



UNIVERSITETI ELBASANIT  
“ALEKSANDER XHUVANI”  
FAKULTETI EKONOMIK  
ELBASAN, ALBANIA

UNIVERSITY OF ELBASAN  
“ALEKSANDER XHUVANI”  
ECONOMIC FACULTY  
ELBASAN, ALBANIA

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## Annual Report April 2008

### i. School and Community Demographics

- a. Our city has more than 125000 inhabitants. It is the most central city of Albania. It is one of the oldest cities of Albania, starting its history on the 1<sup>st</sup> century BC. The population is relatively young. The level of unemployment is round 14% and the growth economic rate is less then 5%. Most of the businesses operating in Elbasan are micro, small and medium businesses weighting 98.7% of total.
- b. University of Elbasan “Aleksander Xhuvani” is founded on 1975 as a historical persistency of the historical School “Normale” of Elbasan founded on 1909 with the aim to prepare teachers for all the Albanian territories. The University has more than 12000 students, and the Economic Faculty has round 2000 students.

### ii. Team History

SIFE Elbasan is founded on 2004 and it has been participating on the same year as attendant in the 2004 National Competition in Saranda. We have been participants in the National Competition on 2005, 2006, and 2007. On 2006 we were awarded the Team Spirit “Rocky”. Our SIFE actually has 62 registered members for this Competition and more than 45 members participate in our activities for 2007-2008.

### iii. SIFE Team Mission

Our mission consists in promoting students economic knowledge in the regional and local business environment and enable them to be practical and introduce themselves in the labor market.

### Our goals for 2008-2009 are:

- a. Increase the number and the entrepreneurship skills of SIFE activities
- b. Increase SIFE membership.
- c. Increase interactive contacts and relations with local stakeholders of the business environment.

### iv. Project Description

The first project - **Diminishing gender disparity in education and skills for the girls and women in the village of Griqan, Elbasan.**

The project consists in diminishing gender disparities on the girls and young women of the village of Griqan, through social and cultural joint activities and training them with managerial, business, marketing, and organizational skills. The project also aims to promote their artistic artisan works in the market of Elbasan and creation of permanent teams of production and sales for their products.

The second project - **New reallocation and business planning of “FLORA” bookshop.**

The project consists in the reallocation of the business in an other place more visited by readers, and more quiet regarding the noise of the auto-traffic. The new place is also the triple of the first by surface, which will permit to our business to ad another sector, a small angle of library with round 6 tables and 12 sits and a small coffee machine and refreshments for the people in the library angle. We suggested also two computers in order to help people to find their books easily. The font of the books will be much larger then before, also augmented with used books to be read from the readers in the library. The readers will pay a monthly modes tariff for the registration, which will help to cover the library services.

The third project - **Fostering and developing Sustainable Tourism in the Region of Elbasan**

The project consists in field, desk and e- research in the region of Elbasan to put in evidence all the resources of this Region in sustainable tourism, especially cultural and historical. SIFE UE got into



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this idea considering the efforts done recently by the local government and the University of Elbasan in order to discover and turn in origin all the cultural and historical objects in the region, as well as the improvement of the environment increasing the green spaces. The project aims to promote the sustainable tourism and to give space to the new idea of "Sustainable Hotel", enlarging it in different tourist products as well. At the end we aim to create and design the Elbasan Brand and to legalise it following the necessary legal steps.

The fourth project - **Marketing Planning and implementation in Radio Alfa**

The project consists in marketing research in the city of Elbasan regarding the demand for media products, especially advertising in radio. The editor of the radio contacted SIFE UE in order to make this research and to make and implement a marketing plan for the radio. The project aims to increase the audience of the radio, to increase the revenues and the image, as well as to increase the organizational skills among the employees of this radio, especially of its manager, as well as to redesign the program and organize a plan based on more information and news than before.

The fifth project - **Reorganization of Marketing and Sales in Parfumeri "Sara"**

The project consists in market and consumer research in the Region of Elbasan regarding the demand for bride dresses and wedding organization. The business owner contacted SIFE UE in order to make this research and to have a clearer view regarding the new line of production he intended to open. The project aims also to increase communication and organizational skills among the employees of this business, as well as to redesign the store and organize a shared compartment for the new product line, which is different from the existing products of Parfumeri "SARA" - souvenirs and cosmetics.

**v. Future Plans for these Projects**

We have already finished three projects and we are still working on the first and the third first projects.

**vi. The Support Structures**

We are supported this year by more faculty advisors covering different scientific areas as follow:

Iir Bejtja	Primary Faculty Advisor	Marketing
Nada Krypa	Co-Advisor	Management
Blendi Himci	Co-Advisor	Business Law
Shpetim Cerri	Co-Advisor	Marketing

As for Media we are in continuous contact with the local media; Egnatia TV, Skampa and Dardan.

Regarding funding we do not have other support than UE funds.

The team has the Managing Board by who depend the teams for each project and the consultative body compound by the group of the Faculty Advisors.

**vii. Future goals and remarks**

Our future goals consist in:

- Developing more projects enhancing the entrepreneurship capabilities of the students, preparing them to enter in the labor market.
- Involving more students from the Faculty and the rest of the University in our projects
- Increasing the contacts with the business environment

Our future vision is to be able to develop real business and entrepreneurship situations, becoming entrepreneurs and being promoters of development in our Region.