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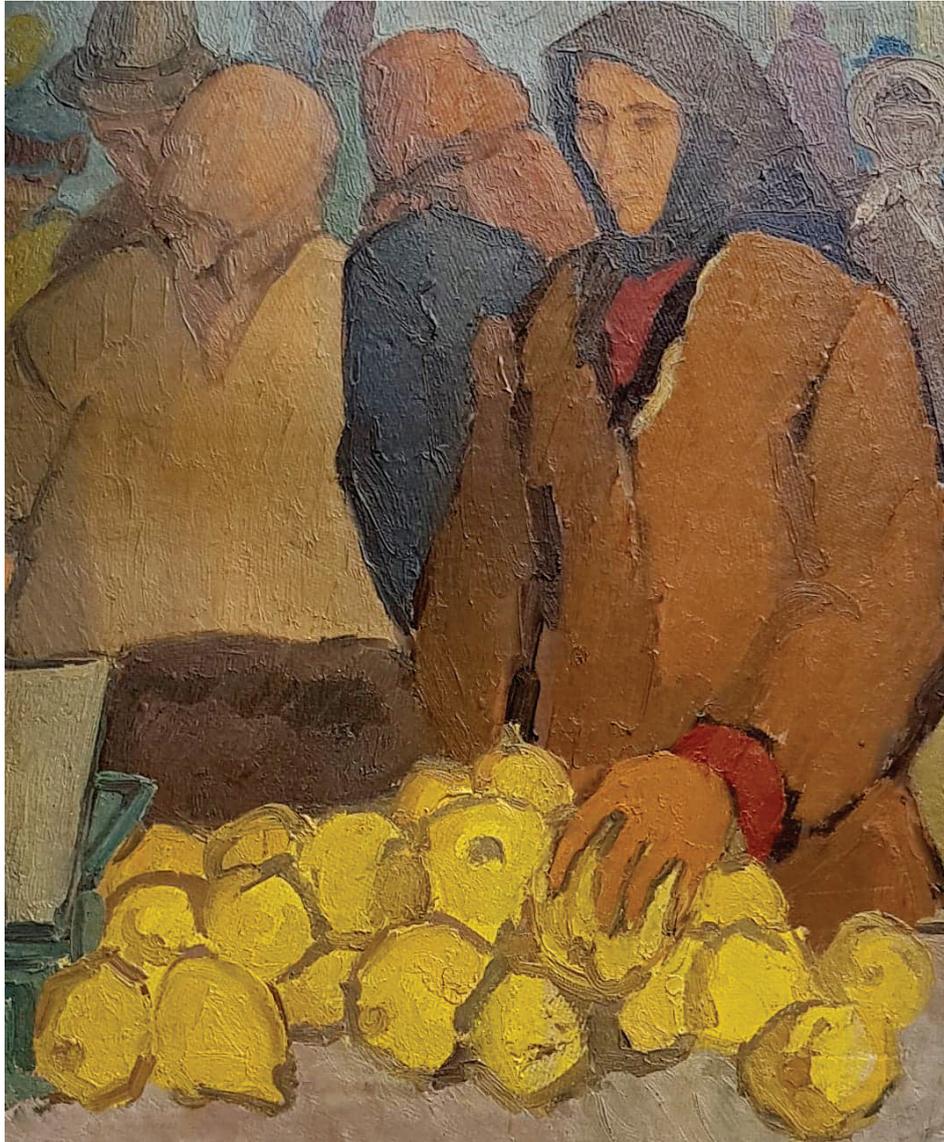
GOVERNMENT OF ROMANIA



GOVERNMENT OF BULGARIA



Florentin Gabriel Niculescu



Project 16.4.2.046

„Stimulation and increase of the employment and cross-border mobility in the cross-border region”
e-MS code: ROBG-175 financed under INTERREG V-A
Romania - Bulgaria 2014-2020 Programme

