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Sources of Financing And Activity Of "Dajti" Company

Abstract

Studying the financial sources and operations of the "Dajti" Company is a fascinating subject. This study examines the extensive history of the "Dajti" company, from its inception through its successes and failures to the problems it has encountered over the course of its operations.

The primary focus of this research includes summarizing the material, analyzing the activities of the company "Dajti," examining sources of financing, addressing financial challenges faced by the company, developing a business plan, determining the required investment volume, and fostering a business culture that encourages continuous improvement in the business environment.

This study utilized surveys with open-ended questions for employees and customers of the company, along with techniques such as observation, direct communication with the company owner, document content analysis, review of past research materials, visits to company departments and sectors, examination of official web pages, and other methods.

This document aims to provide supplementary information and assistance to individuals seeking to enhance their financial literacy in order to facilitate the achievement of the company's objectives. Individuals with greater financial understanding are more adept at achieving success early in their careers, making it essential to prioritize investing in financial education.

Our research indicates that in our country, strategies and management practices in firms have been implemented belatedly and have not been fully incorporated into business operations.

Enterprises must strategically manage their resources to survive in a competitive economy.

The current economic and financial environment is characterized by fierce competition, the globalization of capital markets, commodities, and services, the rise of the information society, and a variety of other requirements. The enterprises effectively addressed the dangers posed by the changing economic landscape and global competitiveness. Progress has been made in this area, leading to the expansion of knowledge and the creation of new approaches and technologies.

Abstract: Studying the foundation act and activities of a firm, such as the "Dajti" firm, is a fascinating subject. This study focuses on the extensive history of the "Dajti" corporation from its establishment, including its successes, setbacks, and problems it encountered during its operations.

The main focus of this research is to summarize the activities of the "Dajti" company, analyze its sources of financing, address the financial challenges faced by the company, outline the business plan, determine the required investment, and foster a business culture that encourages ongoing success and enhances the business environment.

The main aim of this study is to theoretically establish the connection between financing and funding techniques. I intend for my work to provide additional information and support to individuals seeking to enhance their financial knowledge in order to effectively achieve enterprise objectives.

Open questionnaires were utilized in this study for the company's employees, along with techniques such as direct contact with the company's owner, content analysis of documents, review of previous search materials, department and sector visits, research on official websites, and other methods.

I have concluded from this research that strategies and management practices in our country's enterprises were implemented belatedly and have not been properly incorporated into business operations. Enterprises face intense competition in a dynamic environment, requiring strategic management for survival.

I have provided pertinent recommendations for the company's future and that of its members at the end of the project.

Keywords: Financing, business plan, analysis



1. Introduction

The company's finances have undergone substantial and noticeable growth in recent years. Business financing encompasses all procedures that facilitate an organization's operations by providing the required resources (Maksuti, 2009).

Financing as a business operation relies on the necessity to either utilize funds or allocate them for investment; without this, financing would not be able to function as a method for acquiring funds (Maksuti, 2009).

Enterprises currently operate in a globalized financial and commercial context, facing intense rivalry, the emergence of the information society, and various other challenges. The enterprises effectively addressed the risks posed by the new economic landscape and global competitiveness. Progress has been made in this area, leading to the expansion of knowledge and the development of new approaches and technologies.

When engaging in a commercial endeavor, a crucial initial consideration is identifying sources of financing, since they play a vital role in the establishment, growth, and functioning of a firm.

Financial resources encompass the monetary funds of the firm and are considered assets from an economic perspective. Due to the beneficial impact that companies have on a nation, I have selected the topic of analyzing the financing sources and operations of the company "Dajti." As a graduate economist employed at this company, I am confident that I will conduct a successful research study with precise data.

I chose this topic because of the extensive, intriguing, and authentic history of the organization, detailing its efforts and problems over time.

Another significant factor influencing my choice of topic is the prevalence of firms that actively promote and incentivize their staff to achieve success and maintain competitiveness. Personnel, being the primary asset of a firm, should engage in researching and implementing various ideas. This process should begin with selecting, evaluating, testing, and rewarding personnel. The administration of this system facilitates the company in achieving its objectives more efficiently with the assistance of the workforce.

2. Materials and Methods

Exploratory research focuses on investigating a topic that lacks a clear explanation. This research has facilitated the precise collection of data for designing the assignment and selecting the required subjects.

