

BUSINESS PLAN «EcoWood City» Eco-Hotel (Sochi)

<https://marketpublishers.com/r/BF9A947E46FEN.html>

Date: October 2014

Pages: 148

Price: US\$ 750.00 (Single User License)

ID: BF9A947E46FEN

Abstracts

Project Description

Project Idea: construction of eco-hotel (complex) on the territory of Krasnodar Krai (Sochi), forest array. The construction is carried out by the unique technology with application of ecological buildings (houses cottages).

Project Target Audience:

people for which the environmental friendliness and simplicity of residential premises have a priority;

young families;

people wanted to rest near the beach and native environmental (forest) simultaneously;

fishermen and tourists;

youth companies;

sports teams (ski and snowboard) – for period of November-April.

Key project idea: the opportunity of leaving in the environmental zone, among forest array, in secluded cottages where the sea view is opened from windows of each of them.

Residential buildings of the complex: houses-cottages of «Futteralhaus» company

(Germany) production. Amount of houses on lot is 20. «Futteralhaus» are the mobile compact energy efficient and environmentally friendly houses. They are made from natural materials and available for year-round living of family consisting of 1-6 members. Ecological friendliness of construction means the usage of natural and simply materials only which are available for secondary processing.

Uniqueness of project economy. The cost of one cottage amounts to 22 thsd EUR, which is lower in 14 times then the cost price of construction of one hotel room in this region.

Excerpts from Research:

The project uniqueness will mean the same distance from Sochi, Krasnaya Poliana and Olympic cluster in Imeretinka (the territory with highly developed infrastructure).

In the Adler district the sanatorium sphere of service is developed. A large number of sanatoriums and pensions, private hostelries and guest houses is offered for tourists.

The railway station «Adler», Adler wagon depot, international airport «Sochi» (4 Kostromskaya Str) are represented in the district.

The base of productive forces of Krasnodar Krai are the industrial, construction, fuel and energy complexes, field of information and communication technologies as well as agriculture, transport, tourist, resort and recreation complexes. The last three directions (agriculture, transport, tourist, resort and recreation complexes) are appropriate for the social and economic development of Russia and determine the especial status of Krasnodar Krai and country economy.

The natural and climatic conditions of the region which are unique for Russia, presence of advanced medical facilities and technologies, historical sights create the potential for development of highly-efficient, competitive tourist and recreational complex of international level which forms the positive image of the country in the international arena and provides the increasing needs of population in services associated with the rest, treatment and tourism:

climate in the region is one of the most favorable in Russia for human living and activity. Krasnodar Krai is the warmest region in Russia; the average time length when the sun weather is obtaining in the daytime on the territory of region is 2 300 hours per year;

through a combination of favorable climatic conditions and presence of deposits of mineral waters and curative mud Krasnodar Krai is the most popular resort and tourist regions and actually the only in Russia seaside balneological resort and recreational center;

during the period of maximum deployment the daily capacity of regional resorts reaches to 450-480 thsd of seats;

potential of sanatorium and tourist complex of the region is implemented due to the creation on its territory of special economic zone of tourist-recreational type.

The leading industries by attracted investments are transport and communications, agricultural, sanatorium and tourist complexes which determine the priorities of regional economy.

Components of the hotel:

1. Houses-cottages. Inside area is *** sq m (corresponds to the category of 3 stars). A full set of necessary services included: a large bed, complete bathroom, living room, kitchen block, the work area. There is, as assumed, a hairdryer, TV-set, mini-bar, conditioner, smoke detector WI FI, etc. in the room.

2. Block-reception is combined with the household unit. The total area is approximately *** sq m. The front desk with a waiting area is situated in the block. The household part is the storage of clean linen and detergents as well as the premises for personnel.

3. Cafe. The placement of cafe with not large end-cooking kitchen is possible as an application or in case of absence on the adjacent territory. Only the light appetizers, packaged salads, coffee/tea, sandwiches etc. are served in cafe.

Due to the construction and competent planning the house consumes very little energy for hitting and in the autonomous version can be completely energy independent.

In 2013 Sochi was visited by *** mln people, and in 2014 through the Olympiad and implementation of deferred demand the increasing of tourist flow is expected by 30%. It can lead to straightening of competition among hotel operators.

Approximately *** means of accommodation with total number of rooms about *** thsd were constructed by the Olympiad. Herewith *** hotels and sanatoriums are classified (***) thsd of rooms) in the city. Thus, through the Olympiad the total number of rooms of Sochi was replenished by more than 60%, which is a significant growth for such short period.

Twenty developed and reconstructed by the Olympiad hotels belong to categories of 4* and 5*, herewith *** of them is under the management of international hotel operators.

During the assessing of this investment project two scenarios of implementation were used: pessimistic and optimistic. The distinction among scenarios is concluded in offering of different occupancy of hotel rooms, and accordingly, the calculations were performed under the new indicators. Thus, the average annual occupancy at the pessimistic forecast amounts to **%, at the optimistic – **% of maximum possible.

During the process of project estimation its accordance to the different criteria of acceptability was verified and also the analysis of its basic parameters and variants was performed.

