



CENTRAL BALTIC  
INTERREG IV A  
PROGRAMME  
2007-2013



EUROPEAN UNION  
EUROPEAN REGIONAL DEVELOPMENT FUND  
**INVESTING IN YOUR FUTURE**

# Business development project with in the framework of BTP

Valmiera  
05.12.2010.



# About me

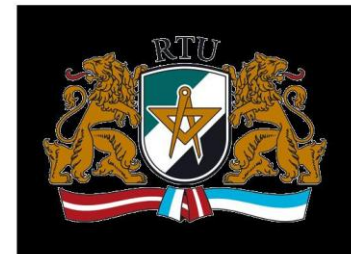


• **JĀNIS ZARIŅŠ**

• **Study at Tehnical University of Riga, specialization Civil Engineering**

• **Practice in road building companies (Saldus Ceļinieks Ltd., "Ceļi un Tilti" Ltd.)**

• **Hobbies: I love to travel, all of kind of sports, animals, nature**





# Lemminkäinen Eesti AS

Established in 1910

Turnover EUR 6.24 billion

Workers:

Winter-300, Summer- 400

Net sales in 2009 were EUR  
2.0 billion

Operations have been  
organised into 5 business  
sectors:

- Road maintenance
- Building
- Asphalt manufacturing
- Designing
- Road signs manufacturing

- Internship company

Lemminkäinen



# Project



## Before the BTP

- Start my own business
- To get acquainted with the situation in market outside Latvia.
- to improve my competenc in order to cooperate with company in the future
- exchange experience
- To establish my own company or consortia or work as sub-contractor (material distribution)
- Get good network of contacts.
- Improve specific English language skills in road construction terminology

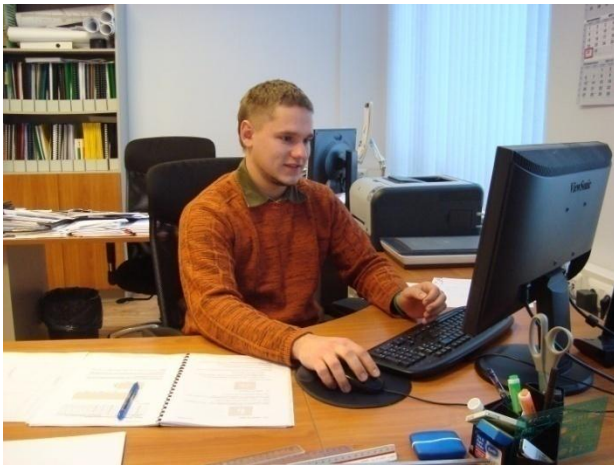
## After the BTP

- Make own company
- Register company micro enterprise (about 5 people)
- Write busines plan
- Maintain contact with Lemminkäinen Eesti AS
- Look for alternative sollutions to improve materials (oil shale ash)
- Feasibility study:
  - Search for contacts in Estonian material dealers
  - Search companies in Latvia (clients)

# My obligations



- **WATCH WORKS IN OBJECTS(TALLIN, KOHLEJARVE, NARVA)**
- **CALCULATE THE AMOUNT OF MATERIAL**





### Internship tasks:

#### **Find contacts**

Find out the situation in  
Estonian market

Do the research about  
Estonian companies

Find the price of  
materials

Look the business  
possibilities

etc.

**Lemminkäinen Eesti AS;  
Tanner AS;  
Aapi AS;  
"Celi un Tilti" Ltd.;  
IK "P.Alkšņa projektēšanas  
grupa"**



### Internship tasks:

Find contacts

**Find out the situation in Estonian market**

Do the research about Estonian companies

Find the price of materials

Look the business possibilities

etc.

- 4 or 5 big building companies
- More quality materials
- Alternative materials (oil shale ash)



### Internship tasks:

Find contacts

Find out the situation in  
Estonian market

**Do the research  
about Estonian  
companies**

Find the price of  
materials

Look the business  
possibilities

etc.

- Lemminkäinen Eesti AS
- Tanner AS
- Aapi AS
- Magistraal AS
- Pärnu Teedas
- Tanner AS





