

BUSINESS PLAN
Business Presentation

BATHING ESTABLISHMENT

"Night and Day Resort"

Our Logo



BUSINESS PLAN

Potential Market

OUR REGION: LAZIO



BUSINESS PLAN

Potential Market

THE PROVINCE OF LATINA



BUSINESS PLAN

Potential market

TOURISM DEVELOPMENT

COAST OF LAZIO	ITALIAN		FOREIGN		TOTAL	
	Arrivals	Presences	Arrivals	Presences	Arrivals	Presences
SUMMER 2007	1.173.800	6.874.000	1.021.000	3.220.000	2.194.800	10.094.000
SUMMER 2008	1.149.300	6.651.400	975.800	2.998.500	2.125.100	9.649.900
Var. % 08/07	-2,1%	-3,2%	-4,4%	-6,9%	-3,2%	-4,4%



BUSINESS PLAN

Potential Market

2008 tourism trend



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Potential Market Province of Latina

NUMBERS:

- 558 receptive structures (of which 192 hotels);
- 900 million turnover;
- 16.500 employees;
- 23.800 other seasonal employees



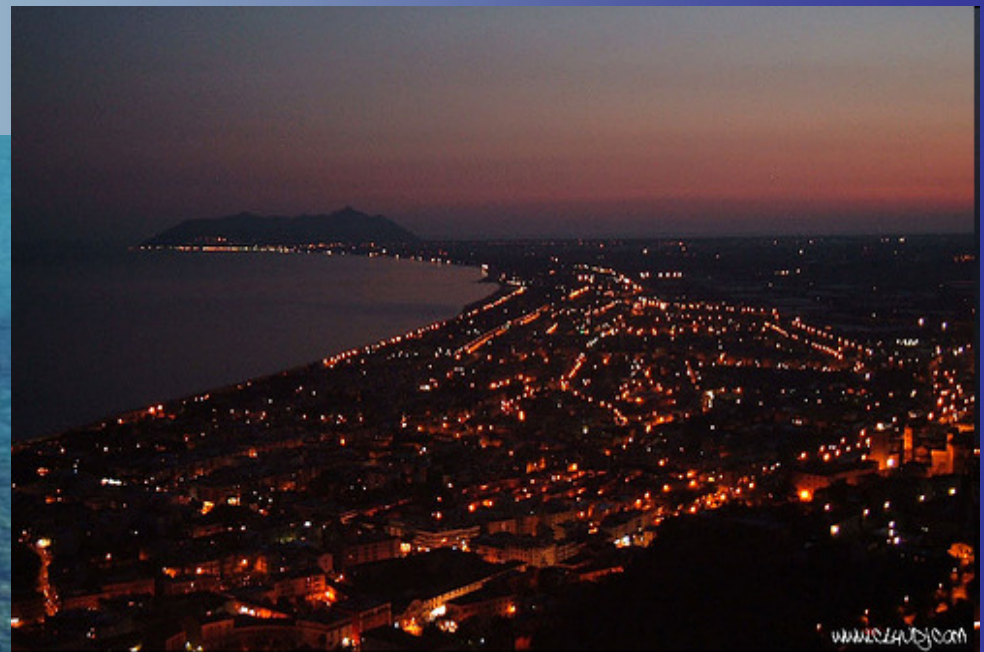
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Potential Market

PONTINA COAST



PONZA ISLAND



TERRACINA BY NIGHT



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BATHING ESTABLISHMENT

"Night and Day Resort"

Our bathing establishment gives to tourists who choose Terracina for their holiday, the opportunity to enjoy everything, every day under an atmosphere of maximum relax.

Discover the beauty of the surrounding area through our weekly programme "Terracina Sightseeing".



