



INFORMATION  
RESOURCES  
PORTAL

JSC RSMB Corporation



Contact us

Support service  
8 (800) 100-1-100



ТОКАР  
АЛЕКСАНДР

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INFORMATION SYSTEMS

USEFUL INFORMATION

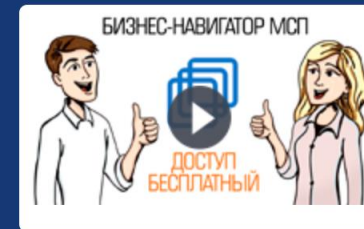
LOGOUT



## SME BUSINESS NAVIGATOR

FREE ACCESS

It is a free web tool for entrepreneurs, who are willing to open or to expand their own business and who want to work legally, pay all obligatory taxes and charges, earning for their future and for the future of their children.















## SELECT PREMISES FOR YOUR BUSINESS

[More](#)





 <b>CALCULATE BUSINESS PLAN</b>	 <b>LEARN ABOUT SUPPORT MEASURES</b>	 <b>SELECT PREMISES FOR YOUR BUSINESS</b>	 <b>UNIFIED REGISTER OF SMES</b> - MAKE AN ANNOUNCEMENT ABOUT YOURSELF <i>FOR FREE</i>
 <b>FIND AND ASSESS YOUR PARTNER</b>	 <b>LEARN ABOUT ACTUAL PURCHASES OF BIG BUYERS</b>	 <b>PLACE INFORMATION ABOUT YOUR PRODUCTS</b>	 <b>UNIFIED PORTAL OF PUBLIC SERVICES</b>
 <b>PROMOTE YOUR BUSINESS IN INTERNET</b>	 <b>LIFE SITUATIONS</b>	 <b>BECOME A SUPPLIER TO MOSCOW CITY</b>	 <b>GUARANTEE SUPPORT FOR SMES</b>



The screenshot shows a web application interface for a business calculator. On the left, there's a dark sidebar with icons and labels for different calculation methods: "Select a business", "Franchising", "Support measures", and "Real estate". The main area has three sections, each with a heading and a brief description: "Select a business demand and supply ratio", "Select a business volume of investment", and "Select a business from the list". A large white modal window is open in the center, titled "Your city: Moscow". It contains a search bar labeled "Type your city" and a grid of Russian cities organized by their first letter (A through V). To the right of the modal, a map from Yandex Maps is visible, showing the surrounding area of Moscow.



Select a business

Franchising

Support measures

Real estate

Select a business by demand and supply ratio

Here you can choose city area and business by demand and supply ratio

Select a business by volume of investments

Here you can choose a business by the volume of own or borrowed funds you are ready to invest

Select a business from the list

Here you can choose a business from the list drawn up by MSP Corporation

Find address in the selected city

Moscow

Москва

Map of Moscow and surrounding areas with labels for various districts and highways.

Open in Yandex.Maps



Select a business

Franchising

Support measures

Real estate

?

Help

Terms of Use

Back

Comparison of business types by supply and demand ratio

Display method

Urban districts / City

In order to compare business types select an area/city (areas are sorted from most to least attractive)

