

Business Plan – Consulting / Beratung

Company: Inter-Cultural Panel

**Berater: David Gwodzik, Master of Education,
Boston University (USA)**

**Lifestyle Management – Counseling - Business
Development & Training**

**Lebensberatung – Psychologische Beratung
Management Training**

Introduction:

Inter-Cultural Panel is a consulting service offering innovative solutions for society and industry. People and companies today require multi-faceted methods that promote enrichment in quality learning and design. The opportunity to service an international community in Berlin, Germany and world-wide locations will improve personal and professional development of individuals and groups who elect Inter-Cultural Panel consulting.

Inter-Cultural Panel believes diversity in unity bridges inter-personal development in all facets of human experience and business sectors. Scientific evidence has demonstrated when human talent is nurtured with positive learning structures the results will be excellent. The methods and programs of the consulting services being offered will meet the cultural and intellectual needs of people and industries in Berlin and clients world-wide. The center base of

Inter-Cultural Panel will be located in Berlin. Office space / operations are to be located in Pankow - Penzlauerberg. Research indicates that there are few competitors in the area that provide multi-cultural consulting services proposed by Mr. Gwodzik. The unique combination of providing consulting services in English and German will have distinct commercial advantages.

Goals: (Zielgruppe)

Supporting people and businesses in multi-cultural environments to succeed is the primary objective of Inter-Cultural Panel. Developing, building and coaching clients will be achieved by improving design and operations. Professional consulting services that enable companies and staff to anticipate change leading to growth and measurable value is the core of the consulting mission. Inter-Cultural Panel will assist in solving complex problems, improving performance standards, making lifestyle changes/decisions that fulfill psychological adjustment and growth.

The consulting services will be operational six days each week to include weekend seminars and/or special assignments locally and internationally. Consulting will be conducted in German and English. Activities in both languages will support the multi-cultural nature of Berlin's diverse lifestyle and business community. The services will also be made available throughout the European Community, Middle East, Asia, USA, etc.

Services and operations will be conducted by Mr. David Gwodzik. No other personnel will be hired. Freelance professionals who are asked to participate will be paid an honorarium.

Ownership:

Inter-Cultural Panel ownership belongs to David Gwodzik, Master of Education, Boston University.

Mr. Gwodzik is a trained Psychologist and Human Resources Management specialist who has been involved in inter-cultural consulting since 1976. He has worked and provided his services in Germany, Saudi Arabia, United Arab Emirates, Thailand and the USA. Mr. Gwodzik received his Master's Degree from Boston University in Education – Counseling, 1979. Mr. Gwodzik's professional activities include: Director of Student Services, University of Maryland - Overseas Division – Munich, Germany, 1976 – 1979; Human Resources Personnel Management and Employee Training, Dhahran, Saudi Arabia, 1980; Lifestyle Management Consulting, Munich, Germany, 1981 – 1984; Department of the Army , Counseling Psychologist – Chief of Family Support Services Munich/Bad Aibling, Germany, 1985 –1991; Director of the Chairman's Office for Foreign Affairs, International Defense Exhibition, Abu Dhabi, United Arab Emirates, 1993 – 1995; Management Consulting Services, Munich, Germany, 1991 – 1992 / 1996 – 1997 (Clients serviced for international assignments – Deutsche Telekom – Bonn, Intercontinental – Hannover, American and British Embassies); Marketing

Specialist, National Corporation for Tourism and Hotels, Abu Dhabi, United Arab Emirates, 1998; Business Development Specialist and General Manager, Street TV, Munich-Bangkok-Dubai, 1999 – 2001; Personal Management Consultancy, Lifestyle Management and Business Development, Dubai, United Arab Emirates, 2002 – 2003; Marketing Director, D.A.Ferntouristik, Berlin, Germany, 2003 - 2004

Business Advantages:

Due to ever increasing complexities in understanding inter-cultural diversity in personal growth and business practice, adaptation to change management require innovative consulting services. Mr. Gwodziak and Inter-Cultural Panel will offer new learning modalities to meet transfer/integration of knowledge throughout the community – locally and internationally.

