

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

<http://hdl.handle.net/11728/7074>

Downloaded from HEPHAESTUS Repository, Neapolis University institutional repository



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.