

**Czech University of Life Sciences in Prague**

**Faculty of Economics and Management**

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**Bachelor Thesis Abstract**

**Analysis of e-business start-up project in Russian food import**

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## **Abstract**

The bachelor thesis is connected with a creating of a totally new website which will become an Internet shop based on selling Russian traditional food, such as red or black caviar, marinated tomatoes, mushrooms, herring and another miscellaneous products in the Czech Republic. This work contains a complex of different tools like business plan, marketing plan and strategic techniques (SWOT, PEST and Marketing Mix analyses), which undoubtedly will be a part of a comprehensive analysis of e-business start-up project in Russian food import.

**Keywords:** e-business, start-up project, business plan, marketing plan, strategic techniques, Internet shop, SWOT, PEST, analysis of Marketing Mix, food import.

## **Goals**

The main goal of the thesis is to learn how to create an independent company, which will import different kinds of food to the Czech Republic with the help of the Internet. It can be said in another words- to create an e-business start-up project and try to develop it in such a successful way with a potential opportunity to realize this project in real life.

The second goal is to investigate the tendencies of developing the Internet economy in Russia and the Czech Republic, to evaluate the global food market and foreign trade of Russia and to determine the main factors affecting price and quantity of food in the global market.

The last goal is to create an accurate and appropriate business plan for the e-shop, which subsequently will help the company to implement all its ideas and plans and to perform in the real world of business successfully, to work out a comprehensive marketing plan, which includes such chapters as market research, target customer and competitor analyses and strategy tools (SWOT, PEST and Marketing Mix analysis) and to write a brief and precise operations plan.

## **Methodology**

This thesis mainly divided in the two parts: theoretical and practical. The first part starts from explaining what is the foreign trade of Russia and what its structure is based on, defining the main advantages and disadvantages of the Russian foreign trade. Then it will be continued with a part containing information about food foreign trade. Hereupon the researcher will smoothly move on to a large-scale topic called 'The Internet and the Internet economy'. It is going to be about the Internet and the Internet economy, e-business, the main forms and fundamental models of e-business, its perspectives of development and growth in Russia and finally the theoretical part will end with representing the main concept of business plan.

The second part consists of the unique experience of the researcher in working-out the practical issues such as business plan for the whole. Moreover, in the thesis with the help of such

tools as marketing mix, SWOT and PEST analysis, competitor and target group analysis market analysis the marketing plan will be worked out. Furthermore, the researcher will try to set a list of selling products, to find suppliers and to choose manufacturers.

Apart of theory and praxis in the bachelor thesis, the researcher uses the introduction to describe the importance of chosen topic in real life, the 'Goals and Methodology' chapter to explain the main goals which are going to be achieved and methods are going to be used in working out the project and achieving these listed goals. In addition to this, the 'Literature Review' will include the various opinions about the e-business stated by authors whose books will be used in researching, theirs thoughts about its perspectives of development and growth in different countries.

To crown it all, the researcher will deal with the conclusion of the whole thesis and drawing the conclusion from the successfully done research.

In **the theoretical part** the researcher would like to highlight the main definitions are included in the concept of e-business overall. The main object of the theoretical part is to define what is Foreign trade and food foreign trade in Russia, the Internet economy and its meaning in real life, to know also what is e-business in general and how it develops in Russia and to explain what is business plan and why it is so important for starting a new business up.

**The practical part** of the thesis shows the own experience of the researcher with working-out the unique business plan for e-business start-up project in Russia connected with food market and import to the Czech Republic. In addition, this business plan will include such parts as market research with detailed analysis of target customers and competitors, marketing plan with using 'SWOT', 'PEST' and 'Marketing Mix' tools to evaluate some important factors and forces affected on this type of e-business, operations plan, personnel plan, and so forth.

## **Conclusion**

The main goal of this thesis is to analyse the key principles of e-business start-up project and to prepare precise business plan for establishing absolutely new online shop selling Russian traditional delicatessens in the Czech Republic.

To achieve the mentioned goal, some number of objectives was set. For instance, these are analyses of market research, of competitive environment in business and of potential target customers. In addition, such strategic tools as SWOT, PEST and Marketing Mix analyses were used to evaluate main strengths and weaknesses of the business, possible opportunities and threats on the way to success, some political and economical factors which can affect the way of doing business, and to help in working out the accurate business and marketing strategies.

The first (*theoretical*) part of the thesis explains the main definitions are directly or indirectly related to the e-business concept and how is it important to know all these things to start-up a new business project.

The second (*practical*) part deals with writing brief and precise business plan, which includes such parts as operations plan and marketing plan. In the 'business plan' chapter, the researcher described organization structure, set up list of selling goods, stated the main mission and keys to success, and lastly drew up a personnel plan. In the next chapter called 'operations plan', the main suppliers, logistics, working hours, communication channels and types of payment were briefly discussed. 'Marketing plan' is the last and longest chapter. It is provided with valuable information about different analysed graphs with further prognosis of the growth in number of Russian foreigners in the CR, of value of e-sales of food and beverages in the CR and of global e-commerce sales volume. This chapter ends with detailed analysis of strategic tools, which were mentioned earlier.

From the whole comprehensive research conducted in the thesis one could conclude that the Czech Republic is a suitable country for starting up a new e-business project, especially in a food sector (import of Russian delicatessens to the CR). It has favourable environment for doing business, the prosperous economy, the strong local currency and the stable exchange rates, and government support of new businesses. Moreover, the Czech government reduced the minimum capital requirement for entering new business. Also the Czech Republic has very high-quality conditions for foreign citizens, such as cheap and first-class education for Russian students taught in both Czech and English languages. Due to prognosis in 'Figure 7', the number of Russian expatriates will be growing steadily each year, so the number of potential customers will be growing as well.

## **Literature**

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