Ivanovskoye district

Pervomayskoye settlement

Lomonosov district

Vnukovo settlement

Teply Stan district

Nagatinsky Zaton district

Molzhaninovsky district

Ochakovo-Matveyevsk district

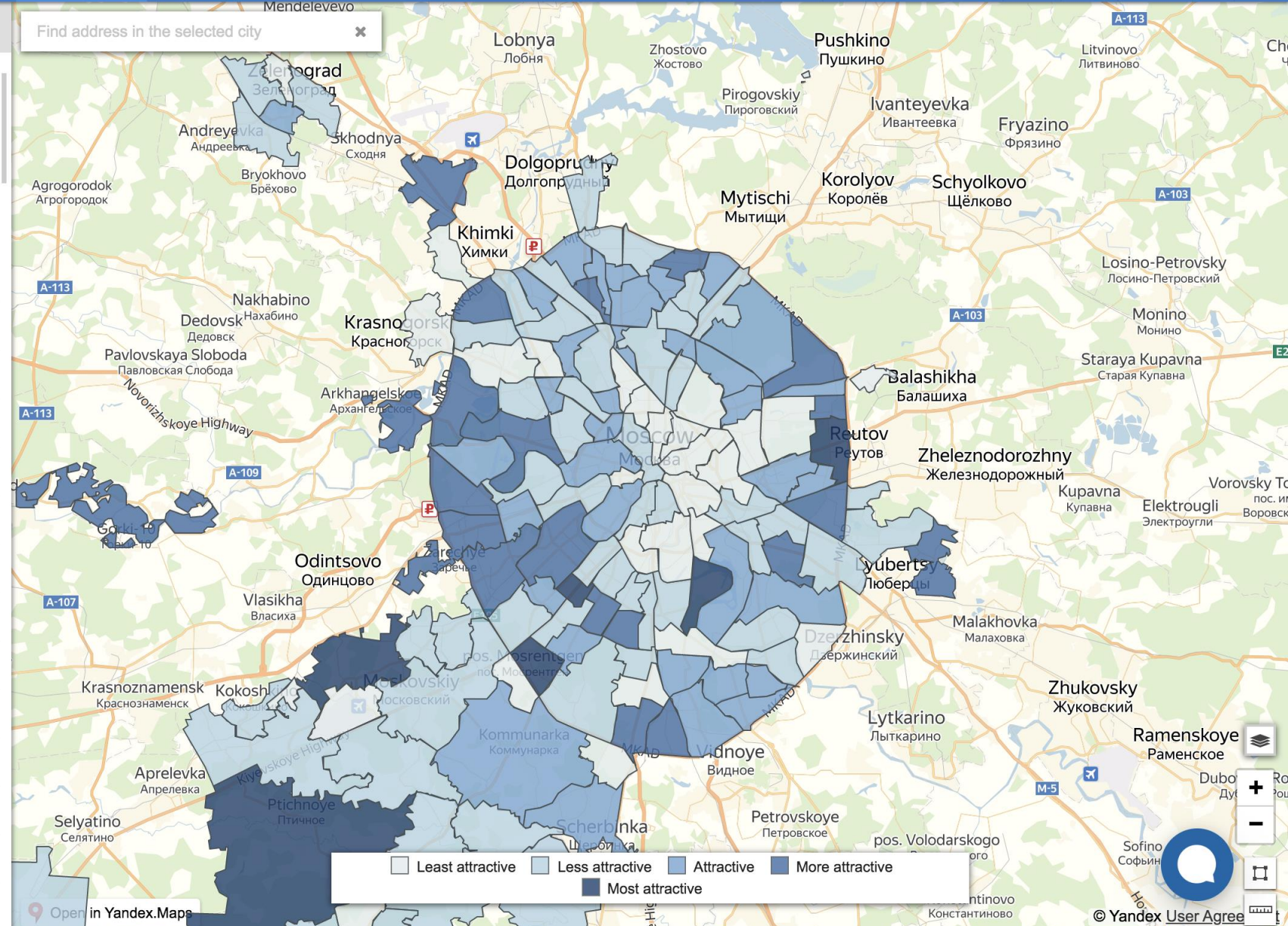
Zyuzino district

Strogino district

Khoryshevo-Mnevniky district

Veshnyaki district

Kuzminki district





Select a business

Franchising

Support measures

Real estate

Help

Terms of Use

Comparison of business types by supply and demand ratio

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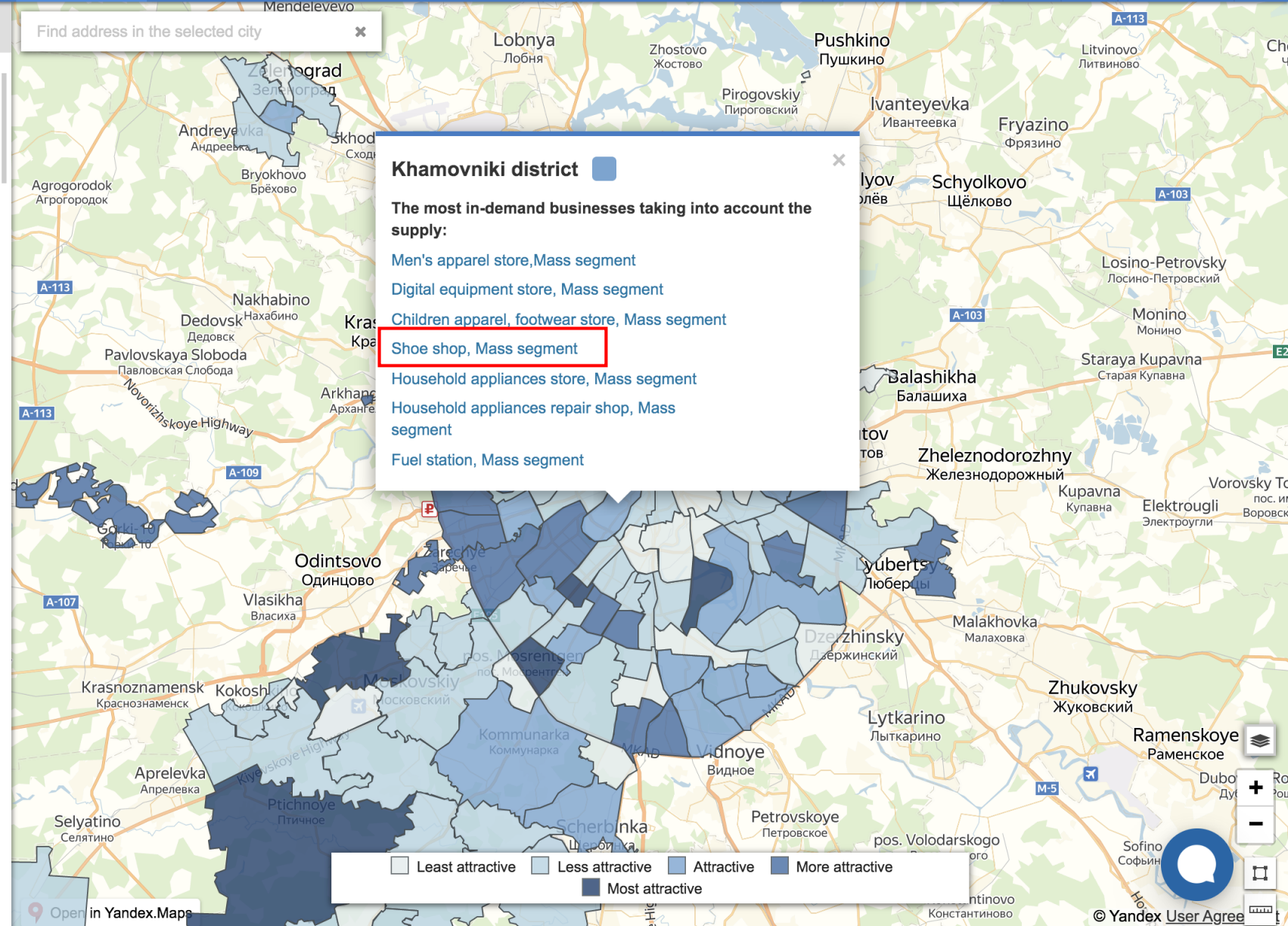
Zyuzino district

Strogino district

Khoryshevo-Mnevniky district

Veshnyaki district

Kuzminki district



Select a business

Franchising

Support measures

Real estate

Help

Terms of Use

< Select business type

Shoe shop

Main parameters

Price niche: Mass

Select a place on the map

Find address in the selected city

Grand Gudini, сеть салонов обуви

Москва, Фрунзенская 1-я, За ст1

Рубрика

Обувные магазины

Назначение

Административное здание

Телефон

(499) 7668710

(499) 9939996

(495) 2016996

Сайт

<http://www.grand-gudini.com>

Подробнее

Найти на ТАСС Бизнес

☒ Competitors: ?

Direct competitors (non-branded)

Direct (branded)

