

BUSINESS PLAN



Creating of City Internet Portal



2015

Warning!

Adaptation of this business plan is possible for similar project worldwide.

*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: creating of Moscow information portal «VMoskve», which will unite a large number of services for the convenience of users.

Website address of the project: vmoskve.su

Sources of commercialization: banner advertising, placement of information about enterprises in the chapter «Directory» and events in the chapter «Affiche»

Audience: predominantly young audience: 18-24 years old – 34.66%, 25-34 years old – 28.93%. Small percentage (19.66%) is accounted for users aged 35-44 years and even less (13.63%) – for audience aged 45-54 and 3.12% – for people aged 55+.

Market conditions:

Population share 18+, daily usage of the Internet	57%
Population number 18+, daily usage of the Internet	53 mln people
Share of resources on business topics	46%
Number of the Internet edition in Russia	4 600 units (47 000 messages a day)
Yearly volume of the Internet advertising market in Russia	59.5 bln people
Share of advertisers, which use the Internet advertising	89%

Competitors of the project:

«Information Portal (IP) of Moscow»

<http://obzorgoroda.su>

City portal (CP) «Moscow»

<http://gorodskoyportal.ru>

Network edition «PIA News»

<http://ria.ru>

City portal «Moscow Online»

<http://mockwa.com>

Financial indicators of the project

Indicator	Units	Value
Necessary investment	RUB	***
NPV	RUB	***
IRR	%	***
Payback period	years	2.46
Discounted payback period	years	2.65

Excerpts from Research

Information and referral portals are the special kind of portals, which offer users the extensive materials by area of their interest (news, articles, reviews, goods/services by branches, directory of enterprises, affiche, etc.). Through the abundance of materials, these websites are well promoted in search engines, have high attendance and that's why allow owners to ensure their goals set at the website (portal) creating:

- selling the advertising places on the website;
- paid placement of information;
- promotion of own company or name.

The purpose of information and referral portal is providing of interesting and actual materials for users, creating comfortable conditions for assimilation of information by users.

Small towns is gradually catching up the big cities by level of the Internet penetration, the differences between regions by accessibility of network connection are effaced. More and more older people become the Internet audience.

Since autumn 2012 to autumn 2013 the growth of users number has been amounted to **%, in absolute terms the growth has been amounted to ** mln people (commensurable to St. Petersburg population). Daily audience has increased even more – it means that many users, who went online only from time to time before, do it daily now.

Number of websites in the Internet has exceeded the amount of ** recourses in 2014. It is showed by the data of the real time monitoring Internet Live Stats. As experts suggest, this tendency will be kept, although the sharp rise of recourses is not anticipated.

Taking into attention the fact that the main source of project commercialization will be the Internet advertising placed on pages of created portal, it is rationally to consider the dynamics of Internet advertising market and the main tendencies.

Volume of the Internet advertising market in 2013 has amounted to more than ** bln RUB (according to the information of Association of Communication Agencies of Russia (ACAR). In comparison with 2012, the market of Network advertising has increased by **%.

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on a specific business plan*

*✓ during one to two hours our team will be ready to
answer all questions related to the structure and content
of the business plan*

*Respectfully,
«VTSConsulting» team*

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».

«VTSConsulting» team and principles of work

- ✓ a unique approach to solving problems;
- ✓ an impeccable reputation and a high degree of customer confidence;
- ✓ high professionalism regardless of field of study;
- ✓ practical experience, including the implementation of complex highly specialized projects.

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«Petrovizard» company, Port
Temryuk, LLC «Spetsbudproekt»,
group of companies
«SEMPROGROUP», LLC «Maximus
Construction», «Rosmolodezh», LLC
«Sisif Service», LLC «Plant TITAN»,
LLC «Project K»,

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
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Our customers recommend us to their friends and partners, because we work for the results and complete satisfaction of a Client. Thus, ordering business plan, information or investment memorandum from us, you do not just spend money.

You invest.

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