

1. Market Economics

FIFE-ERSEKA

Farmers were taught how to better control supply by uniting their production.

LAZARATI

60 farmers were directly taught basic concepts of free market economy and how to better compete in unequal competitive conditions.

2. Education and Skills for Success

LABOREMUS

Fresh graduates and students were trained how to best manage themselves to be competitive in the market and 120 were employed.

TOURISM PROGRAM

Tourist operators enhanced their skills in e-commerce and IT management to boost their revenues.

3. Entrepreneurship

FIFE-ERSEKA

Farmers were challenged on how to better manage and improve their small business as successful entrepreneurs and developed a business plan for their association.

BEST

Entrepreneurs were trained in SME-basic management and marketing to fulfill their business potential

4. Financial Literacy

BEST

Three different target groups of entrepreneurs were trained on record-keeping, budgeting, cash-flows management and financial leverage use, thus improving their businesses

FIFE-ERSEKA

Farmers acquired financial skills and cost control techniques, in order to increase their profits.

5. Business Ethics

BEST

Different businesses owners learned the importance of ethical behavior in a market economy and how to apply ethics in the every-day activity

LAZARAT

Illegal businesses are being turned into legal ones by a step-to-step program, turning the farmers toward planting medicinal herbs instead of cannabis.

TOURISM PROGRAM

Businesses were introduced to the Global Ethics Code in tourism and were committed to implement it.



Special thanks to our sponsors

Business Advisory Board:

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The first Albanian SIFE team since 1996

Four times National Champion

Semi-finalist of SIFE World Cup 2005

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1. LABOREMUS 2 5

Unemployment is the biggest economic problem in Albania. Thousands of students after completing the academic year have no employment options. For the second year in a row, SIFE UT established contacts with 20 different companies that offered summer employment for students and helped recruiting, training (writing a CV, self-marketing, ethical behavior in work), and selecting the 300 students who applied for these jobs. We pre-selected 200 of them (based on their CVs) to attend job interviews organized by the respective companies and 120 where hired.



Audience: Students, businesses
Students involved: 6
Hours contributed: 960
Measuring results: 120 students employed, 20 on full-time jobs
Number impacted: 300 students, 20 companies
Criteria Met: 2, 5

2. Building Entrepreneurial Skills for Tomorrow 2 3 4 5

Opportunity Albania (a micro-credit operator) launched a competitive bid to all of the Albanian SIFE teams aimed at countering its clients with insufficient abilities in SME finances and management. The three SIFE UT groups that won the 500\$-each bid worked with the same three-phased strategy: personal contacts with the defined target groups (young entrepreneurs, women and roma entrepreneurs), SME-specific training sessions (basic finance, marketing, client communication, commercial loans requirement) and first-hand help to 5 selected businesses in designing and implementing an effective promotion. As a result of the training sessions, general abilities and knowledge (measured by a pre-a and post-test) increased by an average of 73% while the promotional campaigns increased customer turnover by an average of 42%.



Audience: entrepreneurs
Students involved: 18
Hours contributed: 1350
Direct impact: 200
Gross impact: 5000
Measuring results: 73% increase in abilities, 42% increase in customer turnover
Criteria Met: 2, 3, 4, 5

3. FIFE-ERSEKA 1 2 3 4

Many apple producers in Erseka have been facing different problems including a saturated local market, lack of technical, financial-economic knowledge, poor negotiations skills and inadequate storage and transportation facilities. SIFE UT coordinated different training sessions to deal with the mentioned issues. With the farmers we identified a fruits wholesaler who bought 40% of the season's production and we're working to solve their problems in the long-term period. In the meanwhile SIFE students helped the farmers organize an association called "Erseka Farmers Association" to further empower them. Also we're working on a business plan, submitted at www.bidnetwork.org that aims finding the investments to assist the community in the mid-term and the sustainability. Now not only 15 family businesses are improving but there are also employment opportunities for a community of 6000 people. The total turnover generated by farmers was 11'800 \$, increasing profits by 14% comparing to the previous season.



Audience: 15 farmer's families
Students involved: 5
Hours contributed: 1830
Direct impact: 37
Gross impact 6000
Turnover: 11'800€, increase of 14% in profits
Criteria Met: 1, 2, 3, 4

4. THE TOURISM PROGRAM 2 3 5

The combination of a myriad of natural beauties and the unique Albanian culture, folk and gastronomy leads to an exclusive experience for visitors. But unfortunately the tourism sector suffers from the lack of investments, unspecialized personnel, difficulties in attracting foreign tourists and low IT knowledge. SIFE UT helped with these problems. With the assistance of EDEM-USAID and the municipalities of Vlora and Saranda we organized workshops on client services, communication, online reservations and IT technology. SIFE UT also supported the integration of The Global Tourism Ethics Code in these businesses everyday. Thanks to SIFE UT now 17 tourist operators are online and have increased their clients satisfaction by 70%.