Mr. Gwodziak's diverse professional background and consulting experience worldwide will support individuals, groups and companies in meeting their local and international requirements. The multi-cultural activities in personal growth and business development in the region will gain additional strength with Inter-Cultural Panel's private and industry wide involvement.

Market research indicates that there are special service requirements in Berlin to meet new inter-cultural development in management training, psychological support assistance, professional and family enrichment development – English

language skills and foreign service assignments / adjustment orientations.

Marketing:

Advertising and promotion will be conducted by newspaper, direct mail, radio and internet.

Example of Business Activity:

Additional promotion will be enhanced with professional networking through an Associate Team Board designed Mr.Gwodziak. An example of the A.T.B. has already been established with one of Inter-Cultural Panel's Lifestyle Management activities – Butt-In. Butt-In is an invention designed by Mr. Gwodziak and a fellow associate, Mr. Sven Höfig. Mr. Höfig is the Managing Director of Medialisten in Berlin. Together they have invented a Smart Smoking – Environmental Friendly product that will be introduced to the public in May 2005. Other associates who are a part of the Butt-In project are Mr. Thomas Bayer, Medialisten and Professor Wolfgang Jahnke, University of Applied Sciences.

As Associate Team Board members they offer each other invaluable business networking leading to excellent marketing advantages in Berlin.

Inter-Cultural Panel Business Activities –

Management Training, Lifestyle Management, Psychological Counseling, Special Projects:

**Management Consulting – Personal Association
Learning – Company On-Site Training &
Development**

**International Adjustment Services, Employees
and Dependents**

**Psychological Counseling – Cross-Cultural
Training – Personal Growth**

Special Company Projects –

Butt-In, An Invention

**Jump – English Learning Center for Children &
Adults**

Business Development – Products & Innovation

Financial Planning:

Aktivitäten: Einkommen

**Psychologische Beratung – Counseling
Einkommen: Euro 30 X 4 Clients, Täglich = 120
120 x 6 Tagen – Woche = 720 X 4**

= 2880

**Lifestyle Management:
Individual & Group Management Training
Personal Association Learning
On-Site Training / Beratung**

**Einkommen: Euro 50 Pro Sitzung, 4 X Woche =
Euro 200 X 4 = 800**

**Firmen / Gruppen, Minimum 4 Personen, Euro
300 Pro Sitzung 2 X Woche = 600 X 4 = 2400**

= 3200

Jump:

**Learning English, Kinder,
Euro 30 Pro Kind, Monatlich X 15 = 450**

Psycho Beratung	2880
Lifestyle Management	3200
Jump	450

Einkommen	6530
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X 12 = 78,360

Kosten:

Büro Miete	Euro	300 X 12 =	3600
Marketing, Promotion		200 X 12	2400
Tele/ Fax/ Internet		200 X 12	2400
			700
Auto + Insurance		400 X 12	4800
Büro Material (Computer, Tel, etc.)			5000
Dubai – Berlin, Büro Möbel, etc.			7000
			12,800

*** Familien Versicherung / Krankenkasse			
		350 X 12 =	4200
*** Andere Versicherungen (Bank Beratung)			
		=	17,400
		12,800 + 17,400 =	30,200
		=	30,200

Monatlich Familien Kosten:

Miete	Euro	600
Bewag	Euro	65
Telephone	Euro	125
Lebensmittel	Euro	1000
Kita	Euro	43

$$= 1833 \quad \times 12 = 21,996$$

$$\text{Kosten} = 52,196$$

$$\text{Einkommen} = 78,360$$

$$\text{Kosten} = 52,196$$

$$= (+)26,144$$

Monatlich Kosten: 3283

**David Gwodzik, Master of Education,
Boston University, USA**

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