The verification research has allowed us to test the hypotheses and anticipate the expected results, building on the findings of the preliminary studies, making the results more comprehensible in this instance.

Historical research was conducted using primary materials and information from the company "Dajti." For instance, consider the company's history from its establishment to the present day.

Participation: I conducted the research with the active involvement of a specific number of employees

from the organization to enhance the depth of knowledge gathered.

As a data seeker and active participant in the research, I focused on collecting high-quality data through surveys, questionnaires, diaries, and other textual resources. After gathering crucial data, I have focused on presenting it in a clear manner by analyzing and displaying it effectively in tables or graphs.

The visual technique involves using imagination or visualization to acquire and create data that is not obtainable through any other method.

A survey is a data collection process using questionnaires or interviews with a group of employees, followed by analysis or a graphical presentation of the findings.

2.1. Steps of methodological use

Throughout my master's thesis, the methodological and empirical work I conducted in multiple steps was crucial.

1. Review of literature
2. Gathering essential facts
3. Financial analysis of the company "Dajti"

The initial phase involves conducting the literature search required for this investigation. The literature selection emphasizes works by local and foreign authors, considering the company's financial constraints. I conducted research by gathering information from many sources, such as books, websites, and prior projects related to the same or similar studies. I then organized and chose the most relevant ones.

This process assisted me in recognizing theories, locating essential themes for the paper, emphasizing contemporary literature, assessing my accomplishments, and outlining future goals.

The second step involves gathering essential data for the "Dajti" company, obtained directly from the company's director. The director provided detailed insights into the company's history, including its establishment, growth, successes, downturn, slight decline, return to the market, and current status. Subsequently, I conducted questionnaires with both the employees and customers of the organization.

Step three involves the intricate process of funding a firm. It is crucial to identify the most straightforward and efficient methods of financing, particularly during critical periods. During the initial stages of operation, the company "Dajti" was funded with savings accumulated over a ten-year period from the founders' different professions, including construction and other gastronomies. He utilized personal resources provided by the founders and savings from the enterprises.

2.1.1 Measuring techniques and instruments

Data collection involved direct communication with the company owner, inspection, document analysis, reviewing previous research materials, visiting company departments, searching official websites, conducting employee surveys, and surveying the most loyal customers. I chose these methods because they are more accessible, comprehensible, analyzable, and describable, with a greater level of precision.

2.1.2. Validity and Reliability.

Subjective and objective measurements are crucial. To ensure accuracy and reliability, human resources openly present all data, including both positive aspects and deficiencies, during practice at work. The individual responsible for analyzing and assessing this data within the organization plays a crucial role in determining if it yields favorable outcomes. Errors of many types may arise throughout the data processing and transformation into results.

When conducting statistical validation, it is crucial to measure variables. Due to their limited quantity, assessing employee performance becomes challenging. Consequently, I opted to create and evaluate questionnaires only for workers with sufficient variables required for statistical analysis.

3. Results

3.1. Interpretation of results from hypothesis 1

Our research findings from the survey conducted between 2017 and 2018 indicate that the first hypothesis regarding the impact of strategic decisions on a company's growth remains consistent. Specifically, the alternative suggesting that strategic decisions positively influence the company's financial resources and investments has shown stability.

It has been demonstrated that strategic decisions were mostly decided by the top organizational level in collaboration with the tactical level, or the main level for administrative tasks, who suggested decisions made collectively. This strategic decision-making approach has led to the enterprise's growth, increased resources, and investments due to making appropriate judgments, such as hiring experienced individuals.

for ongoing job supervision; no alcohol sales.

The growth is supported by investments in three new companies named "Leader 1," "Leader 2," and "Leader 3," with plans to establish a fourth subsidiary.

Between 2004 and 2011, the company faced stagnation and a financial crisis due to being managed in a centralized manner. In contrast, the hypothetical alternative 1.0 is currently stable.

3.1.1. Interpretation of results from hypothesis 2

We conducted a poll among the company's most loyal customers and certain employees to investigate the impact of internal organizational characteristics on the enterprise's success, as per the second hypothesis.

The internal organizational factors affecting customer numbers and worker efficiency include product quality and safety, pricing, employee experience, adherence to agreements, professional competence, employee treatment and motivation, salary, disciplinary actions, adherence to work hours, working conditions, satisfaction levels, and stress levels.

