

Business plan «Cottage village» (including financial model)

https://marketpublishers.com/r/BD594A917D2EN.html

Date: March 2014

Pages: 133

Price: US\$ 1,000.00 (Single User License)

ID: BD594A917D2EN

Abstracts

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

This business plan can be adapted to any project in Russia. The financial model is built in such a way that changes in efficiency index can be monitored at once. To make the re-calculations for a new project, it's enough just to change the basic indexes.

The applications of Excel which are used for this business plan are simple and convenient that gives any person an opportunity to make successful calculations for his own project.

Aim of the project:

Attracting investments for building the cottage village in Krasnodar Krai in Russian Federation;

Rationalization of commercial effectiveness of building the immovable property objects of different types on the district;

Working out of step-by-step development of the district area.

Project's description:

General area of the district - *** ha

Presence of the nearby communications



Exceptional typical characteristics

Object has a profitable transport position

Proximity of the building up object to the village infrastructure and Crimea

Average cost of 1 sq. m. of cottage village with a lot - *** thsd. RUB.

Average cost of 1 sq. m. of townhouse - *** thsd. RUB.

Average cost of 1 sq. m. of apartment - *** thsd. RUB.



Contents

CHAPTER 1. DETAILED ANALYSIS OF THE LOT

- 1.1. Description of the lot. Main factors of location. Reasons on choosing a lot
- 1.2. Image of the district and region
- 1.3. Plans for developing the municipal unit, ***district
- 1.4. Description of physical, juridicial, administrative, technical and technological limitations of the lot

CHAPTER 2. ANALYSIS OF THE NEARBY DISTRICT

- 2.1. Short characteristics of the village ***. General information
- 2.2. Analysis of the *** village settlement
- 2.3. *** region and *** town. General information
- 2.4. Short characteristics of ***

CHAPTER 3. ANALYSIS OF THE MARKET SITUATION IN DISTRICT

3.1. Identification of the main competitors

42

- 3.2. Analysis of the offer in *** region
- 3.3. Analysis of the offer in ***
- 3.3. Description of the projects, strong and weak points
- 3.4. Analysis of the demand structure on local market

CHAPTER 4. SALES

- 4.1. Sales target
- 4.2. Positioning of building up apartments and main target audience
- 4.3. Methods for stimulating the sales
- 4.4. Advertising politics and program of PR events
- 4.5. Budget of promotion campaign

CHAPTER 5. MARKETING FUNCTIONS

5.1. Analysis of marketing information



- 5.2. Positioning of the price of typical housing estate in projects
- 5.3. Positioning of the prime cost of housing estate in family village near ***

CHAPTER 6. ARCHITECTURAL BUILDING CONCEPTION

- 6.1. Quantity, area of houses/townhouses/apartments and area of lots
- 6.2. Architectural planning decisions
- 6.3. Infrastructure, accomplishment, security
- 6.4. Prior masetr plan of building up a lot

CHAPTER 7. CONCLUSION ON THE BEST USAGE OF THE LOT

- 7.1. SWOT analysis of the project, strong and weak points of the lot
- 7.2. Estimation of the lot for corresponding hypothesis and business climate
- 7.3. Rating of the prior costs on project
- 7.4. Financial result for project
- 7.5. Analysis of risks of the project
- 7.6. General conclusions



List Of Tables

LIST OF TABLES, DIAGRAMS, ILLUSTRATIONS, GRAPHICS

Illustration 1.1. Lands of client

Illustration 1.2. Map of potential lots constructible surface

Illustration 1.3. Village *** on a map

Illustration.4. Lot 2 chosen for building up

Illustration 1.5. Connecting points

Illustration 1.6. Electric substation

Illustration 1.7. View on Donskoy bay to the left

Illustration 1.8. View on Azov sea from the lot

Illustration 1.9. View on Kerchenskiy channel

Illustration 1.10. Roads on a map

Illustration 1.11. Area near *** village for social infrastructure

Illustration 1.12. GEODESIC MAP OF THE LOT

Illustration 2.1. *** village settlement (view from the satellite)

Table 2.1. Parameters for prognosis on perspective population of ***village settlement

Illustration 2.2. *** region

Illustration 2.3. Dynamics of the population changing in *** region

Illustration 2.4. Correlation of urban and rural population in *** region

Table 2.2. Target indicators on realization the development of sanatorium, resort's and tourist's complex of municipal unit ***region

Table 2.3. Amount of tourists who visited municipal unit ***region

Illustration 2.5. City-resort on a map

Illustration.6. Dynamics on population changing in urban district – city-resort ***

