

PRO
CONSULTING®
MARKET ANALYSIS. FINANCIAL CONSULTING



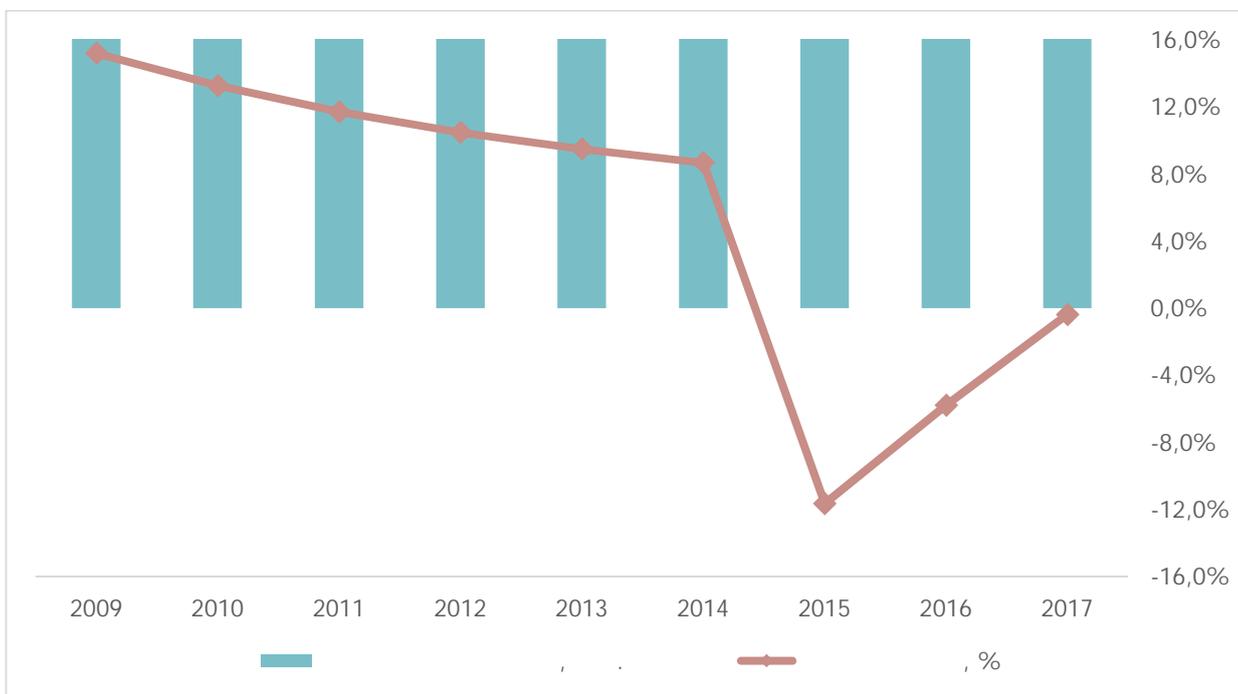
БИЗНЕС-ПЛАН

1.	4
2.	5
3.	6
3.1.	6
3.2.	12
3.3.	13
4.	15
4.1.	15
4.2.	16
4.3.	/ 	17
5.	18
5.1.	18
5.2.	20
5.3.	- 	21
6.	24
7.	25
7.1.	25
7.2.	27
8.	31
8.1.	, 	31
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9.	42
9.1.	42
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10.	47
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10.2.	47
10.3. SWOT-	49
11.	50

	10 000 .	
		4 1
	:	
	4 4	
	4	
	DPP () NPV () IRR () PI ()	3 9 € 2 444 10,6 % 1,07

2017	
	...
()	...
	...
- ,
	...
()	...

*
 2,5 3,3 . (12
 - 150 , 20).
 1. 2009-2017* ..



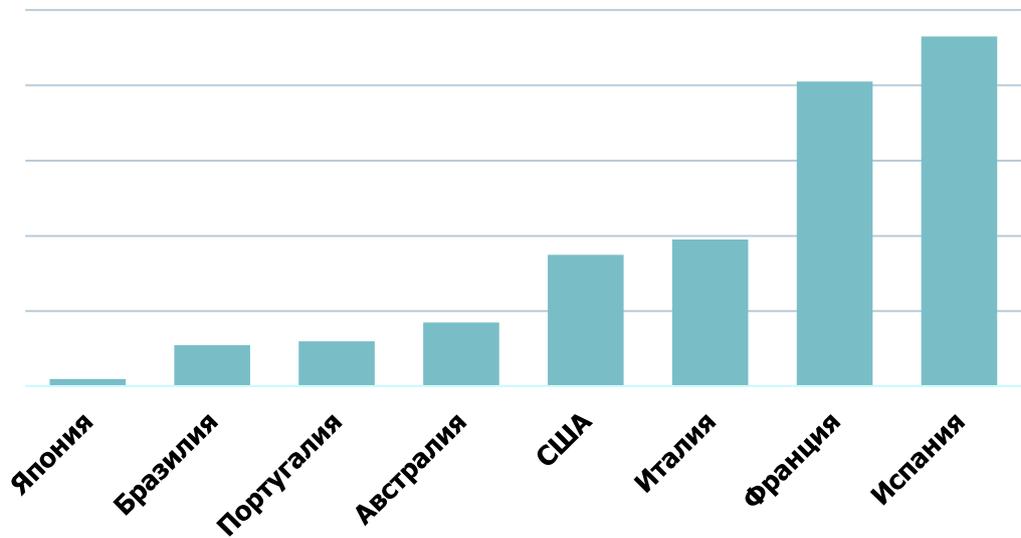
*2015-2017 ..

Pro-Consulting

3-5
 2007-2009 10
 (1,2-1,3).

2.

