups enjoy pasta. The most defined characteristic of the target market is income. Gourmet pasta stores have been very successful in high rent, mixed-use urban areas. Combining several key demographic factors a profile of the primary customer as follows:

- Sophisticated families who live nearby.
- Young professionals who work close to the location.
- Shoppers who patronize the high rent stores.

Pasta sales are estimated to grow by at least 10% for the next five years. The big four are Pastabilities, PastaFresh, Pasta Works, and Pasta Perfect. The rest of the market is primarily made up of independent restaurants. Though the barrier to entry into the pasta market is low, due to insufficient capitalization, most entrants fail within their first six months.

Competition and Buying Patterns

- **Pastabilities.** This restaurant offers consumers their choice of noodles, sauces, and ingredients, allowing the customer to assemble their dish as they wish. Food quality is average.
- **PastaFresh.** This company has a limited selection but the dishes are assembled with high-quality ingredients. The price point is high, but the food is quite good.
- **Pasta Works.** This company offers pasta that is reasonably fresh, reasonably innovative and at a lower price point. The company was sold a few years ago,

and consequently the direction of management has been stagnant lately and has resulted in excessive employee turnover.

- **Perfect Pasta.** This company had medium-priced pasta dishes that use average ingredients, no creativity, and less than average store atmosphere. Sigmund's is not sure how this company has been able to grow in size as their whole product is mediocre at best.

Monte Carlo will leverage their two competitive advantages, superior product and industry benchmarked customer service to build a loyal customer base. Monte Carlo competitive edge is quite simple - superior product and superior service.

- **Product:** the product will have the freshest ingredients including homemade pasta, imported cheeses, organic vegetables and top-shelf meats. The product will also be developed to enhance presentation, everything will be aesthetically pleasing.
- **Service:** customer service will be the priority. All employees will ensure that the customers are having the most pleasant dining experience. All employees will go through an extensive training program and only experienced people will be hired.

Milestones

Monte Carlo will have several milestones:

1. **Business plan completion.** This will be done as a roadmap for the organization. This will be an indispensable tool for the ongoing performance and improvement of the company. The business plan will be also used for raising capital.
2. **Set up of the restaurant.**
3. **Opening of the second store.**
4. **Profitability.**

Monte Carlo Pasta's advertising budget is very limited, so the advertising program is simple. Monte Carlo will do direct mail, banner ads, and inserts, with inserts in the Register-Guard likely to be the most successful of the campaigns.

Sales Strategy

The sales strategy will be to allow people to try the superior product and service for themselves. In essence, the product will speak for itself. The marketing campaign will attract people into Monte Carlo and the sales strategy will be to let people experience Monte Carlo, this will be sufficient to turn the person into a long-term customer.

Management Summary

President, CPA-duties: strategic development, back-office administration, financial analysis, internal control, server, and line cook.

- Restaurant experience: two years as a server and busser.
- Business experience: staff accountant and controller

Executive Chef

- Duties: manages the back of the house, product development, kitchen hiring, kitchen training, and inventory management.
- Restaurant Experience: restaurant experience for new properties.

General Manager

Advisory Board

Personnel Plan- Will all be working full time. In addition to this management team, there will be four other full-time employees brought on board during the end of the third month for the first store. The second store will see the hiring of five additional employees.

7.1 Important Assumptions

The following table details important financial assumptions.

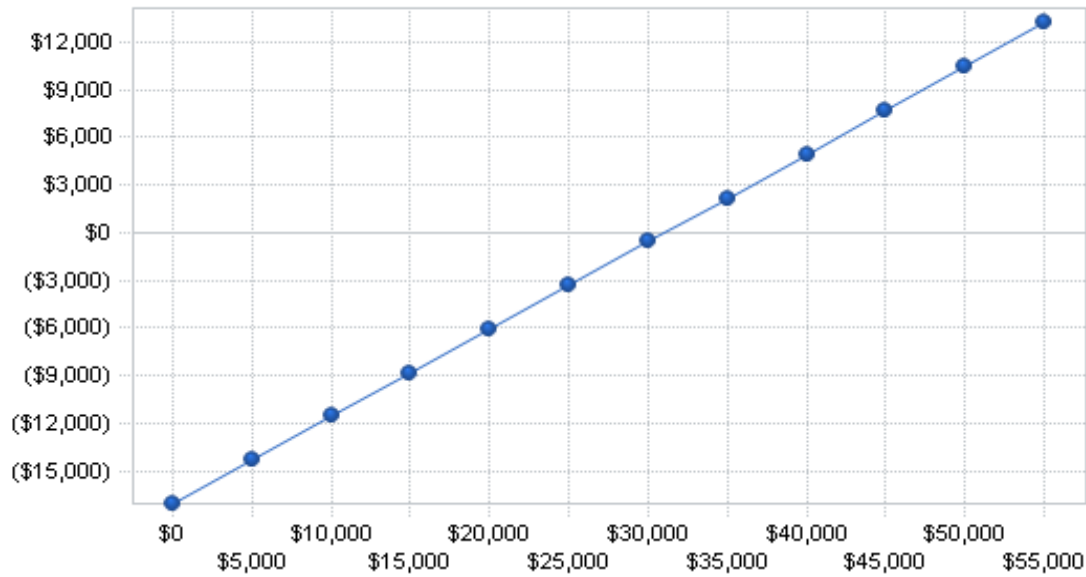
General Assumptions

	Year 1	Year 2	Year 3
Plan Month	1	2	3
Current Interest Rate	10.00%	10.00%	10.00%
Long-term Interest Rate	10.00%	10.00%	10.00%
Tax Rate	30.00%	30.00%	30.00%
Other	0	0	0

Break-even Analysis

The following topic and table shows our Break-even Analysis.

Break-even Analysis



Break-even Analysis

Monthly Revenue Break-even \$31,017

Assumptions:

Average Percent Variable Cost 45%

Estimated Monthly Fixed Cost \$17,059

Pro Forma Profit and Loss

	Year 1	Year 2	Year 3
Sales	\$279,415	\$707,301	\$770,608
Direct Cost of Sales	\$125,737	\$318,286	\$346,773
Other Production Expenses	\$0	\$0	\$0
Total Cost of Sales	\$125,737	\$318,286	\$346,773
Gross Margin	\$153,678	\$389,016	\$423,834
Gross Margin %	55.00%	55.00%	55.00%
Expenses			
Payroll	\$166,912	\$272,160	\$279,720
Sales and Marketing and Other Expenses	\$2,400	\$2,400	\$2,400
Depreciation	\$15,000	\$15,000	\$15,000
Leased Equipment	\$0	\$0	\$0
Utilities	\$0	\$0	\$0
Insurance	\$2,400	\$3,600	\$3,600

**THE 5th INTERNATIONAL SYMPOSIUM- EICU-
ECONOMY – INNOVATION – COMMUNICATION – UNIVERSITIES**

Rent	\$18,000	\$36,000	\$36,000
Payroll Taxes	\$0	\$0	\$0
Other	\$0	\$0	\$0
Total Operating Expenses	\$204,712	\$329,160	\$336,720
Profit Before Interest and Taxes	(\$51,034)	\$59,856	\$87,114
EBITDA	(\$36,034)	\$74,856	\$102,114
Interest Expense	\$8,000	\$8,000	\$8,000
Taxes Incurred	\$0	\$15,557	\$23,734
Net Profit	(\$59,034)	\$36,299	\$55,380
Net Profit/Sales	-21.13%	5.13%	7.19%

PASTRY “FACE”

Leonard LLESHAJ

Aleksander Moisiu University
FASTIP Faculty

Abstract: *The business that I am opening concerns with being a Pastry that will offer the people a special service of sweets, cakes, biscuits etc. It is a business where the target market is the young generation and the other people, because during the research, the results showed us that all the people like sweets. The quality and taste will be the goal of our service.*

Business Plan

4W?



