

2012

# The concept of development of a startup project for a translation agency in Moscow, the Moscow region

Artamonova, Daria

Business Administration Program, School of Economics Sciences and Business, Neapolis University Paphos

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THE CONCEPT OF DEVELOPMENT OF A STARTUP PROJECT FOR A  
TRANSLATION AGENCY IN MOSCOW, THE MOSCOW REGION

By  
ARTAMONOVA DARIA  
Master of Business Administration  
Neapolis University Pafos  
Pafos, Cyprus  
2012

Submitted to the Faculty of Business School  
in partial fulfillment for  
the requirements for  
the Degree of  
MBA

THE CONCEPT OF DEVELOPMENT OF A STARTUP PROJECT FOR A  
TRANSLATION AGENCY IN MOSCOW, THE MOSCOW REGION

Thesis Approved

*Advisor*

Dr. Dario Pontiggia

*Committee Member*

*Dean/Program Director*

Prof. John Politis

## **Abstract**

This study focuses on analyzing a possible translation agency startup project for the market of Moscow. Accordingly, the aim required solving such tasks as determining specifics of the project start-up, revealing the essence and principles of preparing a business plan, identify current and future trends in the Moscow translation market and development of strategic, marketing, organizational, commercial/ financial plans of the company and evaluation of investment attractiveness of the project.

During the research are used various methods of strategic and financial planning, namely PEST-analysis, Porter's Five Forces Model, strategic group analysis, KSF-analysis, segmentation, SWOT-analysis, NPV, IRR and DPP. This is allowed to achieve this aim, successfully defining the exit strategy of translation agency startup project on the Moscow market and its investment appeal.