

BUSINESS PLAN



Eco-Village



2014

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

The financial model in separate Excel file is attached to this business plan.

Financial model is built up in such a way that changing of the performance indicators of the project can be observed at once.

To make re-calculations for a new project, it's enough to change basic indicators of the project.

Description of Typical Business Plan of Eco-Village (with Financial Model)

Project purpose: construction of cottage eco-village with 185 households.

Project concept assumes the positioning in segment of business class – eco-homestead.

Project competitive advantages: closeness to nature, silence, a wide range of areas of land lots and house projects, guarantees highly-qualified construction, a wide infrastructure.

Project Infrastructure: complete package of systems, which provides a full housekeeping and intra-village living, – from electricity, water and gas supplies to the application of innovative and energy-saving technologies, the whole transport infrastructure, recreation areas (pond, walking areas, children's playgrounds and playground for active rest). It is planned to introduce a wide range of social infrastructure – the restaurants, beauty salon, supermarket, etc.

Layout of land lots by objects:

<i>Area</i>	<i>Amount of land lots</i>
6-10 acres	***
10-15 acres	***
15-20 acres	***
over 20 acres	***

Project basic assumption and standards

Indicator	Value
VAT rate	***
Profit tax rate	***
Discount rate:	***
annual	***
monthly	***
Annual increasing of construction cost	***

Cost of construction of project buildings

Indicator	Amount, thsd. RUB	Contractor Company
Residential buildings		***
Weighted average initial cost, RUB/sq. m.	***	***
Weighted average initial cost of house, RUB	***	
Non-residential buildings	***	***
Administrative building	***	***
Check-point	***	***
Chapel	***	***
TOTAL	***	***

Sales and income schedule

Parameters	Amount	May 13	Jun. 13	Jul. 13	Aug. 13	Sept. 13	Oct. 13	Nov. 13	Dec. 13	Jan. 14	Feb. 14
Amount of sold households	**										
Average cost of house, RUB	**										
Average cost of household for sale, RUB	**										
Revenue, RUB	**										

Basic financial indicators of the project

Indicator	Unit	Value
Gross revenue	RUB	***
Gross costs, including land	RUB	***
Gross profit	RUB	***
Net profit	RUB	***
Net present value (NPV)	RUB	***
Profit tax	RUB	***
Internal rate of return (IRR), monthly	%	***
Internal rate of return (IRR), annual	%	***
Total investment	RUB	***
Project Implementation Period, years	years	***
Payback Period, months	months	29
Discounted Payback Period, months	months	34

Excerpts from Research

Nizhny Novgorod region is one of the most economically developed regions of the Russian Federation. Despite the fact that the region has no significant material resources, its economy develops steadily. The region share in formation of aggregate GRP of the Russian Federation regions is *** %.

In general the results of socio-economic development of the region in 2013 are positive.

According to the estimation, regional economic growth was *** % (while the forecast was *** %), unlike in Russia as a whole, where in 2013 the slowdown of economic growth was observed: according to the preliminary estimate, the Index of Physical Volume (IPV) of GDP amounted *** % after *** % in 2012. The tendency of advance of regional economic growth in comparison with Russian average level has been observed for last four year (since 2010).

First quality projects of cottage villages in region have appeared quite recently – in 2005. Before this the cottage segment has been represented by «spontaneous» villages with minimal infrastructure and inhomogeneous buildings, cottage groups and separate cottages near the rest homes, in villages and hamlets.

In 2007 suburban real estate market has intensified. About *** developers, including Moscow and foreign companies, have entered the market. In 2008 the amount of constructed suburban cottage villages has exceeded ***, moreover few projects were in development. The territories near *** began to be used actively in *** and *** directions.

Despite the crisis in 2008 with all characteristic consequences during the following years, there was observed the rapid growth of the market in direction of development of new lands – at this moment in the suburban real estate primary market of Nizhny Novgorod region *** cottage villages in various stages of development are represented; the total amount of households is ***.

The amount of cottage villages which offer for sale the «bare» land (land lots without a contract) and lots with house (contract for the construction and ready-made

housing) are distributed almost equally, a larger part of offer are focused in *** (south directions) – more than 3/4 of villages amount and 4/5 of household amount. Besides, the share of leaders – *** directions – is only 2/3 of the total market. It is reasonable to forecast the growth of interest to left bank and its development rates not earlier than 2014 – after commissioning of the new bridge over the ***.

The average market price indicators:

- the total value (house, land lot) – *** RUB;
- the cost of house – *** RUB/sq. m;
- the cost of land – *** RUB/acre.

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answer all questions related to the structure and
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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- ✓ an impeccable reputation and a high degree of customer confidence;
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*Respectfully,
Vladyslav Tsygoda,
the head of «VTSConsulting»*