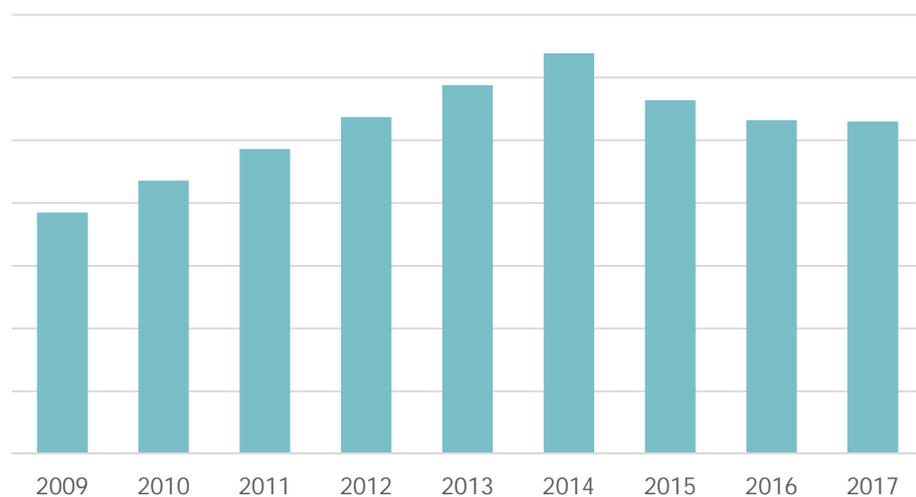
()



(Rogrio G.T.da Cunha),
World Poultry Vol. 25 No. 2, 2009
2014-2015

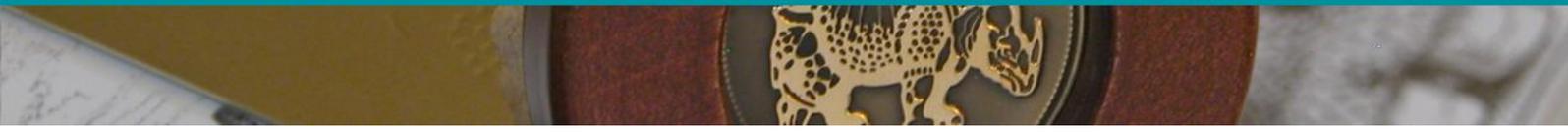
3.

2009-2017*



*2015-2017

Pro-Consulting



2015-2016

1,2-1,3

7-8

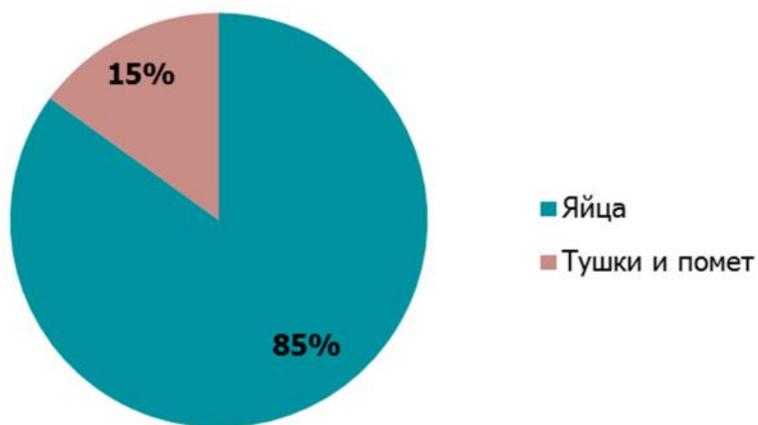
3.

2015-2021 ()

	2015	2017	2019	2020	2021	2021 2014 ., %
...
...
...

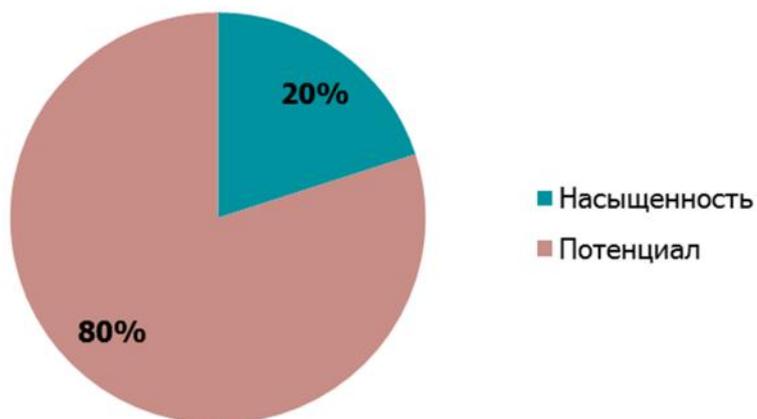
	2015	2017	2019	2020	2021	2021 2014 , %
, %

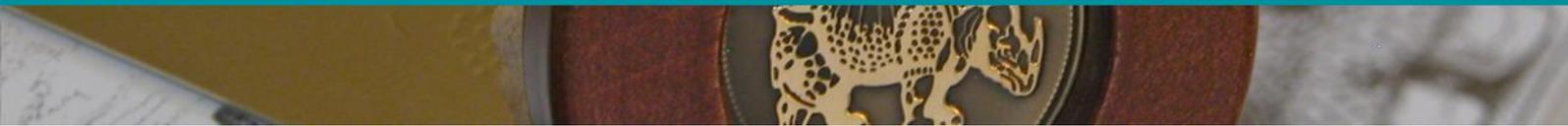
5.



Pro-Consulting

6.

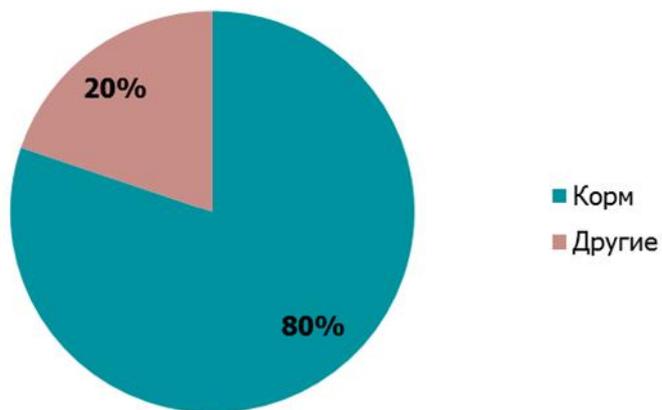




3.2.

... , , . - , .
... , , .
... (310 , 250-300 - 220)
... , 480 .
...
...