Illustration 2.7. Structure of buyers of the immovable property in city-resort ***

Illustration 2.8. Allocation of the foreign buyers of immovable property

Illustration 2.9. Rates of sales growth of large and medium businesses in the context of

basic trades for 9 months of 2013 to the corresponding period of previous year

Illustration 2.10. Structure of sales of large and medium businesses for 9 months of 2013

Illustration 2.11. Change of subjects' amount in small and medium businesses in the first half year of 2013 in comparison with the first half year of 2012

Table 3.1. Objects of immovable property in ***region

Illustration 3.1. Objects of immovable property in ***region

Table 3.2. Objects of immovable property in ***

Illustration 3.2. Objects of immovable property in *** city

Illustration 3.3. Structure of the offer on cost of 1 acre of the lot



Table 3.3. Area of land lots of cottage villages

Illustration 3.4. Allocation of classes of immovable property in *** on amount of apartments

Table 3.4. Strong and weak points of villages competitors

Table 3.5. Peculiarities of marketing policy and rates of sales

Illustration.5. Requirements of Russians who buy a house with a lot, on regions

Illustration 3.6. Availability of Russians to buy houses on Azov sea and Black sea shores

Illustration 3.7. Appropriate price of houses near the sea in ***

Illustration 3.8. Structure of demand considering type of buildings

Table 3.6. General conclusions of migration of population in 2011-2012

Table 3.7. General conclusions of migration of population in 2012-2013

Illustration 3.9. Classification of buyers – vacationists

Illustration 3.10. Requirements of vacationists by months

Illustration 3.11. Requirements of vacationists

Table 4.1. Sales target of objects 2014-2016

Table 4.2. Sales target of objects 2017-2019

Table 4.3. Value of criteria of potential clients

Table 4.4. Media plan (first year)

Table 4.5. Media plan (second year)

Table 5.1. Pricing on cottages in cottage village «***»

Table 5.2. Pricing on townhouses in project «***»

Table 5.3. Pricing on apartments in apartment complex «***»

Table 5.4. Pricing on cottages in family village near *** village

Table 5.5. Pricing on townhouses in family village near *** village

Table 5.6. Pricing on apartments in family village near *** village

Table 6.1. Cottages with area of 90 sq. m.

Table 6.2. Cottages with area of 120 sq. m

Table 6.3. Cottages with area of 180 sq. m.

Table 6.4. Cottages with area of 250 sq. m.

Table 6.5. Townhouses with area of 65 sq. m.

Table 6.6. Townhouses with area of 80 sq. m.

Table 6.7. Apartments with area of 40 sq. m.

Table 6.8. Apartments with area of 60 sq. m.

Table 6.9. General amount of objects for realization of the project

Illustration 6.1. Sizes of the lots

Illustration 6.2. Example of realization of the idea of white blocks

Illustration 6.3. Main orientation and view from the top point of the lot

Illustration 6.4. Zoning of the lot and models of buildings



Illustration 6.5. Infrastructure and allocation of «blocks»

Illustration 6.6. Sketches of pre-design of village

Illustration 6.7. Sketches which reflect architectural approach

Illustration 6.8. Sketches which reflect architectural approach

Illustration 6.9. Exhibit room on the first floor of Bode-Museum in Berlin

Illustration 6.10. Office rooms on the second floor of Bode-Museum in Berlin

Illustration 6.11. Entrance to the main hall of Federal ministry of labor and social questions in Berlin

Illustration 6.12. Upstairs in Federal ministry of labor and social questions in Berlin

Illustration 6.13. Building up objects using EuroBau technology

Illustration 6.14. Example of cottage planning with area of 90 sq. m.

Illustration 6.15. Example of cottage planning with area of 120 sq. m.

Illustration 6.16. Example of cottage planning with area of 180 sq. m.

Illustration 6.17. Example of townhouse planning

Illustration 6.18. Side-shows

Illustration 6.19. Dolphinarium

Illustration 6.20. Water pool

Illustration 6.21. Water park

Table 6.10. Costs on building up necessary communications

Illustration 6.22. Master plan of building up the lot

Table 7.1. Strong and weak points of the lot

Table 7.2. Costs on project 2014-2016

Table 7.3. Costs on project 2017-2019

Table 7.4. Prognosis on financial result 2014-2016

Table 7.5. Prognosis on financial result 2017-2019



I would like to order

Product name: Business plan «Cottage village» (including financial model)

Product link: https://marketpublishers.com/r/BD594A917D2EN.html

Price: US\$ 1,000.00 (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/BD594A917D2EN.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
	Custumer 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