

BUSINESS PLAN 'Hostel' (including financial model)

<https://marketpublishers.com/r/BCD9D4DAE1CEN.html>

Date: June 2014

Pages: 72

Price: US\$ 750.00 (Single User License)

ID: BCD9D4DAE1CEN

Abstracts

The report is half ready. The updating and translating process takes 3-5 business days after the order confirmation.

Object description

The total area of hostel is 880 sq. m, the amount of above-ground floors is 5 and the amount of underground floors is 1. The building of administrative type has a cabinet layout, mixed overlays (height from one overlay to another is 3.0 m), fire alarm, surface parking and telecommunications. Location of the hostel

The future hostel is situated in Presnenskiy district of Moscow which is *** from the nearest metro station *** and *** accordingly, many minibuses run down the street. The disadvantage of the district is the heavy workload of transport routes, which leads to numerous traffic congestions, and it is better to use the metro as a relievable means of getting to the destination. The hostel has a low level of transport accessibility.

Analysis of hostel market

More than *** hostels for over *** sleepers are functioning in Moscow. The share of hostel is about ***% of the total hotel market of the capital. The total number of people accommodated in the city hotels was *** mln. according to the results of 2013. By the forecasts of Committee for Tourism and the Hotel Industry of Moscow, thanks to adopted stimulus measures the number of tourists visiting the capital would increase to 14.8 mln. a year till 2025.

The major competitors of future hostel are the following objects, which are situated in the Central Administrative District: «***», «***», «***», «***», mini-hotel «***», «***», «***», «***», «***», «***».

Marketing plan

The main source of attraction of clients to future hostel will be a web-site and it is planned to use the following internet marketing tools: search engine optimization (SEO), contextual advertising and social media marketing.

Financial plan

Two scenarios of project development and three variants of risk situation are considered in financial plan.

Project advantages

After the analysis of technical and economical characteristics of object and its location it is possible to make conclusion that the convenient territorial location creates an visible advantage, because the building is situated relatively close to that showplaces, which all visitors prefer to view. The proximity to Kiev railway station, Moscow metro stations «Mayakovskaya», «Barrikadnaja», «Krasnopresnenskaya» allows getting to any point in Moscow.

In Moscow almost all base of tourist accommodation consists of communities and hotels. According to approximate data, there are *** objects in Moscow, which have *** places, and the hotels occupies the share of *** % of this base. The largest share is occupied by objects, which fall under the category of three stars, it amounts ***% of the total object number and ***% of the total places amount. Moscow inexpensive hotels with increased comfort has a share of ***% of the total object amount and ***% of the total capacity. The shares of unspecified level of accommodation are ***% and ***% accordingly.

Contents

EXECUTIVE SUMMARY

1.0. ANALYSIS OF LOCATION

- 1.1. Main Peculiarities of Location Object
- 1.2. Prospects of Development
- 1.3. Transport and Pedestrian Accessibility of Object
- 1.4. Conclusions

2.0. OBJECT DESCRIPTION

- 2.1. Hostel Location
- 2.2. Main Characteristics of Future Object
- 2.3. Conclusions

3.0. MARKET ANALYSIS

- 3.1. Economy of Russia
- 3.2 Hostel Market Analysis
- 3.3. Investment in Hotel Segment of Moscow

4.0. ANALYSIS OF COMPETITORS

- 4.1. Selection of Zone of Competitive Environment
- 4.2. Existing Offers

5.0. MARKETING PLAN

- 5.1. Creating of Web Site
- 5.2. Search Engine Optimization
- 5.3. Contextual Advertising
- 5.4. Social Media Marketing
- 5.5. Conclusions

6.0. FINANCIAL PLAN. SCENARIO ?1

- 6.1. Necessary Investment

- 6.2. Loan Calculator
- 6.3. Profit and Loss Statement for 1 year.
- 6.4. Cash Flow Statement for 10 year

7.0. FINANCIAL PLAN. SCENARIO ?2

- 7.1. Necessary Investment
- 7.2. Loan Calculator
- 7.3. Profit and Loss Statement for 1 year.
- 7.4. Cash Flow Statement for 15 year.
- 7.5. Economic Indicators

8.0. RESULTS OF FINANCIAL FORECAST AND ANALYSIS OF THEM

- 8.1. Main Results
- 8.2. Analysis of Stability of Project Results in Case of Risk Events

List Of Maps

LIST OF MAPS, FIGURES, DIAGRAMS AND TABLES

Maps

Map 1.1. Object Location

Map 1.2. Distance from Tverskaya Street (point B) to Object (point A)

Figures

Figure 2.1. Object Photos

Figure 2.2. Layout of Building

Figure 8.1. Chart of Project Payback Period According to the Scenario ? 1

Figure 8.2. Chart of Project Payback Period According to the Scenario ? 2

Diagrams

Diagram 3.1. Dynamics of Average Daily Rate (ADR) in Moscow Hotels of Middle Segment (3*) for 2006–2012

Diagram 3.2. Revenue Per Available Room (RevPAR) in Moscow Hotels of Middle Segment (3*) for 2006–2012

Diagram 3.3. Average Annual Occupancy Rate of Moscow Hotels of Middle Segment (3*) for 2006–2012

Diagram 3.4. Volumes of Investment Transactions in Hotel Industry of Moscow in 2011

Diagram 5.1. Distribution of Major Social Media by Criterion of Monthly Attendance in the Russian Federation, thsd. people.

Diagram 6.1. Investment Structure

Diagram 7.1. Investment Structure

Tables

Table 5.1. Cost of SMM by Kind of Social Networks

Table 6.1. Schedule of loan repayment in year 1

Table 6.2. Schedule of loan repayment in year 2

Table 6.3. Schedule of loan repayment in year 3

Table 6.4. Schedule of loan repayment in year 4

Table 6.5. Schedule of loan repayment in year 5

Table 6.6. Schedule of loan repayment in year 6

Table 6.7. Schedule of loan repayment in year 7
Table 6.8. Schedule of loan repayment in year 8
Table 6.9. Schedule of loan repayment in year 9
Table 6.10. Schedule of loan repayment in year 10
Table 7.1. Schedule of loan repayment in year 1
Table 7.2. Schedule of loan repayment in year 2
Table 7.3. Schedule of loan repayment in year 3
Table 7.4. Schedule of loan repayment in year 4
Table 7.5. Schedule of loan repayment in year 5
Table 7.6. Schedule of loan repayment in year 6
Table 7.7. Schedule of loan repayment in year 7
Table 7.8. Schedule of loan repayment in year 8
Table 7.9. Schedule of loan repayment in year 9
Table 7.10. Schedule of loan repayment in year 10
Table 8.1. Comparison of Financial Plans, Scenarios ?1 and ?2
Table 8.1. Increase in Cost of Recast into Hostel in 2 times
Table 8.2. Increase in Cash Outflow by 10%
Table 8.3. Decrease of Hostel Workload by 5%

I would like to order

Product name: BUSINESS PLAN 'Hostel' (including financial model)

Product link: <https://marketpublishers.com/r/BCD9D4DAE1CEN.html>

Price: US\$ 750.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/BCD9D4DAE1CEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970