

BUSINESS PLAN



Tutoring Center



2014

Adaptation of this business plan is possible for similar project around the world.

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.

Project Description:

Essence and idea of the project:

Launch of the Center of preparation for the Unified State Exam (USE).

Advantages of the Center:

- qualified personnel with 20-30 years experience in teaching;
- individual and systemized approach to the each trainee depending on the initial preparation;
- democratic price policy;
- comfy small groups of 5-7 people;
- convenient geographical location of the Center.

Target audience of the project:

- inhabitants of the city with incomes from 40,000 RUB/month for family.

Competitive environment of the project:

- center of the preparation at the high schools;
- private centers of preparation;
- private tutors.

Financial indicators of the project:

Indicator	Unit	Value
Necessary investments	RUB	***
NPV	RUB	***
IRR	%	***
Payback period	years	1
Discounted payback period	years	1

Excerpts from Research:

Within the project implementation, the Center of preparation for USE will be launched on the territory of city.

Thus, the product of the project will be sales of services for training and preparations of schoolchildren by different subjects (the main in the list of USE) in small groups of 5-7 people approximately.

For work in groups, it is planned to hire the teachers for the each of subjects, which have the great experience of pedagogical activity (not less than 20-30 years) and qualification in the sphere of group and individual training.

Premises for the Center will be rented (presumably, few training classes and administrative block for convenience of visitors). The variants for the office could become detached building as well as few rooms (for example, in a separate aisle) of the business center.

The regional market of tutoring services of the Russian Federation – RF (as well as Russian market in general) develops rapidly. More than thousand private teachers, several tens of individual entrepreneurs and a little less of non-governmental organizations are involved in this field today.

...According to the most of experts, a strong impetus for the development of «white» tutoring market is made by introduction of the USE. In the early 2000s the number of centers, which provided these services, was insignificant, but since advent of the unified test it has been increasing.

The most demanded services in the tutoring centers still remain consultation on Russian, mathematics, foreign languages and preparation of children for primary school.

...The advent of pay-sector is a natural tendency of development of modern market of educational services in Russia.

The transition to a market economy in Russia has led to the emergence of paid services, the share of which is increasing every year.

...Advert of paid services is followed by emergence of private educational establishments and educational centers. The share of paid services in the system of higher education is also steadily increasing.

...According to the Rosstat, since 2000 the volume of paid services in the field of education had been increased almost in 10 times having the stable indicators of growth.

1. A coefficient of parents' confidence to school education is low: only ***% of respondents consider it enough. Some higher confidence is characterized by parents, whose children study in the specialized schools.
2. Among respondents, more than quarter of the polled (***%) consider, that additional courses at the preparation for the state examinations are more effective, than school preparation.
3. Along with other directions of preparation for the USE (self-study, school preparation, preparation at the high schools), schoolchildren actively choose the additional courses (***% of polled).
4. An average time, which is necessary for preparation for USE weekly (per 1 person), is about *** hours.
5. The total potential audience of the project will amount to *** people (working-age population with income level from 40,000 RUB per month for a household).
6. The maximum possible number of potential trainees will grow stably, considering the dynamics of academic years 2014-2017.

Content

List of Diagrams, Tables and Charts	3
Executive Summary	4
1. Short Description of the Project	5
2. Analysis of Tutoring Service Market	6
2.1. Tendencies of Market in RF	6
2.2. Potential of Tutoring Service Market	14
2.2.1. Target Audience of the Project	14
3. Competitive environment	21
4. Marketing of the Project	24
5. Organizational Plan	28
5.1. Personnel of the Project	28
5.2. Justification of the Geography of Center's Location	29
6. Financial Plan	32
6.1. Assumption of the Project	32
6.2. Seasonality of the Project	33
6.3. Sales Volumes of Services	34
6.4. Revenue of the Project	35
6.5. Personnel of the Project	36
6.6. Costs of the Projects	39
6.7. Taxes of the Project	41
6.8. Investment of the Project	43
6.9. Capital Expenditures	43
6.10. Profit and Loss Statement	44
6.11. Calculation of Discount Rate by WACC method	47
6.12. Cash Flow Statement	58
6.13. Cash Flows	60
6.14. Basic Financial Indicators of Economic Efficiency	61
7. Sensibility Analysis of the Project	64

List of Diagrams, Tables and Charts

Chart 1. Growth Dynamics of Paid Services of RF, mln RUB	7
Chart 2. Strategic Canvas of Competitive Environment of the Project	23
Figure 1. Map of Concentration of General Education Establishments	30
Table 1. Basic Indicators of Paid Services in Field of Education, mln RUB.	7
Table 2. Average Wage Indicators by Directions in Educational System in RF	8
Table 3. Average Consumer Prices for Certain Types of Services in Educational System, RUB.	8
Table 4. Number of Participants of USE and Distribution by the Subjects	14
Table 5. Number of pupils, 8 th -11 th Forms	15
Table 6. Socio-Economic Indicators of the Region	16
Table 7. Incomes Structure of Population by Categories	17
Table 8. Calculation of Number of the Project Target Audience	18
Table 9. Calculation of Dynamics of Number of Center's Potential Trainees of Courses (by years)	18
Table 10. Competitors of the Project	21
Table 11. Staffing table and wages	28
Table 12. Schedule of Center's Work	29
Table 13. Assumptions of the Project	32
Table 14. Calculation of Long-Term Profits over CAPM for Portfolios of Decimal Groups NYSE/AMEX/NASDAQ	52
Table 15. Algorithm for Determining of the Company's Risk	53
Table 16. Algorithm for Calculation of Risk Specific Premium	54
Table 17. Basic Indicators of Financial Efficiency	63
Diagram 1. Coefficients of Sufficiency of School Education at the USE	10
Diagram 2. Choose of Additional Subjects at the Passing of USE	12
Diagram 3. Amount of Spent Time for the Weekly Preparation for USE	12
Diagram 4. Classes Start in the Preparing for USE	13
Diagram 5. Distribution of Directions at the Preparation for USE	14

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content of the business plan*

*Respectfully,
«VTSConsulting» team*

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«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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- ✓ high professionalism regardless of field of study;
- ✓ practical experience, including the implementation of complex highly specialized projects.

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