

Business Plan

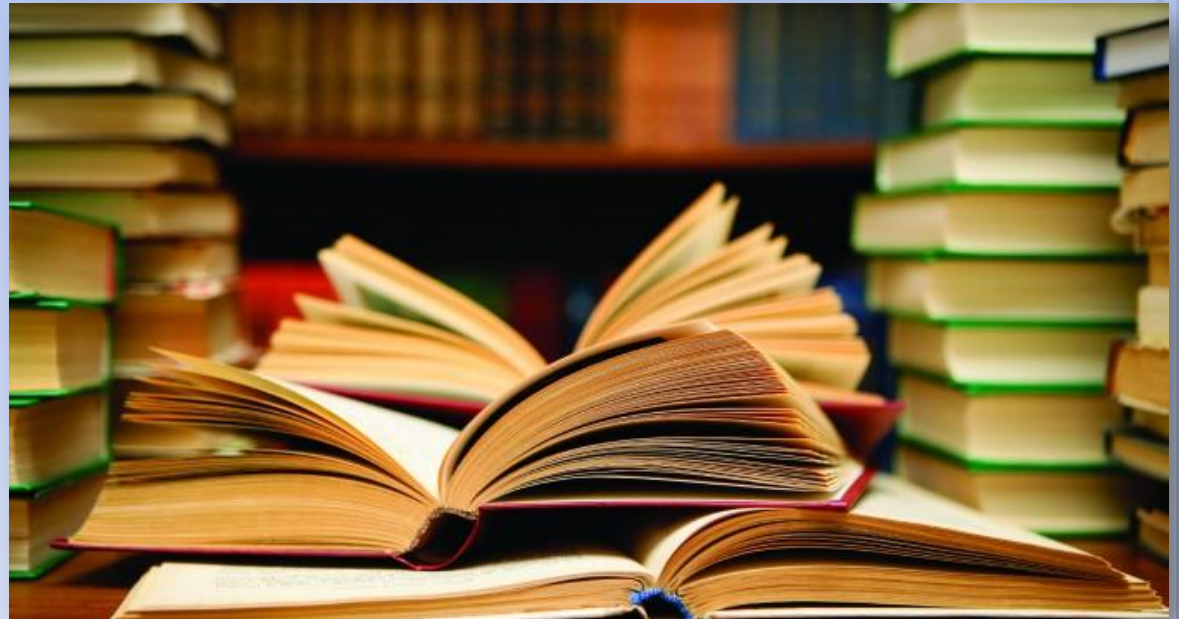
“Arsenal” Bookshop



Economics 2
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I. Business Description

- *The bookshop's name is "Arsenal".*
- *Books are offered in 8 languages.*
- *Books to anyone's taste*
- *Audio books*
- *On-line order*



Mission Statement.

- *Our bookshop's mission is to find a part of soul of every person with the help of books from different parts of the world that can be suitable to anyone's taste and to present them knowledge and widen the boundaries of unfamiliar world of our readers.*



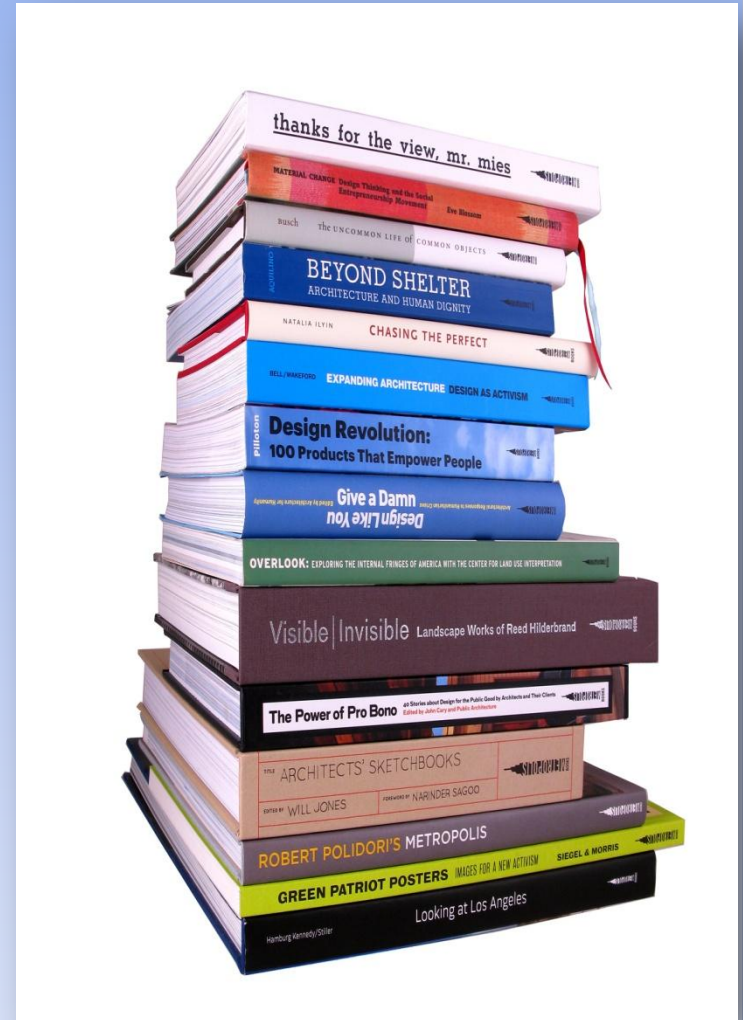
Vision Statement.