The initial graph, focusing on consumer feedback, reveals that 19% of respondents, who also provided the largest percentage response, express satisfaction with their collaboration with the company "Dajti." This is highly beneficial for the company as it demonstrates the quality, safety, and affordability of its products to consumers.

In the second graph, motivation has been identified as the most influential variable, as higher levels of motivation lead to increased work efficiency among employees. Motivation decreases stress in employees, enhances their work ethic, and promotes adherence to schedules. It reduces workplace conflicts and encourages adherence to ethical guidelines.

We can say that alternative 2.0 of hypothesis 2, which says that internal organizational factors have a positive effect on business success, is stable and statistically significant based on survey results and comparisons with previous years.

4. ANALYSIS OF REALIZATION (feasibility)

The "Dajti" corporation frequently does analyses about business management, such as feasibility analysis.

A feasibility analysis will assist in determining whether to proceed or not, based on a thorough examination of the product, service, market, industry, and financial data to a level of depth that guarantees confidence in the outcomes.

The analysis of products and services involves assessing if the production process generates adequate profit from the sale to consumers, if customers are satisfied with the products and services provided by the company, and how these factors impact product sales. Positive results encourage the company to persist and achieve new successes, while negative results prompt a reevaluation of existing products and services, potentially leading to necessary changes.

Conducting market and industry analysis is crucial for a firm to succeed. Just as trees thrive when planted in fertile soil, firms must also be founded and flourish in industries conducive to their industry. The success of the actions and decisions depends on the industry and the relevant market.

Examining the competitive factors in the market where the company works is crucial for the feasibility analysis.

4.1. Industrial factors

Porter recognized five primary industrial factors: rivalry intensity, barriers to entry, danger of replacement products, supplier power, and customer power.

1. Competition is the primary aspect of an industry that significantly impacts a company. Some industries have lower competitiveness, while others have higher competitiveness. I have got competitor data for the company "Dajti."

Number of competing companies	Over 30
Size of competing companies	Different
State of the industry	There is rapid growth
Differential products	There is rapid differentiation
Substitute products	Coca Cola, Pepsi Cola, Rc Cola

2. Every company encounters unique hurdles when entering an industry, and upon entry, it aims for these barriers to hinder other potential competitors, hence reducing competition. During the establishment of the company "Dajti," there was minimal rivalry since only a few competitors were able to penetrate the industry.

Number of existing companies	5
Need for capital	We don't have the exact %
Possible expenses	Approximately 200 000 euro
brandy	Consumers for a short period accept the "Derbi" brand
Distribution channels	I groped with the surroundings
The political and economic situation in the country	Stable condition

3.The "Dajti" corporation is also vulnerable to the risk of product substitution. When the company made its own drinks, competitors harmed it by substituting natural sugar with saccharin and other chemical sweeteners, lowering prices significantly and engaging in unfair competition.

4.Greater competition among providers in the industry results in reduced control for new enterprises. It is simple to construct the supplier without causing harm or significant repercussions, as we can readily substitute the things with identical alternatives. The "Dajti" corporation operates in markets with a vast variety of suppliers providing items.

5.The purchasing power of customers is crucial for companies, as they are the final recipients of the goods and services produced and offered.

Size of buyers	Varies according to seasons, promotions and marketing
Demand for goods and their distribution	It is done in limited area
Receiving information	Relatively easy, especially today, as a result of technological progress.

4.1.1. Identification of customers

The company "Dajti" aims to meet consumers' needs for its products and services. The business needs a sufficient number of consumers to be successful; therefore, it is always working to attract and retain new clients, whether they are infrequent or devoted. The corporation employs many incentive approaches for these customers, including price lowering, extending payment terms, and issuing invoices.

Once clients are identified, it is crucial to delve into their psychology in order to comprehend their needs and tailor actions based on their preferences.

4.1.2. Innovations and their types

Innovation can exhibit different levels of uniqueness. Many innovations introduced to the market lack uniqueness or advanced technology. Simply put, advancements in technology lead to a decline in

innovations. The company's economic wealth grows with each innovation it introduces.

There are three primary categories of innovations:

Incremental innovation occurs when a corporation introduces new items with minor technological modifications. Frequent innovations are typically developed from market studies to enhance a product or service.

