

# Business Plan on the Web Source for United Base of Russian Immovable Estate (including financial model)

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## Abstracts

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

### The project's idea:

«\*\*\*» is a specialized informational source for immovable estate, which has an aim to offer the users - immovable estate agencies, private estate agents, owners and clients - the easiest and most effective instrument that allows to settle any tasks, whether it is the realization of the immovable estate object or its choice.

### Situation on the market:

In 201\* in Russia the area of housing feed was \*\*\* 200 thsd. sq. m. In the first quarter of 2013 the whole amount of dealings in immovable estate reached \$ \*\*\* mlrd. The investments in commercial estate were dominating on Russian market in the first quarter of 2013. The largest amount of investments is concentrated in Moscow, that is \*\*\*% of dealings.

### Project's benefits:

usability of website: there is a strict division on residential, commercial and international immovable estate (illustrations for Chapter 1);

plenty of methods on attracting people's attention to the announcement: raising an announcement in search, pointing it out, purchasing a VIP announcement or premium announcement, purchasing PRO account, verification for the announcements, possibility to order the leading of the announcement in search

engines;

attaching to the Russian Federation map, which makes the search of an object interactive and comfortable;

presence of the applications for iOS, Android and ?S Win.

### **Competitive surroundings:**

project in the sphere of immovable estate Mail.Ru Group

project of the company Business World Online

AFY.ru

MIRKVARTIR

### **Financial constituent of the project:**

Necessary investments: \*\*\* thsd. RUB.

NPV: \*\*\* thsd. RUB.

Project's IRR: \*\*\*%

Pay-off period: 25 months.

### **Extracts from the research:**

Analysis of the commercial immovable estate in Russian Federation

In the first quarter of 2013 general amount of dealings with immovable estate in Russia reached \$ \*\*\* mlrd. which is larger on 104% in comparison with the equal period of the previous year. As a result, three months in 2013 became record among the first quarters of other years in terms of investment transactions.

The investments into the office immovable estate were dominating on market in Russia. In the first quarter of 2013 the situation has changed - \*\*\*% from the general amount of investments were the dealings with commercial immovable estate versus \*\*\*% in the first quarter of 2013. The sector of office dealings occupied \*\*\*% from the general amount of transactions in comparison with \*\*\*% in the first quarter of previous year.

The investments are mainly concentrated in Moscow - \*\*\*% of dealings.

#### Office immovable estate in Moscow

During the last 10 years the amount of valuable offers on office apartments increased in 7 times - \*\*\* mln. sq. m in 2002 in comparison with \*\*\* mln. sq. m in the first quarter of 2013. It's important to mention that only \*\*\*% of the existing offers belongs to Category A (\*\*\* mln. sq. m).

In the first quarter of 2013 in Moscow there were included near \*\*\* thsd. sq. m of valuable office areas. Experts are expecting the maintaining of the developers' activity. The appearing of nearly 850 thsd. sq. m of office areas are expected to enter the market till the end of year.

## Contents

### RESUME

### CHAPTER 1. PROJECT'S DESCRIPTION

### CHAPTER 2. MARKET ANALYSIS

- 2.1. Analysis of inhabited immovable estate in Russian Federation
- 2.2. Analysis of commercial immovable estate in Russian Federation
  - 2.2.1. Office immovable estate in Moscow
  - 2.2.2. Commercial immovable estate in Moscow
  - 2.2.3. Warehouse immovable estate in Moscow
- 2.3. Development of the Internet in Russian Federation
- 2.4. Mobile Internet in Russia
- 2.5. Conclusion

### CHAPTER 3. MONETIZATION OF THE PROJECT

### CHAPTER 4. COMPETITIVENESS

- 4.1. Main competitors
- 4.2. Advantages among competitors

### CHAPTER 5. MARKETING PLAN

- 5.1. Website's usability
- 5.2. Search optimization
- 5.3. Context advertising
- 5.4. Promoting in social networks
- 5.5. Advertising on the main pages of search engines.

### CHAPTER 6. FINANCIAL PLAN.

- 6.1. Assumptions of the project
- 6.2. Sales forecast.
- 6.3. Unit sales
- 6.4. Sales price
- 6.5. Revenue

- 6.6. Variable cost.
- 6.7. Fixed cost
- 6.8. Capital expenditure.
- 6.9. Taxes.
- 6.10. Profit and loss statement.
- 6.11. Cash flow statement
- 6.12. Finance indexation.

## **CHAPTER 7. ANALYSIS OF SENTIMENTAL VALUE**

- 7.1. Change of price level
- 7.2. Change of prime cost
- 7.3. Change of the size of fixed expenses (without including the fund for remuneration of labour).
- 7.4. Change of the size of fund for remuneration of labor (FRL).
- 7.5. Change of the discounting rate

## **GENERAL CONCLUSION.**

## **LIST OF APPLICATIONS OF THE BUSINESS PLAN**

### Diagrams

- Diagram 2.1. Investment parts by cities
- Diagram 2.2. Investment parts by country of origin.
- Diagram 2.3. Investment parts by sections
- Diagram 2.4. Allocation of dealings by business sections.
- Diagram 2.5. Allocation of dealings by type
- Diagram 2.6. Entry of Internet in big cities of Russian Federation
- Diagram 2.7. Structure of users in the Internet by the types of settlement, % of users
- Diagram 2.8. Popular search engines in Russia
- Diagram 2.9. Usage of the off-wire and fixed Internet by Russians
- Diagram 6.1. Dynamics of development of the main financial rates, thsd. RUB.
- Diagram 6.2. Comparison of the dynamics of accumulated money flows and accumulated discounted money flows, thsd. RUB

### Graphics

- Graph 2.1. Dynamics of the apartment input in Russia, January 2010 – June 2012, %

Graph 2.2. Dynamics of the apartment input in Russia in 2005-2012, prognosis on 2013-2015, thsd. sq. m

Graph 2.3. Amount of Internet users. Dynamics. Russia, from 18 years and older, mln. people (by cumulative result).

Graph 6.1. Dynamics of the growth of retained earnings, thsd. RUB.

## Illustrations

Illustration 1.1. Main page of website.

Illustration 1.2. Main page of website before loading.

Illustration 1.3. Immovable estate page

Illustration 1.4. Favorites - Comparison

Illustration 1.5. Website news

Illustration 1.6. Control panel

Illustration 1.7. Search

Illustration 1.8. Search on a map

Illustration 1.9. Enlarged search

Illustration 1.10. Help

Illustration 1.11. Support tickets

Illustration 1.12. Registration (Step 1).

Illustration 1.13. Registration (Step 2).

## Tables

Table 3.1. Main paid services of the source

Table 7.1. Key principles.

Table 7.2. Revenue (by units).

Table 7.3. Realizable value

Table 7.4. Sales revenue, thsd. RUB.

Table 7.5. Variable cost, thsd. RUB.

Table 7.6. Fixed cost, thsd. RUB

Table 7.7. Capital expenditure

Table 6.8. Taxes, thsd. RUB

Table 6.9. Profit and loss statement, thsd. RUB.

Table 6.10. Cash flow statement, thsd. RUB.

Table 6.11. Financial rates.

Table 7.1. Change of price level

Table 7.2. Change of prime cost

Table 7.3. Change of the size of fixed expenses (without including the fund for

remuneration of labor)

Table 7.4. Change of the size of fund for remuneration of labor (FRL)

Table 7.5. Change of the discounting rate

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