

BENEDICTUS ERECTUS

THEME PARK

June 2018



*Content*

1. Basic Info

2. The Business

3. About Us

4. The Services

5. The Market

6. Start Up Costs

7. Break even

8. The Competition

9. Marketing mix

10. Back Up Plan

11. Total capital requested (Loan request)

12. Appendices (Questionnaires, charts etc.)

1. **Basic Info**

1.1. Business Name: BENEDICTUS ERECTUS THEME PARK

1.2. Our name: OŠ BENEDIKT

1.3. Business Location: BENEDIKT, SLOVENIA

1.4. Address and Postcode: ŠOLSKA ULICA 2, 2234 BENEDIKT

1.5. Telephone Number (home, mobile and business): 00 386 2 729 58 20

1.6. Email Address (personal and business): y2be.slo@gmail.com

1.7. Business Start Date: 1st SEPTEMBER 2015 (25TH MAY 2019)

1.8. Business Website and Social Media Links (if available):

<http://y2be-slo.weebly.com/benedictus-erectus.html>

FACEBOOK: https://www.facebook.com/erasmus.benedikt.9

**2. The Business**

**2.1. Summary of the Business:**

The park is designed to create a quality culture experience for families and customers of all ages. It will offer its customers an attractive, economical and fun-filled facility for their entertainment and enjoyment. Depending on the size, an amusement park can also contain shops, entertainment outlets like a cinema as well as restaurants. Starting theme park business is a huge deal, as it requires land, huge capital and a unique innovation for it to become successful.

Kids make their own outfit, they make their own mosaics, they could use the given material, they could make a paper swan, they can install the pipes so that water reaches its goal, there is treasure hunt.

- TEENAGERS

The has stations for teenagers. Romans needed to overcome many obstacles on their conquests, visitors can try and toss wood balls into replicas of Roman vases the further the vase, they got ball into, the more points they receive. Another challenge for the visitors is testing his or her abilities in archery, ground tic tac toe, blanket volleyball.

- ADULTS

Roman coffee, short film about history of Benedikt and a quiz on the same theme​.

**2.2. Description the services the business is going to sell:**

We will sell family entertainment, visitors will pay for various activities, for fun.

**2.3. Describe how the product(s) or service(s) will be sold:**

We will sell tickets for our theme park. We also have a shop with souvenirs and a cafeteria.

**2.4. What is the business mission (the main purpose of the business)?**

The business mission is to make profit and to provide family entertainment and relaxation hand in hand with remembrance of our past and a hint of our future. To make as much money as possible and also to offer people enjoyable and relaxing atmosphere in our theme park.

2.5. What is the business vision (where will the business be in one, three and five years)? Try to make the business aims SMART – Specific, Measurable, Achievable, Realistic and Timely

Having a vision will give our business a clear focus, and can stop us heading in the wrong direction.

Our vision statement might be inspired by certain aspects of our business, such as:

* [*finances*](https://www.business.qld.gov.au/running-business/finances-cash-flow/managing-money) *(e.g. to sustain and support your family)*
* *reputation (e.g. among customers, staff, competitors)*
* *service quality standards (e.g. to make customers a priority)*
* [*growth*](https://www.business.qld.gov.au/running-business/growing-business) *(e.g. you offer new products, innovate, get more customers, increase locations)*
* *passion (e.g. that you and your staff enjoy what you do)*
* *sustainability (e.g. that you are financially and* [*environmentally sustainable*](https://www.business.qld.gov.au/running-business/environment)*).*

Our vision is to become a popular thematic adventure park in the region which offers family entertainment and also the possibility to learn and experience new things. Additionally we want to revive the past and connect it to today. Our goals in the next five years are:

1 year - start business, make business known, survive (ensure a certain number of visitors).

2-3 years - ensure revenue for the business. Keep staff, get new ideas. Have 90 daily visitors.

3-5 years -we get back the investment and try to reinvest - expand, also, work on reputation. Rise the number of visitors to over 100.

**2.6. What sets this business apart from the competition:**

Our theme park is unique in our local area/environment. There are no such parks around here. Because here is a lot of nature around our theme park. Our theme park is available for all ages, when others parks have age limited activities.

**2.7. How will this business be staffed?**

* Manager (Park, Games, Marketing, Sales) - 1
* Ticket officer - 1
* Cafeteria and shop employees - 2
* Accountant, Security Guard, Cleaners (outsourcing)
* Animators (seasonal) - 3

**3. About us**

**3.1. Why do you want to run your own business?**

Because we want to make money, and have new experiences.