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BATHING ESTABLISHMENT

"Night and Day Resort"

OUR MISSION

daytime

- Ensure a total relaxing holiday to all guests of the resort, during their stay

Night Life

- Allow the aggregation of youth for a responsible fun night



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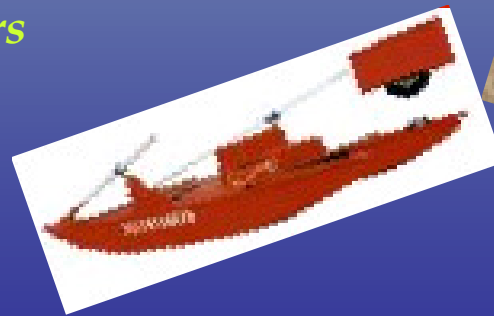
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"Night and Day Resort"

Structure

- ✓ *n. 1 beach kiosk;*
- ✓ *n. 120 beach umbrellas*
- ✓ *n. 240 sunbeds*
- ✓ *n. 120 deckchairs*
- ✓ *n. 100 "director" chairs*
- ✓ *n. 5 cabins*
- ✓ *beach facilities*



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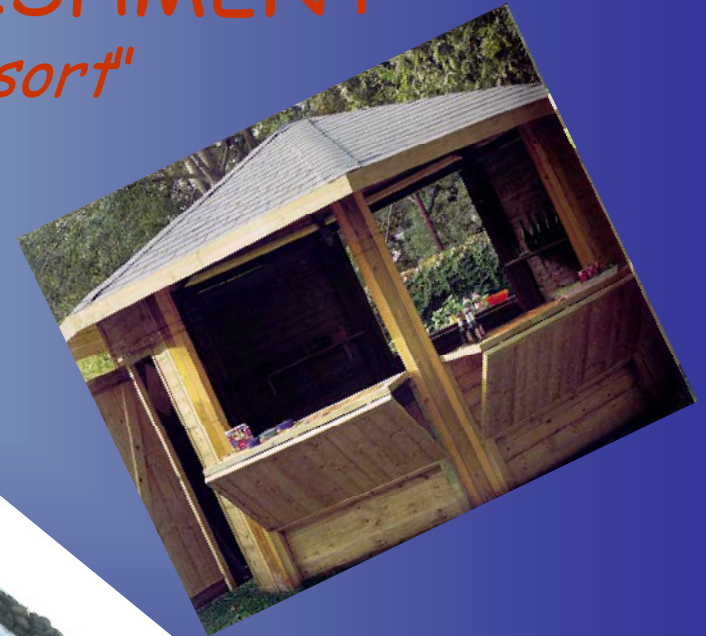
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BATHING ESTABLISHMENT

"Night and Day Resort"
Products

Daytime

- ✓ *bathing establishment;*
- ✓ *bar and café*
- ✓ *restaurant and pizzeria*
- ✓ *newstand*
- ✓ *internet point*



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BATHING ESTABLISHMENT

"Night and Day Resort"
Products

Night Life

- ✓ *piano bar;*
- ✓ *bar and café*
- ✓ *restaurant and pizzeria*
- ✓ *discodance on the beach*
- ✓ *internet point*



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BATHING ESTABLISHMENT
"Night and Day Resort"
Products

FROM 15 JULY TO 20 AUGUST

WE'RE OPEN

24 HOURS



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"Night and Day Resort"

Customer Service

Daytime

- ✓ *lifeguard*
- ✓ *miniclub (for the children);*
- ✓ *fitness;*
- ✓ *card games;*
- ✓ *beach volley and beach soccer;*
- ✓ *checkers tournament;*
- ✓ *chess on the beach;*
- ✓ *"a book for a week" (reader on the beach) (1 hour in the afternoon).*



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"Night and Day Resort"

Customer Service

Night Life

- ✓ *theme nights*
- ✓ *midnight bath (only from 15 july to 20 August);*
- ✓ *"at two a croissant for you" (with cream or chocolate);*
- ✓ *sunrise on the beach (with cappuccino and classical music);*



BUSINESS PLAN

Competitive strategy

BATHING ESTABLISHMENT

"Night and Day Resort"

Generally based on a traditional model of product, our strategy is to provide a range of innovative services which represent an additional value for our customers.

We will focus on:

- adults and children who stay on the beach to enjoy their holiday, during the day;
- young people who love night life staying with friends, listening to music and dancing.



BUSINESS PLAN

Competitive Strategy

BATHING ESTABLISHMENT

"Night and Day Resort" Strengths

- Innovation (it is the only business in our area with these characteristics);
- Easy implementation;
- Competitive prices;
- Low cost advertising (customers "word to word")



BUSINESS PLAN

Competitive Strategy

BATHING ESTABLISHMENT

"Night and Day Resort"

Weaknesses

- Business cheating in the area;
- Bad weather.