What? -The Business I am going to run is a Pastry. It is a place like restaurants where customer go to eat, but in this case, the costumers are not going to eat usual foods served on restaurants but sweets, cakes, biscuits etc.

Where? -For this business my target is the young generation, but not only them because at my country almost all the people like cakes, sweets, biscuits etc. So the place where I am going to open this business is in the center of the city because the demographic condition in the center is very helpful.

When?- It is the best time to run the business at this time. In Albania summer is coming so there would be a success not only of native people but the Pastry will be visited by lot of tourists too and this would be a good start.

To Whom? How and how much?

The target for the Pastry is the young generation.

Demographic statistics show us that Albanians medium age is 27 years old. It means that is a very young population, and all like Pastry.

That is the reason

that this business is going to be successful. The quantity of products that is going to be served will be carefully studied to serve always products with a good quality and very healthy.

Organizational Plan

Product

The products that Pastry “Face” is going to produce and serve will be cooked from a staff led by a specialist on this field with a lot of experience and able to cook tasty and healthy cakes. It would be a menu with various of product, each one having secret ingredient that makes the difference with the competitors.

Service

The service on Pastry “Face” will be fast and polite with a rigorous training by the Human Resources Manager to attract people to come again and visit the Pastry. Of course that the personnel will be chosen very carefully and only the people that will be able to show a good performance in the job will be part of the staff on Pastry “Face”.

Insurance and Security

Each member of the team worker will have the insurance and of course the product will be prepared and the service will be certificated. I will carry this kind of insurance: Property and Liability, Life and Health. Product will be produced under the standards ISO 22000.

Target Market

Our customers like pretty much what we are going to serve to them because during the research we recognized that almost all the population like the kind of food that we are going to serve. We arrived at this conclusion because during some interviews we make with lots of people they told us that they and all their family liked a lot the cakes, sweets, biscuits etc.

The size of our market will be large because in the center of the city we don't have lot of competition and demographics are in our side.

Competition

We don't have any direct competition because in the location that we are going to run the business there is not any competitor.

We have some indirect competitors because in some places of the city there are some Pastry but our business will have advantage on them because we have a different organization, different serving and different products.

Marketing Mix

To create the right marketing mix, businesses have to meet the following conditions:

- The **product** has to have the right features - for example, it must look good and work well.
- The **price** must be right. Consumer will need to buy in large numbers and to be sure for a healthy profit.
- The goods must be in the right **place** at the right time. Making sure that the goods arrive when and where they are wanted is an important operation. In this case, it is the right time because summer is near and the right place because it is in the center of the city.
- The target group needs to be made aware of the existence and availability of the product through **promotion**.
- Successful promotion helps a firm to spread costs over a larger output. Being in the beginning of the business the promotion will be just for the city and not very expensive.

The Macro environment

Political Factors -Political factors include government regulations and legal issues and define both formal and informal rules under which the firm must operate. Some examples include:

- tax policy
- employment laws
- environmental regulations
- trade restrictions and tariffs
- political stability

Economic Factors

Economic factors affect the purchasing power of potential customers and the firm's cost of capital. The following are examples of factors in the macroeconomy:

- economic growth
- interest rates
- exchange rates
- inflation rate

Social Factors

Social factors include the demographic and cultural aspects of the external macro environment. These factors affect customer needs and the size of potential markets. Some social factors include:

- health consciousness
- population growth rate
- age distribution
- career attitudes
- emphasis on safety.

Technological Factors

Technological factors can lower barriers to entry, reduce minimum efficient production levels, and influence outsourcing decisions. Some technological factors include:

- automation
- technology incentives
- rate of technological change
- Improved production processes

Environmental Factors

- cost implications
- public opinion
- sites and locations

Low

- following the Albanian law

SWOT Analysis

Strengths

A firm's strengths are its resources and capabilities that can be used as a basis for developing a competitive advantage. Examples of such strengths include:

- good reputation among customers
- cost advantages from proprietary know-how
- exclusive access to high grade natural resources
- favorable access to distribution networks

Weaknesses

The absence of certain strengths may be viewed as a weakness. For example, each of the following may be considered weaknesses:

- lack of patent protection
- high cost structure
- lack of access to the best natural resources
- lack of access to key distribution channels

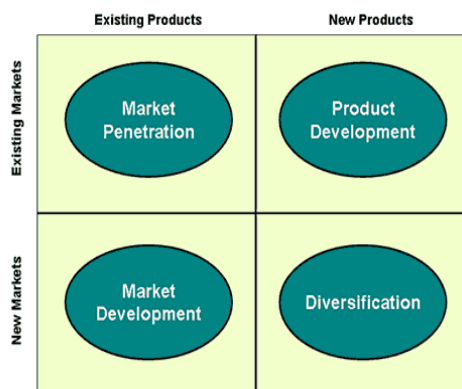
Opportunities - The external environmental analysis may reveal certain new opportunities for profit and growth. Some examples of such opportunities include:

- an unfulfilled customer need
- arrival of new technologies
- loosening of regulations
- removal of international trade barriers

Threats- Changes in the external environmental also may present threats to the firm. Some examples of such threats include:

- shifts in consumer tastes away from the firm's products
- emergence of substitute products
- new regulations
- increased trade barriers

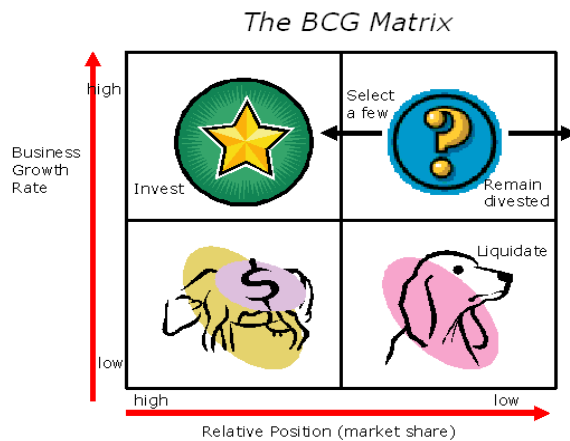
Ansoff Matrix



This kind of business at the moment is a new business and to pass to the next step we need to do the right promotion to penetrate in the market.

Than with our good service we will develop in the market creating new brands. If this business does not go well we will use the diversification.

The Boston Consulting Group Matrix



Our business position at the moment is at the “Question” because the business is at beginnings. Anyway the point is to get to the “Star” and have success on what we are planning to do. Than after making some money we should invest more and more.

Conclusions

Pastry “Face” definitely will penetrate in the market and will have lot of success. Competition at the moment is not very strong so it is a good moment to determine on people’s mind that Pastry “Face” will always be the best. Good taste and a big quality will be the goal of our service.

T-SHIRT BUSINESS

Tina HYSA

Arlinda BARXHANI

Metushe HOXHA

Aleksander Moisiu University

FASTIP Faculty

“Be unique... have your own T-shirt!”

