



**BOULEVARD
& GLAMPING**
SUMMARY OF
BUSINESS PLAN

INVESTMENT OFFER

Available investment: €4.000.000,- . This will represent 37% shares of Šírava Park s.r.o.

We use 2.500.000,- Euro to build Šírava Park Boulevard with all business:
Avarage 250.000 visits are to be expected each season with avarage spending of € 10,- per visitor.

We use 1.500.000,- Euro to build Šírava Park Glamping:
Up to 200 sleeping places will be built and rent out each season with expacted occupancy 65% per year.

Expected ROI is 25-40% per year. Dividend will be paid out yearly for 24 years. (example calculations are based on 25% ROI)

** table on the right: Šírava Park - Profit & Loss statement*

ŠÍRAVA PARK - POSITIONING & TARGETS

Šírava Park is situated in East Slovakia most wanted location, Zemplínska Šírava lake. Surrounded byt the greenery of hills Vihorlat, water and very favorable lo-cal climate is everything what is essential for holidays.

We are a mid-size resort with public promenade, pier and beach with variety of restaurants. In our resort we provide 83 rooms (domes) of up to 200 beds and capacity up to 1.500 people in our bars, restaurants and party dome.

Target market: Leisure & MICE
TOP season: Summer season
TOP clientele: Slovaks, Ukrainians, Polish, Hungarians

Majority of our customers are coming over the weekend or on holidays. With new highway and connection to international airport in Košice, we await also forigner tourists to come. We expect weekenders from locals and surroundings countries whole yearly.

Our guests are mainly looking for a special offers connected to activities and also restaurant services. We provide many entertainment activities within our resort as well as option to visit our surroundings.

Entertainment & Activities: laguna trips, wine trips, fishing trips, hiking trips, cyclist trips, events, swimming, water activities, events, skating, ice-skating, skiing and many others.

Description	Šírava Park	
Account		
Rooms Available	30,378	
Rooms Sold	15,259	
Occupancy	50.2%	
ADR	79	
Rooms RevPAR	40	
Total RevPAR	74	
Operating Revenue		
Total Operating Revenue	5,563,000	
Departmental Expenses		
Total Departmental Expenses	2,980,507	53.6%
TOTAL DEPARTMENTAL PROFIT	2,582,493	46%
Undistributed Operating Expenses		
Total Undistributed Expenses	783,891	14.1%
GROSS OPERATING PROFIT	1,798,603	32%
Non-Operating Income and Expenses		
Total Non-Operating Income and Expenses	143,000	2.6%
EBITDA	1,655,603	30%
Replacement Reserve	78,130	1.4%
EBITDA LESS REPLACEMENT RESERVE	1,577,473	28%
Interest, Depreciation, and Amortization		
Interest	0	
Depreciation	266,667	
Total Interest, Depreciation, and Amortization	266,667	4.8%
INCOME BEFORE INCOME TAXES	1,310,806	23.6%
Income Taxes 21%	275,269	
Non Operating Expenses below EBITDA		
NET INCOME	1,035,537	

ŠÍRAVA PARK - BOULEVARD - PRICING STRATEGY & TARGETS

Project: Šírava Park - Boulevard
Location: Zemplínska Šírava - Klokočov
Parcel number: 576/2 C, 505/4 C

Šírava Park - Boulevard is a public beach, pier, marina, green area and promenade with many variety of bars, restaurants and shops for day and night. It will feature many water activities like: Water park, fishing, party boat and others. There are stages and spaces for cultural and social events.

Each of our 3 restaurants offer different experience for various visitors:
1st restaurant of 640m2 summer terrace is focused on families and people whose enjoy fast food. It has up to 200 seats in dining area and 50 stand-by tables in drinks-only area.

2nd restaurant of 807m2 terrace (279seats total) is focused on beer&grill lovers and it also provides life grill shows for visitors. This terrace can be operational whole year as it has covered area of 454m2 (119 seats).

3rd restaurant of 900m2 summer terrace with life DJ is right choice for people whose enjoy fancy places. It has up to 144 seats in dining area and 145 seats in lounge area.

The main afford will be concentrated on the major market segments (leisure & MICE). MICE business season is Feb-May and Sept-October, Leisure is mainly over weekends and July-August.

We await from minimum 150.000 up to 500.000 visits per year - avarage 250.000 visits are to be expected each season with avarage spending of €10,- per visitor.

