

BUSINESS PLAN



Children's laser paintball club «LASERMOVE»



2014

Adaptation of this business plan is possible for any project on the territory of Russia and CIS.

The financial model in separate file is attached to this business plan, which makes it easy to build a new financial plan by entering the appropriate data.

Business plan description

Project idea

Laser paintball club «LASERMOVE» is oriented to children of preschool and school age, predominantly boys.

Positioning: Club of organizing battles and tournaments in laser paintball, principally oriented to children, including the pre-school and primary school age (since 4-5 years).

Occupations: entertainment (laser paintball).

Types of activity:

85.32 «Provision of social services without accommodation»;

92.3 «Other performing and entertaining activities»;

71.40 «Rental of household goods and personal items».

The key parameters of the project:

The average number of customers (battles) in the month: ***.

The average monthly turnover: *** rubles.

Rent (characteristics of the premises and the cost per month):

- technical areas – 500 m²,
- piecework rent (by number of man-hours) – *** rubles per month.

Advantages:

- a wide selection of scenarios;
- high realness and dynamism of laser games;
- total safety;
- high quality gaming equipment;
- experienced instructors;

- originality and accessibility of such type of active rest.

Market

Development of laser tag in Russia is gaining momentum. Today in Russia more than 500 clubs have already been opened, and their number is constantly growing. During the last 3 years the popularity of laser tag has grown 10 times and still increasing.

Advantages of laser tag in comparison with paintball and airsoft:

- Safe and healthy pastime both outdoors and in the closed area.
- Active development of the school and preschool population.
- Organization of weekends and holidays.

Competition in St. Petersburg:

- «Lasertag 007» (www.lasertag007.ru) – the organizer of laser tag games.
- «KiberFoks» (www.lasertag78.ru) – the organizer of laser tag games.

Financial aspects:

<i>Financial indicators of the project</i>		
Revenue for 3 years	<i>rub.</i>	***
Necessary investments	<i>rub.</i>	***
Net profit for 3 years	<i>rub.</i>	***
NPV	<i>rub.</i>	***
IRR monthly	<i>%</i>	***
IRR annual	<i>%</i>	***
Payback period	<i>months</i>	22
Discounted payback period	<i>months</i>	26

Excerpts from the research

According to the assessment, there are almost 37 mln. of potential consumers of products of the entertainment industry in Russia. Although not much money in Russia are spent for leisure, but growth of household spending for entertainment events is comparable to the Russians costs for some commodities.

According to the Institute of Comprehensive Social Research, RAS, ***% of Russians use the services of the modern entertainment industry. Among them ***% prefer the home entertainment; ***% devote free time to various kinds of hobbies or meetings with friends. And ***% consider that their opportunities are insufficient for recreation.

Contents

List of tables and figures	4
Summary	5
1. Overview of the company	7
1.1. Concept of the project	7
1.2. The list of proposed services by the project	7
1.3. History and scenarios of game laser tag	9
2. Analysis of the market	14
2.1. Developments and trends of the entertainment industry in Russia	14
2.2. The situation on the market of gaming wars as entertainment industry	19
2.3. Potential customers	21
3. Competitors of project	24
3.1. Major competitors	24
4. Marketing Plan	29
4.1. Target customers/customer groups	29
4.2. Ways to attract customers	29
4.2.1. Potential partners	29
4.2.2. Direct advertising	31
4.2.3. Internet-advertising	32
4.2.4. Search Engine Optimization	33
5. Production Plan	36
5.1. Equipment for the project implementation	36
5.2. Site selection for the project	40
6. Financial Plan	43
6.1. Plan of sales	44
6.2. Sales volume	44
6.3. Sales revenue	45
6.4. Fixed costs	46
6.5. Capital expenditure	47
6.6. Taxes	48
6.7. Profit and loss statement	48
6.8. Calculation of discount rate by WACC-method	51
6.9. Cash flow statement	61
6.10. Estimation of project economic efficiency	64
7. Sensitivity analysis	67
INFORMATION ABOUT THE COMPANY «VTS Consulting»	76

List of tables and figures

TABLES

Table 1. Basic indicators of cultural organizations activities (end of year)	22
Table 2. Main competitors in laser tag in St. Petersburg	24
Table 3. The main equipment of the project	38
Table 4. Additional equipment of the project	39
Table 5. Key assumptions of the project	43
Table 6. Staffing and salary fund project	43
Table 7. Sales plan	44
Table 8. Sales volume	44
Table 9. Sales revenue from services	45
Table 10. Fixed costs	46
Table 11. Capital expenditure	47
Table 12. Taxes	48
Table 13. Profit and loss statement	48
Table 14. Calculation of long-term profits over CAPM for portfolios of decimal groups NYSE/AMEX/NASDAQ	56
Table 15. Algorithm for determining the risk of the company	57
Table 16. Algorithm for calculating the specific risk premium	58
Table 17. Calculation of discount rate by WACC-method	59
Table 18. Cash flow statement	61
Table 19. Financial indicators the project	66

FIGURES

Figure 1. Preferences of leisure activities among residents of the Russian Federation	15
Figure 2. Queries statistics in Yandex	20
Figure 3. Number of St. Petersburg for the 2000-2013(pers.).	22
Figure 4. Equipment for laser tag (vests)	40
Figure 5. Set of equipment for game	40

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INFORMATION ABOUT THE «VTSConsulting» COMPANY

«VTSConsulting» company was founded in May 2010 by a team of professionals led by Vladyslav Tsygoda.

Vladyslav Tsygoda is a business consultant, a recognized leader in the field of business planning in the CIS countries (according to the portal free-lance.ru), today he is the head of the rating of the consulting company.

Development of business plans, feasibility studies, investment memorandums, financial models and business presentations are the main directions of the team, which includes highly skilled analysts.

Experience of the team in the development of investment documents is more than 6 years, and today «VTSConsulting» is the only company in Ukraine, which is a partner of the project «RBC. Market research».

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LLC «Portal Logistics», SPK «Nauka», I.N. Frantsevich Institute of Materials of NAS of Ukraine, NTUU «KPI», Science Park «Kyiv Polytechnic», The Russian Government, Verkhovna Rada of Ukraine

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*Respectfully,
Vladyslav Tsygoda,
the head of «VTSConsulting»*