

BACK TO THE BUSINESS

GILWELL PARK BUSINESS MAGAZINE OF THE YEAR

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“ENJOYING LIFE AND DOING BUSINESS”

. Yoan-Konstantin Boychev

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How to start your own Business?

As a business owner your ultimate goal is growth. After all, when your business grows it's a sign that you've finally made a name for yourself and have a steady cash flow.

But, what if you aren't prepared to handle the increased workload? To avoid this problem, these are some tips:

1. Uses the internet.

No matter what you sell and who you sell, there are chances that some of your customers will use the internet in one way or another to buy your products. Ensure you an attractive online presence and provide as much information as possible about your products / services to make their decision easier. If your potential customers do not find details about your company or your products / services in their online searches, there is the possibility of moving towards a friendlier internet competitions.

2. Understand the importance of marketing and learn to use it effectively.

Customers will not start banging at the door just because you have written a great book about cucumber cultivation. In order to get customers you will need to use the right marketing tools to promote your products and services constantly.

3. Make realistic estimates on spending ... and then double them.

Most start-up entrepreneurs omit a series of expenses such as marketing, execution, directing, paying taxes, or paying their own salary, or simply underestimating them.

4. Find a need and cover it.

Yes, this is an endless repeat, but just because it works. The simplest deal is that which offers products and services that customers already know they need. The reason: you do not have to spend a lot of money to convince your potential customers that they need your product / service. You will focus on convincing them that you are the best solution to cover your need. Just make sure they are willing to spend to meet this need.

“EU helps youth to gain experience for their lives”

Erasmus +

Erasmus+ offers exciting opportunities for participants to study, work, volunteer, teach and train abroad in Europe. It is aimed at students, trainees, apprentices, pupils, adult learners, young people, volunteers, professors, teachers, trainers, youth workers and professionals of organizations active in the education, training and youth sector.

Taking part in the program helps you to develop personally and professionally; you will gain valuable international experience, broaden your horizons, experience new cultures and discover new ways of working. Erasmus+ is of particular benefit to young people who can learn new skills to improve their employability, acquire life skills, and develop their confidence. The main outcome of Erasmus+ project, which is actually prove to all experiences you may obtain, is called Youthpass.

With Youthpass, participants of Erasmus+ projects can describe what they have done and show what they have learnt. You can mention or attach your youthpasses in your CV once you are applying for a work. There are 3 kinds of projects under Erasmus+: youth exchange (to bring youth together, to show them that people from different countries are different but at the same time so similar), training course (youth are taught how to work on the certain positions) and job shadow (basically youth worker goes abroad to follow the step or “the shadow” of the older worker with more experience).



“EU helps youth to gain experience for their lives”

Youth Employment Initiative (YEI)

The Youth Employment Initiative (YEI) is one of the main EU financial resources to support the implementation of Youth Guarantee schemes. It was launched to provide support to young people living in regions where youth unemployment was higher than 25% in 2012. It was topped up in 2017 for regions with youth unemployment higher than 25% in 2016.

The Youth Employment Initiative exclusively supports young people who are not in education, employment or training (NEETs), including the long-term unemployed or those not registered as job-seekers. It ensures that in parts of Europe where the challenges are most acute, young people can receive targeted support.

Erasmus Internship program

Erasmus Internship program gives students in higher education the opportunities to take on internship in another European countries. This program will give you experience in your chosen field, as well as the experience of working in a different country.

Students and recent graduates can apply for this project during studies and take something like a gap year or after they graduate so it is easier for them to apply for a working position, because they already have experience which they can mention in their CV.

Erasmus for young entrepreneurs

Erasmus for Young Entrepreneurs is a cross-border exchange program which gives new or aspiring entrepreneurs the chance to learn from experienced entrepreneurs running small businesses in other Participating Countries. The exchange of experience takes place during a stay with the experienced entrepreneur, which helps the new entrepreneur acquire the skills needed to run a small firm. The host benefits from fresh perspectives on his/her business and gets the opportunities to cooperate with foreign partners or learn about new markets.

EURES

One of the main objectives of the EURES Regulation is to expand and broaden the network to have more organizations participating, offering more information, guidance and recruitment services to an even wider audience of jobseekers and employers all over Europe.

