

Comparative Analysis, the Base of Some Viable Solutions in Entrepreneurship

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Abstract: According to an expert on issues of entrepreneurship, John Larry, decent living is defined as: "I feel rich when you can do whatever I want in life, can travel where I want, buy whatever I want and I can live anywhere in the house that I drive the cars they want, without having ever so, ever, to check my bank account. This means that always had enough money to cover expenses that keep my lifestyle. This is my definition for the term rich"¹. I consider the entrepreneurship one of the best economic solutions for development and achieving a decent standard of living. In this paper I propose to develop a comparative study on occupancy of 10 spaces located in the port of Galati, the study aiming at the selection of the three areas and fields with the greatest chance for opening a business implementation.

Keywords: economic revitalization; entrepreneurship; brainstorming

Jel Classification: L26

1. Introduction

Everyone, both in childhood and in old age, and especially during the activity (approximately between 20 and 60 years) needs financial knowledge to save, preserve and multiply money.

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Economic revival in Romania will be done based on a process of galloping inflation; I think that the decline at the end of the leu / euro will be 8 lei / euro in December 2016.

Assimilation of knowledge uptake together with deeper financial management techniques based on solid knowledge of marketing and accounting ensures business success. The first initiative of involvement in the business world must not exceed EUR 100.000 / project. I think the ideal would be to start with a draft sources attracted 10.000 euro (EU funds or government credit) plus some contribution from their own savings (up to 10.000 euro, but only maybe 1000-2000 euros).

¹Larry John, „*Think rich to get richer, the four golden rules for success in business*”, Proeditura și Tipografie Publishing, Bucharest, 2006, pg. 11-12

2. Comparative Study on Occupancy of 10 Spaces Located in the Port of Galati

Galați, Cartier Port, Portului Street

2.1. Analysis on the ground floor commercial spaces

Table 1. Block Brateș

No. crt	Current status	Last destination	Owner	Surface /sqm	Required rent	Required price
1.	Free	Offices	Romportmet	100	I don't know	I don't know
2.	Free	Buffet	Regal Company	150	I don't know	I don't know
3.	Free	Offices	XB IMP-EXP	120	1500 E/month	250000 E
4.	Free	Offices	CONSTRUCT DESGIN SRL	120	I don't know	don't know
5.	For Sale	Fitness (with sauna) - can give money in stages		170	1000E/month	1200 E/sqm
Total				690		

Table 2. Block Jiul

No. crt.	Current status	Last destination	Owner	Suprafață /sqm	Required rent
1.	Free	Auto parts store	120	I don't know	I don't know
2.	Offices	Food store	340	I don't know	I don't know
3.	Exchange	Food store	30	I don't know	I don't know
4.	Free	Food store	120	I don't know	I don't know
5.	Free	PVC	80	I don't know	I don't know
Total			690		

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It requires an analysis of these areas in order to start a business in the next two months.

Table 3. Spaces analysis

No. space	Current status	Foto	Last destination	Possible destination
1.	Free		Offices	Bank, Fashion house with its own mode

2.	Free		Buffet	Restaurant, Bar, Pizza
3.	Free		Offices	Bank, pharmacy, nursery
4.	Free		Offices	Bank, offices
5.	For sale		Fitness	Kindergarten, Club
6.	Free		Auto store parts	Retail stores, offices
7.	Offices		Food store	Food stalls for rent to individual producers
8.	Exchange		Food store	Shop with own jewelry workshop

9.	Free		Food store	Food stalls for rent with individual producers of meat
10.	Free		PVC	Store fishing articles, toys, crafts

The situation at first glance seems to be characterized by:

- Offer high;
- Request small;
- Redundant space (extra spaces);
- The relatively good.

Of the ten space, with relatively limited activity, are:

Table 4. Commercial spaces occupied

No. space	Destination activity	First impression
1.	Office and shop	Stylish design, space
2.	Central heating installations	Nice, small, without possible clients

Other areas have very low occupancy or not at all.