- *Within 10 years to become the most successful and the biggest bookshop in the country. To be the place where people can find a book that they like and stay alone with their fantasy.*



II. Industry profile and Overview.

- *There are 360 publishers in RK*
- *Major part of bookshop industry is in Almaty -77% and Astana – 13%*
- *There 4135 libraries, 25.14% of the population are their readers.*



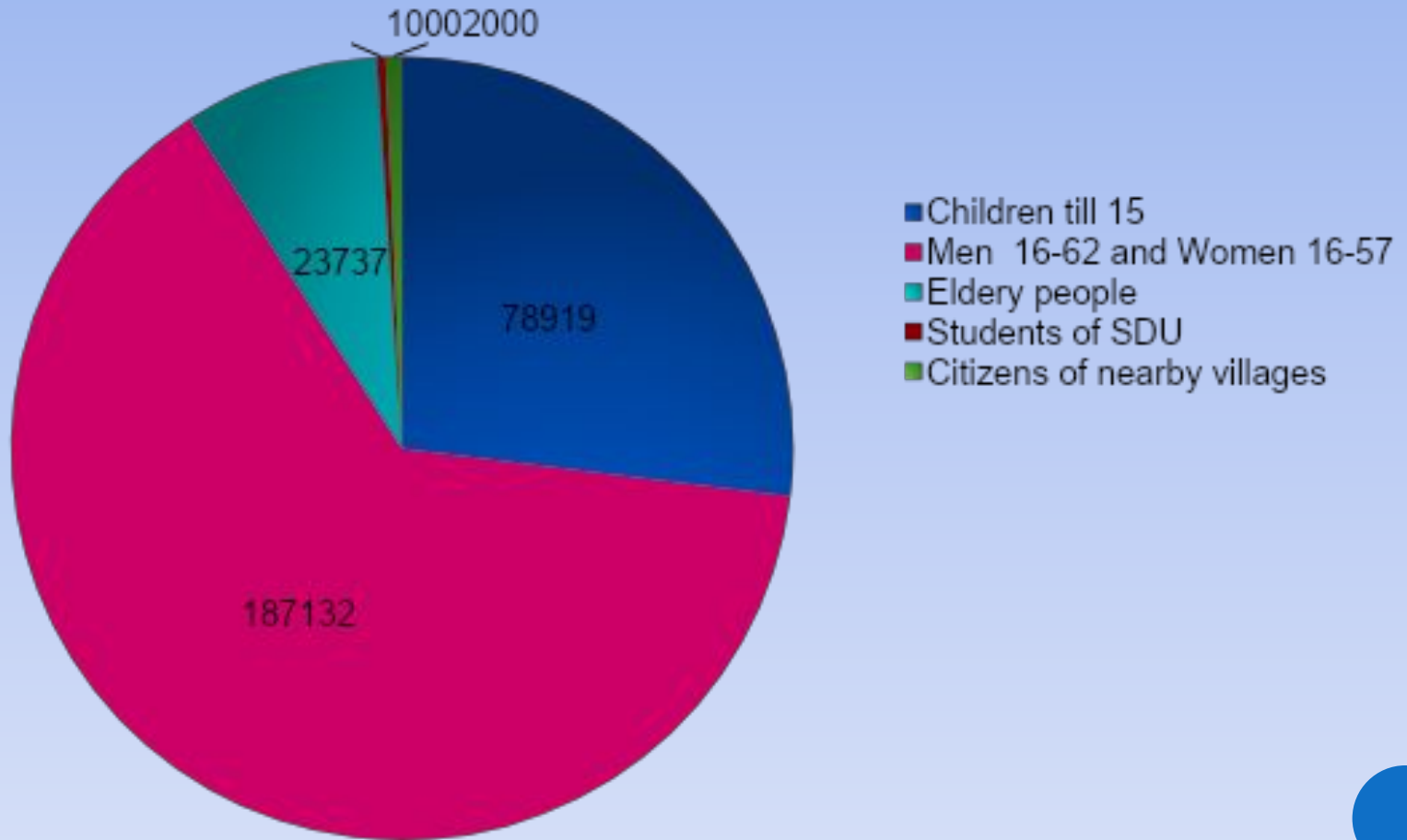
III. Business Strategy.