7.

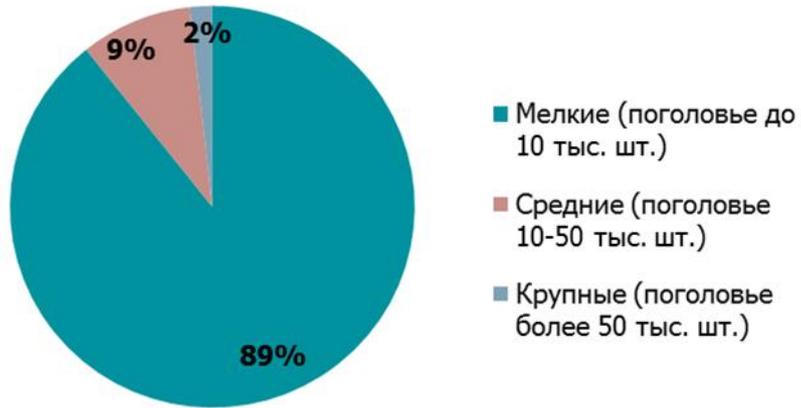


Pro-Consulting

3.3.

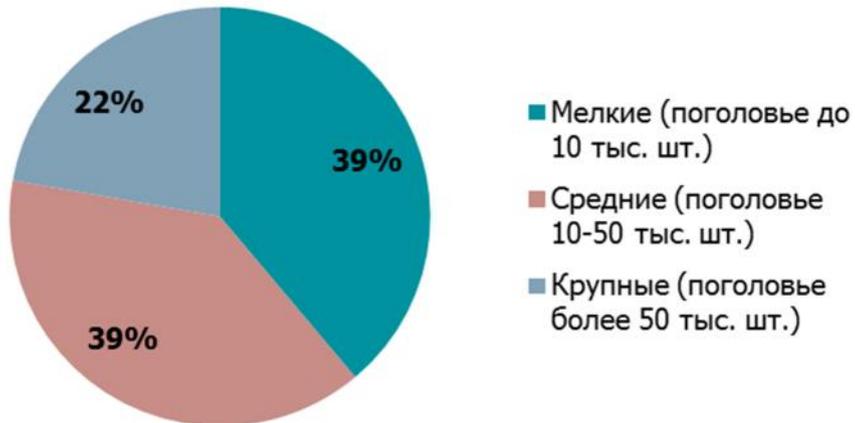
560-

, %



Pro-Consulting

10-50 (2%) (100-150). 2013-2014 . 22% 8. 2013-2014 .



Pro-Consulting

- « » () - (- 10-15%).

1998
 100 ; - 25
 ... 10 500 (
 89%). 39%
 « »
 (.), 2009 , - 2 .,
 3 ; « » 7 . .
 2012-
 2013 .

			2012	2013
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« »
« »
« »
« - »
« »
« »
« »
« »
« - »
« »

Pro-Consulting

4.1.

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540

9.



4.2.

540 . . .

...

1) 17 . . . 18 . . .

(: , -

),

2) 80%.

3)

16 -18 .

4) 17-18 .

45 ,

45

	,	,	, %	,	/
1 -2
3 - 15
16 - 15

) - . 37,7 ,

. 60 – 70 %.

- 13 .

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4.3.

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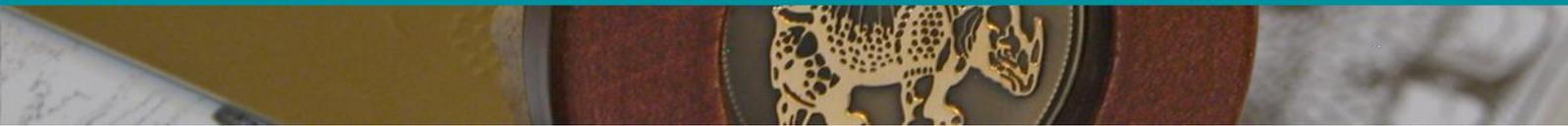
5.1.

100%

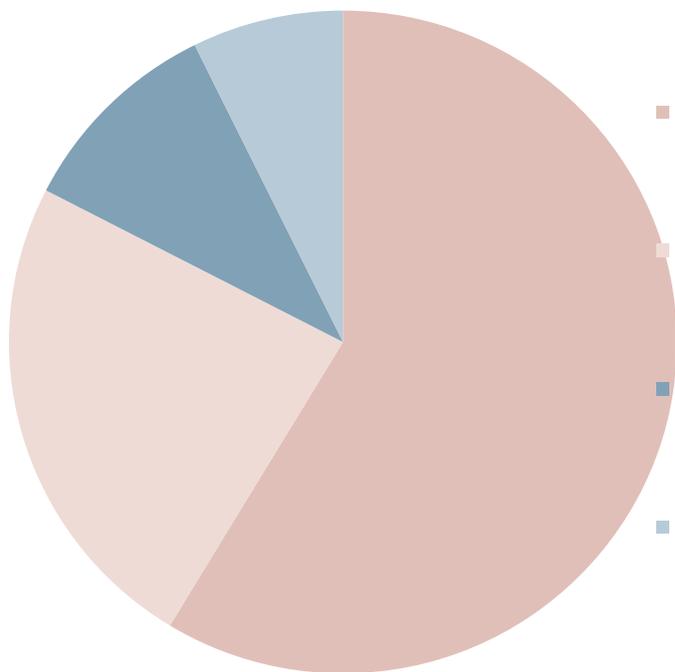
	100,0%		

(10%),

- 7 %



14.



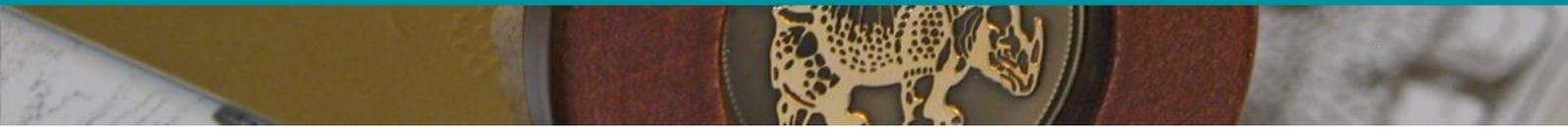
5.2.