Entrepreneur guide



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Introduction

Of course, in the overall approach to the problem, all its facets must be taken into account. In medicine, for example, hospitals and pharmacies are extremely important, but the patient himself must be taken into account. One can ask, in our case, the problem of the analysis of the disease, that is, of unemployment, to see, the analysis of the problem, which problem, then, is treated in one way, by creating new jobs, and the main drug acting here it's called, generically, entrepreneurship. As seen in the analysis of previous chapters, the problem is much more serious than it seems at first glance, even in official statistics, and is very old. So knowing the problem, we must also design the solution. Of course, in contemporary society the notion of entrepreneurship can have many values. Ultimately, an office manager also needs to be a good entrepreneur in his business, as well as a hospital manager, a director of financial administration, head of the sanitation team, fire department. And here are employees, employees, people. Here, too, things must be hired, organized in order to develop the activity creatively, to obtain results, etc. But the general, historical context of economic evolutions, first of all, which later generates social and cultural evolutions, can be synthesized through the continuous evolution of the innovation-entrepreneurship binomial. Basically, someone, sometimes even the entrepreneur, has to discover something, and another character, the entrepreneur, to believe in this discovery, innovation, etc. And to engage in work, in the struggle, the activity of putting it into practice. Although it may not seem easy to accept, this idea is the basic matrix of human evolution. It always took an entrepreneur for a visionary to put his ideas into practice, even if sometimes that entrepreneur managed to be the innovative visionary himself.



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1° posto

(Gruppo: CONSUMER PACKAGING)

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Committente

Alexandriou

Milano, 22 Ottobre 2010

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In January 1990, immediately after the Revolution, back from vacation, in the first year of the Faculty of Statistical Cybernetics and Economic Informatics at ASE, I was very impressed by my personal change, by the way 10 minutes of TV, *Brothers, we won* they had shifted, from an economic-scientific point of view, from assessments such as the *Anarchic arbitrariness of commodity production*, of Marxist origin, to the almost urgent need to take the new course in political economy at a University of Washington on which Professor NN Constantinescu, the most important professor of Marxist economics, had proposed it to us, and moreover, I wanted to meet a capitalist, a patron, who would soon appear.

I managed to meet more people, I had been hired as a collaborator at a printing factory, and I had to go to companies to sell them their participation in a commercial guide of Bucharest, which they did.

In a short time, I worked (collaborated on a sales commission) with five companies and worked, sold prints, cable television, Xerox copiers, advertising and general merchandise (Alfa TVs in Chisinau, marble and granite from the USSR, honey and fruits for export, from Vâlcea County) and of course I had long ago, personally, the problem of setting up my own company. So I was firmly oriented towards entrepreneurship. I was in the II-III years of college and the only obstacles that stood in my way were of a PSYCHOLOGICAL nature, 3 (three):

1) - **what to produce**, as products, services and which have not been made before.

2) - **why customers buy from me**, when until now they took from elsewhere. Why would they buy diaries or photocopiers, business cards or office folders from my company and not from the one they had been buying for 3 or 30 years (at state companies), with which they already had contracts, collaborations, history etc.



3) - with what money should I finance the business.

There are two very important aspects here:

1. The fact that these problems actually kept me in place in my entrepreneurial path.
2. The fact that they were psychological problems more than actually pragmatic, entrepreneurial problems, etc.

