

BUSINESS PLAN



Private Nursing Home



2014

What can be a guarantee of the success and positive decision of the investors considering your project? First of all, it's no-ordinary idea and carefully thought out and reasonable investment offer.

«VTSConsulting» company offers not only a prepared business plan: we sell the effective and practicable ideas for your business, starting from the ideas for Internet business to the different spheres of economics. Your clients get a ready, living idea and step-by-step instruction on its realization (business plan document itself).

Prospective business idea is given to your attention – the opening of private nursing home. The amount of investment required for the implementation of project ranges from 2 to 5 mln. RUB. The start of the project takes 4-6 weeks. The enterprise riches the profit 300-700 thsd. RUB in the third month of implementation. According to the calculations of analytics of the «VTSConsulting» company, pension payback occurs after 12-15 months.

The Business Plan is supplemented by:

- methodological recommendations about organization of nutrition of elderly and senile people and norms of daily consumption products for 1 person;
- sanitary and hygiene requirements;
- geography of distribution of establishments for the elderly persons;
- key words for search engine optimization (SEO) on the project topic in the Internet.

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

Business Plan Description

Project idea

Creation of private pension for rest and residing of people of «third age» (men/women over 55 years).

Model of business development

The cottage is rented (for a period of not less than 5 years) for project implementation, the redecoration of it carried out, the yard is equipped by walkways, gazebos and swings. The necessary furniture: chairs, tables, arm-chairs, sofas, usual beds and special beds for bedridden, kitchen furniture, TV, computers, textiles (blankets, pillows, etc.), household chemicals. The qualified personnel is recruited and marketing campaign is carried out in the stage of the cottage preparation.

Market of Russia

About *** nursing homes are registered in Russia in total, among them about ***% are private nursing homes. Over *** mln. people older than 65 years are living in Russia today, among them the share of older than 85 years is about ***%. The last category amounts approximately *** mln. people. Due to the statistics, about a quarter of these 10 mln. people (that is *** mln.) is in dementia and requires the constant nursing care. Among *** mln. the share of older people, families of which could afford the maintenance of them with nurses, is about 30%.

Competitive Environmental

Pension for elderly people «Zabota», Social Geriatric Center (SGC) «Opeka», pensions of the company «Senior Group», the network of private pensions for elderly people «Derevo Zhizni», the network of private nursing homes «Dobrota», the network of private nursing homes «Dostoylnaya Starost», the nursing home «Zheltyi Krest», the network of private nursing homes «Zhizn v udovolstvie».

Marketing Plan

- Creation of web-site of pension. Budget for creation of web-site: *** RUB.
- Search Engine Optimization. Budget: *** RUB/month.
- Contextual advertising. Budget: *** RUB/month.
- Off-line promotion.

Financial Indicators:

Financial Indicators	Units	Value
Revenue for 2 years of work	RUB	***
Gross profit for 2 years of work	RUB	***
Necessary Investments	RUB	***
Net profit for 2 years of work	RUB	***
NPV	RUB	***
IRR monthly	%	7%
IRR annual	%	126,62%
Payback period	months	12
Discounted payback period	months	14

Excerpts from research

Prospects of nursing homes constructions in Russia

An important moment in the economy of Russia and mass construction is the investment in nursing homes and objects for youth.

There is a number of people in Russia, the maintenance of which the state is ready to pay. Their amount is about *** thsd. people, and today the number of beds of all nursing homes in Russia amounts *** thsd. Moreover the state nursing homes are outdated morally and physically. Mainly they are designed for *** seats, and in this connection it is difficult to provide decent care.

The planned cost of living of 1 person in the pension under construction will amount *** RUB a day. The average check will be formed at the level of *** RUB a day. As a rule, the occupancy rate of this kind of projects is not lower than ***%.

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*We thank you for your confidence
and would like to remind you that:*

- ✓ with the purchase of the business plan of the
«VTSConsulting» company you'll have a guarantee of
getting a consultation from specialists who have
worked 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.

We appreciate greatly the cooperation with each customer.

And we are proud of our customers!

LLC «Zemleugodie-Invest», OJSC «Votkinsky plant», SPE «Stealth», State Enterprise UkrSRIPRI «Masma», «Reproto Technologies», «VOK Montage Service» company, LLC «PRIIMAS» «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 Ukraine

This is not a complete list of those

who was pleased with the cooperation with «VTSConsulting».

«VTSConsulting» company is a team of professionals, whose knowledge and experience will allow you to save money, nerves and time: preparation of investment documents will take from 4 to 10 days.

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»*