...
 -5 , -2 ,
 -3 .

/			1			
1	
2	/
	
3	
4	-
	
		5

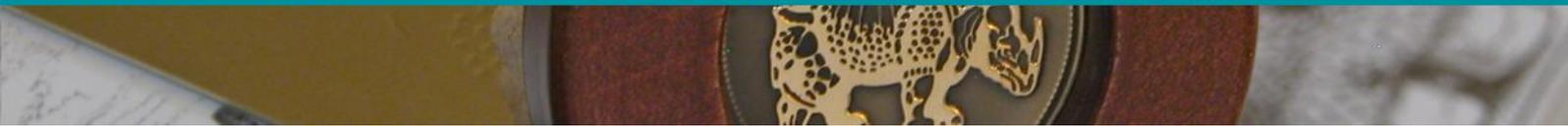
...
 _____ :
 1.
 2.
 3.

1.
 2. ...
)



1

:
-, -) (-,



HoReCa.

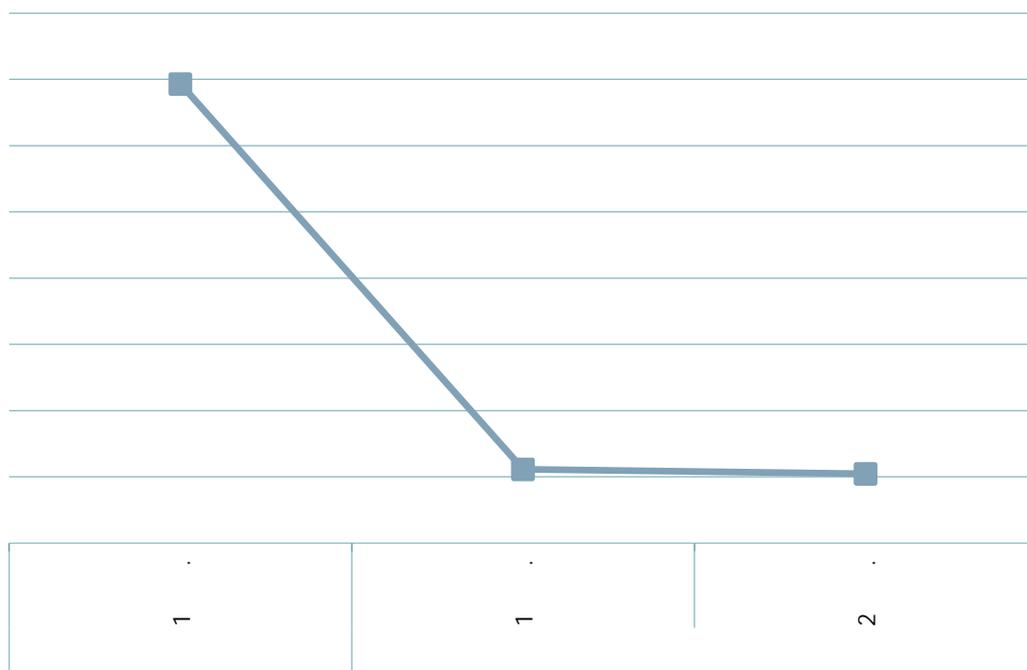
...

7.1.

4

1

1	-		...
			...
	-		...
			...
-1)	:	...
)	.	
)	.	
-2)	:	...
)	.	
)	.	
			€ 45 489



7.2.

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1.

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...

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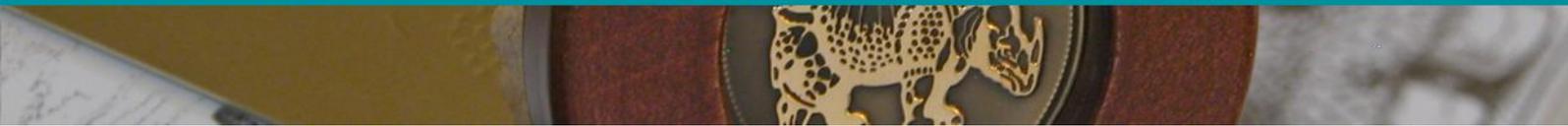
...

;

–

;

–



...

2.

–

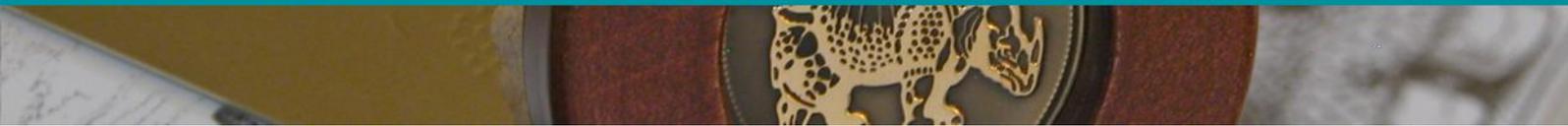
– ...

)
)
) ...

...	...
...	...
...	...
...	...
...	...
...	...
...	...
	- 2,2 , n = 93 / 500
...	...
...	...

« »

« »



1) ...

2) ...

- ...
- ...
- ...

... (17 ...)

1. ...

2. ...

-20 ... -15 ... -10 ...

(70°) ... () 5 % ... 2-3%

15-20 / 3 ... 1-2 ... 1 3 ...

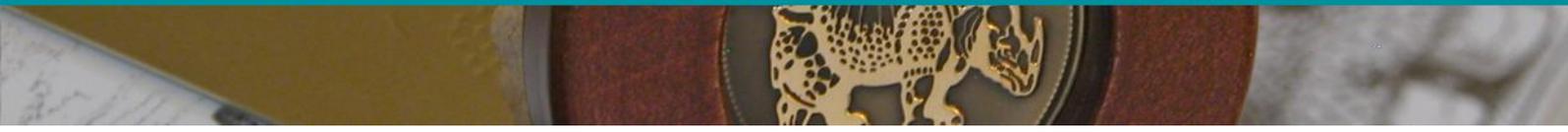
3. ...