Indirect (non-branded)

Indirect (branded)

☒ Commercial property: ?

Retail

Service industry

General purpose areas

Limited offer

☐ State property: ?

State and municipal properties

☐ Tenders. Property: ?

Relocatable objects

Municipal property privatization

Commercial premises rental

Open in Yandex.Maps



[КАТАЛОГ](#)[ГЛАВНАЯ](#)[ОПЛАТА](#)[КОНТАКТЫ](#)[МАГАЗИНЫ](#)

🔍

Поиск товара



Сортировать по умолчанию

▼

Показаны 1 - 24 из 686 товаров

## КРАСИВАЯ МУЖСКАЯ ОБУВЬ GRAND GUDINI

⏮

⏭



F288A-4-227 (GG) Black Grand Gudini Мужские Кожаные Лоферы

8 500,00 руб



🛒 В опт.корзину

> Подробнее



GA9-40A (GG) Black Grand Gudini Мужские Кожаные Полуботинки

8 500,00 руб



🛒 В опт.корзину

> Подробнее



GA9-35-M (GG) Bordo Grand Gudini Мужские Зимние Лоферы

8 500,00 руб



🛒 В опт.корзину

> Подробнее



G66A-02C (GG) Bordo Grand Gudini Мужские Кожаные Лоферы

8 500,00 руб



F179A-S12-LD59 (GG) Black Grand Gudini Мужские Кожаные Полуботинки "Лоферы"

8 500,00 руб



0561X-3D-M (GG) Black Grand Gudini Мужские Замшевые Ботинки На Меху

8 500,00 руб



< Select business type

Shoe shop

Main parameters

Price niche: Mass ▾

Select a place on the map

Select a business

Franchising

Support measures

Real estate

?