This fact, that some thoughts, some emotional, psycho-emotional problems, prevented me in my entrepreneurial momentum, kept me in place, highlights, highlights, the real nature of the support, the constitutive structure of what we call entrepreneurship, entrepreneur and so on

When the 3 (three) problems cleared up, they were solved, in my head, in my mind, only then my entrepreneurial drive was unleashed and, starting with a pager as the only means, coherent, tangible asset, of the company which I set up, since 1993, I managed to make until 2010, during almost 20 years, a company with over 1,200 (one thousand two hundred) employees, in the paper and cardboard processing and production industry, a printing house, which for two consecutive years was declared by Revita Display in Germany, at the FESPA International Fair in Milan, as the best printing house (in the world !!!!) in 2 (two) different fields - packaging production and production (2nd place was always the best printing house in Japan)



How (me) the three big problems were solved:

Reading the book by Peter Drucker, the most important management thinker in the world, “Managerial innovation and the entrepreneurial system”, from which I understood that a product, say a glass of water, is not a simple, common, and generally valid glass, but it is, for example, the Lipton glass, ie that ordinary glass of water, inscribed, packed in a special box, for the Product Launch Campaign in Romania, at Mr. Țânțăreanu’s residence, in Corbeanca, and where, next to these glasses , the printing house also provided a whole package of other promotional materials, and spent money and nerves to manage to wake up, with the phone, the brand manager Lipton who had slept two hours before.

At a marketing course, the teacher brought us a guest, a Swedish gentleman, a teacher and accidentally owner of a printing house, who in his speech, in English, hurriedly, etc., told us, we understood very clearly, that in Sweden , a socialist country, however, 80% of economic exchanges are made accidentally, without a contract.

Learning at the finance course about term payment instruments, bills of exchange (drafts, promissory notes, etc.)

The entrepreneur that this project proposes as a future artisan of its implementation, in the project to improve employment, is in fact in a broader category. Two specials and the rest the classic kind of entrepreneur described and redescribed both in Romanian legislation, as well as in countless other projects.

The four entrepreneurs are as follows:

- 1. The work agent**
- 2. The “second chance” entrepreneur / entrepreneur**
- 3. The entrepreneur / entrepreneur in general, young or older**
- 4. The social entrepreneur**



1. The work agent

If we were to sketch a file of this character, a multilateral profile of him, it would look something like this:

Employment Agent Profile

- psychological

- salesperson
- communicable
- persevering
- organized
- energetic
- optimistic

- age

- working age
- active retirees

- sex

- male
- feminine



- legal form

- a.p. (authorized person)
- i.p. (individual)
- l.l.c. (limited liability company)
- employee (at a.p./l.l.c.)
- town hall clerk

- phone

- computer (possibly)

- car (possibly)

- foreign languages (possibly)

- Italian
- English

Job description - the description of his / her actual activity

The main activity consists in connecting the existing job offer at a given time in a place, village, commune, city, etc ... with the need for work in the area, for a fee.

The job offer is understood in this project as people, individuals, described in the previous chapter who work and are willing to work in one of the possible legal forms.



- by hour
- by day
- temporary
- or for an indefinite period

The need for work

It consists of the **actual need for labor** in a certain area, the need to:

- individuals, eg:
 - for agricultural work
 - for forestry works
 - for household chores
- public or private legal entities
 - accidental needs, which require hourly, daytime, seasonal work, etc ...
 - for permanent needs that require the employment of specialized staff at certain levels and professions

As an intermediary between the two phenomena, ie the labor force and the necessary, the need for work, the work agent, as well as the sports agent for example, must be informed, recognized and be recognized, on the one hand, by people. who want to work and, on the other hand, by persons (natural, legal - public or private) who at some point have a need for work.

Working legally, on a contract basis, with both parties, his activity has a strong entrepreneurial character, he must constantly perform activities such as:



- direct information,
- indirect information,
- formal information,
- informal information in the proposed area.

These can be done at:

local authorities:

- municipalities
- health workers
- veterinary agents
- tax agents

already existing collaborators

by visiting the area

by organizing presentations

- in town halls,
- at the pub, in the village
- at the pubs and bars in the city
- the stadium
- at the pool.

The most accurate and accurate identification of the two phenomena, ie the available labor force and the necessary labor, can be constituted in a way of what is called market maker on the stock exchange, he implicitly knowing the balance between the two, when, for example, the demand for labor is declining, during the



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winter holidays, the fixed holiday month in the West, or, for example, when during the harvest period the supply of labor, temporarily caught up in activities in their own household, is at a lower level than in other periods.