BUSINESS PLAN

Competitive Strategy

BATHING ESTABLISHMENT

"Night and Day Resort"

Pricing

Based on market research, we have set the price list according to the different kinds of products offered.



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Competitive Strategy

BATHING ESTABLISHMENT

"Night and Day Resort"

Advertising

- Website;
- Cooperation with hotels and tour operators;
- Leafleting ;
- Local media.



BUSINESS PLAN

The Team

BATHING ESTABLISHMENT

"Night and Day Resort"



BUSINESS PLAN

Financial Plan

BATHING ESTABLISHMENT

"Night and Day Resort"

Start up – Capital Investment

SUBJECT	NUMBERS	UNIT PRICE	TOTAL COST
BEACH UMBRELLAS	120	110,00	13.200,00
SUNBEDS	240	90,00	21.600,00
"DIRECTOR" CHAIRS	100	50,00	5.000,00
DECKCHAIRS	120	40,00	4.800,00
CABINS	10	1.290	12.900,00
BOAT RESCUE	1	1.300	1.300,00
BEACH KIOSK	1	20.600	20.600,00
BAR EQUIPMENT	1	12.900	12.900,00
<i>TOTAL INVESTMENT</i>			<i>92.300,00</i>



BUSINESS PLAN

Financial Plan

BATHING ESTABLISHMENT

"Night and Day Resort"

Start up - Total Revenue

YEAR 1 (2010)	PRESENCES	UNIT PRICE	TOTAL REVENUE
JUNE	900	€ 13,00	€ 11.700,00
JULY	2.800	€ 14,00	€ 39.200,00
AUGUST	3.500	€ 15,00	€ 52.500,00
BEACH KIOSK	Spending per person	€ 4,50	€ 32.400,00
RESTAURANT/PIZZERIA	Average presence 30% of total	€ 12,00	€ 25.920,00
DISCO NIGHT	Average presence 70% of total	€ 20,00	€ 100.800,00
			€ 262.520,00
<u>OPERATIONAL RISKS</u>	25% of total revenue		€ 196.890,00



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Financial Plan

BATHING ESTABLISHMENT

"Night and Day Resort"



Start up - Total Revenue for each sector

YEAR 1	BEACH EQUIPMENT	FOOD AND DRINKS	DISCO	TOTAL	OPERATIONAL RISKS	FORECAST
JUNE	€ 11.700,00	€ 7.290,00	€ 12.600,00	€ 31.590,00	€ -7.897,50	€ 23.692,50
JULY	€ 39.200,00	€ 22.680,00	€ 39.200,00	€ 101.080,00	€ - 25.270,00	€ 75.810,00
AUGUST	€ 52.500,00	€ 28.350,00	E 49.000,00	€ 129.850,00	€ -32.462,50	€ 97.387,50
TOTAL	€ 103.400,00	€ 58.320,00	€ 100.800,00	€ 262.520,00	€ - 65.630,00	€ 196.890,00

BUSINESS PLAN

Financial Plan

BATHING ESTABLISHMENT

"Night and Day Resort"

In Thousands	Year 1	Year 2	Year 3
REVENUES	196,89	223,14	262,52
TOTAL COST	147,67	167,36	196,.89
TAXES (37%)	18,21	20,64	24,28
NET PROFIT	31,01	35,14	41,35

Costs include consumables, staff wage, lease payments, overhead expenses, devaluation and amortization, financial costs.



BUSINESS PLAN

Financial Statement

BATHING ESTABLISHMENT

"Night and Day Resort"

BALANCE SHEET

(in thousands)

ASSETS	Year 1	Year 2	Year 3
YEARS	2010	2011	2012
Inventories	0	0	0
Ready cash and bank liquidity	16,2	33,66	52,02
Fixed assets:	98,3	78,64	58,98
<i>intangibles</i>	6,0	4,8	3,6
<i>tangibles</i>	92,3	73,84	55,38
TOTAL ASSETS	114,5	112,3	111,0
LIABILITIES	2010	2011	2012
Short terms	10,0	11,4	10,8
<i>trade payables</i>	8,0	9,6	9,8
<i>accruals and payables</i>	2,0	1,8	1,0
Medium/long term	74,5	49,5	28,5
Equity	30,0	51,4	71,7
TOTAL LIABILITIES	114,5	112,3	111,0