Abstract-*The business offers different and original T-shirts for customers and our specific target are young generations. It is a home-based business (Durrës) and we will contact our customers by internet (website, face-book, twitter etc). Also we will sell the products on small clothes' shops and tables at fairs. The price is set competitively, affordable for our customers, we will charge more for custom T-shirt work. There will be contracts with our suppliers who offer low prices on quality blank T-shirts and a silk screen business to print messages on our T-shirts. The three owners of the business are also the people who will manage the work. We will hire a graphic designer to deal with the difficult designs that customers may require for their T-shirts.*

- **What?** - Our business includes T-shirts in different images, they may have funny or inspirational **messages**, interesting, designs photos, nostalgic images, humorous sayings etc.

There will be standard T-shirts, ready to be sold at affordable prices, also custom T-shirts which will be demanded by customers themselves with the design they prefer.

- **Where?**- As we start up the business, it will be home-based so that we can save money in the beginning and use it to invest later on, as the business grows up.
- **When?**- By the end of January 2013, we will finish the preparations needed and officially open the business on the first week of February 2013.
- **Who?**- The business has three owners: Arlinda Barxhani, Tina Hysa and Metushe Hoxha, who will equally contribute financially to open and run the business, with the total of 3000 euro (1000 euro each).
- **Why?**-

- low cost to start up the business in terms of supplies, equipment and initial funding
- interested in art and fashion
- a trend among young generations who seem to enjoy wearing T-shirts with different and original designs.

SWOT ANALYSIS

Strengths <ul style="list-style-type: none">• Low cost of initial funding• T-shirts of different sizes and colours• variety of designs• affordable prices• customers can choose the design on their preferences	Weaknesses <ul style="list-style-type: none">• lack of experience in this field• lack of reputation and brand/name recognition
Opportunities <ul style="list-style-type: none">• a fashion trend among younger• information and research• not a tough competition in the market	Threats <ul style="list-style-type: none">• contracts with suppliers• competitors in other cities• legislative effects, taxes

PEST ANALYSIS

➤ **Political factors**

- legislative obligations
- taxation policy
- market regulations

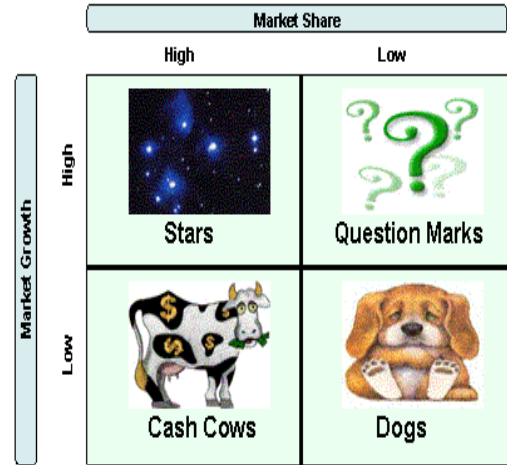
➤ **Economic factors**

- interest rate and fiscal policy

- the climate of the economy dictates how consumers, suppliers behave

➤ **Social factors**

- structure of the population, young generation
- people’s lifestyle and behavior
- social mobility
- consumerism
- levels of education.



➤ **Technological factors**

- innovations
- internet
- information technology



BOSTON MATRIX

- *Question marks...*
- **Target market:**
- *young generations from 12-23 years old*
- **Competition:** *not another business in the city that runs the same activity, only shops that offer these products as an additional service, but limited.*
- **Promotion:**
- *advertising through internet, website, face-book, twitter; mouth to mouth; fliers etc.*

The business has a low market share but it operates in higher growth markets.

This suggests that we have potential, but may require substantial investment in order to grow market share at the expense of more powerful competitors.

Medical and Aromatic Plants MAP

Fatlind TREYHNJEVA
Anita MALOKU
Ramazan TATANI
Ismirald KISHTA

Aleksander Moisiu University
FASTIP Faculty

Abstract Medicinal and aromatic plants are an Albanian advantage compared with other countries. In our Alps we have growing million kinds of plant which can give as a very good economic potential if we invest in this industry. With MAP term (medicinal and aromatic) we understand, plants which in their vegetative organs and reproductive contain chemical materials (active) which can be isolated and included as part of medicaments that are used for curing different diseases

The main producers of medical plants in Europe are the Republic of Bulgaria, Republic of Albania, and French Republic but also the Italian Republic, Hellenic Republic, Kingdom of Spain, and the United Kingdom of Great Britain and Northern Ireland.

The countries above are our direct competitors however we know that are 30 companies in EU imported from us. As we see our country is the second main producer of MAP in Europe, cause of we have some unique plants growing, they have a higher demand and higher price. We can assume some most asked such as: Boronica, Rrenja e Sanzit, Sherebela, Agulicja, Lule Blini and Shqopa.

PEST ANALYSIS

Political

- Government changes and corruption in Albania influence on difficulties of entering in this market.
- It is not too easy to take a license to export, there are only a few companies in this business however there are too many investitures interested in this market.
- A positive think is that the government support new businesses by no taxing policies for the first year.

Economical

- According to Ministry of Finance there is no crises, but we know in all EU is a bad climate for business.
- The reason why we are not induct too much from this crisis is that we have potential in agriculture.
- But our market is in EU so the crisis is a barrier.
- In communism times this kind of business was more organized, there was produced 3 times more than today

Social

- Collecting medical plants is a tradition but for some one is the only business they have.
- There are many informal businesses that collect and export these plants.
- They are small businesses with out a license that export to neighborhoods by crossing the lines.
- This informal competition is a negative think so is a barrier for our business.

Technological

- Those few formal companies operating in this business have high technology of collecting and processing these plants

SWOT ANALYSIS

Strengths such as:

- the supply of an effective material of medicines, the supply of an un-side effect medicine,
- the supply of a raw material of medical industries,
- the conservation of biodiversity, as raw materials for extraction of active constituents in a pure form,
- medicinal plants are resistant and strong in physiological aspects.

Weaknesses such as:

- all of medicinal and industrial plant species have not been identified,
- knowledge of genetics and plant physiology of medicinal plants is unfortunately not as developed as that of food crops,
- lack of research and development of high-yielding varieties and domestication, low productivity and output, low quality of output, low profitability, uncontrolled, traditional and misses of this plants, low quality of by products for export.

Opportunities such as:

- diverse climate appropriate for growth of various medicinal species,
- no dependence on foreign medicine, helping the development of medical industries by providing added value,

- helping the development of processing industries,
- preparation of income finally due to development, preparation of employment, increase of by product export,
- help to human welfare and society.

Threats such as:

- having no integrated and systemic approach in planning for medicinal plants, drought and climate change, having no coordination between Ministry of Agriculture, industry and commerce for developing relative industries, socio-economic constrains in cooperation for utilizing,
- limited research and development centers in this case, un-organized market,
- marketing and access to latest technological and market information,
- deficiency of information sources and lack of information and research systems on medicinal plants, lack of developmental and extension and advisory services.