4. ...

5. ...

1,5 ...

16 °C ... 18-25 °C.



17 . (35).

20-

18 -2 -2 -2 .

...

%.

55

60–70 %.

8.1.

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)

6.

(USD / UAH)		...
(EUR / UAH)		...
	EUR, %	...
	EUR, %	...
, %		...

7.

-		...
-		...
		...
	, EUR/	...
	, EUR/	...
, EUR/		...
	, EUR/	...
	, EUR/	...
(20)	, EUR/	...
		...
		...
	, EUR/	...
	, €/	...
	, /	...
		...
	, EUR	...
	, /	...

-	, EUR ...

8.

, 3 ()	5%
	0%
, %	22,00%

1)

2) ...

3)

(181 875 , 5 600 , 459),

1700 (80%

2 125 ,

).

	, €
	...
	...
	...

4)

10 500 ,

- €0,33 .

10 000



	...
, €/ ,	...
, 3	...
, €/ 3,	...

...

-

-

€ 319

5)

-

,

144

:

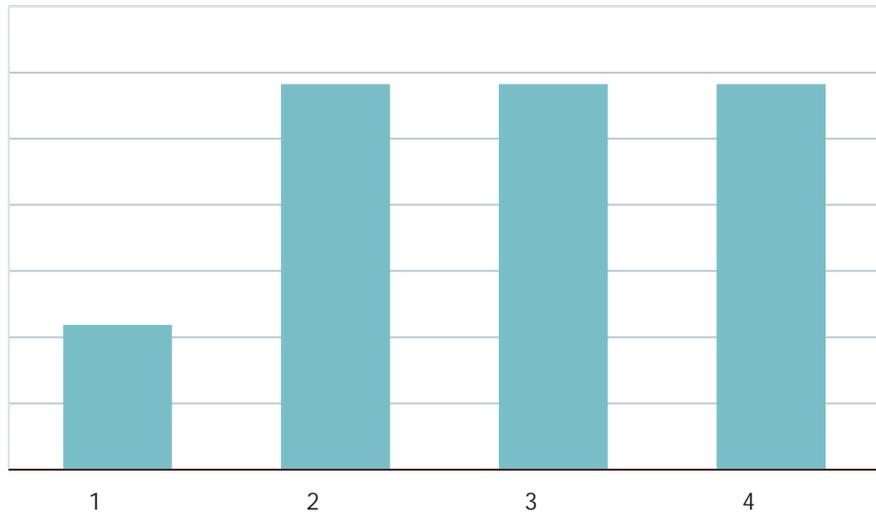
...

8.2.

:
-
-
;
-
...

20 .;

10.



...

5-

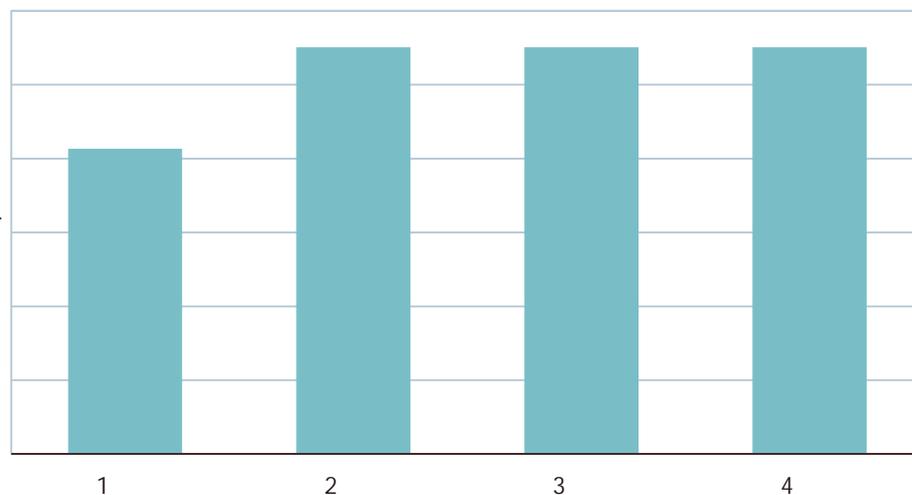
5-6

689 .

1-2

1700 .

11.

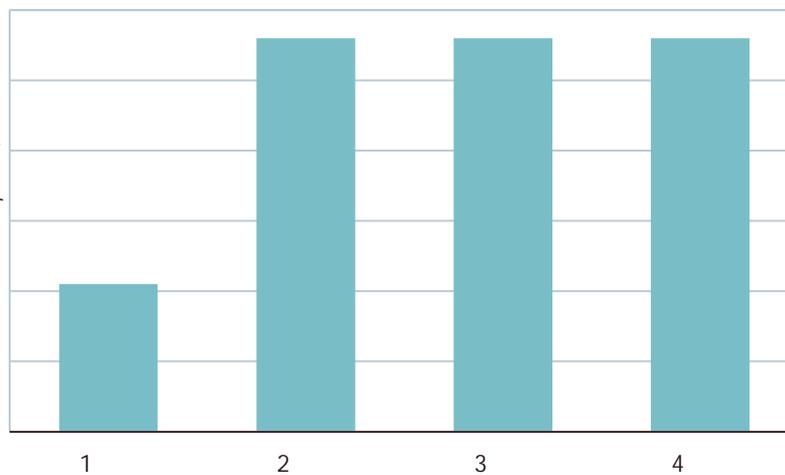


67,2

1-
(10 000)

5,6

12.



4

€ 361 984.

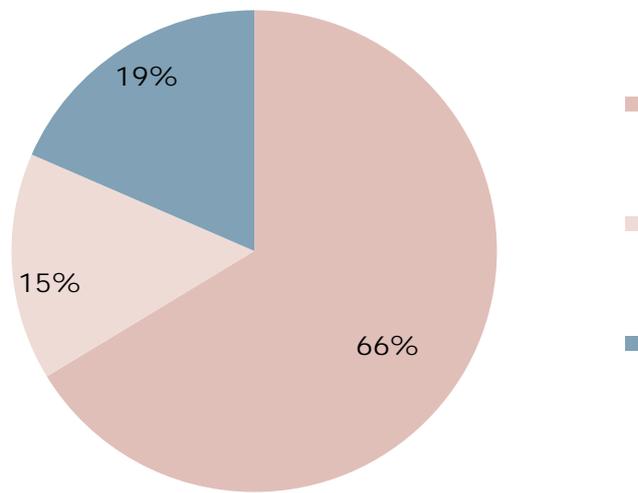
	1	2	3	4	

, EUR/



	1	2	3	4	
,
, EUR/

) (...
,
, EUR/



8.3.

