

BUSINESS PLAN 'Construction of Cottage Village in Crimea'

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Abstracts

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Project Idea

Within the project the construction of cottage village is supposed on a plots of total area *** ha, which is located in the territory of the Crimea Republic, ***. The lot is situated within the protected zone 1 of the Black Sea, outside the secured and sanitary protected zones of enterprises.

According to the project *** of residential blocks will be constructed, existing block will be reconstructed, a café will be built. A medicine center, infrastructure facilities of the appropriate level, beach and walking areas, water park and hydro constructions will also be located on its territory.

Market Situation

The main factors and tendencies of real estate market of the Crimea and Southern coast of the Crimea (SCC):

*** % of Russians are ready to consider buying of the house for non-permanent residence in modern secured settlements on the Black Sea coast.

The demand for finished houses is ***%.

***% of potential buyers prefer the purchase of house in cottage village.

The demand is shifting from the individual cottages and massifs of chaotic building to villages, which are implemented in a single architectural building concept. Such concept envisages the obligatory presence of the whole complex of communications, service sphere, security, rest zone, green areas.

Luxury cottages, which are situated in the unique recreation zones of Southern coast of the Crimea, are demanded. They are characterized by an individual project, a large area and high quality finishing.

63% of Russians buy the real estate in Crimea for a rest and dividends. The clients are interested in real estate, situated in zones of elevated profitability. Such zones are situated in places with developed infrastructure near the sea.

The average payback period of liquid real estate is about *** years.

Competitive Environmental of Project

In the district, which are chosen for location and construction of cottage village «***», the level of competition corresponds to general level on the south coast:

on the required territory the facilities are represented by the following categories:
* park-hotel, * recreational complex (town), boathouse– * units, hotel – * units,
the total amount is * facilities;

all complexes are characterized by development infrastructure, have a wide rooms fund, include such additional medicine services as SPA-centers, gyms, the presence of children's playground and centers, swimming polls and restaurants are obligatory;

the rooms fund of researching projects is different: from «standard» (economical variants) to «apartment» and «super lux» with higher comfort;

all facilities are located at a distance of about 10 km from cottage village «***», what means that they make a direct competition in terms of geography;

the main advantage of all projects is stepping accessibility of the sea (1st coastal line), maximum distance – 400-500 m and also characteristics of kinds of plots due to close location to the Black Sea.

Finance

Project Payback Period – 14 quarters.

Net Present Value (NPV): \$ ***.

Quarterly Internal Rate of Revenue (IRR): 3,331%.

Offer for investors

Necessary investment: \$ ***.

Net profit of the investor: \$ ***.

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