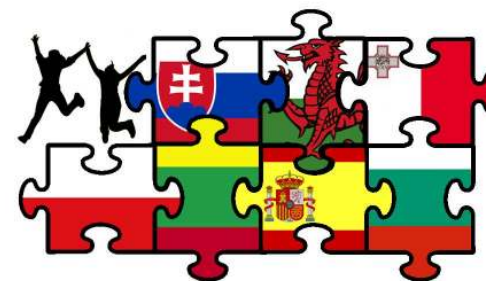




Lifelong
Learning
Programme

Presentation of young entrepreneur

Ing.Slavomír Harceg



Synergy for Entrepreneurship

CASTILL s.r.o



1. Please, can you introduce you and by using a few sentences describe your business.

My name is Ing. Slavomír Harceg and I'm owner of company Castell s.r.o. The company is concerned with more activities: retailing and wholesale of lightning, floors and semi finished product for joiner's production, design and realization interiors on a key, production of furniture made to measure, production interiors doors.



2. What lead you to start your business?

Beginnings of my business are linked with period just after “velvet revolution”, after which the door of possibility of business, reaching success by your own forces and deciding about future, was opened. So I tried it. It was very hard, lot of paper work and lot of meeting with officers but it worth it.

3. Tell us more about your beginnings. Did you have to solve some problems situation?

Our company started with distribution of lightening in Slovakia. About 1998 we started to make a build- in wardrobe. Gradually we try to make more complicated things. Our beginnings are also linked with finding out some buildings. From the beginning we were in the leased building but now we have our own buildings and in this time the extension is ongoing.



- Of course, we had to solve some problems situation. The main problem was problems which were contain with legislation. Our Slovak offices always create unfamiliar environment and make a lot of problems, also the town wasn't very helpful. The second problems were shortage of financial resources. We hadn't got any subsidies from state. I remember that problems situation was also the first control from social insurance.

4. What is the plane of company after capital asset?

According to, that investment often will be link with loan, before we must do solid financial analysis and market research to be for company real asset. In other case investment could endanger existence of company. In Slovakia the financial resources are mostly from your resources because is almost impossible get a grant from our state.

- Our equipment is covered by loan because the technical equipment like is CNC cutter is very expensive and it is impossible purchased it from own savings.



We also try to go out on a foreign market because our quality can be compared with foreign but our prices are still one of the lowest in European Union, so it is very favorable for foreign costumers buy our products.





Škrtel's house
in Liverpool

Škrtel's kitchen in
Trenčín





5. Before starting of business, students at school are teaching, the businessman must do plane of company, market research; wait on a good economic situation in country. It is all true or it is question of happiness – come in right time with the right idea?

I think this is little bit American style. First you must have an idea; with you can be successful at the market. It is also about happiness and about you're ambitious. You must be patient when you are communicating with officer. It depends also on good timing. When you have a good idea but you have a bad timing as is for example bad economic situation in country it will be difficult to be on the market.

6. What are your values, which you are always appreciating?

All the time I try do everything in this way, that when I will be looking back for a few years I will be satisfied with everything what I have done. Of course it isn't possible in all cases, sometimes I told for myself, I could do it better or I could do it in other way but mostly I'm satisfying.

7. Do you know about strong strengths and weaknesses your national and international rivals?

The national rivals is still stronger, but often they haven't got technological equipment on the sufficient level, sufficient production capacity and their quality of labor is lower than ours. The international rivals have a high price and times of delivery are unsatisfactory for many customers.

8. What characteristics a success businessman could have?

Depends on in what segment is business, but in generally is good to have own judgment, real view on every situation, patience, assertiveness, ability resist pressure, politely deal also with employee and business partners, consistency, predictability, correctness

9. Which situation must the young business facing on?

Mostly it is a shortage his own financial resources, shortage experience, unfamiliarity of market and business's surroundings, which he is entering in, missing ties on contractors, absent site of subscribers...

10. What are you consider for your biggest success?

I'm very proud at people, our employee, who are in this company constantly for 15 or more years. It is pleasure be for them such a good employer that they stay here for a long time.

Our technologies for me are winning too. It is one of a few pieces in Slovakia, this is why we produce the best and the most complicated products. I can say that the big success is also our company buildings, because the mayor wasn't very friendly or helpful.

Thank you for your
attention!

