

# BUSINESS PLAN



## Online Store of Toys



**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.*

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**Idea of the project:** Within the project, it is planned to open the «IgroShopia» online store of children's toys, which will unite the maximum assortment, affordable pricing (due to the disposal of additional costs for rent of retail space and sales personnel) and also the convenience of payment via various payment systems.

**Specifics of the project:** Registration of online store requires the purchase of a domain.  
Possible addresses of the project website: igroshopia.com, igroshopia.net, igroshopia.org.

Features of online stores comprise:

- round-the-clock working without days off and breaks;
- no binding to the certain premises;
- relatively low staff costs;
- possibility of goods demonstration on a single «showcase»;
- possibility of demonstration of expected items;
- possibility to focus on a specific audience;
- accessibility from any geographical point.

**Geography of the project:** Moscow and Moscow Region.

**Audience of the project:** the Russians living on the territory of Moscow and Moscow Region, predominantly women of childbearing age, i. e. 21-40 years old (the core target audience).

**Competitive environment:**

- the «Danilka» online store <http://danilka.com>;
- the «ABtoys» online store <http://www.abtoys.ru>;
- the «Favorite Toys» online store <http://www.tinylove.ru>;
- the «ToyWay» online store <http://www.toyway.ru>;
- the «Pchelenok» online store <http://www.pchelenok.com>.

**Financial indicators of the project:**

Indicator	Units	Value
Necessary investment	RUB	***
NPV	RUB	***
IRR	%	***
Payback period	years	2.05
Discounted payback period	years	2.26

## Excerpts from Research

The project audience will include the Russians, who live on the territory of Moscow and Moscow Region, predominantly women of childbearing age, i. e. 21-40 years old (the core target audience).

*Categories of goods in online store:*

- interactive toy;
- toys for children aged 0-3 years;
- educational toy for children;
- toy designer for children;
- toys for boys;
- remote control toys;
- board games;
- toys for girls;
- active games;
- children's creativity;
- stuffed toy.

On the children's goods market in 2008-2013 without taking into account the recession in 2009, the rise was observed: from \*\*\* bln RUB to \*\*\* bln RUB.

The turnover of children's goods market is provided by the constant demand of parents of growing children, who need the update of wardrobe and also the purchase of age-appropriate goods (toys, books and other). The main commodity groups are: toys, clothes, footwear, products for babies, baby food and other children's goods.

For today, among the largest market players in Russia the chain stores (retail chains) are mostly represented, which are universal and sale all categories of children's goods: clothes, furniture, food and toys.

In 2013 the Russian Internet users spent on online purchases \*\*\* bln RUB, which is 34% more than in 2012. The total number of online stores, which process the orders of consumers, has amounted to \*\*\* thsd. According to the forecasts, in 2016 the market of e-commerce will exceed \*\*\* RUB.

By the results of 2013, the number of Internet buyers in Russia has amounted to \*\*\* mln people, which is 40% more than in previous year. Nevertheless, the share of product segment of e-commerce in the retail turnover remains insignificant and, according to the expert forecasts, will amount to 2.7% in 2014.

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and would like to remind you that:*

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«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
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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»*