- *No direct competitors, several indirect ones.*
- *Comparative table*

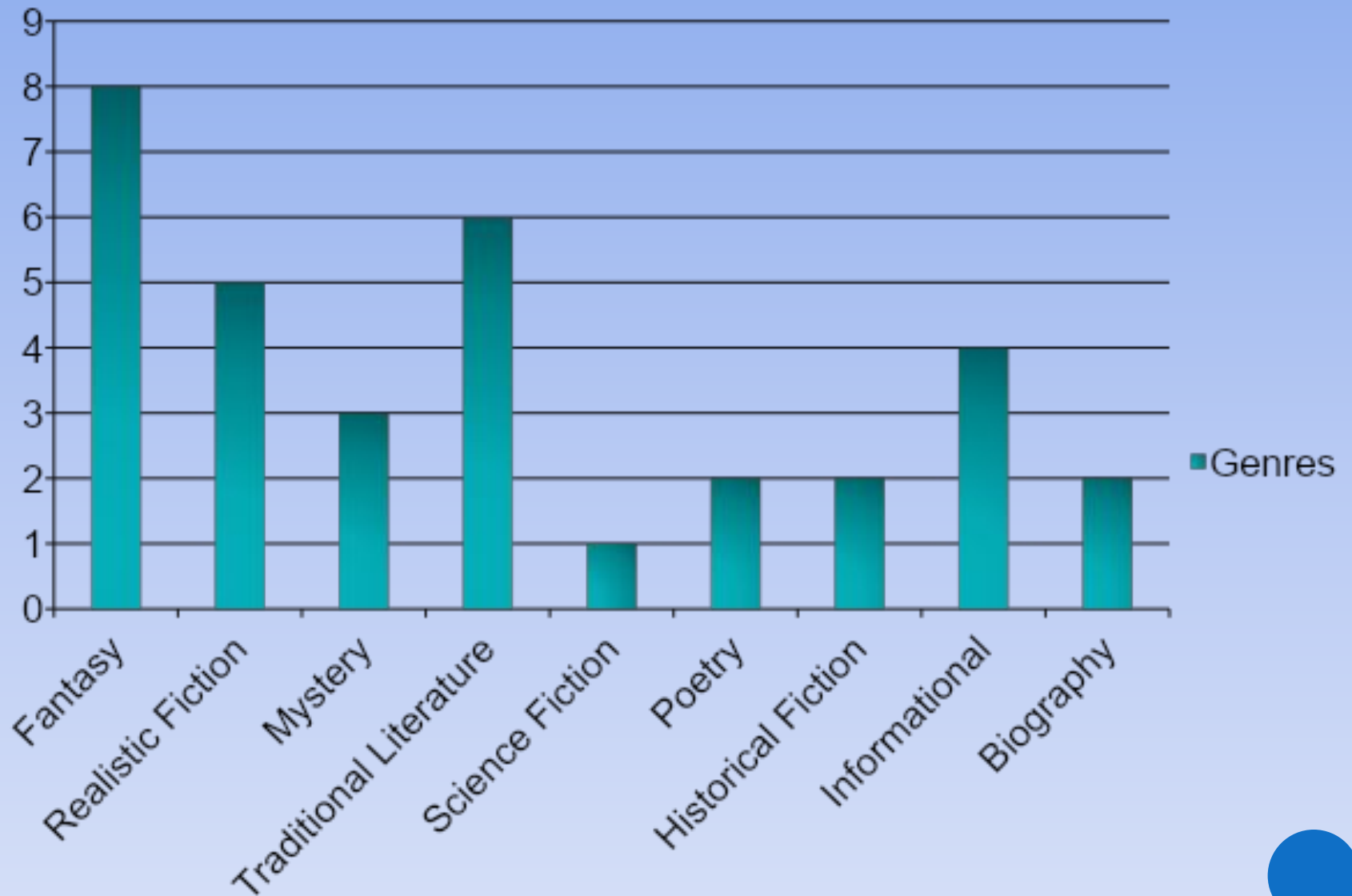
Bookshop	"Arsenal" (OurCompany)	"Gulyanda"	"Книжный город" ("Book city")
Price	From 135 to 8100	From 420 to 7000	From 300 to 5000
Service	Self - service (but also there is consultants)	Self - service (but also there is consultants)	Self - service (but also there is consultants)
Location	Kaskelen Abylaykhan st. 153	Almaty Tole bi st.111 Shevchenko st. 112 Koktem district. 17	Almaty Rozibakiyev st. 283
Advertising campaign	Billboards, posters, web - site	Web - site	Web - site

