

BUSINESS PLAN



Things Rent Site



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).

The idea of project which is offered as given business plan is a web source which will be designed for rent of different things: starting from household items to notebooks, electrical equipment and vehicles.

According to the researches of experts of the «VTSConsulting» company, the main tendencies of Russian electronic commerce market and characteristic features of this niche are the following factors, which approve expediency and profitability of the project:

- Russian electronic commerce market is going through a stage of rapid growth and, according to the company experts estimations, the active growth phase will last during 2014-2017;
- main peculiarities of Russian electronic commerce market at the current stage are:
 - ✓ development of online lending;
 - ✓ development of multichanneling and interpenetration of online and offline;
 - ✓ growth of demand for goods in foreign Internet stores;
- key hallmark of Russian market is active using of electronic payment systems, first of all remote banking and nonbanking. This differ the Russian market from foreign analogues favorably, because it creates a large consumer variability;
- an important tendency is outstripping growth of Internet-stores on the physical goods market in comparison with MLM- and catalog sales;

- the analysis of growth opportunity of electronic commerce market show that extensive development is possible thanks to regions, which demonstrate overtaking development effect. Nonetheless, existing regional disproportions in the electronic commerce market will continue to be.

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

Business Plan Description

Project idea: «***» – perspective Internet-project in electronic commerce market, which offers to rent things in Moscow and Moscow region.

Project products and services:

On the website «***» users will be able to rent:

- vehicles (quad bike, segway, electric scooter, snowmobile);
- household appliances and electronics (notebook, TV, stereo center, refrigerator, microwave oven, washing and sewing machines, typewriter);
- electric tools (drill, hammer drill, chainsaw);
- agricultural tools (walk-behind tractor, lawnmower), equipment (welding machine, diesel generator);
- clothing and footwear;
- furniture and household items;
- jewelry and wedding dresses.

Project target audience: target audience is inhabitants of Moscow and Moscow region. During the last years the leading tendency of cash saving has manifested in segment of customers with average income as well as above average income. People begin to save money, renting necessary things, and refuse from planned purchases.

Market

- the average annual sales of retail electronic commerce in Russia is about 350 billion RUB;

The most perspective rent categories:

- clothing;

- household goods;
- sports goods.

Competitive environment

The main competitors of «***» in rent and hire market are: arendorium.ru, vremenno.com, moscow.naprokat.info, mosarenda.biz, veschichki.su.

Project advantages:

The main competitive advantage of project «***» will be the presence of the courier delivery service, which saves the client from necessity of picking up of rented goods.

Excerpts from the research:

The rapid increase in demand on rent of household things (**%), mobile phones (**%), cars (**%) is observed on the market. At the same time the growth in demand on computers and office goods decreased slightly (to **%).

Clothing (**%), household appliances (**%), furniture (**%) and also leisure goods (**%) have stable positive sales and Internet-hire dynamics.

Project payback period: 11 months.

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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»*