

BUSINESS PLAN 'Shopping and Entertainment Center'

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Abstracts

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Object Description

The total area of Shopping and Entertainment Center is 20 000 sq. m. The main supposed renters: large grocery retail, cinema, food court, shopping area.

Location of Office Center

The object will be located in the town *** of *** region at 4 Lenina Street. The town is situated in 115 km to the southeast of ***, the river *** flows through it, the town is an administrative center of *** district. According to the data of 2013, the population of the town is 40,824 people. During period between May and the end of September the number of inhabitants increases because of summer resident from Moscow and other districts of *** region. The total number of people, whom the SEC will be receiving, is 290,000 persons including neighbor districts inhabitants, in which there are no such kinds of projects.

SEC will be situated at 4 Lenina Street, 4. Lenina Street is connected with *** Prospect, Pobedy Street, Metallurgov Street. It is possible to get to the center by car through *** Prospect going down Lenina Street. The object is situated in the city center and will be a pastime center for inhabitants of *** and neighbor districts.

Excerpts from the Research

Entrepreneurship in *** district

Administration of *** municipal district has developed and approved the long-term target

Program «Development of small and medium entrepreneurship in *** Municipal District for 2013-2016». The main purpose of Program is a formation of

favorable conditions for development of small and medium entrepreneurship, which will contribute to the creation of new workplaces, the development of real sector of economy, replenishment of consolidated budget of *** municipal district, the provision of employment of *** municipal district.

Fixed assets in the amount of 5,450 thsd. RUB will support the innovative, social, youth, creative, franchise entrepreneurship, entrepreneurship in the sphere of educational services provision in the way of providing subsidies for partial costs and grants compensation for budding entrepreneurs.

In 2012 in the territory of district more than 340 small enterprises were functioning with the staff amount of more than 2.45 thsd. people.

Competitive environment

There are no modern shopping and entertainment centers in ***. There are old shopping centers: SEC «***a», trade house (TH) «***?», shopping center (SC) at *** Sadovaya Street, SC «On ***», SC «8 ***», TH «Chet***», TH «***». The prices for renters vary between 600 and 1,500 RUB per sq. m.

Consumer Market in * District**

According to the data of *** municipal district Administration of *** region, the sphere of consumer market consists of 431 trade objects, 24 public catering objects, 132 consumer services objects. More than 1.9 thsd. people are involved in this branch.

District network trade is represented by the following enterprises: «Euriset», «Center Obuv», «Magnolya», «All 37», «Bibliosphere», «Aura», restaurant « McDonald's», «Sviaznoy».

For 10 months in 2012 the retail trade and public catering turnover has amounted *** mln. RUB, what is 26.2% more than turnover of the same period in 2011, including retail trade turnover at *** mln. RUB, public catering turnover at *** mln. RUB. In total retail trade the turnover of large and middle enterprises has amounted *** mln. RUB, which is 23.4% above the level of 2011. The average salary during 10 months in

2012 has amounted 11.5 thsd. RUB. The consumer services Volume during 9 months in 2012 amounted *** thsd. RUB. The cost of market basket, which consists of 33 food items, has amounted 2,807.04 RUB in November 2012, which is 11% more than average cost in *** region.

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