Table 5. Partially occupied commercial spaces or not occupied at all

No. crt.	Work situation	First impression
1.	Not used for 3 - 4 years	Broken windows, unkempt, poor waterproofing
2.	Not used for 3 - 4 years	Destination buffet may be acceptable at a lower rent
3.	Not used for 3 - 4 years	Skin care, requires 250,000 euros (a lot)
4.	Used	Fairness
5.	Still in use: fitness room, bathroom, sauna	Unkempt appearance, inadequate space
6.	Unused for 6 - 8 years	Unkempt appearance, broken windows, with disabled facilities
9.	Unused for a week	Skin care, without seeing, greater competition
10.	Not used for 4 - 6 years	Unkempt appearance, the owner does not want to sell or rent

Given current information, proprietary data, service requests in the area, needs repairs, I appreciate that remain to be analyzed three areas, namely:

Table no. 6: The three analyzed commercial spaces

No. crt.	Last destination	Owner	Required rent E/month	Required price	Possible destination
1	Buffet	Regal Company	1000	NO	Buffet, Luxury Software
2.	Office, now unused	XB Import Export	1500	250000 E	Notary, bank, pharmacy, Vodafone, Software
3.	Gym	Private firm	1000	210.000 E	Fitness food, restaurant, Software

2.2. Area Analysis

Port area is a very beautiful area, with buildings and houses, with aging population and relatively small pensions.

The population of the area in record Apostles Peter and Paul parish, is about 780 families, which means about 2,000 people: 33% parents, children and old 33% 33%. For this population structure, space does not have a proper destination. It takes a different approach. To complete another approach proposes to organize a brainstorming session in relational circle: friends, associates and relations of time.

Brainstorming meeting²

It consists in obtaining answers to these questions:

- 1) If you own the space "X", what activities would you develop?
- 2) What would be your attractiveness (hook)?
- 3) How much are you willing to invest in it, of which your money / money of others?

Table 7. Brainstorming meeting

Member / Team	Buffet 1000 E/month rent	Offices XB IMP EXP 1000E/month - 250.000E	Fitness room 1000 E/month - 210.000 E
Choose the desired destination			
Choose the method of promotion			
Investment, of which:			
Your money			
Other sources of funding			

² It consists in responding to new questions by several participants at the meeting

Table 8. If you own the space "X", what activities you develop?

Member / Team	Buffet 1000 E/month rent	Offices XB IMP EXP 1000E/month - 250.000E	Fitness room 1000 E/month - 210.000 E
Riana	Kindergarten	Children's play space	Cosmetics
Monica	Catering	Literary Café	Room for play. children
Mihaela	Traditional Romanian Restaurant	Fitness for specialized course: martial arts, Tae-Bo, dance	Hall party organization place children and children's play
Veronica	Catering, push the tray	Notary	Modern dance courses
George 1	Localization, Jewelry, Hardware, Ascuțitorie, furniture	IFN + Vodafone + Tailoring	Medicover clinic
George 2	Software for Business	Soft for EU + U.S.	Soft BRIC (Brazil, Russia, India, China)

Table 9. In what would be attractive the activity of offer (hook)?

Member / Team	Buffet	Offices XB IMP - EXP	Fitness room
Riana	Small price	Small price	Small price
Monica	2 girls to deliver products in the area, on the street	Posters in college, possibly 2 teachers to promote	Rent Banner or center panel, brochures + booklets
Mihaela	Traditional Romanian Restaurant	Choose superqualified staff with a reasonable number of people, attractive price	Advertise with classic toys without instigating violence juvenile area without PC video game
Veronica	Leaflets offer site	Notice in the area	SITE
George 1	George makes you beautiful	Training for Business: Financing, Mobile, Presence	Healthy mind and healthy body
George 2	24h/24h, 7 days a week, 365 days a year	24h/24h	Brazil, Russia, India, China

Table 10. How much are you willing to invest in space / activity in which your money and other people's money

Space / Respondent	Investment value, EURO	Buffet	Offices XB IMP - EXP	Fitness room
Riana	Investment, of which:	100.000	100.000	100.000
	Your money	50.000	50.000	50.000
	European Funds	50.000	50.000	50.000
Monica	Investment, of which:	15.000	8.000	20.000
	Your money	3.000	2.000	5.000
	Other funds	12.000	6.000	15.000
Mihaela	Investment, of which:	15.000	5.000	9.500