On the other hand, being an important positive factor, recommended by this project requested by the town halls of Alexandria, Roşiori de Vede and Turnu Măgurele, the employment agent, described in this project, will have to be accepted and helped at the various departments of the bodies and organizations, presented on their websites, invited to public meetings and events, requested for their workforce needs.



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2. „Second Chance” Entrepreneur

This category of entrepreneurs consists of former entrepreneurs who have gone bankrupt. It is based on the idea, demonstrated statistically, socio-psychologically, that at some point in a community, country, county, etc., there are a limited number of people with an entrepreneurial profile. If for one reason or another (economic crisis, for example) part of this category disappears, the whole category is reduced by that part because it has nowhere to refuel.

In 2008, in Sweden, in Gothenburg, a friend and business collaborator of mine had a small corrugated board factory, where some (80% of the staff) workers he had taken from Romania also worked. One day, after an analysis of his work with his father, a former CFO at Volvo, he saw that, in essence, he, as an employer, was earning far less than expected and decided to close the factory. , on Monday, and communicated this to employees, according to Swedish law, on Thursday.

That’s what happened to everyone, me and the employees who had left me to work for Mr. Per, in Sweden, being incredibly surprised.

Over the next week, trying to understand what had happened, I called my friend Per Johaneson around noon and, to my surprise, there was music, joy, many voices on the phone. Amazed, I asked him if he was crazy, what was happening, etc.

Equally surprised, he replied that there is no madness, that it is IN THE PROGRAM, that is, I would find out later, that when he went to declare bankruptcy, self-bankruptcy, because, financial-accounting, the company was not in bankruptcy, instantly was included in the national program **SECOND CHANCE**, which deals with entrepreneurs who have gone bankrupt, to



be psychologically counseled, etc., to return to the entrepreneurial area. How important this world is is seen in more detail in a chapter of my postdoctoral dissertation “State Reserve as a Support for National Food Security,” which I reproduce below:

History and geography, according to the IMCS (Introduction to Scientific Research Methodology) course, in the first year of the ESA, constitute the core, the central source of economic information, only then can other economic sciences, analysis, etc., such as accounting, be added, statistics, management. Things are somewhat logical because any analysis of an economic phenomenon, larger or smaller, must start from a spatial, geographical location, susceptible to a lot of information and a location in a certain period. If we are talking about a chain of stores, trying an analysis for a certain purpose, to be listed on a stock exchange, for example, or maybe a market analysis from competitive positions, we must first see when it appeared (history), where it appeared (geography), when and where it spread, what results it had in a certain period, why in an area, in a location it had better or poorer results, etc.

All these things can be seen somewhat with the back of the eye, ie when analyzing a work, such as the topic of this research, its form, structure of scientific work, we should see if history and geography are correctly positioned in the center of the mechanism of economic information used, processed, in this paper, with the help of subsequent tools, reviewed and in the chapter on the interdisciplinary nature of the paper.

Thus, browsing the paper a priori, we should clearly see historical information and geographical information, subsequently processed with market-



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ing tools, stock market analysis, banking techniques, graphs and statistical analysis, etc.

The idea for this paper came after reading an analysis of the model in which post-war Japan managed and solved one of the most thorny economic, capitalist economic problems, namely the financial problem or more precisely the financial crisis, at the micro, enterprise level. , up to the macro level, at the scale of the national economy or of a specific sector of the national economy. Here we can see indisputably history (post-war era) and geography (Japan). Moreover, the central element, the key in which this problem had to be solved, is also a very concrete historical fact and very specific to that geographical area, that country, Japan, which belongs to the psychology of the Japanese people, namely honor. Maybe the honor of the samurai, the honor of the leader or the honor of the simple man. These three elements: Japan, the post-war era and the honor of samurai, were the ingredients that solved the most thorny problem of the economy, an economy seen primarily in its applied dimension, of economic activity.