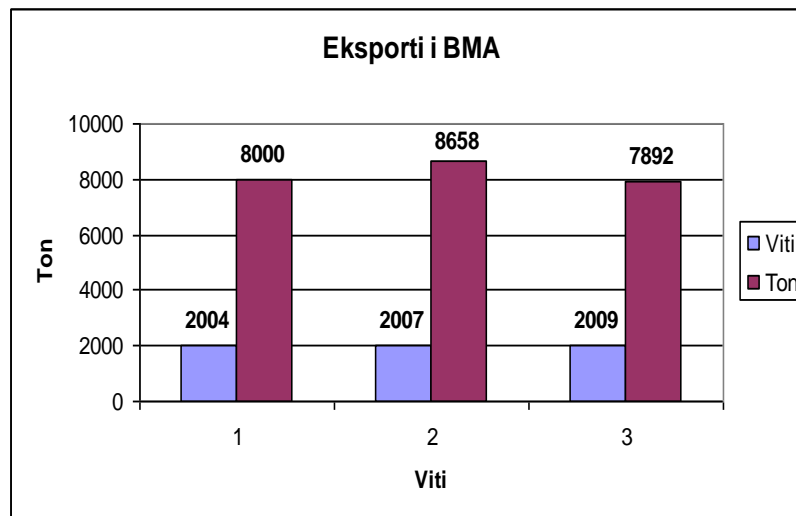


Figure 1. Export of MAP is 40-45 % of agricultural and food exports of Albania

Conclusion

- There are about 30 foreign companies importing from us, the biggest one is “Martin Bauer” Germany.
- Some known Albanian companies that export MAP are :
- Tealb , Gurra , Elba Shehu , Xherdo , Select , Pepa , Filipi etc...
- “International Gold Star for Quality” for Xherdo in “BioFach” panair.
- In Albania are about 4 huge companys and 20 small businesses.

EHDD -Enjoy Healthy Daily Diet - Olive-Al

Drilon XAKA

Emanuela DERVISHI

Hatixhe LEKA

Denisa KODRA

University “Aleksander Moisiu”

Faculty “Fastip”

Abstract : For this business we will take a bank loan in a amount of 10,000 euro for 3 years, paying 300 euro per month. So our budget will be 10,000 euro to start our business. With this amount we will buy seedlings, plant it and pay labor wages. This business plan is only for three years because after three years our olives are ready to cultivate and when all the olives will be sold we will prepare a new business plan that will include a mini factory where we will package our oil by our self and sell it on our shops in a price that will be lower than the Greece oil.

Keywords: *business plan, entrepreneurship, 5W's, SWOT, PEST*

1.INTRODUCTION

The project goals a fake ?

1. First, with this project we want to innovate people to keep safe the environment and to try to plant some trees extra, not to cat trees.
2. With this project also we want to show Albanian products in markets, not only abroad products, many tourists want to taste something that is made in Albanian land.
3. Third, we want to offer oil in a lower price to make possible that every family can buy it.

To describe our business plan we will explain in five “W-s” .

1- What we will produce?

We will plant olives that are more productive than olives that are in Berati's city.

From this olives we can make oil and sell it in a lower price (because in our price is not included import tax).

2- Why we will produce this kind of fruit?

Because the olive oil is healthier, helps to heal many illnesses, people can cook with this oil that is without cholesterol.

As we can see this oil has many requirements and as a result we can have enough profit.

3- Where we will plant those seedlings?

In Kruja's city, because Kruja has some olives that are over 100 years old and the size of a grain of olive is too small. It means that the quality is not good and a tree cannot give more than 3L oil.

4- When will we enter in market?

In the middle of the third year, in that time when we have finished with cultivation and the olive is ready to sale.

5- Who will buy our oil?

- a) A factory that is able to package the oil and sell it in markets.
- b) Restaurants that need oil to cook for weeding etc.
- c) Kosovo etc.

Shortly how will be our business

We will buy 300 seedlings for 1 hectare, where one seedling cost 6 euro, it is means that we will spend 1800 euro to buy seedlings.

The cost for which one is 3 euro (2.4 opening pits and 0.6 to pay that person who will care for plants for 3 month).

To finish with planting and all things that are needed to plant those seedlings we need 2700 euro.

The government had promised that, for those people who plant 1 hectare with olives, the amount of money that they will earn is 7000 euro for 1 hectare.

This rapport is for those who plant over 10000 m² .

This amount of money, you can profit directly after 4 month from planting time when the control agent have confirmed that everything is well-done.

With this business plan, in the 5th month we can pay loans that we have taken to plant, and we can earn 4300 euro for 1 hectare.

The total surface that we will plant is 3.1 hectare, so in the fifth month we will have around 13300 euro in our pocket to buy new land and plant other olives.

In the 3rd year we can cultivate olives and make oil.

In this case expect 13300 euro that we earn in the beginning, we can earn extra money when we will sell the oil made from olives, where 1L of olive oil is 7 euro in market but we will sale only for 5 euro.

From

- 1 plant we can collect 12L oil X 5 euro per liter = 60 euro profit in one plant.
- 300 plants X 60 euro = 18000 euro
- for 1 hectare or 55800 euro for all planted surface.
- 1 worker can collect 6 plants in a day and the amount of money that the workers ask to do this job is 10 euro in a day.

The number of workers needed is 10 workers X 10 euro per worker X 5 days needed to cultivate olives = 500 euro for 1 hectare or 1500 euro for 3 hectare.

The amount of money that is net profit is around 54000 euro, after cultivation.

Step by step business

According to the legal section nr. 8402 we can plant different seedling that non constitute an offense, and we will reward according to the rapport of each plant has. Being supported by this law we have decided to plant olives in a surface that in total is 3.1 hectare.

This plant is located in a village of Kruja's city, and is very productive.

To start this business we need to take a bank loan, an amount of 10000 euro. With this amount of money we can buy seedlings, plant them and pay the farmer who will care for those seedlings in next 3 months.

What we need to realize this plan is to employ an employee that has the machine to open pits for seedlings.

This procedure lasts 3 days and cost 2.4 euro per 1 pit or 700 euro for 1 hectare.

After planting we will pay a person who is able to take care for seedlings in 3 months after they are planted.

The amount that an employee asks to do this job is 0.6 euro for 1 seedling or 180 euro for 1 hectare. So as a result the total amount that we have to spend for planting is 8400 euro.

According to the law that we noticed before, the government reward 7000 euro per 1 hectare, or in total around 22 000 euro.

It means that our profit will be 13300 euro. After 3 years those plants are ready for cultivation.

To cultivate those plants we need workers where one worker can cultivate 6 trees of olives in a day, and this worker asks 10 euro in a day.

To cultivate all plants we need 10 workers that will cultivate all the plants in 5 days. It means that we need 500 euro to pay workers only for one hectare.

From an olive tree we can cultivate olives to make oil, and a tree has 12L oil. So we have 3600L oil for 1 hectare.

The price in market, for 1L olive oil is 7 euro. So, to be competitive in market, our price will be 5 euro per liter that means in total our profit will be 18000 euro for 1 hectare. In total our net profit will be around 54000.

If we add to this amount the amount that we earned in the beginning we have earned 67000 euro.

If everything goes well we can pay the bank loan in the 5th month from beginning. And we will continue after 5th month in buying land and prepare the land to plant new seedlings.

After three years we will buy a bigger surface to plant new seedlings with our money without necessary to take a bank loan.

Marketing

The target market will be all Albanian consummators starting from middle of Albania to the north and exporting to Kosovo.

We will sale in south of Albania also but only a little because we have competitors from Berati even that we know that those are not in a good quality.

Who want to buy our oil, can buy it in our warehouse for 5 euro or if they want to send to their business the price will be 5.3 euro.

Also we will create a webpage from where the costumer can order online, also we will make advertises on TV.

We must notice that we will enter in market after 3 years from beginning or exactly after 3 years and 3 months.