**3.2. Previous work experience:**

We are still at school.

**3.3. Education and Qualification**

Primary school

**3.4. Hobbies and Interests:**

Sports, music, dancing, singing, studying

**3.5. Describe your knowledge and experience within this business’ industry:**

We have some experience with visiting theme parks, we know how important it is to sell the product and make a lot of money, and enjoy/relax. Through our journey we have learned how to make profit, how to promote, how to sell, how to present our product, how to start the business.

**4. The Services**

**4.1. Give an overview of the product or service this business will sell.**

Our service is a theme park known as “Benedictus Erectus”. It’s a park where you can enjoy in the park in a Roman way (as in the time of the Romans). We have three stations (for kids, teenagers and adults). We also have a cafeteria and a shop with souvenirs.

**4.2. How will the product be produced or how will the service be carried out?**

A theme park is a complex facility in which multiple processes are carried out to ensure visitor satisfaction. We want to offer different things once the visitor enters the park - the joy of attractions and some relaxation using cafeteria and gift shop facilities.

**4.3. How much will the services be sold to customers for:**

ADULTS: Monday - Sunday: 8€

TEENS: Monday - Sunday: 5€

KIDS: Monday - Sunday: 3€

**4.4. How will the services be delivered to the customer?**

The customers will come to our park and enjoy the service.

**4.5. Are there any legal requirements that are necessary to start this business?**

### Any business that operates as a corporation or partnership or has employees will need an Employer Identification. Identifying your business for tax purposes—think of it like a Social Security number for your business—and you can use to open a business bank account, file tax returns, and apply for business licenses.

### We will obtain permits and licenses from local and national authorities as required.

When starting a small business, there are a lot of legal details, reports, and forms to work through to remain compliant. We are aware even as a small business we might be subject to some of the laws and regulations that apply to large corporations. These include advertising, marketing, finance, intellectual property, and privacy laws.

Our company will be a limited liability company (ltd.)

### 

**4.6. Are there any insurance requirements that are necessary to start this business?**

Professional liability insurance

Property insurance

Loan insurance

**4.7. What is the growth potential for the product(s) or service(s)?**

If our theme park is locally successful, we might expand our service nationwide and create similar theme parks across the country and beyond.

Once we have reached our original core customers we might consider expanding our service to different customers (users).

**5. The Market**

**5.1. Describe the business’ typical customer and where they are based.**

Our average customer is a family with children who can find various age appropriate activities within our theme park. They live near our park or come to the park as a day trip that will recharge and relax. The area itself has about 150.000 inhabitants, highway and public transport connections are good.

**5.2. How many of these customers will this business have the potential opportunity to reach**

First we expect local and regional customers then we want to expand. We will focus on Štajerska region first, but of course we see much potential to attract visitors from other regions and abroad.

**5.3. Have you sold any products/services to customers already?**

No, because our theme park is not opened yet.

**5.4. Why will customers buy this business’ services instead of your competitors?**

Because our theme park has got maybe better opening time, price list, discounts, more interesting adds and activities. It is something special/unique in this area.

**5.5. What can be learned about the business’ market from an internet search/secondary research:**

You can learn about population and their habits, interests etc. History and especially Romans are very popular among the population.

**5.6. What can be learned about the business’ market from field/primary research?**

On the basis of our field/primary research we formed the prices, opening times and our gaming strategy.

**6. Start-up Costs**

**6.1. What non-asset start-up costs must be considered?**

* Advertising and promotion (leaflets, fliers, free web-pages, facebook)
* Borrowing costs (start-up company, bank loan)
* Employee expenses
* Insurance, license and permit fees

**6.2. Table of Asset/Equipment Purchases**

|  |  |  |  |
| --- | --- | --- | --- |
| Item, Asset or Expense | Already Purchased? | New or Second Hand Required | Price |
| Supplies (cafeteria, shop) | No | new | 3,000,00€ |
| Technological equipment | No | new | 5,000,00 € |
| LAND / real estate | No | new | 160,000,00 € |
| cafe building  gift shop   * interior | No | new | 60.000,00 € |

1. Break even

**7.1 Different types of cost:**

|  |  |
| --- | --- |
| ***Fixed Cost*** | ***Variable cost in operating time*** |
| Staff (4) expenses 3600€ | Electricity 350€ |
| Loan repayment 575€ | Water 80€ |
| Insurance 150€ | Raw materials cost 400 € |
|  | Seasonal animators 7€/hour |
|  | Cleaning, accountant, security (outsourcing) 350€ |
| *Total:* 4325,00€ | *Total:10,070,00* |

**7.2 What is your selling price?**

*Ticket prices:*

ADULTS: Monday - Sunday: 8€

TEENS: Monday - Sunday: 5€

KIDS: Monday - Sunday: 3€.