There are very important programs in the European Community today in an area called 'Second Chance', which is based on statistical and economic analysis which shows that one of the most important sources of entrepreneurial initiative, at some point in society, is a it is the mass of bankrupt entrepreneurs. This is because, we can think, people want to lift their heads from the dust, people can understand that they were wrong and they know exactly where, and especially they know what to do to stop making mistakes.

Perhaps all these things were known totally, or at least partially, in immediately post-war Japan, but one thing was known that nullified any prospect, that if in Western society, essentially Judeo-Christian, bankruptcy is a per-



missible thing and therefore socially accepted, in the Japanese world and in the Japanese philosophy of life this is not accepted, entrepreneurs, large or small employers who have gone bankrupt having only one solution: to make harakiri, that is, to commit suicide.

Strictly from this very important but very narrow problem came the global solution, which solved the Japanese problem, facilitating the unprecedented development (historical and geographical) of Japan and which could be adopted, being now very well known in other places. of the world (historical and geographical).

The solution to a financial problem could only be of the same nature, financial and monetary, and it consisted in the temporary takeover by the sovereign state of the problem, the debts of struggling economic entities, on the verge of bankruptcy and therefore the suicide of the employer, implicitly and of a fair share of the property in question and the redemption in the very long term, so that it can be paid and at any time equally fair, with a profit for the state, redeemed. Naturally, this mechanism of state intervention could only be done through state mechanisms and bodies. Being a financial problem and concrete money, the main body of this structure was the National Bank of Japan. This means the legendary protectionism of the Japanese banking system, its specific autarchy.

In this way, all the great Japanese companies of today have been helped in various periods to solve the current financial problem and to be able to focus on production, organization, later on creation and development, expansion into new markets, etc. And, in the same way, Japan has been able to solve much larger, sectoral problems (with thousands of companies), such as the crises of the end of the last century (real estate and the IT boom). The bright-



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est example in Europe, small at the macro level (European, regional), but large at the micro level, is the French state and Renault.

When, for the doctoral thesis, I had to, beyond the part with the stage of knowledge in the field I had chosen, to do the part with my own contribution in that area, I tried to redesign, in the context of our economy today and tomorrow, a side of the institution called the State Reserve, from the point of view of a big problem, the fall of the price during the harvest period and using as a model a mechanism similar, at least conceptually, to the Japanese and especially with its most concrete dimension, namely the National Bank of Japan.

The present study has four chapters. Each in itself could be a separate research topic, doctoral or postdoctoral, but their integrated, systemic and coherent approach can be, is, an important topic.

That it refers strictly to a geographical situation, Romania, is something assumed by the research program, but also historically it is also important to take into account in the approach, given that the economic crisis is prolonged, given that full integration will would have the consequence of entering a known horizon of the cessation of agricultural subsidies, in the context in which institutional centralization will generate new forms of local activities and in the conditions in which in the near future we will adopt the single currency, for example, with all consequences, including related monetary policy.

In this way, from trying to solve a seemingly minor problem initially, lowering the price of cereals at harvest, one can see a solution to a much bigger problem, such as national food security.

Continuing the application from the doctoral thesis, an application called



“State Reserve, as a national bank of food security”, being a postdoctoral thesis, the logical structure, the analysis model is similar.

The idea that generated this topic arose after a reading about the Japanese model of postwar development in which a central role was played by the National Bank of Japan. Together with other Japanese institutional bodies, he managed to solve one of the most thorny problems of the capitalist economy, namely the financial problem.

Assuming at that time the analysis of a very big problem in a certain field, namely the problem of the price of wheat during the harvest period, it appeared very necessary to imagine an organism with similar characteristics to solve that problem.

The concrete problem at the time of the doctoral dissertation was the well-known problem of Romanian agriculture regarding the dramatic decrease in the price of wheat at harvest.

