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**ESTABLISHMENT OF A SMALL BUSINESS – PHARMACY
AT A DEPRESSED AREA
IN GREECE**

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AT A DEPRESSED AREA
IN GREECE**

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ABSTRACT

In the economical crisis that the country of Greece is going through, the unemployment of young people is very high. So the young ones try different ways to find a job and one of them is to establish their own small business. In order to do that, they have to take some important decisions so that the business can operate.

In this particular research, we focused on explaining the steps that young people have to follow in order to establish a new business and especially a pharmacy. More specifically, there will be an explanation of the important factors that young people have to take into consideration in the establishment of a new business.

Firstly, those who try to establish a new business should know what type of business they will run and depending on the type, they should focus on selecting the right location for their business. This research will analyze the types of businesses in general and then focus on the types pharmacy.

Furthermore, this research analyze the different types of legal structure that the businesses have according to the Greek Law. What types of legal structure are available to the people, the conditions for the establishment of each type and lastly the key features of each legal entity.

Another factor that will be analyzed in this research is the selection of the personal. The employees are responsible for the customers, so their selection is very important. There will be a report in the procedure of the selection of the personal. There will also be an job description for both a pharmacist and the assistants. There will be a reference to additional personal that the pharmacy has to use.

However, a business cannot operate without any money. That is why there will be chapter for the financing of the business. There will be an analysis for the ways of funding a business as well as a business plan for a pharmacy. Moreover, there will be an analysis of the competition that the pharmacies face as well as the market strategy, the different segments of the customers and the sales forecast

Finally, this research will present the data that was accumulated by the questionnaires from the owners of pharmacies. The results will be analyzed and discussed as they are the opinions of the owners of operating pharmacies. The results will show the preferences for the factor that were analyzed above.