Help

Terms of Use

Find address in the selected city ✕

Commercial property item

Ostozhenka ul, dom № 30, stroenie 1 ⓘ

Operation type

Lease

Purpose

Retail

Floor space, sq.m.

80

Price, sq.m.

6 875 rubles per month

Value of the object

550 000 rubles per month

Information Source

[➤ More](#)

Last updated

23.10.2019

Choose this place

2 of 2 at this address

☒ Competitors: ⓘ

☒ Commercial property: ⓘ

☐ State property: ⓘ

☐ Tenders. Property: ⓘ

Direct competitors (non-branded)

Direct (branded)

Indirect (non-branded)

Indirect (branded)

Retail

Service industry

General purpose areas

Limited offer

State and municipal properties

Relocatable objects

Municipal property privatization

Commercial premises rental



Все объявления в Москве / Недвижимость / Коммерческая недвижимость / Снять / Торговое помещение

В каталог Следующее →

Сдам торговое помещение, 80 м²

550 000 Р в месяц

залог 550 000 Р, без комиссии

Добавить в избранное

Добавить заметку

3 октября в 10:43



Площадь: 80 м²

Показать телефон

8 926 XXX-XX-XX

Написать сообщение

"Penny Lane Realty"

Агентство

На Авито с апреля 2014

№ 1800484611, 401 (+5)

"Penny Lane Realty"

Продажа арендного бизнеса. Продажа коммерческой недвижимости. Аренда торговых площадей.

344 объявления агентства



< Select business type

Shoe shop

Main parameters

Price niche: Mass ▾

Select a place on the map

Select a business

Franchising

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Real estate

?

Help

Terms of Use

Find address in the selected city

Commercial property item

Ostozhenka ul, dom № 30, stroenie 1

Operation type	Lease
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Floor space, sq.m.	80
Price, sq.m.	6 875 rubles per month
Value of the object	550 000 rubles per month
Information Source	<a href="#">More</a>
Last updated	23.10.2019

Choose this place

2 of 2 at this address

☒ Competitors: ?

☒ Commercial property: ?

☐ State property: ?

☐ Tenders. Property: ?

Direct competitors (non-branded)

Direct (branded)

Indirect (non-branded)

Indirect (branded)

Retail

Service industry

General purpose areas

Limited offer

State and municipal properties

Relocatable objects

Municipal property privatization

Commercial premises rental


Open in Yandex.Maps


© Yandex User Agree





ee




 Select a business

 Franchising

 Support measures

 Real estate

 Help

Terms of Use

[< Back](#)**Information:**

Concept: Shoe shop

Price niche: Mass

Address: Moscow, Остоженка, 30 ст1

Cost of implementation: 1,644 K rub

**Business parameters**

Legal form: IE ▾

Taxation system: ? STS 6 ▾

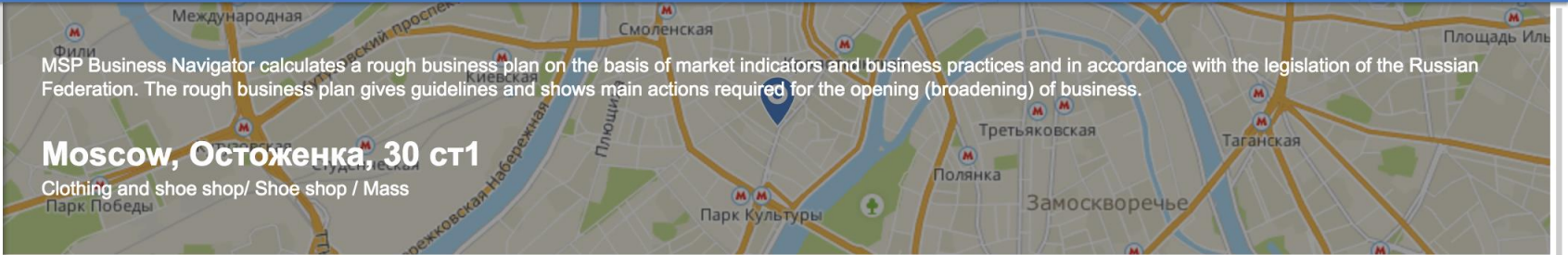
Start of the project: 24.11.2019

☐ Demand for borrowed funds:

Calculate a business plan

You are limited to 10 business plan downloads a day

Save to Your Account

[➤ Proceed to search for purchases](#)

MSP Business Navigator calculates a rough business plan on the basis of market indicators and business practices and in accordance with the legislation of the Russian Federation. The rough business plan gives guidelines and shows main actions required for the opening (broadening) of business.