BUSINESS PLAN

Financial Statement

BATHING ESTABLISHMENT

"Night and Day Resort"

PROFIT AND LOSS ACCOUNT
(in thousands)

PROFIT AND LOSS ACCOUNT	Year 1	Year 2	Year 3
YEARS	2010	2011	2012
Total Revenues	196,89	223,14	262,52
Other Income or Revenues	-	-	-
	196,89	223,14	262,52
Operating expenses:			
Purchases, services and other	(68,91)	(78,10)	(91,88)
Payroll and related costs	(48,60)	(52,65)	(64,35)
	(117,51)	(130,75)	(156,23)
Depreciation, amortization and impairment	(22,96)	(32,41)	(38,91)
OPERATING PROFIT	56,42	59,98	67,38
Financial income (expense)			
Financial income	0,25	0,75	1,10
Finance expense	(7,45)	(4,95)	(2,85)
	(7,20)	(4,20)	(1,75)
PROFIT BEFORE INCOME TAXES	49,22	55,78	65,63
Income taxes	(18,21)	(20,64)	(24,28)
NET PROFIT	31,01	35,14	41,35



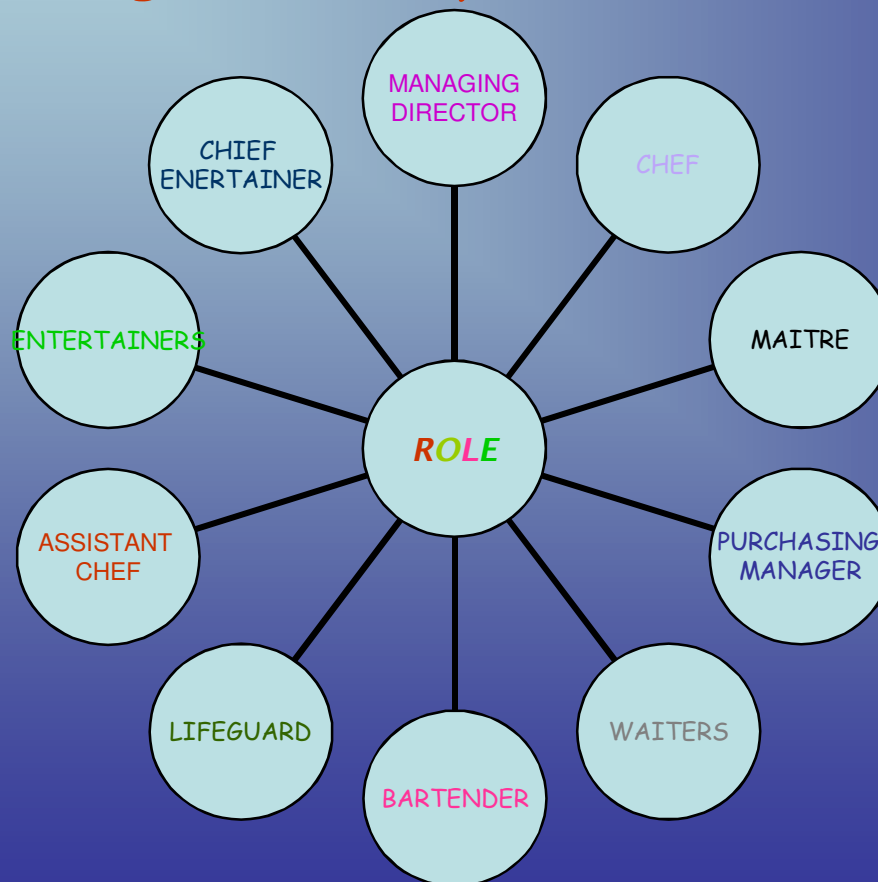
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Organization Chart

BATHING ESTABLISHMENT

"Night and Day Resort"

Organization
Chart
Year 2012



BUSINESS PLAN

Motto

BATHING ESTABLISHMENT

"Night and Day Resort"

Beach and Sun



Disco and Fun!