	1	2	3	4	
Sales ()

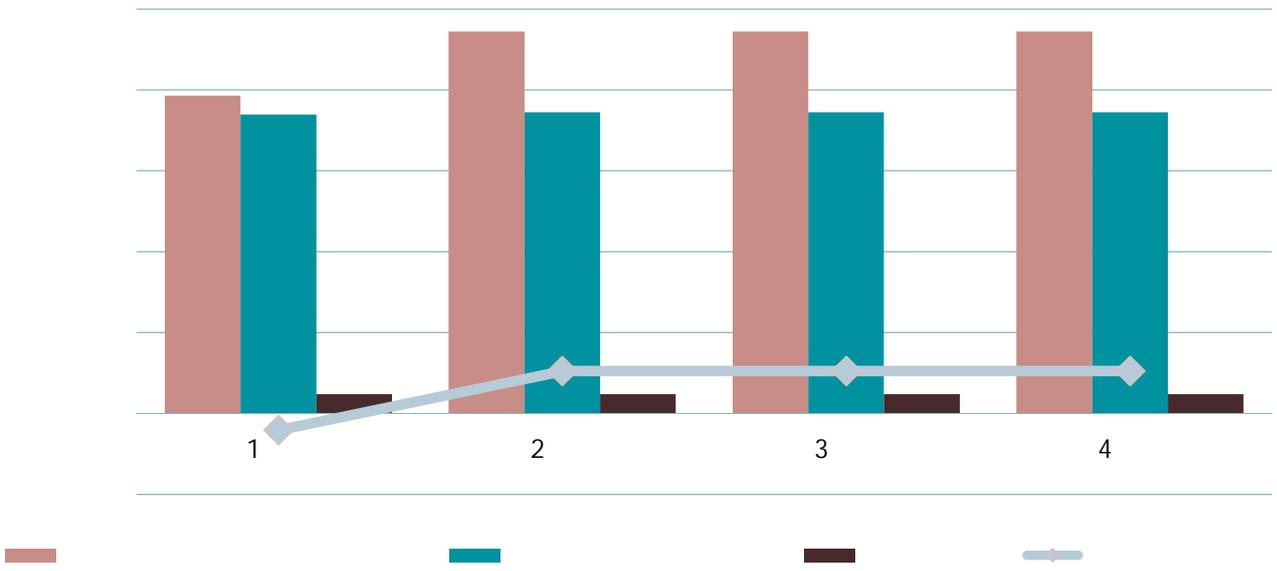
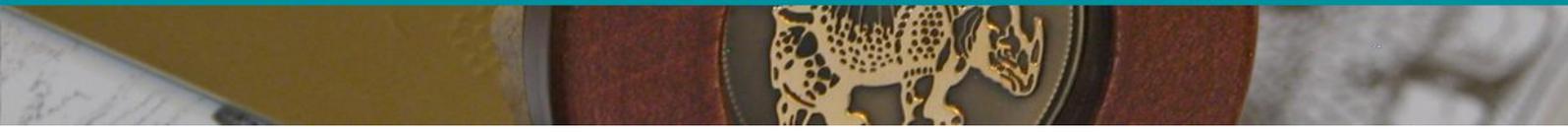
Gross Profit (())

EBITDA

EBIT

Net Profit / Loss (/)

	1	2	3	4	



8.4.

) ;
) .
 () , 2
 ...

1	...
2	...
3	...
4	...

	...
1	...
2	...

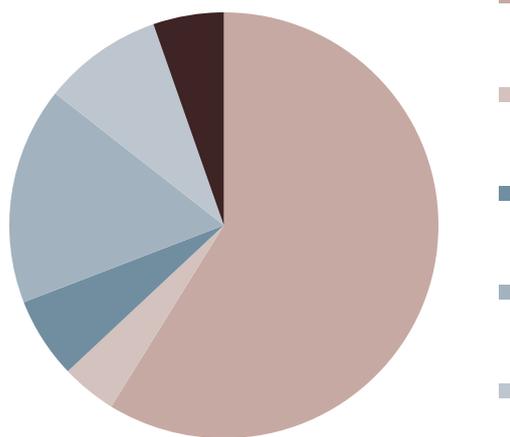
CAPEX ()
 2
 ...

	4		

-

	4		

:



(CAPEX) € 34 672 :

(CAPEX)	
	...
	...
-	...
	...
	...

_____ :

Z . , 4 ...

8.5.

) :
) ...
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 :

			, EUR
1	,
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	,
2-4	,
	,
	,

0 EUR

:
 , 2-4 , EUR/ .

