



БИЗНЕС-ПЛАН

Pro-Consulting

Pro-Consulting 2017

Pro-Consulting,

Pro-Consulting,

Pro-Consulting –

2004

700

,
300

consulting.ua

[http://pro-](http://pro-consulting.ua)

2005

Pro-Consulting –

; 2010

2011

«

«

».

».

« « - »
www.pro-consulting.ua
, 03680,
, 11, 5
. / : +38(044) 591-52-53;
+38(044) 591- 52- 63

Pro-Consulting, LLC
www.pro-consulting.ua
11 Predslavynska Str., 5 floor
Kyiv - 03680, Ukraine
Tel: +38(044) 591-52-53;
+38(044) 591- 52- 63



1.	4
2.	5
3.	8
3.1	8
3.2	15
3.3	16
4.	17
4.1	17
4.2	18
4.3	22
5.	24
5.1	24
5.2	26
6.	28
7.	30
7.1	30
7.2	31
7.3	34
7.4	36
7.5.	38
8.	40
8.1	40
8.2	42
9.	44
9.1	44
9.2	45
9.3 SWOT-	46
10.	47



1.

2.

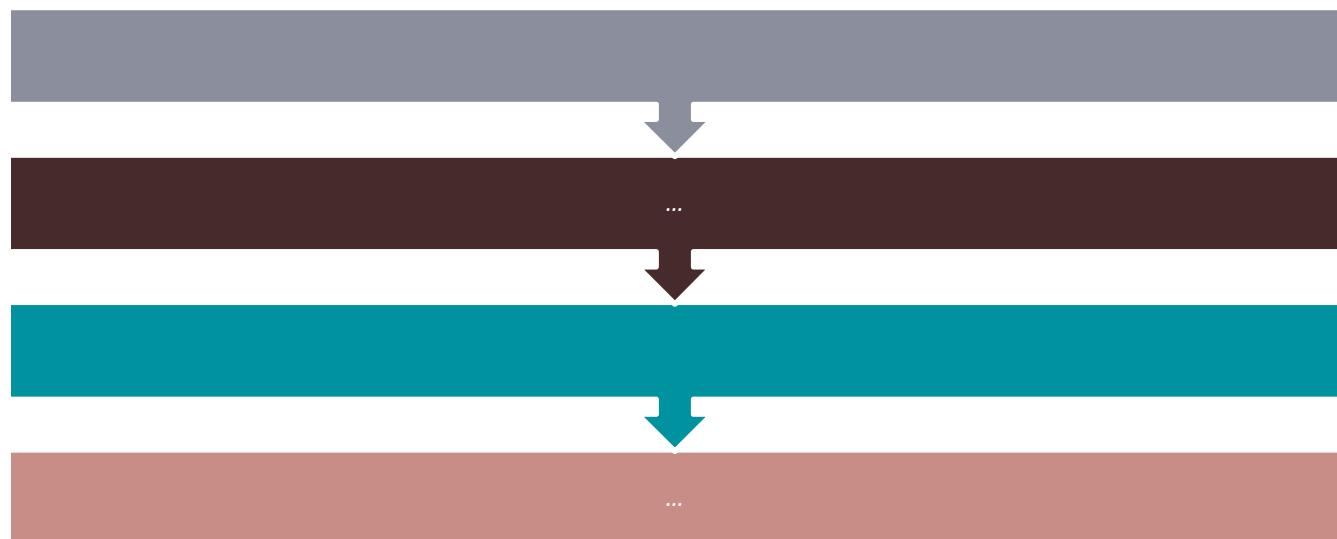
190-200

250-300

7-12%,

20

1.



- ;
- ;
- ...
- 2- ,
- 3- .