IV. Marketing Segment.

Potential Customers of "Arsenal" Bookshop

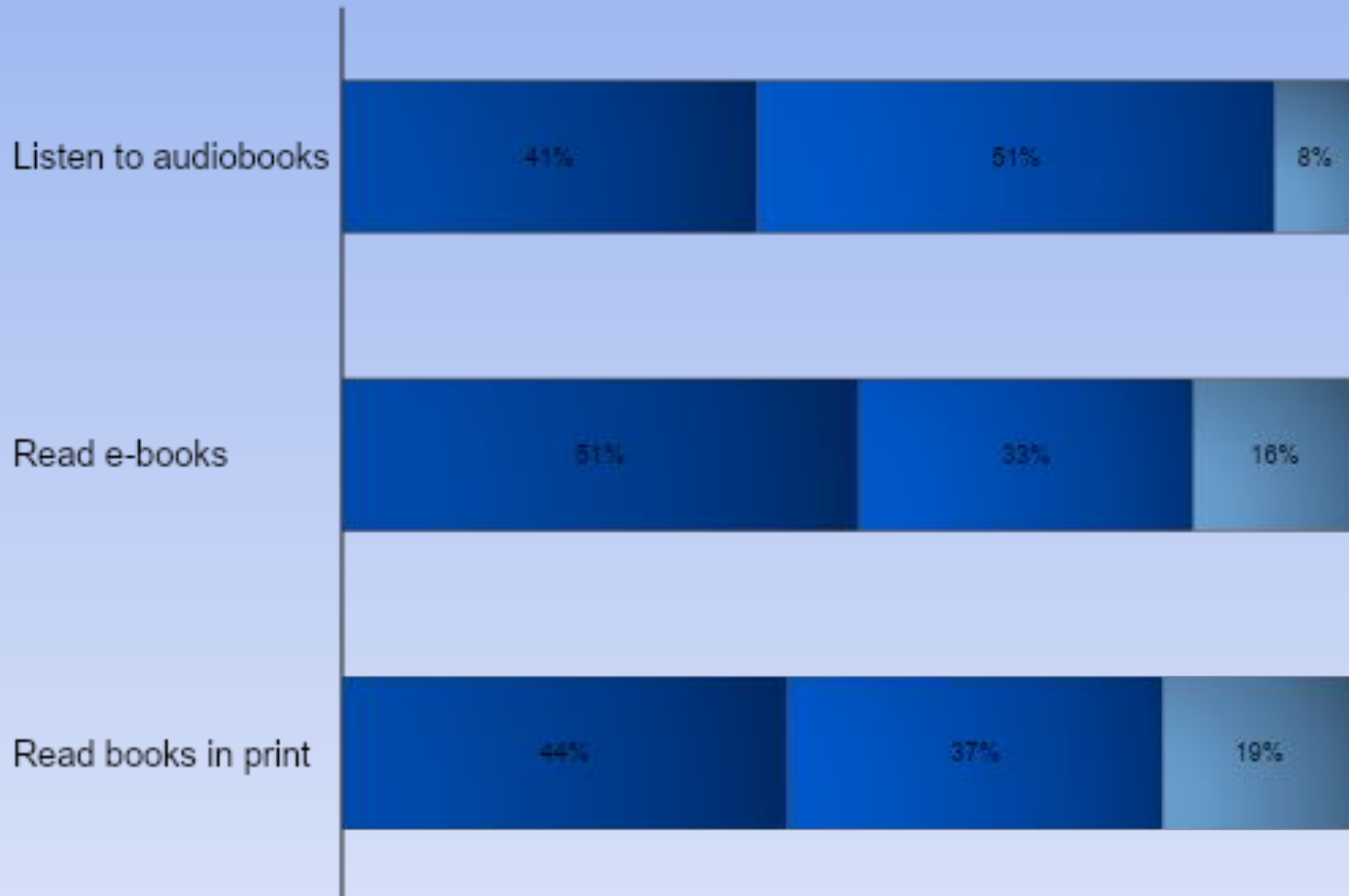


Genres of books mostly preferable by people

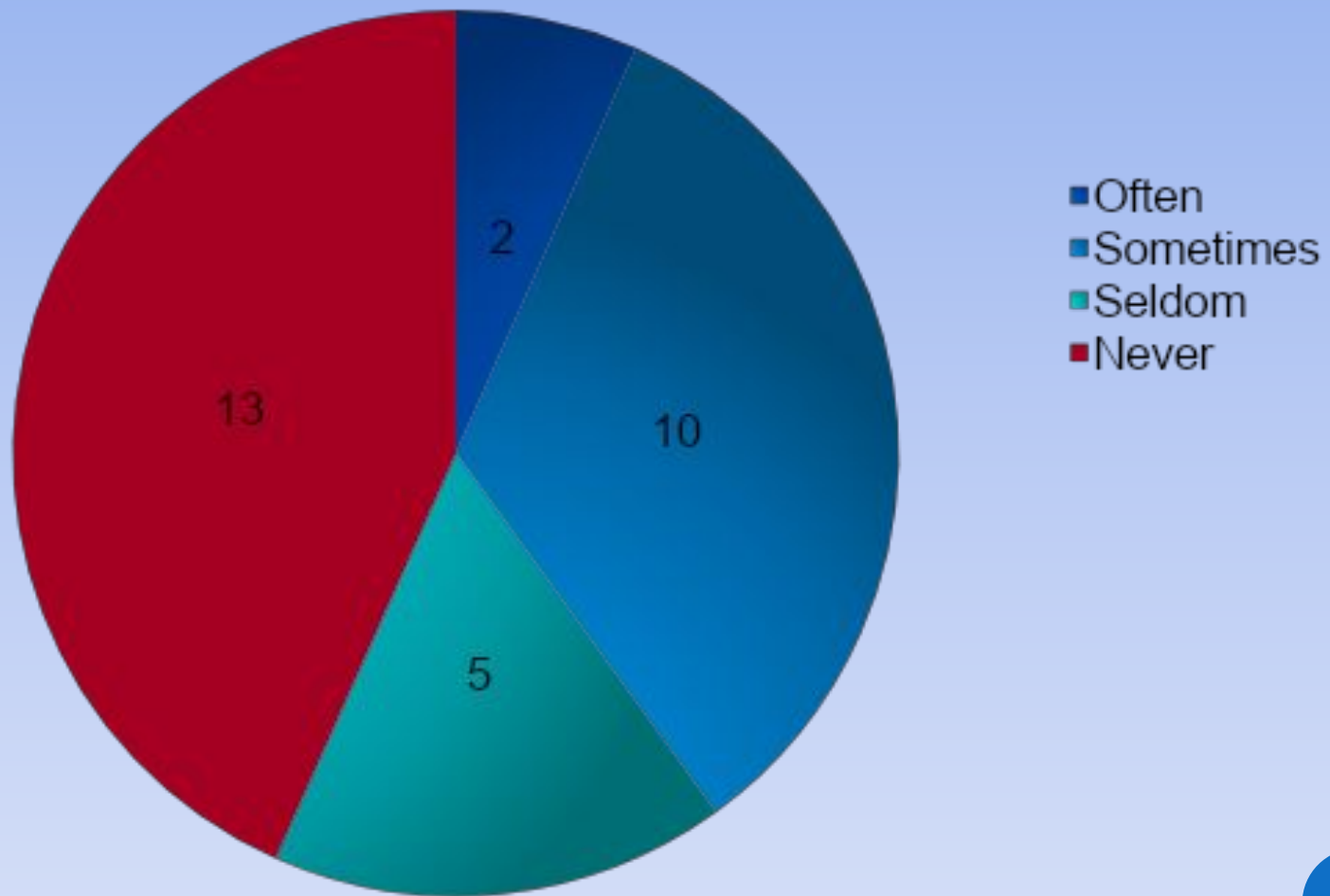


Where people usually take the books

■ Purchase ■ Borrow ■ No preference



How often do people buy books

