

# **BUSINESS PLAN 'Cottage Village in Moscow Region' (with financial model)**

<https://marketpublishers.com/r/B0B78BBAED9EN.html>

Date: July 2014

Pages: 91

Price: US\$ 800.00 (Single User License)

ID: B0B78BBAED9EN

## **Abstracts**

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

### **Business Plan Description**

#### **Project Purpose**

Development of cottage village on the land lot with area 25.62 ha, which is situated on the bank of Klyazminskoe reservoir within the administrative boundaries of \*\*\* village of Mytishchi district of Moscow region.

#### **Characteristics of the land**

Kind of rights: ownership, without encumbrances.

Land category: land of settlements.

Temporary permitted use: for individual housing.

Adjacent land lots: in the south – Klyazminskoe reservoir; in the west – Senkovo village; in the north – Novoseltsevo village; in the east – \*\*\* village.

Access road: to the border of land lots.

Electricity: dedicated power is 2???.

Sewage: Domestic Lifting Station (DLS) on the territory of «Novosel'skii

mechanical plant».

Water supply: documents for license obtaining for water supply are handed over.

Gas supply: on the border of land lots.

## **Excerpts from Research**

Within the framework of research the price characteristics of households of organized suburban market are considered. An average cost of 1 m<sup>2</sup> of cottage in general by the analyzed market is about \$<sup>\*\*\*</sup>, of townhouse – \$<sup>\*\*\*</sup>.

In present moment the tendency of increased interest in finished or under construction cottages is observed. On the one hand, the buyers became more confident in their future. On the other hand they are bent on organization of the project including construction and infrastructure seeing that settlements without a contract are developed a few times slower than projects with a contract, etc. So <sup>\*\*\*</sup>% of clients are ready to buy the cottage which is situated at the Dmitrov highway in the local zone. The purchase of land lot is considered by <sup>\*\*\*</sup>% of company's potential clients (against <sup>\*\*\*</sup>% a year ago).

The demand for townhouses and apartments is significantly less and amounts to <sup>\*\*\*</sup>% and <sup>\*\*\*</sup>% accordingly. But in such case it is necessary to take into account two factors: the local market does not abound with qualitative available supply in this segment and also that apartments and townhouses are the first step to suburban life, an interest to which are manifested by increasingly wider population with each passing year.

The category of cottages for «final finishing» is leading in the structure of demand – <sup>\*\*\*</sup>%. Most of households buyers would like to develop a design of own house themselves. Each fifth potential buyer is ready to furnish his house himself and consider the variant of cottage purchase for «rough finishing». The minority of clients (<sup>\*\*\*</sup>%) would like to buy a completely ready for leaving «turnkey» house.

<sup>\*\*\*</sup>% of clients are interested in purchasing of a townhouse for «final finishing». Another 3% of potential purchasers are ready to buy the household of similar format with «turnkey» finishing. The less number of clients is interested in purchase of apartments. At that the majority prefers to buy the similar properties without finishing.

## Contents

### **EXECUTIVE SUMMARY**

#### **1.0. DETAILED LOT ANALYSIS**

- 1.1. Lot Description. Main Factors of Location
- 1.2. Description of Physical, Legal, Administrative, Technical and Technological Restrictions of Lot

#### **2.0. ANALYSIS OF DISTRICT ADJACENT TO LOT**

- 2.1. Basic Information of Economic State of District
- 2.2. Industry
- 2.3. Construction
- 2.4. Trade and Services Sector
- 2.5. Small Entrepreneurship
- 2.6. Consumer Market
- 2.7. Agriculture
- 2.8. Investment Policy of Moscow Region
- 2.9. Prospects of Development

#### **3.0. ANALYSIS OF DISTRICT MARKET SITUATION**

- 3.1. Supply Structure by Price
- 3.2. Analysis of Demand Structure of Local Market
- 3.3. Market Potential. Divergence in Structure of Demand and Supply

#### **4.0. SALES**

- 4.1. Plan of Sales
- 4.2. Positioning of Housing under Construction and Target Audience
- 4.3. Methods of Sales Promotion
- 4.4. Advertising Policy and PR-Events Program
- 4.5. Budget of Advertising Campaign