Technological innovation occurs when a corporation introduces new products to the market, particularly those with significant technological benefits. Incremental innovations occur more frequently than breakthrough inventions and result in developments within the product or market domain. Real-life examples: personal computers, spoken and text commands, picture clocks, jet planes.

Breakthrough innovation occurs when a corporation introduces new items with significant technological advancements. Notable instances from history include penicillin, the steam engine, the computer, and the airplane. Example of a Dajti business product: Izvorska water in a 0.33-ml glass package.

4.1.3. The use of E-commerce

The "Dajti" corporation utilizes e-commerce to broaden its marketing platforms. The Internet is crucial in this scenario as it facilitates market expansion with reduced costs. The company "Dajti" accepts online orders through telecommunication tools and email, processes online payments, and monitors employees in the field using GPS over the Internet. The entrepreneur has established a corporate website and is responsible for consistently updating its content.

Currently, organizations are increasingly utilizing web pages, which are designed for public consumption, and thus, the material on these pages must constantly be up-to-date.

The pages must prioritize speed, user-friendliness, and relevance to target customers and various needs to facilitate quick access to information, products, and services.

You may also locate the company "Dajti" on the official DAJTI Facebook page.

4.1.4. Need for a lawyer

The "Dajti" corporation adheres to the legal regulations and standards set by the Republic of Macedonia. The owner requires ongoing legal guidance due to the frequent changes in laws.

The current legal representative of the firm "Dajti" is Tomislav Sarkovski from Tetova. He is responsible for updating the central register, representing the company in legal matters, and filing complaints, observations, or lawsuits when necessary. He is compensated consistently and equitably for the work he does for our organization.

4.1.5. Prices and the company's strategy regarding them

Determining pricing involves setting the prices that are established for the remuneration of goods or services that are being sold. The source is Maksuti's work, published in 2009.

Establishing pricing and ensuring its availability to consumers is a significant achievement, reflecting our dedication and effort in determining our success or failure.

Customers typically assess a product or service based on its pricing. Inexperienced or sluggish entrepreneurs sometimes believe that the path to success lies in offering low-priced products to clients without taking into account factors such as quality, competition, or customer perception.

Customers generally associate high prices with high quality and low prices with low quality. For instance, when a high-quality product is priced very low, people may feel skeptical.

The company "Dajti" considers managers' and employees' suggestions, the target market, competitors' strengths and weaknesses, customer and competitor reactions, financial capacity, production capabilities, marketing strategies, and consumers' purchasing power when setting prices. Expenses play a crucial role in this scenario. Without knowledge of expenses, it is impossible to ascertain if the business is operating at a profit or loss. However, having this information provides a solid foundation for establishing the selling price of items and services. The source is from Maksuti in 2009.

When setting prices, consider costs, competition, customer willingness to pay, and the relevance of new items to existing ones in the market. The source is Maksuti (2009).

Companies typically employ these pricing strategies:

A value pricing strategy involves setting high rates for luxury and extravagance. (Marioti & Glakin, 2003)

The technique of prestigious pricing involves setting high prices to communicate a message of superior quality. The source is Marioti and Glakin from 2003.

The "Dajti" corporation employs the cost-plus pricing method, where the targeted profit is added to the product's cost.

The corporation employed a penetration pricing strategy by initially setting cheap prices to capture a significant market share.

The price extortion approach involves initially setting high pricing for a new product during the entrance phase to capitalize on early profits before eventually lowering prices to a competitive level. (Marioti & Glakin, 2003)

The meet-the-competition-or-win-the-competition pricing strategy entails reducing the prices of your competitors. (Marioti & Glakin, 2003)

A customized pricing approach involves charging a premium price to specific clients who are willing to pay extra for a product or service. (Marioti & Glakin, 2003)

Many firms adopt a variable pricing approach without being consciously aware of it. Companies utilize a differential pricing approach to provide discounts by setting varied prices for a single product or service. (Marioti & Glakin, 2003)

The strategy of linear pricing generation varies depending on the type of company. Price formation in this scenario involves the creation of estimated price levels. The reference is from Marioti and Glakin's work published in 2003.

4.1.6. Price adjustments

At the "Dajti" company, price modifications are possible, meaning the final price may be lower than the first established price. Adjustments can be implemented through methods like reducing prices based on order size and offering different rewards.

