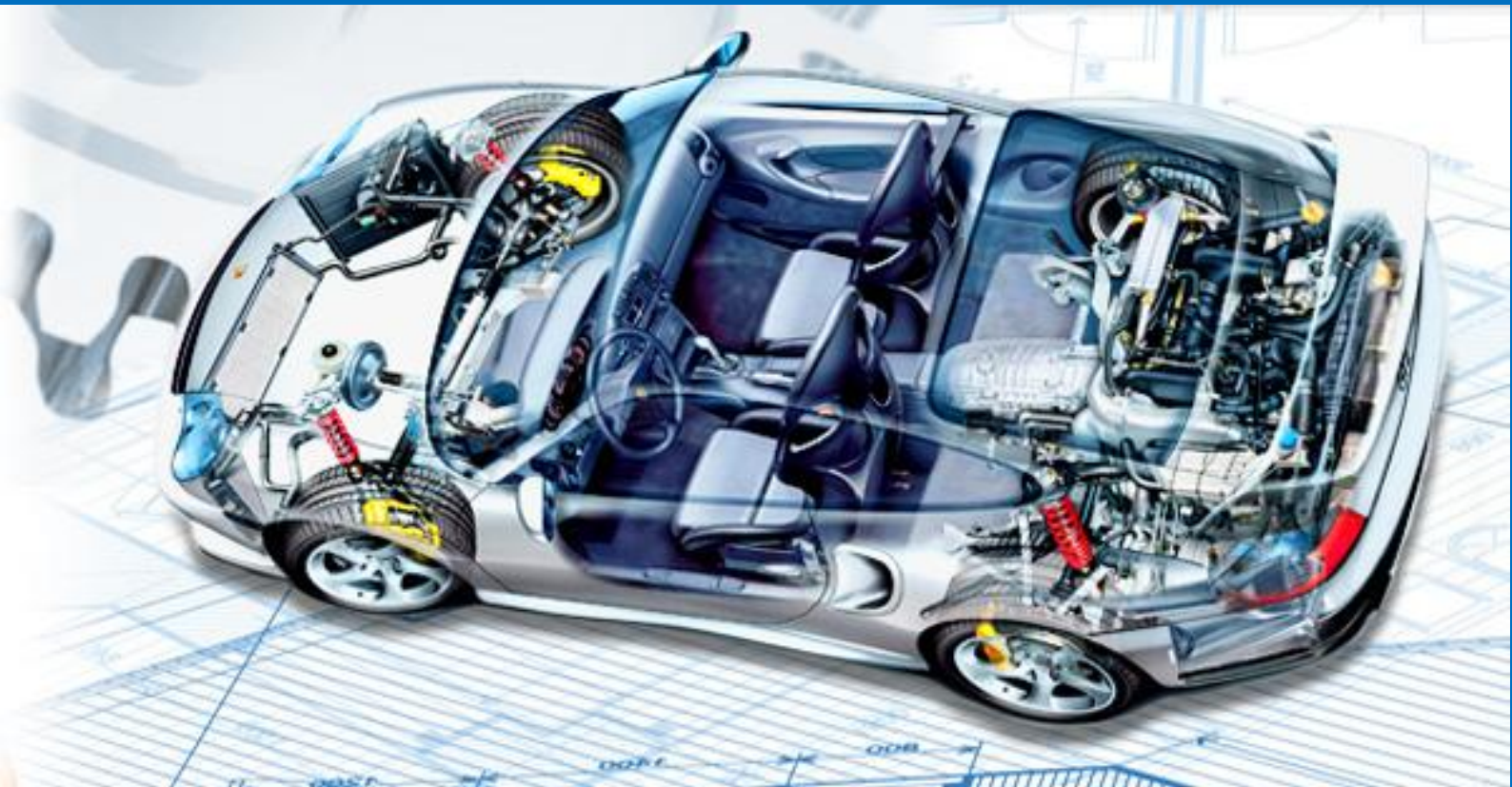


# BUSINESS PLAN



## Service 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**

**Project idea:** opening of the center for repair and maintenance service of motor transport in Moscow.

### **Project targets:**

- the opening of modern service center;
- the sufficient and reliable providing of requirements for the provision of services, and exactly – the annual technical inspection, TI1 and TI2;
- increase of occupied market niche for the provision of the mentioned type of service, in the city and outside it;
- profit optimization with the aim of payback in the shortest time;
- maintaining the quality of services and fixing the positive reputation of enterprise.

### **Unique selling proposition of service center:**

- a day-and-night mode;
- repair services on credit.

### **Tendency of market of project output:**

Independent services hold a great part of Russian market: actually 50% are owned by private companies. The share of official dealers decreases constantly. Thus, in 2009 the share was 20%, in the end of 2013 – 17%.

This fact may indicate that the larger part of car owners is not satisfied by quality of dealers services and more frequently appeals to services of private centers. That's why it is also possible to solve such problem partially.

### **Project competitive environmental:**

- car service «AutoTechCenter Barracuda»;
- car service «Viktaservis»;
- car service «RUSSKY»;

- car service «Firma Potomak»;
- car service «Logic-auto».

#### **Project financial indicators:**

<b>Financial indicators</b>	<b>Units</b>	<b>Value</b>
Net profit	<i>RUB</i>	
Revenue for 3 years of work	<i>RUB</i>	
Necessary investments	<i>RUB</i>	
NPV	<i>RUB</i>	
IRR monthly	<i>%</i>	
IRR annual	<i>%</i>	
Payback period	<i>months</i>	
Discounted payback period	<i>months</i>	

### **Excerpts from Research**

The leaders by the amount of passenger cars among cities are: Odincovo – 398 cars per 1 000 inhabitants, Voronezh – 370, Lubertsy – 353, Mytishi – 349, Krasnogorsk – 347, Sergiev Posad – 344, Krasnodar – 341, Surgut – 340, Petropavlovsk-Kamchatsky – 333, Obninsk – 330.

The national average is about 257 passenger cars per 1 000 inhabitants of the Russian Federation.

The average age of car in the Russian Federation approached in 2013 to the European average and amounts \*\*\* years, which is 0.2 years longer than in 2008 (data of the research, carried out earlier). This fact may indicate that Russian motor-car enthusiasts began to treat their cars with great attention and thrift, and also that the quality of technical maintenance on the territory of the Russian Federation allows the drivers not to change personal transport during this period.

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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

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»*