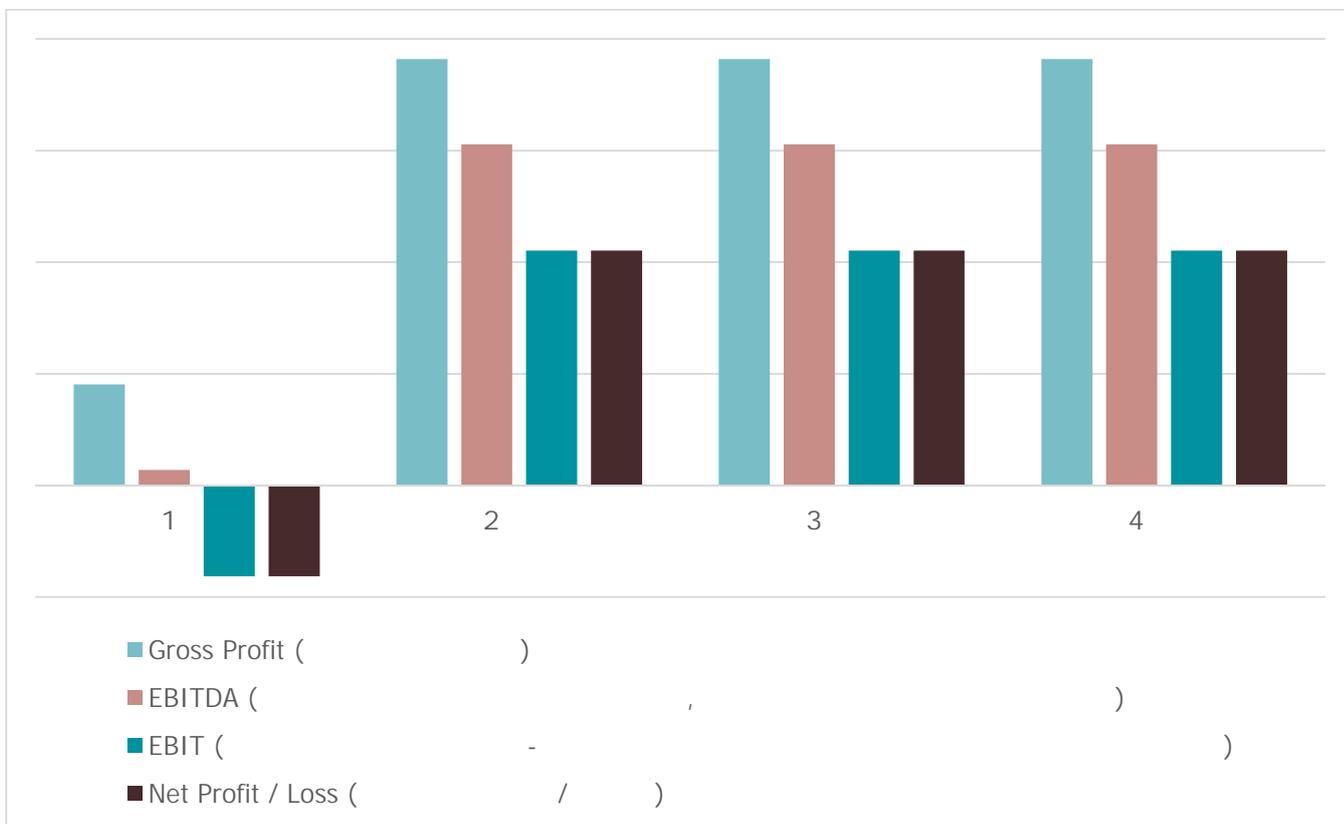
	, EUR/
,
,	...
,	...

- ,
 - :
 , 2-4

	, %
	...
	...
	...

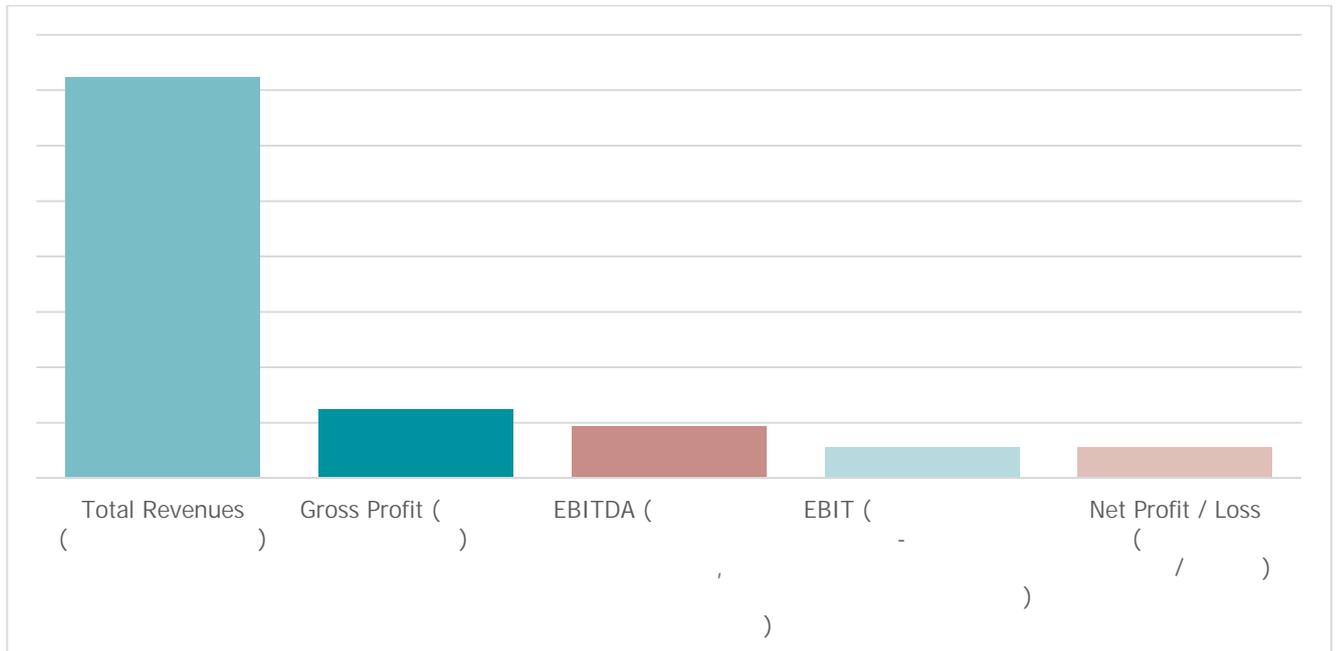
9.1.

)	Gross profit ()-	:
)	EBITDA -	,
)	EBIT () -	.
)	Net Profit/Loss - /	.



1-

(EBIT Net ...



9.2.