-yearly decreases (decreases during holidays, disasters, etc.)

Reductions made with exceptions

The value and quality of the product have an impact on price adjustment.

These modifications may differ across customers depending on the quantity of items and services they use.

For the company to thrive, any modifications it implements, particularly in pricing, should be closely linked to the key characteristics that are important to its clients.

4.1.7. Control

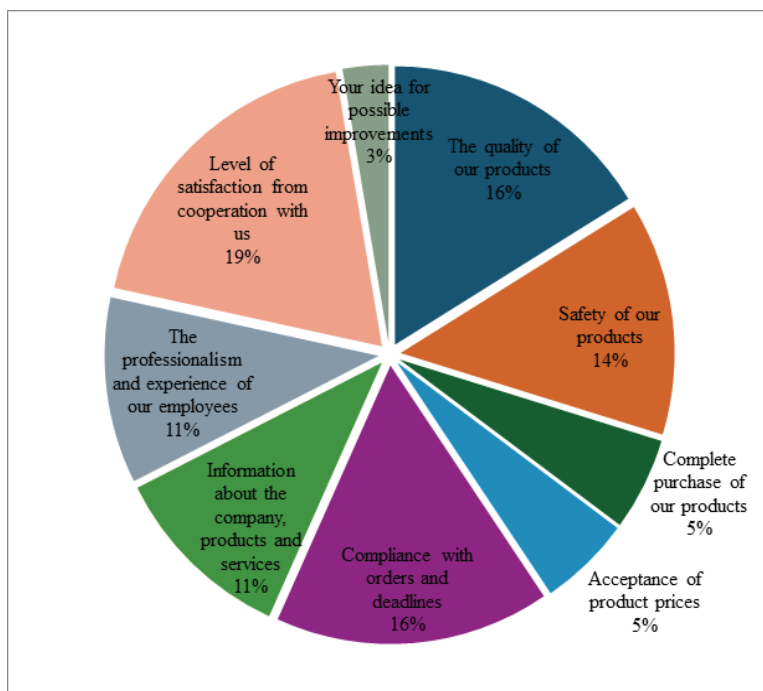
Control is crucial for a company's success and has a direct influence on its capital structure, particularly when the company's debt affects its control and management.

Control is a mechanism that implements the necessary actions and strategies to achieve the plan. The source is Maksuti (2009). During the control phase, planning activities are conducted to identify any potential omissions in the planning process and determine corrective actions. The source is from Maksuti in 2009.

Any debt can influence the control of a company's management and, therefore, alter its capital structure. If management were not audited, we would need to assess the potential influence of financial choices on the audit process.

Figure 1

Results expressed in graphs



The text continues here.

Table 1

Nr	Note these aspects of the job	5	4	3	2	1	Comments, examples, remarks
1.	The quality of our products	6	3	4	0	0	
2.	Safety of our products	4	4	5	0	0	
3.	Complete purchase of our products	4	4	3	2	0	
4.	Acceptance of product prices	2	4	7	0	0	
5.	Compliance with orders and deadlines	1	5	6	1	0	
6.	Information about the company, products and services	3	4	5	1	0	
7.	The professionalism and experience of our employees	1	5	4	3	0	
8.	Level of satisfaction from cooperation with us	7	4	2	0	0	
9.	Your idea for possible improvements	1	1	3	3	5	

5. Discussion

This research focuses on analyzing the establishment and operations of the firm "Dajti," including its finances and resources, with the goal of enhancing its success and reputation as a productive and successful organization. The main objective of this study is to theoretically analyze the correlation between financing and financing techniques, the connection between a company's operations and economic development, the process of incorporation and its strategy, and the link between strategic growth and investment choices.

This activity aims to provide further information and assistance to individuals seeking to enhance their financial literacy in order to facilitate the achievement of the company's objectives. Individuals with greater financial understanding are more likely to achieve success early in their careers, making it essential to prioritize investing in financial literacy.

Another crucial objective is to thoroughly assess the correlation between strategic decisions and internal elements and a company's success and growth, determining the statistical significance of this link.

The ultimate aim of this study is to interpret and analyze the results achieved, emphasizing the significance of resources, the long-term stability of the company, and the development of policies to enhance the business ethos and financial strategy of the enterprise.