## Moscow, Остоженка, 30 ст1

Clothing and shoe shop/ Shoe shop / Mass

**Business Plan Summary** [Project stages](#) [Documents](#) [Personnel](#)

**Concept**

Mass

**Nature of the project:** Shoe shop

**Product range:** Women's shoes, Children's shoes, Men's shoes, Comfortable shoes, Textile accessories

**Opening hours:** from 10-00 till 22-00, 7 per week

**Business model:** High markup on products

**Key success factor:** Product range merchantability for target group

**Income**

Profitability of sales **18.45%**



Year	Revenues, mln. rub.	Income, mln. rub.
1 year	4	0
2 year	15	3
3 year	15	3
4 year	15	3
5 year	15	3

The business plan is calculated without borrowed funds. In case a credit is use, profitability will decrease.

## Location

## Investments













1910240000

## Business setting up indicative plan

Address: **Moscow, Остоженка, 30 ст1**

Concept	<b>Shoe shop</b>	Organizational and legal form	<b>IE</b>
Market niche	<b>Mass</b>	Taxation system	<b>STS 6</b>
Space	<b>75 m<sup>2</sup></b>	Credit amount	-
Franchise	-	Interest rate	-

SME Business Navigator calculates an approximate business plan within the legal field, which provides guidelines and basic directions for opening (expanding) a business. The business plan is designed without borrowing. In the case of a loan, the profitability of the business will decrease.

Moscow, november 2019



- 1. Resume**
- 2. Market analysis**
- 3. Marketing strategy**
- 4. Marketing plan**
- 5. Sales plan**
- 6. Investment program**
- 7. Potential suppliers**
- 8. Staff**
- 9. Operational expenses**
- 10. Financial plan**
- 11. Risks estimation**
- 12. Documents list for credit application**

## 2. Market analysis SWOT-analysis

Please remark	Your strengths	Your weaknesses
Business organization background	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Advanced business-processes or franchise use	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Qualified labor attract	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Your business administrative support	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Well-known brand or franchise use	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Leveraged investments application	<input type="checkbox"/> No	<input type="checkbox"/> Yes
Business dependence on primary goods suppliers	<input type="checkbox"/> No	<input type="checkbox"/> Yes
Premises on loan	<input type="checkbox"/> No	<input type="checkbox"/> Yes

Please remark	Marketability	Market threats
Low level of competition	<input type="checkbox"/> Yes	<input type="checkbox"/> No
New consumers attract potential (new construction)	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Municipal support program availability	<input type="checkbox"/> Yes	<input type="checkbox"/> No
New suppliers entry potential	<input type="checkbox"/> Yes	<input type="checkbox"/> No
New competitors entry potential	<input type="checkbox"/> Not expected	<input type="checkbox"/> Expected
Consumers purchasing power reduction	<input type="checkbox"/> Not expected	<input type="checkbox"/> Expected
Increasing legislative pressure	<input type="checkbox"/> Not expected	<input type="checkbox"/> Expected
Increase in primary goods cost	<input type="checkbox"/> Not expected	<input type="checkbox"/> Expected



### 3. Marketing strategy

#### Target markets

<b>Geographical</b>	Moscow, Остоженка, 30 ст1
<b>Segment</b>	Shoe shop
<b>Market niche</b>	Mass

#### Product strategy

- SKU number - up to 100 items
- Only so many merchandise lines
- 3-5 choices
- Women's shoes; Children's shoes
- Men's shoes; Comfortable shoes; Textile Accessories

#### Target segments

<b>Social profile</b>	Men, women, 25-55 years
<b>Time and purpose to attend</b>	Evening, 18-21:00, -
<b>Average purchasing cost</b>	6 300 rub. \ annually
<b>Core benefit</b>	-