With the Japanese model of solving the most difficult problem in the capitalist economy, namely the financial one, directly responsible for bankruptcy and crisis, the general characteristics that should be found in this model had to be deduced. These features are as follows:

- an economic-financial problem*
 - a body with a state character, but with great freedom of action*
 - a policy of interaction with the market and market entities, producers, firms, farms, buyers, stock exchange, etc., interventionist, but not necessarily invasive*
 - a set of tools for implementing this policy*
- and, eventually, a broader, governmental policy in which the policy of interaction is integrated*
-



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Starting from these characteristics and from the fact that, however, being within a doctoral topic about the analysis of the course on agri-food commodity exchanges and having in front the spectrum of the economic crisis that had just started, following, according to the forecasts of specialists, to transform In a food crisis, the State Reserve, in its component that deals with food reserves, stood out as a possible body in this model, as a national food security bank.

If the Japanese problem had a very special spring, a spring that was related to the psychology of the Japanese people, namely the fact that bankruptcy is, morally, psychologically, socially, unacceptable in Japanese culture, the bankrupt will have only one last thing to be carried out, we could consider that even in our case, being an academic, intellectual model, in the conditions of today's economy, of the level of civilization we are at, the fight against an obvious injustice is an act and moral, and justified, and strong enough to generate the energies needed to achieve it.

The role and importance of this second chance entrepreneur, as well as practical ways to implement this concept, including sources of funding will be presented in **Chap. Activity 3-Documentary analysis**, as well as in **Chapter 1 Activity of feasibility studies**



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3. Young or old entrepreneur

The role and importance in contemporary society, as well as in the historical evolution of mankind, have been mentioned, underlined, presented in detail in this study and will be detailed in the two chapters, **Chap. Activity 3-Documentary analysis, as well as in Chap. 1 Feasibility study activity**

The legal, practical ways of setting up a company are presented in numerous reviews, summaries of law, texts of law. From these we have chosen a **Guide for young entrepreneurs, made by the Ministry for Small and Medium Enterprises**, a clear, well-structured and well-documented one, which we present at http://www.svasta.ro/_upload/biblioteca/documents/Ghidul_tanarului_intreprinzator.pdf, however, mentioning the fact that from having a car to going with him to the mountains, driving, there is a difference, but also that, in order to pass an exam, a condition (necessary, but not enough) is to take him.

This area, beyond the mere establishment of a company, will also be examined and presented in the two chapters mentioned above.



4. The social entrepreneur

Social enterprise is a concept of recent date, derived directly from the economic crisis that began in our country in 2008-2009, unfinished even today, not opposed by any measure, not to mention programs, even seeming hurried and amplified by government-state decisions, such as would be the decision to unilaterally terminate the payment rescheduling agreements, a decision taken immediately after the 2005 elections, with a direct, immediate consequence of undermining the national economy, **the americans knew everything, they knew we arrested the accounts of companies** (ie they stole in -one night all the money from the accounts of all the companies in the country up to the competition with the value of the payment rate at the World Bank...)

This new form of entrepreneurship also emerged as a palliative. The social enterprise, which we present, through the normative act that substantiates it, presenting in advance some considerations related to it, trying to identify its positive elements:

1. The character, subliminal perceived, by COHESION, with Christian humanitarian nuances, having as first consequence an extremely important modification, in the sense of improvement, of the image of the entrepreneur, of the employer in the Romanian society, inevitably determined by the years of communist society.
2. Real possibilities to access European funds
3. Priority access to unused patrimonial assets of the state.
4. Increasing the security of the employer, by the fact that, now, and as a sublime effect of the law, he will still withdraw, without artificial modesty,



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20% of the profit made for him and his family, infinitely higher than the meals at the restaurant (most often with business partners, so in the interest of the company), with the rate on the car personally used almost entirely for business trips and clean at the bank for personal housing, also mortgaged, pledged for company loans.



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