5.1. Hypotheses of methodological research

In order to enhance the efficiency of the job, I chose to establish it based on the following hypotheses:

1. What is the impact of strategic decisions on the company's growth?

Strategic decisions have a favorable impact on the company's growth by increasing cash resources and investments.

Decision-making is the act of generating and assessing various options and then selecting the one deemed most suitable.

Various authors provide varying definitions of setting.

Mr. Baračkai stated in 2006 that decision-making involves solving problems by carefully considering the issue at hand.

R.L. Daft defines a decision as the process of identifying and solving an issue (2006).

Decision-making can be classified into numerous categories based on the criteria considered.

- Organizational decision-making levels: strategic, tactical, and operational.
- Participation criteria: individual, group, and collective decision-making.
- Creativity criteria: routine and inventive decision-making.
- • The time criterion categorizes decision-making into dynamic and static.
- Modeling possibilities distinguishes between programmed and non-programmed decision-making.
- I will focus on the organizational level and decision-making hierarchy outlined in my theory.
- Mari, endorsed by most authors, distinguishes three categories of decision-making: strategic, tactical, and operative decision-making.
- Strategic decisions are crucial as they establish the company's strategy and goals for the future. (Management and Decision, 2009). The organization's top management level makes the decisions, which determine the company's destiny and mission.
- The management of the "Dajti" company has been cautious and successful in making important decisions that have had positive effects on the enterprise. These decisions have led to the expansion of financial resources, business growth, and overall investments.
- One of the key strategic decisions made by the "Dajti" Company that has had a good impact is choosing not to manufacture and distribute alcoholic beverages.

the decision to hire individuals with work experience

the decision about adherence to working hours

the decision concerning ongoing work supervision

decisions to regularly motivate employees

decision to hold frequent business meetings

Tactical decisions are made by middle management to implement strategic decisions and are regarded as the primary hub for administrative tasks.

For instance, "Dajti" has chosen to recruit personnel exclusively within the age range of 22–55 years old from all demographics or social classes.

Lower levels of management make operational decisions, which are non-routine decisions, to address daily problems and challenges.

For instance, "Dajti" has determined that over the 12-month period, the staff count shall not surpass 20, and the employees' working hours should be between 08:00 and 16:00.

5. Conclusions

Enterprise finance and resources are inherently strategic to the enterprise, with knowledge about them being vast and comprehensive. The profitability, stability, and longevity of an organization rely heavily on the financial acumen and resource coordination skills of its owner and manager. If individuals have adequate information and abilities, they may effectively strategize, make decisions, amass money, and control expenses.

Resources are essential tools for the organization to accomplish its objectives. The "Dajti" company, having been in the market for 27 years, qualifies as a successful enterprise by effectively utilizing its resources to meet market demands.

Human resources are crucial for enterprises and are seen as a competitive advantage. I formulated the hypothesis, "How do internal organizational factors impact enterprise success?" based on this premise. therefore leading to a beneficial effect on the company's success.

It is crucial to communicate with customers and show gratitude for the relationship with them, as customers are highly valued and should always feel significant and valued. This establishes a link between the internal and external factors of the organization.

An important recommendation for the "Dajti" company is to focus on the health aspects, quality, and taste of their drinks to create value in the industry and succeed against competitors. They should adopt an aggressive strategy, particularly for energy drinks, which are currently in high demand.

I believe that, despite my efforts and hard work, knowledge is an endless treasure with endless possibilities for growth. Therefore, I acknowledge that there is still a long journey ahead of me. Engaged in labor and made sacrifices.

Examining your firm and its long-term work provides significant satisfaction for the entrepreneur and represents ethical, moral, and personal values. An entrepreneur must uphold ethical values consistently, even when facing various challenges and making decisions. It is crucial not to compromise these values for personal or customer needs or to solve economic or other problems. By doing so, the long-term prosperity of the company, its stakeholders, and future generations can be ensured.

The organization has a unique and distinguished culture that attracts educated and talented individuals who adhere to the guidelines outlined in the code of conduct.

Leading a group and organizing all other tasks simultaneously is a challenging role, but it helps the organization establish a better basis for long-term success. He laid the groundwork for this foundation a while ago through investments in culture and education.

An exemplary instance is the financial support provided by this corporation to the State University of Tetova during times of financial strain, aiding in the recovery and development of a greater number of successful graduates.

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