



REVVA B

CASE STUDIES

Asie Shalganova

1. INTRO

The profession of the owner Mrs. Asie Shalganova is nurse in the Emergency Center in Dospat.

The idea to create Drugstore in Kasak was dictated by the fact that in the village Kasak not offer similar services and this is the only village in the entire region of Smolyan with positive natural population growth.

She had to convince her family to give her under longtime lease this dilapidated and unusable garage. She actively interested of the funding opportunities to her idea. Actually gave her confidence and the team of the Local Action Group, by consulting her during the whole process from the beginning to submitting request for final payment in the SFA / State Fund "Agriculture" /. She visited several times the office of the association to investigate funding opportunities and the realization of such an investment.

2. PROMOTER PROFILE

- **Name:** Asie Shalganova
- **Age:** 35
- **Gender:** Female
- **Education:** Bachelor's or eq.
- **Marital status:** Married
- **Number of children and children age:** 2 children (11, 7)



3. REUSED/VALORISED BUILDING

- **Address - to be used for the building location map:** The location of the object of examination is village KASAK, Municipality Dospat, area Smolian, Bulgaria.
- **Reused/Valorised building type:** Abandoned garage
- **Reuse/Valorisation purpose:** Commercial space – Drugstore

Building description before reuse/valorisation

About three months it took to the Mrs. Shalganova the documentation, the hardest part was

“communicating” with the state institutions. The designers visited the site in place, while her villagers laughing at her for the initiative and were biased towards European funds. The amount of investment in the project is 30 380.02 leva. The lady-owner had the initial idea of the cost, but after a thorough review of the structure of construction of the old garage from expert, emerged additional costs of strengthening the sites, that were actually at her expense.

Outside formally approved budget, she have to put and personal funds due to unforeseen works - fire safety, because the old and dilapidated garage was next to similar buildings and had to build new fire walls.

Building Pictures before reuse/valorisation



Building description after reuse/valorisation

For the project, looking at numbers in a positive aspect, we can say that the entire population of the village of Kasak, numbering 858 people, will have a special place in which has access to basic medical treatments and services, and pharmaceuticals, and that should contribute to reduce the emigration to the big cities.

Building Pictures after reuse/valorisation



4. FARM DESCRIPTION

Not applicable

5. REUSE/VALORISATION PROCESS

Asie revalued and reused 1 building with total surface of 30 m². Previously the building was unused. The reuse/valorisation process did take her 6 months. She received a kind of aid/counselling during the process like public financing, management and technical counselling. The main problems that she faced during the process were Financing and Technical problems. The building has been reused / valorised for business purposes. She would describe the re-use/valorisation process as a success, because of the challenge to become a building / garage / with impaired bearing structure an attractive commercial area - Drugstore.

Threats/Challenges

Financial - For her the real threat was how much of the input costs will approve by the verifier, in this case the State Fund "Agriculture", because she was committed private funds for the realization of the project and had to recover it. There were some discrepancies between the design of the set furniture and those that are delivered, but they were not a problem for the lady-owner, as for the verifier. Another threat is the result of this - what reduction would her verifier imposed as a result of these minor discrepancies.

Technical problems - The lesson is that constantly need to be reminded of the various contractors and suppliers to comply with applicable technical requirements and specifications of the project. Although minor project, failure to comply with these requirements have been risk for the project and for the owner personally. She had to go deep in this complex engineering and technical terminology in order to control the process.

Main Training/Skills/Competences

The most important advantage of Mrs. Shalganova was that as acting medical officer in the municipal center - Dospat / not in this specific location / she had idea how to do this work.

Of great importance was the support - technical, administrative and moral from the team LAG / Local Action Group / High Western Rhodopes, without whose support was unthinkable to realize this idea.

At the time of opening of the drugstore the advantage before the primary competitor is expressed in the fact that it is located in the village where there is no such place, and the near-

est major competitor is at 6 km., and also the fact that it will work every week from Monday to Saturday without exception.

Another important advantage will be the performance of medical treatments, the service that is not available in competitors.

Promoter advice

She thinks that for each region the things are specific and come from local and national laws and regulations.

The true meaning is to be at the right place in the right time. It is important to know the specifics and the needs of the region, this market needs survey Asie did in her capacity as a medical practitioner, a nurse. Actually she filled a missing niche market, which is insignificant on a large scale, but has a great social impact in a particular village.

6. CONSIDERATIONS, SKILLS/COMPETENCES INVOLVED IN THE REUSE/VALORISATION PROCESS AND QUERIES/QUESTIONS

General considerations

The activity itself in the Drugstore for the lady-owner was not a problem, because she is a medical person and in detail knows the health status of the local population, and what health care and medications needs. Actually new is that she has to provide health care services not only as medical person, but also as a trader.

Skills/Competences especially relevant for the reuse/valorisation process

Analysing this study case we can find different skills and competences, but we will focus us of the more visible.

- Business planning - In the beginning you have to have good and realizable business idea. To make relevant studies - financial, commercial, technical. And last but not least to know very well your personal qualities, advantages and professionalism.
- Communication, flexibility, innovativeness and creativity are basic for the implementation of such a project.
- The entrepreneurial understanding of sustainability and multifunctionality assist in overcoming difficulties and challenges.



Queries/Questions

What are the elements of the construction features that relate to the value of the building? The issues concern the old buildings that we do not know whether it can be restored without having to pull them down fundamentally. I.e. how to assess an abandoned building on what investments would be needed to regain his previous form with the appropriate constructive solutions and according to its new purpose?

Sometimes it turns out that its better the building to be demolished and in its place build a new. How to prepare such an assessment of the building and on what criteria, that we are confident in the investment and the suitability for the use of the building?

How do we evaluate the options for reuse of an abandoned old building and what are the factors that will determine if it is worth the investment?

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Supported by
the Erasmus+ programme
of the European Union

This project has been funded with support from the European Commission. This publication reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.
Project n°: 2015-1-BE01-KA202-013183

