



Neugründung einer Werbeagentur: Businessplan (German Edition)

Daniela Dahs

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Studienarbeit aus dem Jahr 2009 im Fachbereich Medien / Kommunikation - Public Relations, Werbung, Marketing, Social Media, Note: 1,3, Hochschule Pforzheim, Sprache: Deutsch, Abstract: Das Managementseminar umfasste sowohl Präsentation als auch eine umfangreiche schriftliche Erarbeitung eines Businessplans zur Neugründung eines Unternehmens - hier einer Werbeagentur. Er enthält die Geschäftsidee, sowie Markt-, Unternehmens- und Finanzanalyse.

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