

Neugründung Eines Dob-fachgeschäfts - Daniel Fritzkowski

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Seit dem Jahr 1991 hat der Deutsche Einzelhandel mit umsatzrückläufigen Zahlen zu kämpfen. Der Anteil des Einzelhandelsumsatz am privaten Verbrauch sank in den letzten Jahren kontinuierlich. Die daraus resultierende Umsatzentwicklung im Deutschen Einzelhandel ist erschreckend. Gesättigte Märkte, austauschbare Produkte und Dienstleistungen sowie ein starker Preiskampf, seit dem Fall des Rabattgesetzes, sind nur einige Probleme mit denen der Einzelhandel zu kämpfen hat. Erschwerend wirkt sich darüber hinaus der Trend zu mehr Individualisierung aus. Der Businessplan wird auch als Konzept der Geschäftsidee bezeichnet. Er dient als schriftliches Konzept aller geschäftlichen Aspekte. Daraus soll ein aussagefähiges Konzept entstehen, das mir zur Vorlage bei Kreditinstituten (KI) als Überzeugungsmittel dienen und mir persönlich aufzeigen soll, ob meine Geschäftsidee rentabel durchführbar und gut durchdacht ist. Einzelne Schrittfolgen müssen auf dem Weg in die Selbstständigkeit durchlaufen und beachtet werden. Dies sind u.a. die Selbstüberprüfungs-, Informationsbeschaffungs-, Konzeptions-, Entscheidungs-, Realisierungs- und Startphase. Author: Fritzkowski, Daniel Publisher: GRIN Verlag Illustration: N Language: GER Title: Neugründung eines DOB-Fachgeschäfts Pages: 00047 (Encrypted PDF) On Sale: 2005-01-01 SKU-13/ISBN: 9783638384209 Category: Business & Economics : General

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