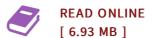




# **Developing a Small Business**

By Markus Kutscha

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 June2005 will be an absolutely new concept and is missing within London. The business will be the first traditional Germanpub 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 manly based on serving the pub niche market for the Germancommunity (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...



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