	Your money	5.000	2.000	2.500
	Other funds	10.000	3.000	7.000
Veronica	Investment, of which:	10.000	20.000	10.000
	Your money	4.000	10.000	5.000
	Other funds	6.000	10.000	5.000
George 1	Investment, of which:	100.000	300.000	30.000
	Your money	20.000	20.000	20.000
	Other funds	80.000	180.000	10.000
George 2	Investment, of which:	300.000	380.000	500.000
	Your money	20.000	20.000	20.000
	Other funds	280.000	360.000	480.000

Table 11. General conclusions on the three areas that have been studied

Member / Team		Buffet	Offices XB IMP - EXP	Fitness room
Riana	Destination	Kindergarten	Children's play space	Cosmetics
	Attractiveness	Small price	Small price	Small price
	Investment, of which:	100.000	100.000	100.000
	Your money	50.000	50.000	50.000
	European Funds	50.000	50.000	50.000
Monica	Destination	Catering	literary cafe	Room for children play
	Attractiveness	2 girls to deliver products in the area, on the street	Posters in college, possibly 2 teachers to promote	Rent Banner or center panel, brochures + booklets
	Investment, of which:	15.000	8.000	20.000
	Your money	3.000	2.000	5.000
	Other funds	12.000	6.000	15.000
Mihaela	Destination	Traditional Romanian Restaurant	Fitness for specialized course: martial arts, Tae-Bo, dance	Hall party organization place children and children's play
	Attractiveness	Traditional Romanian Restaurant	Choose an overqualified staff with a reasonable number of people, attractive price	Advertise with classic toys without instigating violence juvenile area without PC video game
	Investment, of which:	15.000	5.000	9.500
	Your money	5.000	2.000	2.500
	Other funds	10.000	3.000	7.000
Veronica	Destination	Catering, push the tray	Notary	Modern dance courses

	Attractiveness	Leaflets offer site	Notice in the area	SITE
	Investment, of which:	10.000	20.000	10.000
	Your money	4.000	10.000	5.000
	Other funds	6.000	10.000	5.000
George 1	Destination	Localization, Jewelry, Hardware, Ascuțitorie, furniture	IFN + Vodafone + Tailoring	Medicover Clinical
	Attractiveness	George makes you beautiful	Training for Business: Financing, Mobile, Presence	Healthy mind and healthy body
	Investment, of which:	100.000	300.000	30.000
	Your money	20.000	20.000	20.000
	Other funds	80.000	180.000	10.000
George 2	Destination	Soft for business	Soft for UE + SUA	Soft for BRIC (Brazilia, Rusia, India, China)
	Attractiveness	24h/24h, 7 days a week, 365 days a year	24h/24h	Brazilia, Rusia, India, China
	Investment, of which:	300.000	380.000	500.000
	Your money	20.000	20.000	20.000
	Other funds	280.000	360.000	480.000

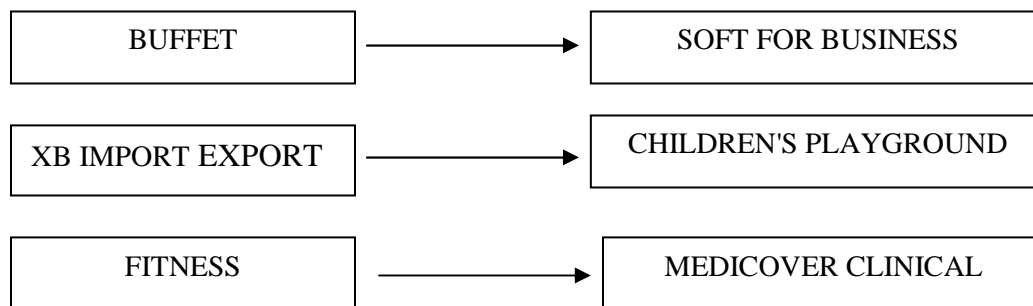
3. Conclusion

Brainstorming session showed that there are other fields in which to invest. From the new options I mention:

- Fitness dance classes;
- SOFT;
- Catering;
- Children's playground;
- Jewelry;
- IFN (non-banking financial institution).

In all cases there is a fundamental problem: the project manager. Perhaps investors will be found faster than project managers. At least at this point of analysis, I appreciate that the location does not allow the opening of some location as: restaurant, jewelry, sewing, etc meaning attractive locations for pedestrian traffic areas.

From the analysis of brainstorming it results, in my opinion, that the analysis of commercial opening in the Port area will continue for the following purposes:



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