Audience: 20 tourist operators
Students involved: 13
Hours contributed: 1270
Direct impact 180
Gross impact 740'000
Measuring results: 17 businesses registered online
Criteria met: 2, 3, 5

5. LAZARAT 1 3 5

The inhabitants of the southern village of Lazarat have been forced, for years now, to cultivate cannabis, in order to alleviate their poverty. SIFE UT helped this community find alternative development ways to ensure their livelihood. Our plan called for a gradual replacement of the areas cultivated with cannabis with medicinal herbs. With help from the head of the commune and EDEM, we managed to: organize trainings with the farmers on technical skills, basic financial communication and negotiation skills, a cost-analysis inquiry and a complete topographical study of the areas potential. The project is expected to yield a total revenue of 433'000 \$, net profits of 303'000 \$ and the total of 600 hectares of land in Lazarat planted with medicinal herbs.



Audience: 60 farmer's family
Students involved: 11
Hours contributed: 1920
Direct impact: 210
Gross impact: 4200 members of Lazarati commune
Turnover: 433'000 \$
Criteria met: 1, 3, 5

Albanian Women Network

In Albania, bankruptcy is high among businesses owned and managed by women. This September we started a project with the Professional and Business Women Association, aimed at increasing their participation in business. Trainings with artisan women on ISO standards are already underway (in collaboration with IFC, International Finance Corporation), while Albinvest (an exporting company) is to help investigate for new international markets. To help their association become self-sustainable, a new type of calendar is being devised while work in underway for a web-page...

Criteria to be met: 1, 2, 3

SIFE-HS

High-school drop-out is becoming a serious issue in some cities and rural towns in Albania, effectively lowering these region's economic potential. SIFE UT, in collaboration with the UNDP is working with 7 high schools in the deprived areas of Korca and Kukes. Students will be trained to identify a market need and set up their business, create a profitable venture, develop a business plan, manufacture a product and collect revenues. These newly-acquired abilities will be tested in our own way...

Criteria to be met: 1, 2, 4, 5

Shën Gjin's Fishery Program

SIFE UT with the help of the World Bank conducted a survey on the Fishermen's Association of Shengjini, focusing on the real needs of the local fishermen. What came out? Lack of information on the opportunities offered by micro-loan foundations and no contacts with various fish-processing companies. SIFE UT has planned a series of activities being as an interlocutor between the fishermen and the different financial institutions in Albania such as Besa Foundation and PShM (Albanian Micro-Credit Partner). The aim is to achieve sustainability of their small, self-operated harbor...

Criteria to be met: 2, 3, 4, 5

- Albania's population is of 3'600'000 inhabitants
- The total land area is of 28'748 square kilometers
- The median age is of only 29.2 years
- The Gross Domestic Product equals 20.46 billion USD but the large grey economy could add up to 50% to that figure
- The GDP per capita is of 5'700 USD
- The percentage of the population living under the poverty line is 25%.
- Economic growth last year equaled 5%.
- The inflation rate is stable and low at 2.5%
- Total annual remittances from Albanians living abroad equal 600 to 800 million USD helping to offset the massive trade deficit.
- The official unemployment rate is 13.8% but it is believed to be as high as 30% due to the preponderance of near-subsistence farming
- Agriculture accounts for 23.3% of the GDP and 58% of the total employment
- The industrial sector accounts for 18.8% of the GDP and 15% of the total employment
- Services account for 57.9% of the GDP and 27% of the total employment
- Tourism is one of the fastest-growing sector of the economy and account for 20% of the GDP
- The Albanian population is the fastest growing in Europe although widespread emigration has left many rural areas virtually inhabited.
- Natural resources comprise petroleum, natural gas, coal, bauxite, chromite, copper, iron ore, nickel, salt, timber and hydropower

	Audience	Students involved	Hours Contributed	Direct Impact	Gross Impact	Turnover	Criteria met
BEST	Entrepreneurs	18	1350	200	5000		2, 3, 4, 5
Tourism Program	Tourist operators	13	1270	180	740000		2, 3, 5
Laboremus	Students, businesses	6	960	120	300		2, 5
FIFE-Erseka	Farmers	5	1830	37	6000	\$11800	2, 3, 4
Lazarati	Farmers	11	1920	210	4200	\$433000	1, 3, 5
TOTAL			7330	747	755500	\$444800	

Media Coverage

Print Media:
Tirana Observer: audience 20'000
Telegraf: audience 15'000

Electronic Media:
Radio Tirana: audience 600'000
TVSh: audience 1'500'000
Top Channel: audience 1'000'000
Alsat: audience 500'000
Era Tv: audience 4'000

HOURS CONTRIBUTED