EXPECTED CONSTRUCTION COSTS - BOULEVARD

Type of constuction	Price in EUR	
Costs before construction	65,000	3%
Public areas, parks, traffic infrstructure and technical infrastructure	786,649	31%
Total cost of buildings	393,335	16%
Other Costs: Equipment and Technologies, Water Playgrounds	560,000	22%
Pre-Opening: Operational costs, Marketing and Management costs	500,000	20%
Extra budget for not expected costs	200,000	8%
TOTAL	2,504,984	

PROFIT & LOSS STATEMENT - BOULEVARD

Description	Boulevard	
Account		
Operating Revenue		
Food and Beverage	2,563,000	77.4%
Other Operated Departments	600,000	18.1%
Miscellaneous Income	150,000	4.5%
Total Operating Revenue	3,313,000	
Departmental Expenses		
Food and Beverage	1,520,452	59.3%
Other Operated Departments	390,000	65.0%
Total Departmental Expenses	1,910,452	57.7%
TOTAL DEPARTMENTAL PROFIT	1,402,548	42.3%
Undistributed Operating Expenses		
Administrative and General	200,280	6.0%
Sales and Marketing	67,459	2.0%
Utilities	180,000	5.4%
Total Undistributed Expenses	447,739	13.5%
GROSS OPERATING PROFIT	954,809	29%
Non-Operating Income and Expenses		
Insurance	59,000	
Total Non-Operating Income and Expenses	59,000	1.8%
EBITDA	895,809	27%
Replacement Reserve	33,130	1.0%
EBITDA LESS REPLACEMENT RESERVE	862,679	26%

ŠÍRAVA PARK - GLAMPING - PRICING STRATEGY & TARGETS

Project: Šírava Park - Glamping
Location: Zemplínska Šírava - Klokočov
Parcel number: 576/2 C, 505/4 C

Šírava Park - Glamping is new way of “kemping”, where stunning nature meets modern luxury - a way to experience the untamed and completely unique parts of the world without having to sacrifice creature comforts. We provide 83 rooms (domes) of up to 190 beds which consist mainly of double bed rooms. Solely for visitors o Glamping we provide breakfast buffet of 150m2, which can handle up to 112 table seats.

Couples and families (with 1-2 kids) are one of our main targets, especially during weekends and public holidays. We will create special romantic packages as well as family packages to attract them to travel and stay in our Glamping.

The ADR we want to achieve is 80 Euro full year. Dynamic rates we sell are between 50-150 Euro depending on actual season, room type, weekends and weekdays, New Year Eve, holiday days ...

Second biggest segment is incentive groups, meetings, social events, parties, team buildings and corporate groups for which we provide space of 500m2 multifunctional hall of “Party Dome” which can handle up to 600 row seats/ 440 table seats.

We will concentrate to maintain our main booking channels, direct sale and update our internet promotions and special offers in order to make our resort easy to find, easy to book and make it more attractive for our clients.

EXPECTED CONSTRUCTION COSTS - GLAMPING

Type of construction	Price in EUR	
Costs before construction	75,000	5%
Traffic + Technical Infrastructure, Greenery, Lake	647,927	45%
Buildings + Equipment	572,570	40%
Pre-Opening: Operational costs, Marketing costs	150,000	10%
TOTAL	1,445,497	
euro ... 1million extra if we use luxury panel domes		

PROFIT & LOSS STATEMENT - GLAMPING

Description	Glamping	
Account		
Rooms Available	30,378	
Rooms Sold	15,259	
Occupancy	50.2%	
ADR	79	
Rooms RevPAR	40	
Total RevPAR	74	
Operating Revenue		
Rooms	1,202,400	53.4%
Food and Beverage	947,600	42.1%
Other Operated Departments	50,000	2.2%
Miscellaneous Income	50,000	2.2%
Total Operating Revenue	2,250,000	
Departmental Expenses		
Rooms	401,429	33.4%
Food and Beverage	653,625	69.0%
Other Operated Departments	15,000	30.0%
Total Departmental Expenses	1,070,055	47.6%
TOTAL DEPARTMENTAL PROFIT	1,179,945	52.4%
Undistributed Operating Expenses		
Administrative and General	102,441	4.6%
Information and Telecommunications Systems	29,744	1.3%
Sales and Marketing	83,505	3.7%
Property Operation and Maintenance	38,861	1.7%
Utilities	81,600	3.6%
Total Undistributed Expenses	336,152	14.9%
GROSS OPERATING PROFIT	843,793	38%
Management Fees	0	0.0%
Non-Operating Income and Expenses		
Insurance	84,000	
Other	0	
Total Non-Operating Income and Expenses	84,000	3.7%
EBITDA	759,793	34%
Replacement Reserve	45,000	2.0%
EBITDA LESS REPLACEMENT RESERVE	714,793	32%