Contents

EXECUTIVE SUMMARY

1.0.PROJECT CONCEPT

2.0. DESCRIPTION OF REGION

3.0. TECHNICAL AND ECONOMIC PROJECT PARAMETERS

3.1.Lot Description

3.2.Residential Buildings Description

3.3.Lot Infrastructure

4.0. MARKETING STRATEGY

4.1.Marketing Concept, Target Audience

4.2.Competitive Environment

4.3.Pricing Policy

5.0. ORGANIZATIONAL PLAN

5.1.Hotel Personnel

6.0. OPERATIONAL PLAN

6.1. Plan of Implementation

6.2. Plan of Sales

6.2.1. Project Basic Parameters

6.3. Complex Occupancy (Pessimistic Scenario)

6.4. Services Volume (Pessimistic Scenario)

6.5. Revenue from Project Services Sales (Pessimistic Scenario)

7.0. FINANCIAL AND INVESTMENT PLAN (PESSIMISTIC SCENARIO)

7.1.Costs for Project Personnel

7.2. Costs for Personnel by Years (Pessimistic Scenario)

7.3. Total Project Costs (Pessimistic Scenario)

7.4. Project Taxation (Pessimistic Scenario) by Years

- 7.5. Capital Expenditures
- 7.6. Investment
- 7.7. Depreciation
- 7.8. Profit and Loss Statement
- 7.9. Cash Flow Statement
- 7.10. Efficiency Indicators by Years
- 7.11. Cash Flow to Invested Capital
- 7.12. Cash Flow
- 7.13. Project Financial Indicators (Pessimistic Scenario)

8.0. FINANCIAL AND INVESTMENT PLAN (OPTIMISTIC SCENARIO)

- 8.1. Complex Occupancy (Optimistic Scenario)
- 8.2. Services Volume (Optimistic Scenario)
- 8.3. Revenue from Project Services Sales (Optimistic Scenario)
- 8.4. Costs for Project Personnel
- 8.5. Total Project Costs (Optimistic Scenario)
- 8.6. Project Taxation (Optimistic Scenario) by Years
- 8.7. Capital Expenditures
- 8.8. Investment
- 8.9. Depreciation
- 8.10. Profit and Loss Statement
- 8.11. Cash Flow Statement
- 8.12. Cash Flow Statement by Years
- 8.13. Efficiency Indicators by Years
- 8.14. Cash Flow to Invested Capital
- 8.15. Cash Flow
- 8.16. Project Financial Indicators (Optimistic Scenario)

9.0. GENERAL CONCLUSION BY PROJECT

INFORMATION ABOUT THR «VTSCONSULTING» COMPANY

List Of Tables

LIST OF TABLES, DIAGRAMS AND FIGURES

- Figure 1. Location of Lot of Eco-Hotel Development
- Figure 2. Lot and View from Lot of Eco-Hotel Development
- Figure 3. Plan of Eco-Hotel on Lot
- Figure 4. Visualizing of Development Lot with Residential Buildings of Eco-Hotel
- Figure 5. Interior of House-Cottage
- Figure 6. Layout of House-Cottage (Variant 1)
- Figure 7. Layout of House-Cottage (Variant 2)
- Figure 8. Internal Furnish of Project Houses-Cottages
- Figure 9. Variants of Facades Furnish of Project Houses-Cottages
- Figure 10. Example of Cafe Interior Decoration
- Figure 11. Remoteness of Village from Main Infrastructure Facilities and Settlements
- Table 1. Dynamics of Number of district Population, 2002-2010
- Table 2. Basic Macroeconomic Indicators of Krasnodar Krai in 2008-2012
- Table 3. Chronicle of Terms of the First Snow Cover and Opening of Season in Krasnaya Poliana, 2009-2014
- Table 4. Comparative Analysis of Competitive Projects
- Table 5. Eco-Hotel Personnel
- Table 6. Project Basic Indicators
- Table 7. Cost of Basic Services on the Territory of Eco-Village
- Table 8. Indicators of Project Efficiency (by Pessimistic Scenario)
- Table 9. Indicators of Project Efficiency (by Optimistic Scenario)
- Table 10. Summary Table of Indicators of Project Economic Efficiency
- Diagram 1. Average Seasonality of Prices by Number of Rooms
- Diagram 2. Average Occupancy by Total Number of Rooms
- Diagram 3. Dynamics of Complex Occupancy, % of Planed Occupancy
- Diagram 4. Revenue Dynamics by Years
- Diagram 5. Revenue Structure by Groups
- Diagram 6. Cash Flows
- Diagram 7. Accumulated Cash Flows
- Diagram 8. Average Seasonality of Prices by Number of Rooms
- Diagram 9. Average Occupancy by Total Number of Rooms
- Diagram 10. Dynamics of Complex Occupancy, % of Planed Occupancy
- Diagram 11. Revenue Dynamics by Years
- Diagram 12. Revenue Structure by Groups
- Diagram 13. Cash Flows

Diagram 14. Accumulated Cash Flows

I would like to order

Product name: BUSINESS PLAN «EcoWood City» Eco-Hotel (Sochi)

Product link: <https://marketpublishers.com/r/BF9A947E46FEN.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/BF9A947E46FEN.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