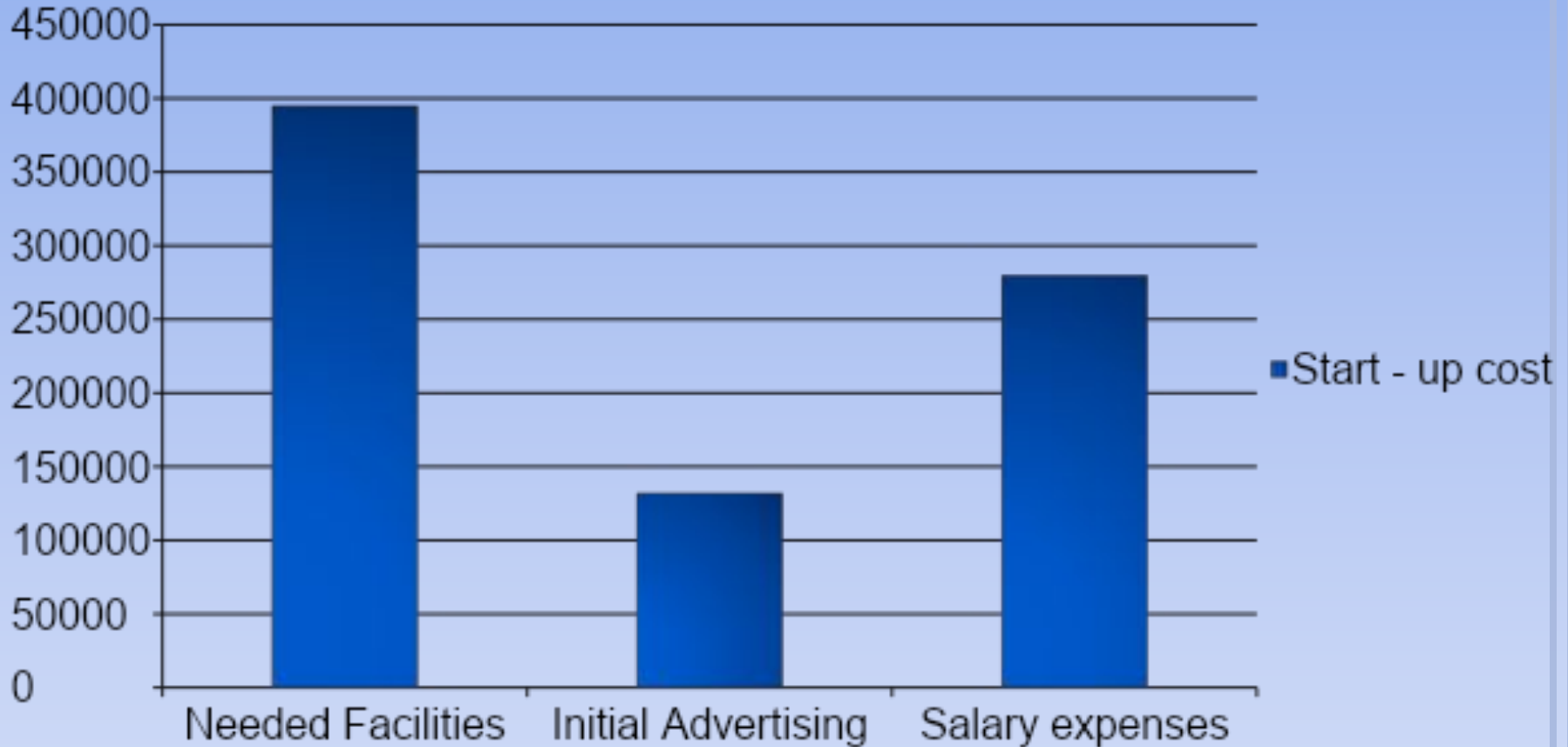


V. Management Segment.

- *Form of ownership is LLP*
- *Functional Departmentalization*
 - Director
 - Assem Nurbayeva
 - R&D manager
 - Aidos Kuanyshbek
 - Sales Manager
 - Dayana Tumenbayeva
 - Accountant
 - Ayan Akhym



VI. Start-up segment.



□ *Totally, we need 807000 KZT.*



VII. Financial segment.

Projected (proforma) income statement.

- *Yearly income: 23512600 KZT*
- *Cost of books per year: 1203850 KZT*
- *Salary expenses: 3360000 KZT*
- *Taxes: 4496920 KZT*
- *Advertising expenses: 504000 KZT*
- *Rent: 1008000 KZT*
- *Utility: electricity 20000 KZT*

- *Net income: 2085180 KZT*