Weighted Average Cost of Capital) : (WACC –

$$WACC = X kd + B wd + \Gamma ks + B ws$$

Kd – , (EUR,) – 8 %
Wd – –100%
Ks – () –3 %
Ws – – 0 %

WACC

WACC

WACC = 8% * 100% + 3% * 0% = 8%

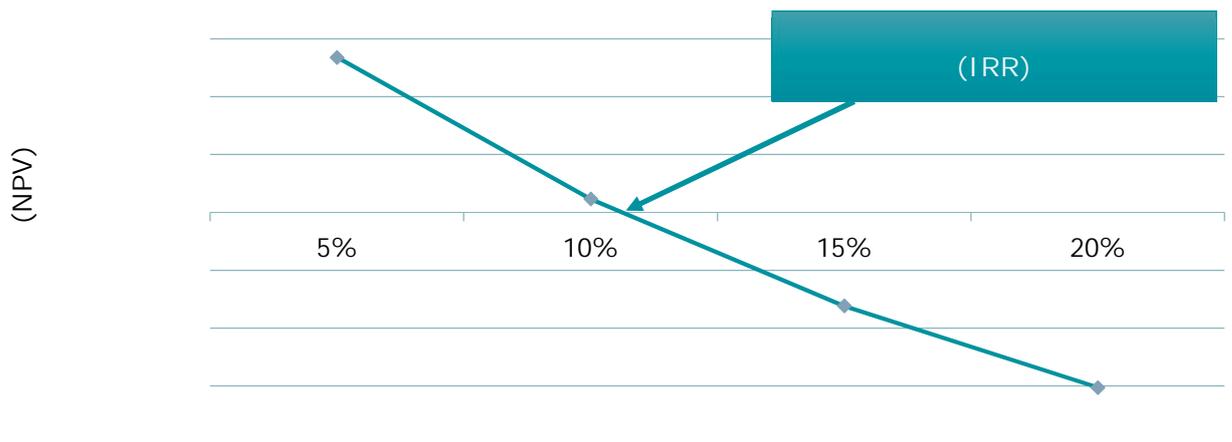
(Discount payback period)-DPP		...
(Project period) PP		...
(Net Present Value) - NPV	EUR	...
(Internal rate of return)- IRR	%	...
(Profitability index)- PI
(Return On Sales, Net Profit Margin) - ROS	%	...
(Return on investment) - ROI	%	...

(NPV)

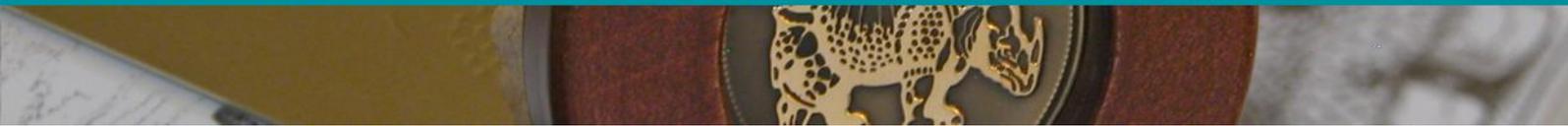


«0».

...
(IRR)
(
) ...

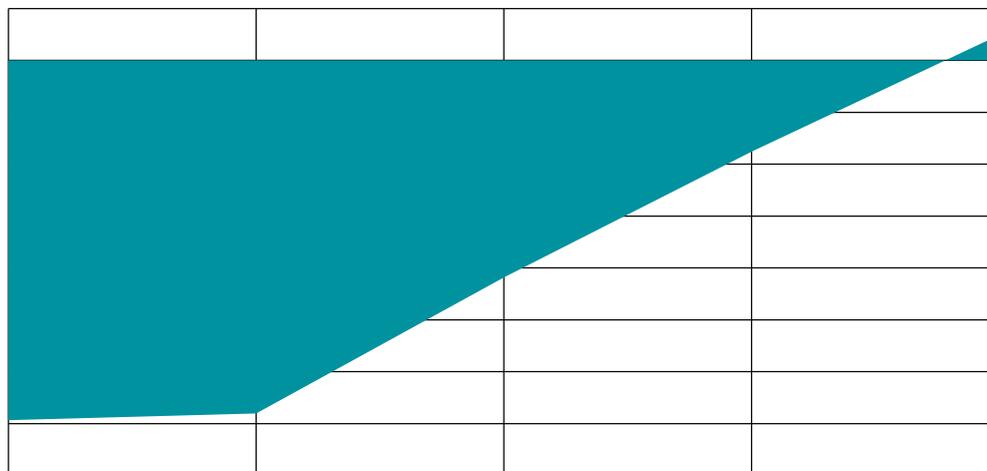


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...
...
...

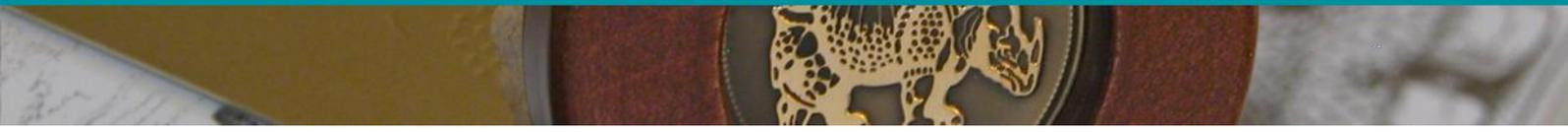


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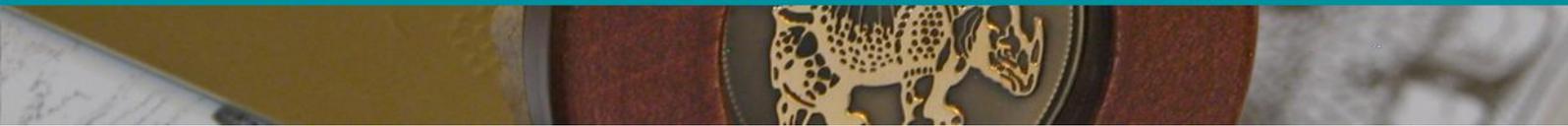
...



10.1.

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J 10.2.



5 – 10 %

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10.3. SWOT-

(Strengths)	(Opportunities)
<p>)</p> <p>...</p>	<p>)</p> <p>...</p> <p>)</p>
(Weaknesses)	(Threats)
<p>)</p> <p>...</p> <p>)</p>	<p>)</p> <p>()</p> <p>()</p> <p>...</p> <p>)</p>

