

# BUSINESS PLAN Tutoring Center 2014

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## Abstracts

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### Essence and idea of the project:

Launch of the Center of preparation for the Unified State Exam (USE).

### Advantages of the Center:

qualified personnel with 20-30 years experience in teaching;

individual and systemized approach to the each trainee depending on the initial preparation;

democratic price policy;

comfy small groups of 5-7 people;

convenient geographical location of the Center.

**Target audience of the project:** inhabitants of the city with incomes from 40,000 RUB/month for family.

### Competitive environment of the project:

center of the preparation at the high schools;

private centers of preparation;

private tutors.

## Contents

### **1. SHORT DESCRIPTION OF THE PROJECT**

### **2. ANALYSIS OF TUTORING SERVICE MARKET**

- 2.1. Tendencies of Market in RF
- 2.2. Potential of Tutoring Service Market
  - 2.2.1. Target Audience of the Project

### **3. COMPETITIVE ENVIRONMENT**

### **4. MARKETING OF THE PROJECT**

### **5. ORGANIZATIONAL PLAN**

- 5.1. Personnel of the Project
- 5.2. Justification of the Geography of Center's Location

### **6. FINANCIAL PLAN**

- 6.1. Assumption of the Project
- 6.2. Seasonality of the Project
- 6.3. Sales Volumes of Services
- 6.4. Revenue of the Project
- 6.5. Personnel of the Project
- 6.6. Costs of the Projects
- 6.7. Taxes of the Project
- 6.8. Investment of the Project
- 6.9. Capital Expenditures
- 6.10. Profit and Loss Statement
- 6.11. Calculation of Discount Rate by WACC method
- 6.12. Cash Flow Statement
- 6.13. Cash Flows
- 6.14. Basic Financial Indicators of Economic Efficiency

### **7. SENSIBILITY ANALYSIS OF THE PROJECT**

### **LIST OF DIAGRAMS, TABLES AND CHARTS**

Chart 1. Growth Dynamics of Paid Services of RF, mln RUB

Chart 2. Strategic Canvas of Competitive Environment of the Project

Figure 1. Map of Concentration of General Education Establishments

Table 1. Basic Indicators of Paid Services in Field of Education, mln RUB.

Table 2. Average Wage Indicators by Directions in Educational System in RF

Table 3. Average Consumer Prices for Certain Types of Services in Educational System, RUB.

Table 4. Number of Participants of USE and Distribution by the Subjects

Table 5. Number of pupils, 8th-11th Forms

Table 6. Socio-Economic Indicators of the Region

Table 7. Incomes Structure of Population by Categories

Table 8. Calculation of Number of the Project Target Audience

Table 9. Calculation of Dynamics of Number of Center's Potential Trainees of Courses (by years)

Table 10. Competitors of the Project

Table 11. Staffing table and wages

Table 12. Schedule of Center's Work

Table 13. Assumptions of the Project

Table 14. Calculation of Long-Term Profits over CAPM for Portfolios of Decimal Groups NYSE/AMEX/NASDAQ

Table 15. Algorithm for Determining of the Company's Risk

Table 16. Algorithm for Calculation of Risk Specific Premium

Table 17. Basic Indicators of Financial Efficiency

Diagram 1. Coefficients of Sufficiency of School Education at the USE

Diagram 2. Choose of Additional Subjects at the Passing of USE

Diagram 3. Amount of Spent Time for the Weekly Preparation for USE

Diagram 4. Classes Start in the Preparing for USE

Diagram 5. Distribution of Directions at the Preparation for USE

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