



BUSINESS PLAN FOR A TIMECLUB

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The notion of Business plan



Business plan is a written document that describes in detail how a new business is going to achieve its goals.

Our timeclub.



Mission and tasks of the business

Objectives for the first three years of operation include:

- The creation of a unique, upscale, innovative environment that will differentiate relax club from local timeclubs.
- The formation of an environment that will bring people with diverse interests and backgrounds together in a common place.



Mission statement.

Our timeclub provides communities with the ability to enjoy a cup of coffee, to find friends and spend free time there, get experience during quests or master classes.

Business entity

Types of business entities:

- Open joint stock company (public)
- Closed joint stock company (non-public)
- Sole proprietorship
- Limited Liability company
- Unlimited partnership
- Limited (trust) partnership

Why LLC?

- Limited liability
- Taxation
- Freedom in management



SWOT analysis



SWOT analysis is an **acronym** for *strengths*, *weaknesses*, *opportunities*, and *threats*.

SWOT

	<u>Helpful</u>	<u>Harmful</u>
<u>Internal</u> <u>origin</u>	STENGTHS 1. Growing number of visitors 2. Flexible business 3. Unusual format of the café 4. Good for both big and small companies	WEAKNESSESSES 1. Unstable level of costs 2.The lack of the cuisine.
<u>External</u> <u>origin</u>	OPPORTUNITIES 1.The use of modern trends of society to earnings 2.Simple in reorganization of business type	THREATS 1. Losing regular visitors because there're many competitors. 2. Cost of the rent

Our competitive advantages

- Lower cost
- Better location
- Good equipment (modern, high-tech equipment, which is easy in use and so important for today's people)
- High-grade masters (business, creative, cookery master classes from the best professionals)
- Good choice of games and exercises for any taste
- Existence of VIP-rooms for both small and big companies

Financial plan

Initial capital

<u>№</u>	The name of expense	The number of pieces	Cost (RUB.)	Amount (RUB.)
<u>1</u>	Purchase of new equipment	90	4000	360000
<u>2</u>	Purchase of new new inventory	100	1000	100000
<u>3</u>	Renovation a room	1	800000	800000
<u>4</u>	Design services	1	50000	50000
<u>5</u>	Rent a room of 150 sqm	6/month	150000	900000

Total: 2 210 000(rub)

Financial plan.

Expenses and revenue.

Expenses

<u>№</u>	The name of the expense	The number of pieces	Cost (RUB) per month	Amount (RUB.) per month
<u>1</u>	Renting room 150 sqm	1	150000	150000
<u>2</u>	Average salary with taxes	6 person	30000	180000
<u>3</u>	Utilities and the Internet	1	3000	3000
<u>4</u>	Tea, sweets	30	700	21000
<u>5</u>	Deprecation	1	15000	15000
<u>6</u>	Marketing	Whole month	60000	60000
<u>7</u>	Cleaning service	3-5	12-20 thsd	12-20 thsd
<u>8</u>	Master classes	3-7	10-70 thsd	10-70 thsd

Revenue

<u>Quantity of people per day</u>	<u>Number of hours</u>	<u>Cost of hour(rub)</u>	<u>Total revenue per day</u>	<u>Total revenue per month</u>
≈40	2	250	20000	560000

Revenue during master classes.

<u>Number of masters per month</u>	<u>Number of people</u>	<u>Average cost of master for person</u>	<u>Total cost per month</u>
7	15	1000	105000

Total revenue – total expenses = profit

Profit – taxes = Net profit (115 685 rub.)

Marketing realization



Advertising types that we are going to use for the start-up :

- The internet site plus communities in social networks
- Advertising in the Internet
- Leaflets handed out in a street or delivered to homes



Thank you for attention!