MARKET RESEARCH

1. SWOT ANALYSIS

<p>STRENGTHS</p> <ul style="list-style-type: none"> • We are the first in market with new olive seedlings that are imported from Greece. • The price is the lowest one. • High quality (don't need to import from Greece). 	<p>WEAKNESS</p> <ul style="list-style-type: none"> • We are not well-known yet • We cannot package the oil yet • We cannot open shops to sell oil retail
<p>OPORTUNITIES</p> <ul style="list-style-type: none"> • Export in Kosovo • Export in Montenegro, Macedonia, etc. • Open shops to sell oil retail • Restaurants will buy oil for weeding 	<p>THREATS</p> <ul style="list-style-type: none"> • Weather • Another one will start this business • Greece is in crisis and maybe it will low prices.

Summary

For this business we will take a bank loan in a amount of 10,000 euro for 3 years, paying 300 euro per month.

So our budget will be 10,000 euro to start our business. with this amount we will buy seedlings, plant it and pay labor wages.

This business plan is only for three years because after three years our olives are ready to cultivate and when all the olives will be sold we will prepare a new business plan that will include a mini factory where we will package our oil by our self and sell it on our shops in a price that will be lower than the Greece oil.

PESTLE ANALYSIS

<p><i>POLITICAL</i></p> <p>Don't cut other trees to plant olives Plant in a place where the authorities are able to interfere in dangerous cases (fire, flooding etc.) Plant in a considered distance from each other</p>	<p><i>ECONOMICAL</i></p> <p>Take a bank loan to start Sell in low price to be competitive Sell with account receivable</p>
<p><i>SOCIAL</i></p> <p>Crisis problem (people are not able to buy like before) Healthy oil (it is without cholesterol like oil from sun flower) People are used to cook with "sun flower oil"</p>	<p><i>TECHNOLOGICAL</i></p> <p>We need only wooden barrels to save oil. Latest technology to convert from olives to oil.</p>
<p><i>ENVIROMENTAL</i></p> <p>Good weather for the first four months We should not cut other trees to plant olives.</p>	<p><i>LEGAL</i></p> <p>The land should be yours in city hall The surface should be bigger than 3000m²</p>

DIGIT-ALB A PACKET FOR CUSTOMERS

Ariola HARIZI

Aleksander Moisiu University
FATIP Faculty

Abstract- *DigitAlb is an Albanian digital satellite and terrestrial TV platform based in Tirana, Albania and part of Top Media Group. The TV platform began terrestrial broadcasts in July 2004, and satellite broadcasts in December 2004.*

When defunct media company AlbaniaSat opted out of the market, DigitAlb began broadcasting some channels of AlbaniaSat's satellite platform SAT +. The platform has a variety of channels in different genres and closely collaborates with sports package SuperSport. DigitAlb is the first TV platform in Albania to have introduced wireless DVB-H technology for wireless TV reception since 2006. DigitAlb forms part of Top Media Group together with Top Channel, Top Albania Radio, Top Gold Radio,, Shqip Magazine, Top News, VGA Studio, My Music Radio, and musical. In Europe, DigitAlb will broadcast until 2020 on Eutelsat Since January 2012, DigitAlb is available for the first time in North America through IPTV service via SHQIPTV.

What?



A new packet for customers to see the latest films and documentaries in what time they want and in what day they have free time.

We are offering a service to fulfill the requirements of customers.

Who?

The persons that work, go to university that are all the day busy with their daily life to see films in their free time.

Where?

Our location is in Television, when we will do advertising for this kind of service. Our focus marketing is to share this kind of **information for all the** people that are interesting to choose what they want, when they want.

Why?

We are starting this kind of service to offer a better quality of programs and to fulfill the customers needs.

When?

We will start the marketing advertising for this christmas and we will operate at the end of this year.

The customers will buy the cards for the New Year on 31,December 2012 and they will see what kind of program they want.

DIGITALB pay-per-view

They can use it very easy by buying a card that has 30 € in wich they have to spend for a program only 2 €.

We can use it by sending a message in customer number 53333 and we can see by the moment that we order it.

A205 (the code of program) Smart Card (number), Sending : 53333

Financial Department

- ▣ We need a lot of money to buy the right for all programs.
- ▣ With this kind of new service we will see what kind of programs prefers the customers and we will have in the first month an average profit of 30.000 € for 10.000 customers
- ▣ We write everything about every sales invoice, every cooperation relation with furniture, every transaction to the bank, contract sheet for the clients..etc.. We work with Bilance Web Program, that is financial program authorized by Ministry of Finance and TPK Solutions
- ▣ It is very important to write and register every transaction. This makes us reliable and everyone who works with us feels safe.

- ▣ This company is mindful of several priorities when assisting their clients:
- ▣ The need to provide effective solutions
- ▣ The need to control costs
- ▣ The need to be innovative in devising programs and products
- ▣ The need to understand and meet unique client requirements

SWOT ANALYSIS

Strength

1. Innovative technology that fulfills the needs of costumers
2. Employees of Digitalb are fully corporative and friendly with costumers.
3. Digitalb provide types of technology product
4. Up-to-date technology
5. High quality and reasonable prices

Weaknesses

1. Competition available in our price range
2. Tring Digital
3. Increased taxes and interest rates
4. More oppourtunities are provided to international companies

Opportunities

1. We could expand more into all kind of services that are offering different programs for all kind of ages

Threats

1. Political instability
2. Due to international pressures companies are not growing.

- ▣ There is political instability in Albania. When the reign of one government is finished the new government changes all the plans and actions of the previous government.

- ▣ Due to these factors interest and the tax rates changes and the rate of development decreases.
- ▣ Secondly, the government of Albania is not encouraging and promoting the Albania companies to compete with global companies. International pressure is also a hurdle in this regard. All these factors are hurdles in the promotion of Albanian products.
- ▣ The economic environment consists of patterns that affect buying power and patterns.
- ▣ The economic environment is characterized by more consumer concern for value and shifting consumer spending patterns.
- ▣ Today’s consumers are seeking greater value, which is the right combination of good quality and service at a reasonable price.
- ▣ The distribution of income is also shifting. So, our company has tailored our market offers to tow different markets wich are: the affluent” and the “less affluent”.
- ▣ Some of the families are earing 20,000 Lek to 25,000 Lek per month but moderate families that are big part of economy are earing above 40,000 per month in which 251,428 Lek families are includes which in 16 % of Balkan Population. So, this economic factor affects the purchasing behavior very effectively.
- ▣ They are many factors that include the cultural aspects and distribution of population.
- ▣ This trends affects to company by a high number of persons that live abroad the country to buy the Digitalb services. Because the emigrants are more interest to see what happens in their country.
- ▣ Digitalb offer this kind of communication.
- ▣ Our company is technologically advanced so our ware capacity is up to the market.
- ▣ The persons who deal with the installation of systems are engineer on their field. They are very specialized persons. Offering this high services we become definitely one of the most famous company in our country

- ☐ In our company we are not discriminating anybody, we have about 500 employees that are insured and we apply all the health and safety laws for them.

BOSTON MATRIX

- ☐ **Stars**-Distribution of Digitalb Service in high quality. All kind of programs
- ☐ **Cash Cows**- Digitalb Services are high quality services with a lot of investment but it require advertasing to maintain profitability.
- ☐ **Question marks**-Pay per view, if it will be a new entry in market share?
- ☐ **Dogs**-Now that the New Year session is coming is worthless to invest in Pay per view Service.

