

My BAR

Even this year we implemented again the project "My Bar" as the unique one which generated income for our SIFE team. Through questionnaires we interviewed clients of 29 bars/restaurants and try to find out what was wrong with the Bar like service, hygiene, music, etc. We write down reports for the owners and tried to find out solutions for service improvement and increasing client satisfaction, as well as the Bars' revenue. From this project our SIFE team generated 72500 ALL

Target group: Bars and Restaurants

Students involved: 7

Hours contributed: 576

Criteria met: 5, 6

Media Project

This year we have been once a week on Radio-Shkodra transmitting for 30 minutes different issues relating to economy and business.

We have also used other medias to talk about our SIFE team and our projects. In this way we could have a greater impact in the community. We used local TVs like TV1 channel, Rozafa, Antena Nord, Tv Kopliku or printed media like local newspapers, "Ekonomisti", etc, and even in Radio Tirana.

Target group: Community

Students involved: 50

Hours contributed: 880

Criteria met: 1, 2, 3, 4, 5, 6

Project	Target Group	Students Involved	Hours Contributed	Number impacted directly	Criteria met
Artisan	Artisans of Shkodra	11	1447	80	1,2,3,4,5,6
Small business suport	Small businesses	10	1506	103 businesses	4,5,6
Work & Holiday	Businesses, youngsters	8	1120	156 businesses 286 youngsters	2,3,5,6
Dukagjini	Community	14	1450	40	2,3,4,5,6
My bar	Bars & Restaurants	7	576	29 businesses	5,6
Media Project	Everyone	50	880		1,2,3,4,5,6

4 times National Champion

First Albanian team participating in a SIFE World Cup
Always one of the finalists in the National Competition

Students involved: **50**



We enjoy and have fun
We work and sweat
We improve ourselves
We develop our skills
We serve opportunities
We make a difference

All we do is "SIFE"-ing

PROMOTION & DEVELOPMENT OF ARTISAN TRADITION AND BUSINESS



Shkodra textiles bring a fortune of artistic values and innovative inspiration of the handicraft. After the closure of the two biggest ventures of the handicraft in '90-'92, several people remained unemployed and just a few of them started their own business. During all these years they have faced many difficulties and so remaining undeveloped. We have made many training sessions related to the problems they faced like basic economic concepts, fundraising, management, negotiation and technical skills, marketing etc. We wrote a development strategy for them and in the round table organized with representatives of municipality and Chamber of Commerce, we got their support. We prompted them organize an association called "Chamber of handicrafts and artisans". We have organized a fair in Shkoder and helped them attend a fair in Montenegro. We managed to opened a shop to sell their products and also other contacts with potential buyers. Comparing the sales of the first quarter of this year to the same period of last year's we have an income increase of 23%.

Target group: Artisan of Shkodra
Students involved: 11
Hours contributed: 1447
Measuring Results: 23% income increase
Criteria met: 1, 2, 3, 4, 5, 6

SMALL BUSINESS SUPPORT

Small business taxation system (threshold of 8 million leke turnover) has the advantage of being simple and clear. Even though, the system represents several shortcomings and the businesses face many difficulties.

Obligation to use sales book, records keeping is only the first step toward the set up of sales registration machines. Considering the fact that small business entrepreneurs are not used with such practices; don't have even financial basics; and are not aware about eventual benefits there was a great need for training them on this issues.

Students of SIFE were involved in a different training courses organized by the tax administration so they could be able to train different small business entrepreneurs.

We initiated an information campaign among small businesses in the entire city to raise awareness about the last adjustments and changes introduced by the last fiscal package. Then we organized different meeting and short training courses, concluding with seminars with many small business entrepreneurs.

We have trained 103 representatives of small business and helped them fill the forms or compile the balance sheet. Another achievement of this project was that we have convinced 30 illegal small businesses turning legal by registering and paying taxes.



Target group: Small businesses
Students involved: 10
Hours contributed: 1506
Measuring Results: 103 businesses benefited from trainings and increase knowledge up to 54%. 30 illegal businesses turned to be legal.
Criteria met: 4, 5, 6



Target group: Business in tourist areas, youngsters
Students involved: 8
Hours contributed: 1120
Measuring Results: 52 contract signed
Criteria met: 2, 3, 5, 6

WORK & HOLIDAY

Tourist places including here seaside and mountains near Shkodra as Velipoja, Shiroka, Shengjini, Ulqini, Razma, Thethi have welcomed a huge amount of tourists during the recent years. Catering sector, including here hotels, bar and restaurants are in desperate need for human resources. This phenomenon lows down the quality of their services and often they don't chose the appropriate human resources. On the other hand we have a reasonable number of student who wants to find a seasonal job during the summer break. We contacted with employers from these areas finding out their needs regarding this matter (156 vacant jobs). Then we continued with the registration of the interested applicants relating to these jobs. 286 of young people applied for the advertised jobs. Next stage consisted on training the applicants on how to write a CV and how to present themselves on an interview. Employers interviewed several applicants and decided which ones to employ during the summer break. Until now there have been signed 52 contract for seasonal work. The project is still ongoing.

It is tragedy watching the area that should be the most attractive and developed of our country, sank in misery - a great paradox of beauty nature and poverty.

This year Shkodra SIFE team said "STOP" to misery, loneliness, blackness. It is time to change! Considering the beauties of the nature and the number of tourists who visit it, SIFE team in collaboration with Shkodra District is developing a strategy for the "Dukagjini Development".

We have arranged several meetings with the community of Razma. First thing to do was increasing the awareness among the villagers for turning their free rooms or unused building into guest houses or rooms to welcome tourists. We trained them on sanitary issues and standards, on communication and negotiation skills, on managing small business, ethical behaviors, marketing concepts, some very basic financial issues, etc. One important training was the one, which is still in process , on teaching to the youngsters English and using computer. We have also created a network between students of tourism branch, students of Foreign Language Faculty and tourist agency in Shkoder to be a guide to these areas. We are also working on designing a guiding map. We have also just signed a contract with GTZ for a summer camping in July 2008 where SIFE students will participate and train community in Theth as we did in Razma.

DEVELOPMENT STRATEGY OF DUKAGJINI



Target group: Community of the region
Students involved: 14
Hours contributed: 1450
Measuring Results: 6 families began welcoming tourists, number of tourists for the first quarter of 2008 was 354
Criteria met: 2, 3, 4, 5, 6