



Shopping Center Schnelsen-Süd





The Shop untill 2005





The Center after closing





The Community came together





Workshop

„Future Schnelsen-Süd“





Enterprise Club



The Idea of the Center was born



The Aims of the center

- evitalization of the neighborhood
- Start-up creates jobs near neighborhood
- Integration by a multicultural group of new entrepreneurs



The next steps

- Neighbors were invited to create their own business ideas
- „Business Starts Up“ Seminars from „Unternehmer ohne Grenzen“ for interested neighbors
- Application with a concept to the owner



The Concept of the Center

- Enterpreneurs from the neighborhood
- Mixture of different shops which cover the needs of migrants and non-migrants
- the SAGA offered special rental terms:
Contract duration: 8 years
Start hire: 3,00 € Target rent: 8,00 €

The Schnelsen-Süd Center 2007

- Bakery and Bistro
- Alteration/Sewing
- Kiosk
- grocery store

How is it going....

- After one year the owner of the kiosk had to close the shop
- The Hair Cutter opened
- After two years the sewing room had to close
- A Project for unemployed people opened

How is it going....

- After three years the owner of the grocery shop
- Grocery store and bistro put together their business
- The projects for the unemployed people needed more space and moved over
- The health nursing opened



Problems

- Acceptance of the entrepreneurs
- Too much Offer for less Customers
- Three shops with same things like Cigarettes, Beverage and sweets
- Sewing room to special
- Less competence in marketing and less time for that

Problems

- Financial problems
- Pressure from the employment Office
- Family Problems
- Health Problems