Market share

- ☐ The most important company names are always the rage. Technology is an ever changing landscape, one that finds it's roots in the hip.
- ☐ The internet is a great place to keep up to date with these new technology and may in fact have contributed to it's mutable nature by letting people get information almost real time.
- ☐ We have a website in internet when we share every new services and offers. The costumer can buy online or in our shops.
- ☐ Our shops are in Durres, Tirana, Shkodra, Berat and the distributors are from all over the country and in Balkan.

BUSINESS TARGET

☐ **Company:**

The company is divided into some departments that include Human Resources Department, Finance Department, Sales Department, Service Department. there is a proper coordination and communication system among the departments so that employees are working as a team and they are satisfied and contributing their best efforts to raise the standards of the company.

▣ **Suppliers:**

The distribute of ware includes the ingredients like tools of fitting , advertisement , places for shops and the transportation.

▣ **Competitors:**

Tring Digital (they are offering some of our programs with lower prices without buying the rights) And this is Illegal.

- ▣ Costumers are the largest asset of a company so they should be chosen carefully and decisions relating to them must be backed by a good decision maker.
- ▣ Digitalb is actually using the Segment Marketing Strategy that is here are some portions of market that are mainly targeted.
- ▣ The segment of persons who expand money to have the last technology, the high quality and the segment of persons who buys cheap products.

Market strategy

Mission Statement Digitalb mission is to offer the highest technology and variety of programs for his customers with resonable prices.

Vision Statement

From now DigitAlb will offer the new service Pay per View, wich it become easier for using by the majority of our customers.

Objectives

To offer the best quality in High Definition Visibility.

Market Penetration

The best way to achieve market penetration is by gaining competitors customers (part of their market share).

Other ways include attracting non-users of our product or convincing current clients to use more our services (by advertising, promotion etc.)

- ▣ DigitAlb is sharing in Web page every kind of information about the services so that we can expand our network distribution.
- ▣ Our agents in inside market will negotiate contract with different costumers and the agents of DigitAlb company abroad will try to connect partnership with powerful buyers of rights.

Diversification

- ▣ In the last three years Albania is a state that has developed a lot the new technology and this is a perfect opportunity for selling our product.
- ▣ In the next year we are planning to have the distribution of the new technology Video On Demand from our Company.

This new product will be a high quality product at a higher price so in this way we will beat our competitors and we will enter to a new market easy and quickly.



Eno SOTA

Igli LUKU

Aleksander Moisiu University

FASTIP Faculty

Abstract -A little history about our company. Our company was founded in 2011 in Albania. Later joined the business arlinda barxhani and metushe hoxha. Firstly we took employers from cuba because we, the Albanian people don't have experience in producing tobacco cigars. So we took 110 employes from Cuba and started with them. Today the company registers 260 employes and rising. Our priority is only one. Export our product in the near counties as e begging and after that wider. This far we have reached only Greece and a little part of Italy but with our devoted work and quality we will achive our goal. To compete with Cuban. To remember is that we are one the few company not only in Europe but in other countries to produce handmaking cigars. We have only one stategy in our minds delivering sustainable shareholder returns.

Keywords-entrepreneurship, business, resources, customers

1.Introduction

Seed Cultivation and Production

Cultivating the tabacco plant is not as difficult as it seems. The best time to seed the plant is in march and the harvasting is in the end of july or if you wonte you can let it grow till the end of august and than harvast it. Curing is the most importang step in the production. Because after you harvast the plant you have to put in a special rom with special temperature and humidity. According to the temperature the plant takes it color from the light brown to the dark brown. You can let the plant cure from six months to 5 years. If you let it only six moths its a normal puro cigar but, longer you let it the best is. There are some puro that as produced for special people who make the order. For them one cigar goes till 500\$ for piece.

Fermenting is the part that you select the leaves of the plant in base of its color and flavor in order to produce the cigar that you want. In this field are the women that work because the women sees the color better than men do. Stripping and Wrapping is the last part of the process and the most difficult. In this part of the production work only men with experience on rolling cigars. According to the shape that you want the cigar work different people. If you want the normal one works a normal employee but if you want to produce a special or a premium one you have to put the best roller that you have.

Marketing and Distribution

In marketing our point is the flavor cigars because people are attracted to the new kind and flavor of cigars. That is the answer. Distribution is the last part. We distribute our cigars to Tirana, Durrës, Vlorë, Saranda etc and abroad.

HAVANA Special Club

We have our own club of people. Our target are not ordinary people but rich one because they can afford smoking puro cigars. The most richest men and politicians in Albania are our clients and some of them make special order. Those "VIP" clients can take everything so for them is a special department and the leaf that produces their puro is been cured for 5 years. The best of the best.

Plantation

The plantation is the base of our business. We have a big land about 15 Hectars in Lalzi's bay which is best land to produce the cigar here in Albania and for the sake of fortune those are our lands.

Compose of the Puro Cigar

The tobacco that is rolled into cigars is primarily grown in the tropical regions of the world. Africa, Brazil, the Canary Islands, Connecticut, Cuba, the Dominican Republic, Ecuador, Nicaragua, and Sumatra are world renowned in growing the quality tobacco that is used in the various components of a cigar.

Tobacco is planted in late September and generally takes two months to reach maturity. Harvesting begins before the plants flower and can take several months as the leaves are harvested in different phases.

Once the tobacco is harvested the leaves are sent to "tobacco barns" where the tobacco is dried. Leaves are tied in pairs and hung for the curing process. The tobacco barn faces from west so that the sun hits one side in the morning and one side at night. The doors at either side can be opened or closed to keep the temperature constant. The tobacco is kept in the barn for approximately 2 months while the leaves change color from green to yellow to brown.

After the leaves are dried, they are carefully laid into large piles for fermentation, where they are kept for several months. The piles are moistened and covered in cloth and are watched closely as the temperature can rise and harm the tobacco. The

fermentation reduces natural resins, ammonia and nicotine present in the tobacco leaves.

The fermented tobacco is taken to warehouses, stored in large bales and allowed to slowly mature. The aging process can last from several months to many years depending on the quality desired.

Once the aged tobacco reaches the factory, the leaves are graded according to size, color, and quality. Leaves that are torn or have holes are set aside and used primarily as filler. Finally the leaves are de-veined by removing the center vein from the leaf.

There are three basic components that make up a cigar.

1. The filler.
2. The binder.
3. The wrapper.

Handmade cigars are composed of filler tobacco bunched together with a binder leaf and finally covered with the wrapper leaf. Cigars with long leaves bunched together as filler are called "long filler" cigars. Cigars with short, fragmented leaves bunched together as filler are called "short filler" cigars. The binder holds the bunch together and is enclosed with the wrapper leaf in an aesthetically pleasing manner.

Machine made cigars are generally produced using short filler. A processed tobacco binder which resembles brown paper is used as the binder, and in most cases a natural wrapper is used to complete the cigar.

Market Analysis Summary

We anticipate that 90% of all our patrons will be men. We have divided up our clients into the following market segments based on their dedication. These segments are the specialty smoker, the recreational smoker, average smokers, and occasional smokers.

Since the specialty and recreational smokers will be the most frequent patrons of Albania and have the highest average profit margin, we will be focusing on marketing and servicing these patrons the most.

Currently we haven't many competitors. Most of these competitors are single store firms. In addition, over the past ten years the number of local participants in the tobacco industry has seriously declined. As more participants leave the market, much of the client base, declining though it may be, will be left for the survivors and this means a real chance to consolidate and gain market share. At the moment, management is exploring the possibility of being a leader in market consolidation.

