



Reittherapy

BTP

Madara Krecere

About me

Age-19 years.

Horoscope-virgo

Residence-Smiltene-Trikāta

Educational institution-Smiltene Technical

Learning industry-veterinary medicine.

Hobbies-Sports, cooking, animals.



Horses and everything
around them



Preparing home
cheese



Animal baby sitter



Just me

Aim

- To set up business at the end of 2012.20.06 in Reittherapy.

Objectives

- To make research about the Swedish market.
- To study their methods of business in reiththerapy.
- Get contacts and potential business partner in Sweden.

Why reittherapy?

- Help to strengthen the muscles,
- Assisted at various diseases (autism, Down's syndrome, etc.),
- Prevents social problems,
- Soothes, encourages a positive charge.



Before



After

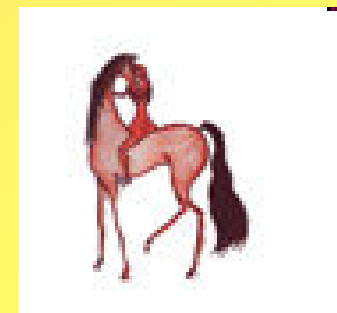


Ridterapi Novalis

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What I do there?

- ✓ Studies the company's development
- ✓ I helped work with patients
- ✓ Cleaned a stable
- ✓ Provides advice Horse



What did I benefit?

- ❖ Knowledge of how to build a business
- ❖ Experience of other cultures
- ❖ Contacts in Sweden
- ❖ Good friends and positive emotions
- ❖ Potential business partners



Comparison in prices

Company Name	Offer	Price (euro)
Ridterapi Novalis	lecture in reittherapy, terapiajs services, space to relax, beautiful neatcher	50
Spa Rehabilitation Center Jaunkēmeri	Spa, a general medical services, therapy	10
Applied Sports Centre Riga, Kleisti	Therapy	8
Equestrian Club Baldone	Therapy	7
Liepajas raj., Nicas pag. Spidolas	Recreation, therapy, other pets	11
Beverinas novads, Trikatas pag. „Jaunupites”	Therapy, other pets, a place to rest in natural	18



Conclusion, Latvian prices are not yet adequate service and the significance can not yet compete with the Swedish prices for Business make good progress.

Results

- 3 trained and certified horses
- 4 personnel In my company
- At least 1 trainer
- 5 Clients per day



Activitys

- To attend courses about reittherapy organised by association of Latvian reittherapists (2012.20.06.)
- To train horses
- To receive reittherapy cerificate for horses
- To receive reittherapy cerificate for area?
- To receive reittherapy cerificate for my self.
- To register company.
- To advertise services

Budget to start up business

Costs

- Obtain the necessary education 260 Ls
- Certified reittheraphy horses- 200 Ls
- Certified place of reitththerapy. 200 Ls
- Buy inventory 1000 Ls
- Advertising 500Ls

Total- 2160 Ls (3086 EUR)



Timetable

- I. Obtain the necessary education .- *140 hours* . (2012.20.06)
- II. Create a business plan. 7. days.
- III. To attract European funding their business ideas. 3. month.
- IV. Trained and certified reitteraphy horses. *3 month*.
- V. Certified place of reittherapy. *1. month*.
- VI. Start your own business. *6. month*.

My future plans

- ☐ To raise financial resources from European funds,
- ☐ Create the necessary environment for business,
- ☐ Start my business reitteraphy.

**Thank you for your
attention!**