## Internship tasks:

Find contacts

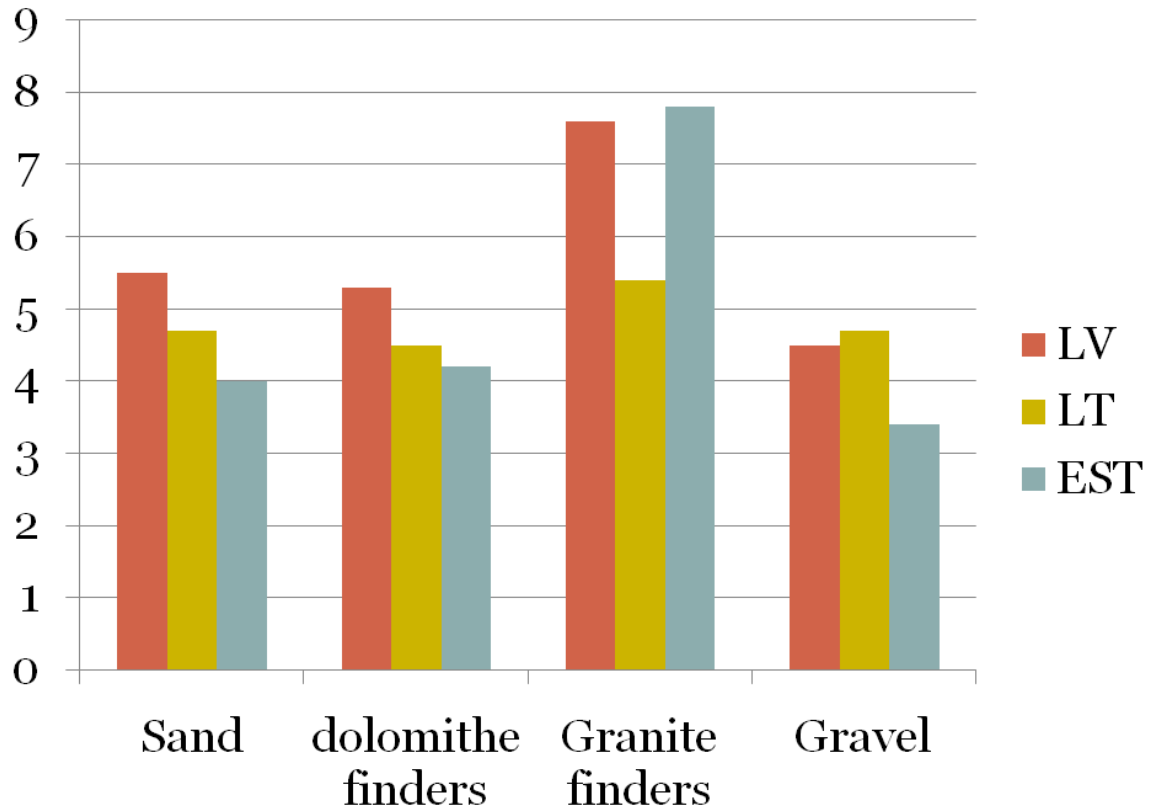
Find out the situation in  
Estonian market

Do the research about  
Estonian companies

**Find the price of  
materials**

Look the business  
possibilities

etc.



The price differences in Baltic states  
(Ls/t without VAT)



### Internship tasks:

Find contacts

Find out the situation in  
Estonian market

Do the research about  
Estonian companies

Find the price of  
materials

Look the business  
possibilities

etc.

- **Improved English language**
- **Letter of recommendation from Lemminkäinen Eesti AS**
- **Clear situation in Estonian road system**
- **More clear business idea**

# My project - results



- Company has been registered
- List of clients
- List of suppliers
- Advertising
- Office
- Administration
- Records management
- Business identity
- Warehouse
- Team
- Technologies
- Material certificates
- Transportation

- II phase
- Clients - 5
- Revenue – 3000 EUR
- Suppliers – 7
- Team – 5 persons
- Technologies – 5 computers, 5 cell phones, 3 printers, 2 fax machines, 2 desks
- Certificate of dolomite, sand and gravel.
- Transportation network between clients and suppliers

<b>Activity</b>	<b>Method</b>	<b>Timeline</b>	<b>Budget</b>
Register a company	Go to the LR registration	January 2012	90 LVL
Open bank account	Go to bank	Feb2012	20 LVL
Establish contacts	Meet people, search in business catalogs	Feb 2012	50 LVL
make advertising	Send for contacts list of prices; Internet; Publications in catalogs	Mar 2012	400LVL
Find suitable permises for office	Search in internet	Apr 2012	5 LVL
Made a company's administration	Create a records	Apr 2012	100LVL
Estabilish record managment	find a good specialist	May 2012	150LVL

<b>Made company's logo</b>	<b>Hire specialist</b>	<b>May 2012</b>	<b>300LVL</b>
Rent warehouse	Looking for advertisements	Jun 2012	300 LVL
Made a team	Looking for qualified peoples	Jun 2012	50 LVL
Buy tehcnologies	Search in catalogs, internet	Jul 2012	3600 LVL
Get materialdata certificates from suppliers	Laboratory test	Aug 2012	100 LVL
Made transporting network	Find best, fastest ways	Sept 2012	150 LVL

# Business running costs

	<b>Costs</b>	<b>LVL</b>
<b>1</b>	Cost of sales (raw materials, shipping, warehousing)	<b>10000</b>
<b>2</b>	Technology costs: Computer hardware, computer software, printers, cell phones, website development and maintenance, high-speed internet access, servers, security measures, IT consulting.	<b>3600</b>
<b>3</b>	Administrative costs: office supplies, parking, rent, utilities, phones, copier, fax machine, desks, chairs, etc.	<b>4400</b>
<b>4</b>	Sales and marketing costs: marketing materials, advertising, travel and entertainment for client meetings, mailing.	<b>5300</b>
<b>5</b>	Wages and benefits: 5 Employee salaries, taxes, benefits.	<b>4500</b>
<b>6</b>	Total costs	<b>27800</b>

# Financing

- **Micro Credits for Small and Medium Enterprises** ([www.hipo.lv](http://www.hipo.lv))
- **Start programme (ESF) - support to business start-ups.**

The programme provides the business start-ups and newly established companies with an all-embracing support i.e. consultations, training and financing in the shape of loans and grants for starting the business. ([www.altum.lv](http://www.altum.lv))

- **Investment loans** for the acquisition of basic resources, for the launching of new business projects, and for the purchase of real estate (office, manufacturing or storage facilities) [www.seb.lv](http://www.seb.lv)
- **Loan for business development** ([www.nordea.lv](http://www.nordea.lv))
- **Overdaft , leasing** ([www.swedbank.lv](http://www.swedbank.lv))



# Next step

Successful businessman JĀNIS ZARIŅŠ !!!





**Thank you for your attention!!**