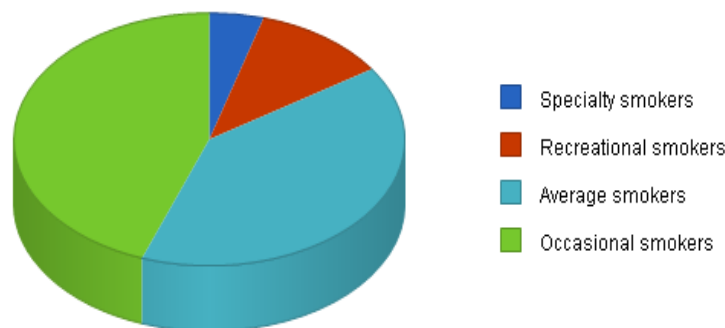
This would create a buffer to declining profits by increasing the aforementioned market share and volume.

4.1 Market Segmentation

At the moment our potential list of patrons include all the smoking population in Albania area and its suburbs, with an adult population of 1 million people (over the age of 21) we estimate this to be 100,000 people. However, only a small fraction of these potential patrons are specialty smokers and most of the rest are consumers accustomed to purchasing nationwide brand cigarettes and smokes from non-specialty stores such as grocery markets and convenience stores. Therefore we have divided our clients into the following market segments based on their dedication:

- **Specialty Smokers:** These are your hard core smokers who actively patronize smoke shops and are looking to find the most hard to find brands that give a unique smoking experience.
- **Recreational Smokers:** These are habitual smokers of everyday brands, but who occasionally are looking for something else.
- **Average Smokers:** These clients are dedicated to everyday brands but shop at smoke stores rather than markets or convenience stores.
-

Market Analysis (Pie)



- **Occasional Smokers:** These are people who only occasionally smoke a cigar or cigarette, but will sometimes be drawn to shop at a smoke shop due to special occasions (bachelor parties, birthdays, etc.)

While we acknowledge that there will be some female customers, we anticipate that 90% of all our patrons will be men. We'll launch our Internet site with online ordering, we will be able to sell to all the potential clients in Albania and outside, in Macedonia, Kosovo, Montenegro and Croatia.

4.2 Target Market Segment Strategy

Since the Specialty and Recreational Smokers will be the most frequent patrons of Albania and the highest average profit margin, we will be focusing on marketing and servicing these patrons the most. Usually these are clients who possess a upper level

of income as well, which improves volume. Other segments will be drawn into the Albanian shops through trickle down advertising and interest. We are seeking to create a larger dedicated client than what we possess through the creation of our website, to be launched in the second month of 2013.

4.3 Industry Analysis

Cigarette companies have boosted prices as a result of payments required by the settlement. Higher prices have curtailed consumption, although not as much as originally expected. The long-term decline in cigarette consumption due to non-economic factors continues as well, as private tobacco opposition and health care organizations continue to push for the elimination of all smoking throughout the nation.

4.3.1 Competition and Buying Patterns

There is a serious risk from marginal competitors who sell tobacco products as a small percentage of their total sales. These include grocery and convenience stores. At the present time these competitors only offer a limited number of nationwide brands and do not appeal to our target market segments. However, they do seriously impinge on our business due to the large volume of customers who shop in these establishments. We feel that despite any attempts to alter shopping habits the smoke shops across the country do not possess the power to change the overall market share that these indirect competitors have.

5.1 Marketing Strategy

One of the most critical legislations passed recently has been the various restrictions on advertising for tobacco products. Because of this, Albania is limited in the types of marketing it can do. We plan to advertise in specialty publications such as *Smokehouse*, *Cigar Connoisseur*, and others.

In addition, we are targeting a number of local magazines such as *Klan*, *Psychology*, and *Life* and others that cater to upper-income people. We are also in the process of creating partnerships with other Internet firms to create Internet links to our existing informational website. When we launch our online ordering features we will intensify these efforts.

Finally, we will be seeking to introduce our new combination cafe and tobacco shop to the community through newspaper articles and banner advertisements.

7.1 Personnel Plan

The personnel plan is included in the following table. It shows the owners' combined salary followed by the two additional store managers' salaries for our other facilities. In addition we have two part-time employees who shift their schedules between various stores. It should be further noted that there is a profit sharing program

between all the full-time employees so that effort is rewarded. Once our website becomes fully operational, we expect to have one of our part-time employees shift to full-time. Employees shift to full-time.

Personnel Plan			
	FY 2011	FY 2012	FY 2013
Mr. and Mrs Seferi	\$10,000	\$10,000	\$10,000
Store manager	\$2,000	\$2,000	\$2,000
Store manager	\$2,000	\$2,000	\$2,000
Part-time store employee	\$1,000	\$1,000	\$1,000
Part-time store employee	\$1,000	\$1,000	\$1,000
Total People	5	5	5
Total Payroll	\$16,000	\$16,000	\$16,000

Sales Strategy

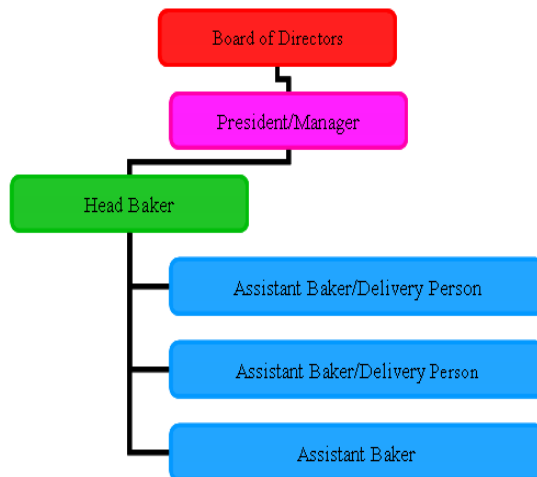
As every patron is critical in a shrinking market, we seek to create long-term salesperson to customer relationships. This we see as the necessary step in repeat sales that will sustain our business. Promotions, specialty items and other such standard sales strategies will be used when possible. Sales forecasts are based on conservative estimates. The tobacco products company is fortunate in that sales are not seasonal and remain steady throughout the year. We estimate that sales will go up in 2013 due to our Internet distribution outlet and this will continue to moderately grow for the foreseeable future. We do not anticipate any sales growth from our combination cafe and tobacco shop until the last quarter of 2013 and management has decided not to include those revenues in this plan.

THE BAKERY

Teodor PANO
Xhulio SEITAJ
Orjon QOSJA

- The bakery is proposed as a means of additional income for our three.
- Products are homemade and of high quality.
- The bakery will be run by the three of us.

