

## Developing a Small Business



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GRIN Verlag Jul 2007, 2007. Taschenbuch. Book Condition: Neu. 210x148x2 mm. This item is printed on demand - Print on Demand Neuware - Seminar paper from the year 2005 in the subject Business economics - Company formation, Business Plans, grade: A (71%), University of Westminster (University of Westminster (London)), course: Developing a Small Business, 19 entries in the bibliography, language: English, abstract: The launch of the business of Stammtisch in June 2005 will be an absolutely new concept and is missing within London. The business will be the first traditional German pub in Central-London. Stammtisch's first-mover advantage will combine a traditional German pub and Sport-entertainment; located in Central-West-London. The strategy is mainly based on serving the pub niche market for the German community (80,000 Germans are living in Greater-London). Markus Kutscha (native German) is the founder of Stammtisch; it will be a Limited Company. Andreas Kutscha, who is my brother, will support me in management (secretary) in the first 2 years. This business plan is a proposal to raise finances from the bank to complement the initial investment of Pds. 200,000. It requires a flexible bank loan of Pds. 125,000, re-payable in 5 years, to aid the successful business implementation. Pds. 50,000 will be employed immediately to finance the set-up costs; the remaining will be used throughout year 1 to support the cash needs. The founder and his family will invest a total of Pds. 25,000 and Pds. 50,000 respectively to cover operating expenses. According to the cash flow projection, the business will break even in its 22nd month of operations. 28 pp. Englisch.



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