Prices at the cafeteria and the souvenir shop are reasonable and comparable to prices at pubs and restaurants in the area. Soft drinks are some 10% cheaper.

**7.3. Break even explanation**

From the table above we calculated the total cost per year to run our business. To the fixed costs per year and the variable costs in operating time we added variable costs which will also arise in the time when the park is not operating. Thus we calculated a yearly cost of 122,690,00 € to run the park. We calculated that to cover all the expenses we needed a monthly revenue of 17,500,00 € in the operating months. We calculated that we needed 25 adults, accompanied by 10 teens and 30 kids who would buy tickets and spend 12,50 € in the cafeteria and approximately 6 € at the souvenir shop. With that we would reach the break even point and start producing profit.

We will close the park after a big Halloween party because of the winter and open it up again after Easter party so the main cash flow will happen in the moths between April and November, otherwise it will be almost zero.

**8. The Competition**

**8.1. Table of Competitors**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Competitor Company Name | Location | Business Size | Product / Service offered | Price of comparable product / service | Strengths and weaknesses of the competitor |
| Park Betnava | Maribor, Slovenia | Small. | Adventure park with 7 polygons | Pre-school children- 6 €  School children under 15-12€  Children older 15 and adults-16€  family ticket-11€ | Their park is in the bigger city.  Higher prices . |
| Motorikpark Gamlitz | Austria,  Gamlitz | Medium. | Park that has different items that allows you to practice your motoric skills | free entrance  you only pay parking | *bigger playground*  *well known*  *no entrance fee* |
| Adventure park Bukovniško jezero | Bukovniško lake | Small | Adventure park  with polygons. | different price for individuals and groups  *http://www.pustolovskipark.si/en/* | *well known*  *big playgrounds* |

1. Marketing mix (4Ps)

|  |  |
| --- | --- |
| Product  Give a brief summary of your product.  Our park is for people of all ages. They can play games, learn new things, do sports or just relax. | Price  What is your selling price?  ADULTS: Monday - Sunday: 8€  TEENS: Monday - Sunday: 5€  KIDS: Monday - Sunday: 3€  Why have you chosen to sell at this price?  We made a questionnaire about our theme park and asked people how much money would they pay for a visit. Then we  calculated the average of the prices. |
| Place  Where do you plan to sell your product?  We are going to build the theme park on a field with a lot of nature and a great view. | Promotion  How will you market and promote your business?  We will make advertising boards, radio ads, internet pages, facebook profile and hand out fliers. |

1. **Back-up plan**

**10.1. What do you plan to do if your business fails?**

At first we would try to start it all over again and if it fails again, then we would have aligned ourselves with more experienced partners, from whom we could leverage real work experience *and* network. We would also change price list, we would bring new workers with passion and try to make new opening time. We would also try to bring new games. Instead of wallowing in mistakes, we`d learn from them and move on.

* 1. **How will you afford your loan repayments if the business fails?**

Our loan must be insured.

We assume our business will not fail, but in case it fails we would sell it to someone with different vision and more money.

In case it does fail, with bankruptcy money. Additionally we are a LIMITED LIABILITY COMPANY so we are not liable with personal property.

1. **Total capital required (Loan request)**

**11.1. How much loan do you need?**

The starting price is:

Land: 160,000,00 euros (one time expense)

Material: starting amount: 28,000,00 euros

Our loan will be 138.000,00€ as we will get 91.200,00€ from cohesion funds of the EU.

**11.2 Why do you deserve to be given the loan?**

Because our idea is very original and we are prepared to work on it. We are young, dedicated and motivated. We are looking forward to see it being realised. We are also planning to apply for funds form cohesion funds of the EU used for the development of the less developed regions of the EU (e. g. European Social Fund). We could cover up to 40% of the total amount.

**12. Appendices**

Include your questionnaire, charts and other relevant documents that will support your application for a loan

Market research questionnaire:

<https://docs.google.com/forms/d/1vB0bx8vQUFPfwlRAJgOCA6_6XgU4nYmcveZcHr3khGc/edit?ts=57d2a1c2>

We got 125 responses. The analysis showed that the theme park here is a good idea.