



Business Plan for an Art and Souvenir Shop

Veronika Minkova

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Research Paper from the year 2009 in the subject Business economics - Business Management, Corporate Governance, grade: 1,7, Furtwangen University; Villingen-Schwenningen, language: English, abstract: Art shop "Avocadi" is an art and souvenir shop, situated in Hungarian town of Szentendre. Hungary is in 17th place ranking of World's Top tourism destinations The place is carefully selected as it is only 20 kilometers from Budapest on the bank of the River Danube. The ancient houses, churches and traditions of its various ethnic groups so carefully preserved in this atmospheric small town have made it a popular destination for excursions. Located in the heart of Szentendre, art shop "Avocadi" will attract both tourists and locals. Because in all travel agencies' programs visit to Szentendre is included (either by bus or boat), a large amount of tourists visiting Budapest spend a few couples of hours in Szentendre. Due to its internationally famed artists' colony as well as its numerous museums and galleries it is both a city of the living arts and a true tourist favorites.



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