Organizational Structure



Responsibilities:
President/Manager

- Oversees daily production
- Work Schedules
- Assigning Employee Tasks
- Traveling
- Ensures product quality
- Purchases raw materials
- Keeps facility running, clean
- Accounting Duties

Responsibilities: Head Baker

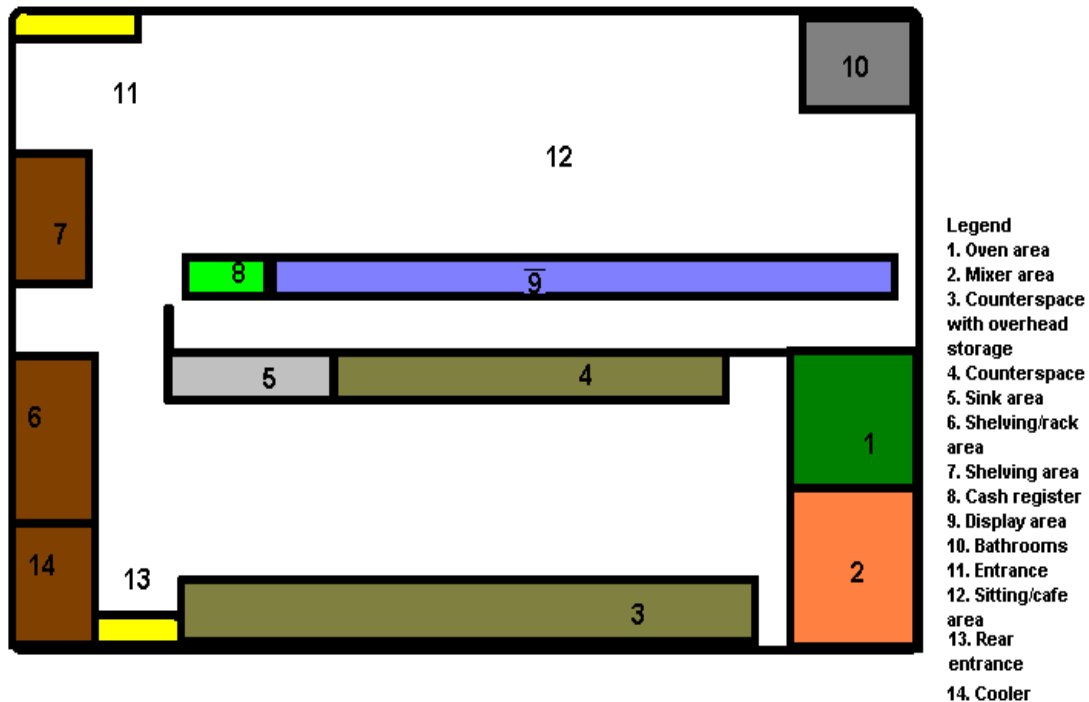
- Working long hours
- Ability to follow recipes
- Ability to produce quality product
- Ability to use ovens and mixers
- Dishwashing and janitorial skills

Responsibilities: Assistant Baker/ Waitress

- Assist in baking
- Operate Cash register and serve customers
- Dishwashing, and basic janitorial skills

Responsibilities delivery person

- Deliver product to Durres market
- Deliver products to Durres districts



Additional Training

- All staff members will take the one day Safe Food Handling Course
- Other food safety programs offered will be taken

Human Resources Strategies

- Motivation:
 - Family Business
 - Membership benefits

The Marketing Mix

1. **Products/Services**
 - a. Breads-various varieties
 - b. Buns
 - c. Tarts
 - d. Muffins
 - e. Cookies

- f. Sitting area with coffee/tea and in-store products
- 2. Price**
 - a. High, but still competitive
- 3. Promotion**
 - a. Fresh, homemade, good quality, down home farm feel
- 4. Place-** Durres, Kruja, Tirana

Segmentation and Targeting

- Segmentation- population of Durres and the population in districts of Durres
- Target markets
 - Durres
 - Districts around Durres

SWOT Analysis

- **Internal Strengths**
 - Family business
 - Location
 - Homemade recipes
- **Internal Weaknesses**
 - Location
 - Inexperience
 - Increased prices
- **External Opportunities**
 - Desire for healthier lifestyle
 - Niche market in urban areas
 - Large target market area
- **External Threats**
 - Change in lifestyle trends
 - Increased fuel prices
 - Competitors having lower prices

Financing Report

Total Financing Required	\$104,000
Long Term Bank Debt	\$150,000
Owner Equity	\$30,000
Total Financing	\$180,000

Capital Budget

Description	Estimated	Source of Estimates
	Cost (\$)	Obtained
Buildings:		1000ft2
Bakery	\$ 85,000	Humboldt Lumber Mart Ltd
Total Building Costs	\$ 85,000	
Equipment:		
Oven	\$ 2,400	Ace Mart Restaurant Supply Co
Proofer	\$ 2,000	Ace Mart Restaurant Supply Co
Showcase	\$ 560	Ace Mart Restaurant Supply Co
Refrigerator	\$ 2,600	Sears Canada
Freezer	\$ 750	Sears Canada
Used Mixers 20qt	\$ 3,200	Nicholson Equipment Ltd.
Shelves/dollies	\$ 525	Ace Mart Restaurant Supply Co
Additional equipment	\$ 5,000	
Furniture	\$ 640	Ace Mart Restaurant Supply Co
Total Equip. Costs	\$ 7,600	
Total Working Capital	\$ 200	Monthly requirements for capital*
Total Capital Required	\$ 103,800	

Sales and Profit Objectives -26,300 units at Durres market, 5,000 units at Durres districts market

Objective: achieve a yearly revenue of \$121,500

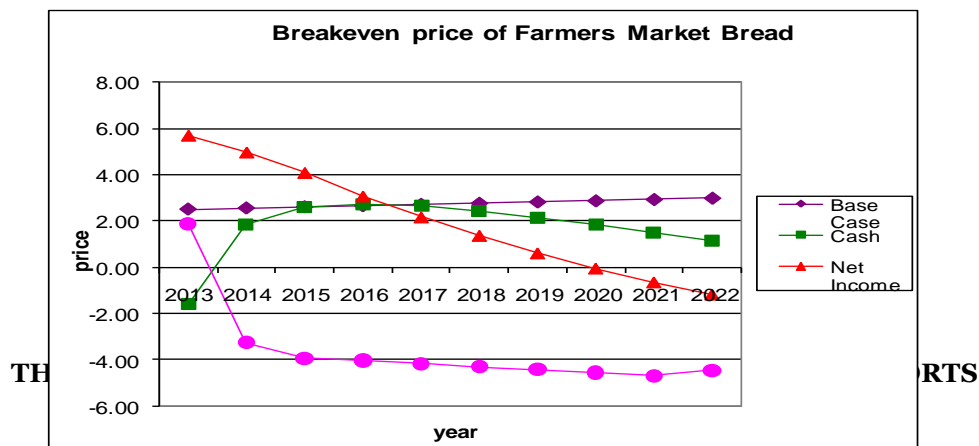
Balance Sheet as of December 31, 2013			
Assets		Liabilities	
Current Assets		Current Liabilities	
Total Current Assets	44587	Total Current Liabilities	-6538
Long Term Assets		Long Term Liabilities	
Total Long Term Assets	94431	Total Long Term Liabilities	144477
		Owner Equity	
		Total Owner Equity	1080
Total Assets	139018	Total Liabilities and Owner Equity	139018

Marketing Plan Budget

Marketing Budget	
Advertising	Expenses/year
Newspaper	
Albanian newspaper	\$400
Other	
Billboard	\$100
Bulletins	\$60
Promotion and Development	
Business cards	\$90
Travel expenses	\$200
Total Marketing Expenses	\$850
Cost of Goods Manufactured	2013
Total Direct Labour	\$30,500
Total Direct Materials	\$16,700
Manufacturing Overhead	\$10,440
TOTAL	\$57,640

Contingency Plan

- If price of bread decreases:
 - have to either increase sales to a break even level
 - the bakery would have to find a way to decrease fixed costs
- Methods
 - additional stall at the Durres farmers market
 - craft sales throughout the Durres district



TECHNICAL UNIVERSITY OF CLUJ NAPOCA
NORTH CENTER UNIVERSITY OF BAIAMARE
FACULTY OF SCIENCES
DEPARTMENT OF ECONOMICS



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