To that end, all EU/EEA Member States must put in place national systems to admit organizations in their respective countries to become EURES Members and Partners. Any organization providing employments services is welcome to join the network if it meets the common criteria laid down in the EURES Regulation as well as the requirements and procedures of the relevant national admission system.

All this programs will give you experiences which you can mention in your CV when applying for a job.

- Benjamin

“Enjoyng life and doing business” - says Yoan-Konstantin Boychev.

But how? He reveals some of his secrets for running both at the same time.

1. Encourage your employees and praise their achievements

Being a person with five successful businesses is not only a prestigious career, but also a great responsibility. Every morning when I sit on my desk, in the office and see through my big windows above the city, I think about all the people for who I have to make the right decisions and have manage to help for their own success in the company. Most of the time I am thinking how to make my employees to do better and feel valuable, even sometimes instead of myself and here is a simple logic in my actions. If they work productively, not only the higher salaries they will get, but also the sales and the elite of the our company will be increased. When you encourage people to be better then they were yesterday you are improving yourself and their selves. The real leader understands the conception of how when other people are better than you, your state of life is good too. Inspire people to do better, motivate them to achieve their goals, support them in hard times, give them suggestions, forgive people’s mistakes. This is the formula for the happiness we are all searching for.



2. Never betray your dreams

Trying to become a better version of myself for many years of my life I can share with you that it is far away from easy. You have to be stuck with the idea of your success, of your dreams and believe me through the long journey to your “last” point everything that is possible is going to try to distract you from the goal. Remember not to give up, not to betray your feelings and burning desires, do not, I will repeat do not even for a second think that the job, university, diploma or girl is not for you. There will be moments when you are down, when nothing makes sense, when everything is ruined and it is going against you, but believe me these are the moments when you have to find that inner power to not give up, make your own conclusion on the situation and then use it to solve future issues. Maybe you are wondering why I put the word last in brackets. Is there not a last stop of the success? Are you not done when you have achieved everything that you have think about ever? The answer is no you are not, it is not the goal that brings you the joy, neither the golden medal or the “last” stop of your plan, it is the experience and the memories that you have created through the hard times, that values. While you are directing your life to that dream you make evidence to a lot of other achievements and your goal will develop every single time when you struggle.

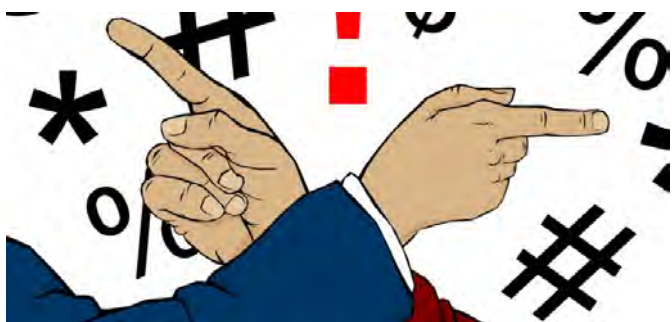
As a conclusion I can say that you have to be thankful to what happens to you, because sometimes the wish that had not been done, is actually the best thing that could ever happens to us.

“Tips for starting-up a business in a foreign country”

Most of us think that starting a business in our own country is more than difficult. Well guess what? It is much easier than to try to start a business in another country. Of course that does not mean that it is impossible. And in this article written by Ali Skenderov, a successful business consultant you will find the most essential tips for start-up in a foreign country.

1. Business practices vary in each country

The first and most important thing is to research the business practices in the country. Business laws and practices, banking, and taxation all vary from country to country. While you can set up a business in New Zealand in a single day, it could take weeks or even months in other countries. Before you make a move and get started, study the laws and requirements for the country you're interested in, and try to find out how much it will cost to incorporate, acquire property, and start working.



2. Get to know the political climate of the country

It's very important that you understand the political climate of the country you're entering, as well as its history regarding taxation and asset seizure. As a business owner in a foreign country, you don't want to be in a position where your profits are unexpectedly "taxed" or your assets are seized because the political climate is undergoing change. Watch carefully, and do your best to work within a country with a stable political and economic system.