#### **5.0. ARCHITECTURAL AND CONSTRUCTION CONCEPT**

- 5.1. Amount, Footage of Houses/Townhouses and Area of Lots

5.2. Infrastructure, Beautification, Providing of Security

## **6.0. CONCLUSION ON THE BEST LOT USE**

6.1. SWOT-Analysis of Project, Strong and Weak Lot Sides

6.2. Estimation of Previous Cost by Project

6.3. Financial Result by Project

6.4. Project Risks Analysis

6.5. General Conclusions

## **INFORMATION ABOUT THE «VTSCONSULTING» COMPANY**

## Tables

### TABLES

Table 1. Inflow of Foreign Investments by Types

Table 2. Foreign Investments by Kinds of Economic Activity

Table 3. Inflow of Foreign Investments in Moscow Region in 2012 by Municipal Districts/City Districts, (First Ten)

Table 4. Plan of Objects Sales for 2015-2017

Table 5. Plan of Objects Sales for 2018-2020

Table 6. Project Media Plan (year 1)

Table 7. Project Media Plan (year 2)

Table 8. Cottages by Area of 150 sq. m

Table 9. Cottages by Area of 250 sq. m

Table 10. Cottages by Area of 350 sq. m

Table 11. Cottages by Area of 400 sq. m

Table 12. Cottages by Area of 500 sq. m

Table 13. Ratio of Households on Lot by Types

Table 14. Costs for Construction of Necessary

Table 15. Calendar Plan of Project Implementation

Table 16. SWOT-Analysis of Lot

Table 17. Project Costs for 2015-2017

Table 18. Project Costs for 2018-2020

Table 19. Financial Result Projection for 2015-2016

Table 20. Financial Result Projection for 2017-2018

Table 21. Financial Result Projection for 2018-2020

Table 22. Project Risks Analysis

Table 23. General Financial Results and Indicators

## Figures

### FIGURES

- Figure 1. Land of Client (Foreshortening 1)
- Figure 2. Land of Client (Foreshortening 2)
- Figure 3. Photos of Lot (Foreshortening 1)
- Figure 4. Photos of Lot (Foreshortening 2)
- Figure 5. Photos of Lot (Foreshortening 3)
- Figure 6. Styles of Low-Rise Buildings, Represented on Market of Moscow Region
- Figure 7. Constructions of Objects by EuroBau Technology
- Figure 8. Example of Cottage Layout with Area of 150 sq. m
- Figure 9. Example of Cottage Layout with Area of 250 sq. m
- Figure 10. Example of Cottage Layout with Area of 500 sq. m
- Figure 11. Examples of Appearance of Cottages with Area of 500 sq. m
- Figure 12. Examples of Cottages Interior
- Figure 13. Variations of Arbors for Project Territory
- Figure 14. Variants of Arches for Territory Decorating
- Figure 15. Variants of Street Furniture for Territory of Cottage Village
- Figure 16. Variants of Bridge Constrictions for Project Territory Decorating
- Figure 17. Enclosures on Cottage Village Territory
- Figure 18. Enclosures on Cottage Village Territory (Variant 2)
- Figure 19. Brick Enclosures as Variant of Use on Lot of Development
- Figure 20. Wooden Enclosures Used for Decorating of Lots Territory
- Figure 21. Variations of Sidewalks and Paths for Landscape of Cottage Village
- Figure 22. Children Playgrounds on Territory of Lot Development

### DIAGRAMS

- Diagram 1. Demand Structure by Distance from Moscow Ring Road (MRR), %
- Diagram 2. Demand Structure by Depending on Type of Constructions, %
- Diagram 3. Demand Structure by Presence of Premises Furnish, %
- Diagram 4. Demand Structure by Depending on Cost of 1 sq. m of House Area, %
- Diagram 5. Demand Structure by Depending on Cost of House, %
- Diagram 6. Demand Structure by Depending on Size of Land Lot, %
- Diagram 7. Demand Structure by Depending on Area of Households, %

## I would like to order

Product name: BUSINESS PLAN 'Cottage Village in Moscow Region' (with financial model)

Product link: <https://marketpublishers.com/r/B0B78BBAED9EN.html>

Price: US\$ 800.00 (Single User License / Electronic Delivery)

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

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/B0B78BBAED9EN.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