

Pilot Project “Kavala 2000”

A cooperation project with Business Academy Nuremberg

Organizing Management seminars in Greece.

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Business Academy Nürnberg
T.O.P. Business Training GmbH

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Description (1)

The objective of this Business Plan is to find out, whether it is possible and profitable to organize and carry out Management Seminars with German Managers in the Region of Kavala in Greece.

The initial idea in organizing these seminars is to enhance the international cooperation/partnership within EU and in our case the cooperation among Kavala and Nuremberg.

Of course such a project should only be realized, if it produces commercial success, i.e. profit.

Description (2)

The seminars are exclusively designed for top managers considering the latest developments and trends in this field.

The philosophy behind is to combine education and training in the field of management with some additional activities with international and cultural character.

In this pilot project not only the content of the seminar is important and attractive, but also the international cooperation and the intercultural approach.

It should be considered, too, that this project could lead to an important increase in reputation for the Training Company.

Project Targets

- ☑ Research the business potential in organizing management seminars in Greece
- ☑ Identify problems which may occur during the project
- ☑ Establish cooperation with local partners
- ☑ Use of the acquired experience in improving and defining the seminars for next season

Market analysis

- ☑ Future and existing trends in seminar-market
- ☑ Potential in this market
- ☑ Relevant seminars (competitors)
- ☑ Key success factors in seminars - competitive advantages
 - ✓ content of the seminars
 - ✓ environment - atmosphere - culture
 - ✓ combination of training with more activities with international and cultural character
 - ✓ supporting services
 - ✓ cost

Strategy - plan development

- ☑ Project requirements and needs:
 - ✓ Product - package of services: scope, philosophy, topics, features
 - ✓ Locations: (Kavala, Thasos, ...), set up of criteria, on site visit, personal impressions
 - ✓ Cooperation with local partners (authorities, hotels, agents, transportation)
 - ✓ Participants: Group or individuals, which are their expectations?
- ☑ Collection of all information for location and partners
- ☑ Master schedule

Strategy formulation - stages

- ☑ Package definition
 - ✓ Seminar planning (content, program, hotels, transportation, flight)
 - ✓ Additional services-offers with mainly cultural content
- ☑ Promotion of the package
 - ✓ How will it be promoted? As incentive, as seminar for concentration, combined more activities?
 - ✓ Through which channel? TOP training GmbH, personal contacts
 - ✓ materials: flyer, catalogue, Internet
- ☑ Providing of alternatives

Strategy formulation - stages (continued)

- ☑ Selection of the local partners
 - ✓ Prequalification of our partners - setting up the criteria
 - ✓ Contact partners and request for proposals
 - ✓ Evaluation of proposals-offers
 - ✓ Communication
 - ✓ Negotiations-contracting
- ☑ Pricing strategy
- ☑ Selection of the group of participants (set up evaluation criteria regarding the location, the content, the character of the seminar, the culture of the participants' company)
- ☑ Payment process and allocation of responsibilities

Strategy formulation - stages (continued)

- ☑ Supporting services
 - ✓ Provide, as more as possible, information to the participants
 - ✓ Additional offers-attractive
 - ✓ Transfers
 - ✓ Communication infrastructure
- ☑ Quality of our services (how to ensure it)
 - ✓ Detailed planning
 - ✓ Research, evaluation and selection of the "correct" partners
 - ✓ Communication and coordination
- ☑ Control the performance of the local partners
- ☑ Diagnosis and overall evaluation of the project

Resources planning

- ☑ Actors involved (TOP Training GmbH, local partners, customers, we)
- ☑ Personal
 - ✓ Identify the roles of TOP training GmbH, Prof. Fees, mine
 - ✓ Responsible for contracts and payments
- ☑ Materials
 - ✓ Computer with printer, modem and Internet connection, papers, cartridge ...
 - ✓ Car (rent) for transportation during and before the seminar
 - ✓ Camera, films ...

Financial planning

- ☑ For travel in order to select information regarding potential local partners and locations
- ☑ Organising the pilot project (Hotels, travel, communication)
- ☑ Materials
- ☑ Promotion (meetings, travels, communication...)

Chances and Risks

Chances

- ☑ to establish a fresh, creative and advantaged seminar package
- ☑ increase sales
- ☑ enlarge the customers group
- ☑ organise seminars in more locations in Greece
- ☑ International co-operation / partnership within EU
- ☑ image

Risks

- ☑ clients not to be satisfied due to bad quality of services, or co-ordination
- ☑ organisation problems to occur during the seminar
- ☑ increase of costs (inflation, exchange rates...)
- ☑ no interest at potential customers due to several reasons (e.g. holiday image)

Short term actions

- ☑ Organise the pilot project in September
 - ✓ Visit in June -> search and evaluate potential partners
 - ✓ Find a group which is willing to participate in such a seminar
 - ✓ Define dates, content of the seminar, hotel, transfer, excursions
- ☑ Diagnosis and Evaluation of the pilot project
- ☑ Plan and organise seminars for the next season

Outline of the key factors

- ☑ Detailed planning
- ☑ Quality of our services
- ☑ Pricing
- ☑ Allocation of responsibilities
- ☑ Choose the "correct" partners
- ☑ Satisfaction of our participants
- ☑ Co-operation with the municipality of Kavala, chambers, educational institutes etc.. (Vitamin B)

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Financial Plan

Travel expenses		2.400
Airplane tickets	1.600	
Transfers	500	
Meetings	300	
Organising the pilot project		3.000
Meetings		
Communication		
Travels		
Materials		6.400
Laptop	5.000	
Portable printer	500	
Modem (from greece)	200	
Internet access (6months)	200	
Car	500	
Promotion		3.000
Meetings		
Communication		
Travels		
	Total expenses	14.800