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TITLE OF DIPLOMA THESIS:

Formation and development of a greek outsourced-based enterprise for international projects

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ABSTRACT

The aim of the present thesis was the composition and development of a Greek outsourced-based enterprise for international projects. Data on the current situation of the construction industry was presented. The company's business plan was developed on the basis of its mission and objectives. A possible form of its constitution and legal assurance was proposed. It has been considered the competition that the enterprise is going to face both internationally and possibly domestically. Potential market targets have been reported, geared to geography, but also to possible types of projects, so that customer targeting proposals can be made. Another issue that was considered to make proposals was the strategies that the enterprise will integrate to its function, such as marketing strategy, but also promotion and public relations strategies, and finally the pricing strategy. In addition, a financial plan was presented for the first three years of enterprise's operation based on conservative assumptions, but taking into account all the necessary values for the export of reasonable results. Finally, conclusions are made regarding the impact that the enterprise will have in the environment that will operate. Conclusions also are made concerning the design and implementation of the business plan for the establishment of the enterprise.

KEYWORDS

Outsourcing, Enterprise, Business plan