#### Positioning

##### Points of parity

- Availability of a new collection
- Seasonal update
- Seasonal discounts

##### Points of difference

REMARK all significant characteristics

- ☐ Brand positioning by the name of the outlet
- ☐ Specialization in the age group
- ☐ Specialization in people with extra weight
- ☐ Specialization in one brand
- ☐ Specialization in the assortment group (business style, everyday)

## 9. OPEX (yearly, once fully operational)

### Operational expenses

Expenditure item	K rub.
Materials	5 479.7
Direct labor cost	0.0
Operational staff payroll taxes	0.0
Other expendable materials	0.0
Other operational expenses	0.0
<b>TOTAL operational expenses</b>	<b>7 013.2</b>

### Management expenses

Expenditure item	K rub.
Overhead staff compensation package	227.0
Management payroll taxes	139.6
Data services	350.0
Other management expenses	0.0
<b>TOTAL management expenses</b>	<b>956.5</b>

### Commercial expenses

Expenditure item	K rub.
Sales staff compensation package	2 920.0
Sales staff payroll taxes	879.5
Marketing, advertising	0.0
Other commercial expenses	0.0
<b>TOTAL commercial expenses</b>	<b>3 799.5</b>

### TOTAL

Operational expenses in total	7 013.2 K rub.
Management expenses in total	956.5 K rub.
Commercial expenses in total	3 799.5 K rub.
Bank interest, %	0.0 K rub.
Due	183.9 K rub.
<b>TOTAL operational expenses</b>	<b>11 953.1 K rub./year</b>



## 11. Risk evaluation

### Estimate of probability

Risks	Probability			Comments
	Low	Medium	High	
1. New competitors entry	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
2. Consumers paying capacity decrease	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
3. Equipment cost increase	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
4. Premises renovations fee increase	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
5. Authorizations and approvals cost increase	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
6. Raw materials cost increase	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
7. Salary budget increase	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
8. Administrative workload increase	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

### Estimate of sensitivity

Risk sensitive	PI	NPV, K rub.	IRR, %	DPP, months
Baseline scenario	5.9	7 808	122	21
1. Turnover decrease by 20%	2.0	1 538	32	40
2. CAPEX increase by 20%	4.9	7 488	105	22
3. OPEX increase by 20%	3.2	3 483	57	32

## 12. Document list for credit investigation

### Essentials

- Business plan
- Credit application
- RSMB Corporation guarantee
- Business starters profile summary, incl. passport data
- Credit support

### Documents of entitlement

- Certificate of ownership of immovable property
- Business premises lease agreement
- The State Fire Control Service conclusion, Protocol of sanitary and healthcare inspection

### Constating documents

- Copy of tax registration certificate (INN)
- Copy of OGRN (Primary State Registration Number) certificate
- Extract from the Unified State Register of Legal Entities / SME
- Copies of licenses, patents, permits
- Copies of foundation documents

### Reportable

- Tax system: general, simplified, patent, single tax on imputed earnings;  
Software: 1C / Abacus / not used
- Balance sheet reports
- Copy of a certificate of payment of Single tax on imputed earnings / taxes according Simplified tax system
- Income and expenditure ledger



# To be launched in 2020 - 40 target industrial businesses (55 typical production formats, 84 products produced)

No	Chemical industry
1	Elastic polymer package
2	Thermoformed package
3	Plastic package
4	Plastic crockery
5	Construction plastic products
6	Polyethylene pipe and fittings
7	Polypropylene pipe and fittings
8	Polyvinylchloride pipe and fittings
9	Industrial rubber goods
10	Colorants: dyes and pigments
11	Cleaning and washing agents
12	Paints and lacquers
No	Metallurgy
1	Cold formed profiles
2	Mechanical metal-working
3	Metal colouring
4	Table fittings, kitchen utensils and household goods
5	Goods of wire
6	Strongboxes and fireproof furniture
No	Engineering (tool-making) industry
1	Metering, control and correction devices
2	Metal-cutting tools
No	Medical industry
1	Orthopedic shoes and orthotics

No	Timber industry
1	Household furniture
2	Kitchen furniture
3	Office furniture
4	Wallpapers
5	Tissue paper
6	Paperboard containers, corrugated paper
7	Timbers
No	Construction materials industry
1	Plastic windows, doors and door frames
2	Steelwork
3	Small-scale concrete products
4	Ceramic tiles
5	Glass plate processing
No	Electronic and electrical engineering
1	Electronic components
2	Electrical appliance
3	Lightning equipment
4	Electric cables
No	Recycling
1	Plastic wastes recycling
2	Rubber wastes recycling
3	Wastepaper recycling