“Tips for starting-up a business in a foreign country”



3. Seek guidance and legal advice

It's always a good idea to hire a lawyer when starting a business, and this is especially true when starting a business abroad. Locate a lawyer from your country who is living and working in the country to which you hope to move. This way you'll know that the lawyer understands you, but has the knowledge and skills to help you navigate the foreign environment.

4. Take your time

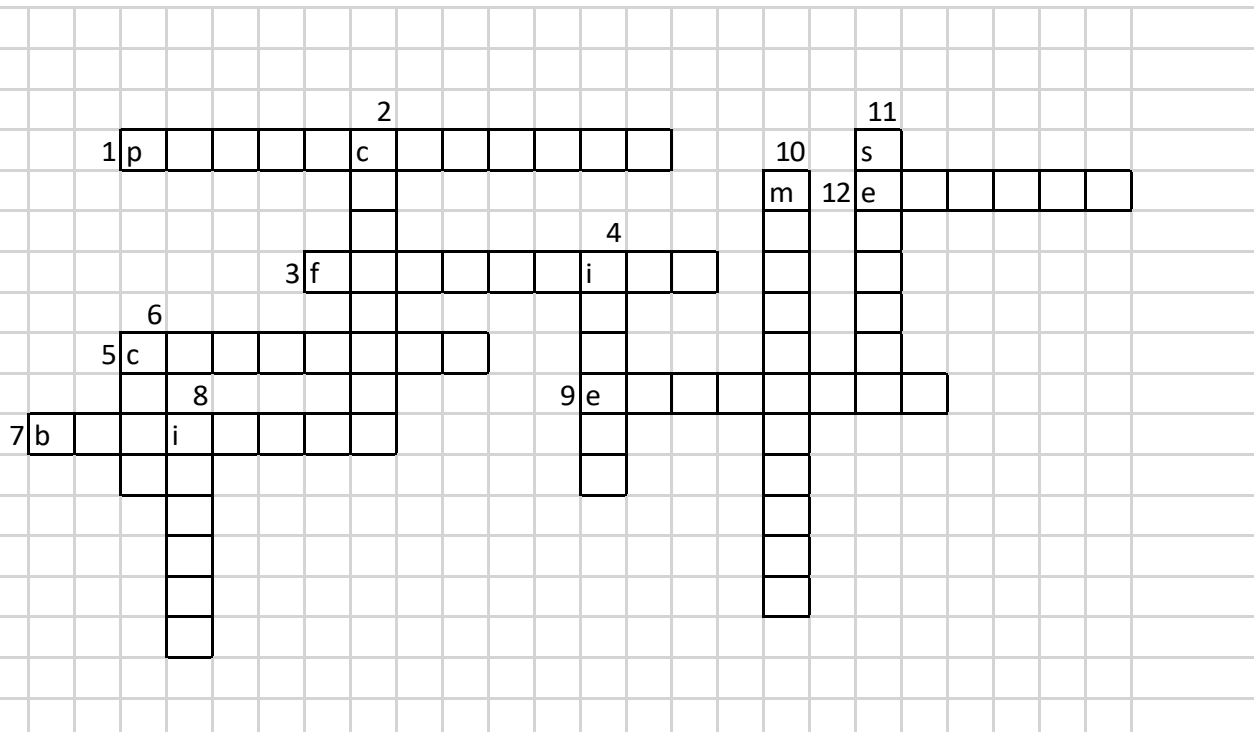
Even if you're excited about moving abroad and getting your business started, remember that all good things take time. Don't rush the process. Give yourself time to research and get to know the country.

Some countries are better for start-ups than others. If you're looking to speed the process, consider Inc.'s top four countries for business start-ups: Singapore, Canada, Australia, and New Zealand.

- Ali

The business crossword for your free time

1. A noun that means how much work you do and how ell you do it.
2. A noun that means amount of money that we put into startup to earn more
3. If you are short on cash you have f..... problem
4. When you put your time or money in something you i.....
5. It is an agreement between employer and employee
6. Money in form of bills or coins
7. The activity you perform in the business sector
8. Action which is performed by shipping products into a country from others
9. Trade one thing for another
10. People who make or construct usually for industry and sales
11. The exchange of goods for an agreed amount of money
12. The process of shiiping products out of one country to others



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