



BUSINESS PLAN FOR A TIMECLUB

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The notion of Business plan



Business plan is a written document that describes in detail how a new business is going to achieve its goals.

Our timeclub.



Mission and tasks of the business

Objectives for the first three years of operation include:

- The creation of a unique, upscale, innovative environment that will differentiate relax club from local timeclubs.
- The formation of an environment that will bring people with diverse interests and backgrounds together in a common place.



Mission statement.

Our timeclub provides communities with the ability to enjoy a cup of coffee, to find friends and spend free time there, get experience during quests or master classes.

Business entity

Types of business entities:

- Open joint stock company (public)
- Closed joint stock company (non-public)
- Sole proprietorship
- Limited Liability company
- Unlimited partnership
- Limited (trust) partnership

Why LLC?

- Limited liability
- Taxation
- Freedom in management



SWOT analysis



SWOT analysis is an acronym for *strengths*, *weaknesses*, *opportunities*, and *threats*.

SWOT

	<u>Helpful</u>	<u>Harmful</u>
<u>Internal</u> <u>origin</u>	<p>STRENGTHS</p> <ol style="list-style-type: none">1. Growing number of visitors2. Flexible business3. Unusual format of the café4. Good for both big and small companies	<p>WEAKNESSES</p> <ol style="list-style-type: none">1. Unstable level of costs2. The lack of the cuisine.
<u>External</u> <u>origin</u>	<p>OPPORTUNITIES</p> <ol style="list-style-type: none">1. The use of modern trends of society to earnings2. Simple in reorganization of business type	<p>THREATS</p> <ol style="list-style-type: none">1. Losing regular visitors because there're many competitors.2. Cost of the rent

Our competitive advantages

- Lower cost
- Better location
- Good equipment (modern, high-tech equipment, which is easy in use and so important for today's people)
- High-grade masters (business, creative, cookery master classes from the best professionals)
- Good choice of games and exercises for any taste
- Existence of VIP-rooms for both small and big companies

Financial plan

Initial capital

<u>№</u>	The name of expense	The number of pieces	Cost (RUB.)	Amount (RUB.)
<u>1</u>	Purchase of new equipment	90	4000	360000
<u>2</u>	Purchase of new new inventory	100	1000	100000
<u>3</u>	Renovation a room	1	800000	800000
<u>4</u>	Design services	1	50000	50000
<u>5</u>	Rent a room of 150 sqm	6/month	150000	900000

Total: 2 210 000(rub)

Financial plan.

Expenses and revenue.

Expenses

<u>№</u>	<u>The name of the expense</u>	<u>The number of pieces</u>	<u>Cost (RUB) per month</u>	<u>Amount (RUB.) per month</u>
<u>1</u>	Renting room 150 sqm	1	150000	150000
<u>2</u>	Average salary with taxes	6 person	30000	180000
<u>3</u>	Utilities and the Internet	1	3000	3000
<u>4</u>	Tea, sweets	30	700	21000
<u>5</u>	Deprecation	1	15000	15000
<u>6</u>	Marketing	Whole month	60000	60000
<u>7</u>	Cleaning service	3-5	12-20 thsd	12-20 thsd
<u>8</u>	Master classes	3-7	10-70 thsd	10-70 thsd

Revenue

<u>Quantity of people per day</u>	<u>Number of hours</u>	<u>Cost of hour(rub)</u>	<u>Total revenue per day</u>	<u>Total revenue per month</u>
≈40	2	250	20000	560000

Revenue during master classes.

<u>Number of masters per month</u>	<u>Number of people</u>	<u>Average cost of master for person</u>	<u>Total cost per month</u>
7	15	1000	105000

Total revenue – total expenses = profit

Profit – taxes = Net profit (115 685 rub.)

Marketing realization



Advertising types that we are going to use for the start-up :

- The internet site plus communities in social networks
- Advertising in the Internet
- Leaflets handed out in a street or delivered to homes



Thank you for attention!