_____ ;

- ;
- ;
- ;
- ;
- ;

, \$..., ;

● - ... ;

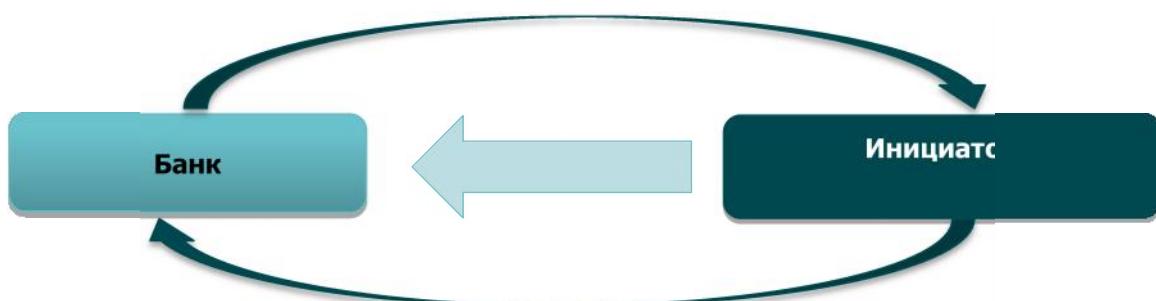
● \$... ;

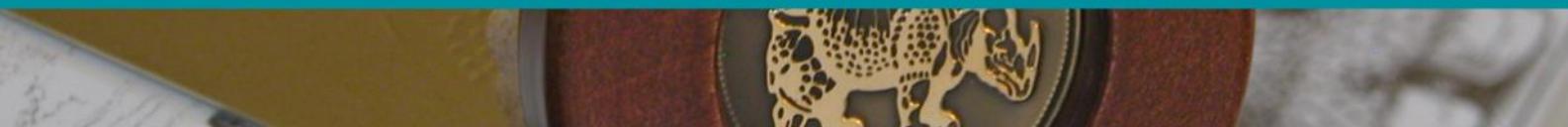
● - 14% ;

● - 4 ;

● (18-) ;

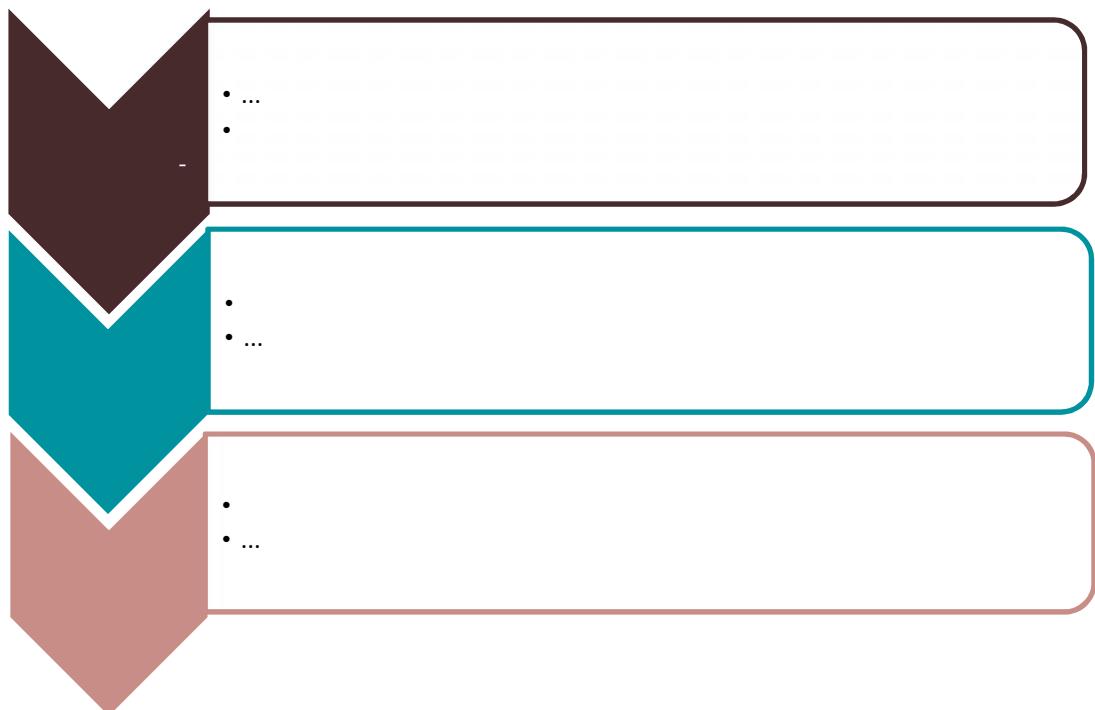
2.





,

3.



,

:

- - 7 (84).
- - 20 , . 11 - , 8 -

1 -

- -

3.

3.1

7-20%

1-1,5%

24

2016

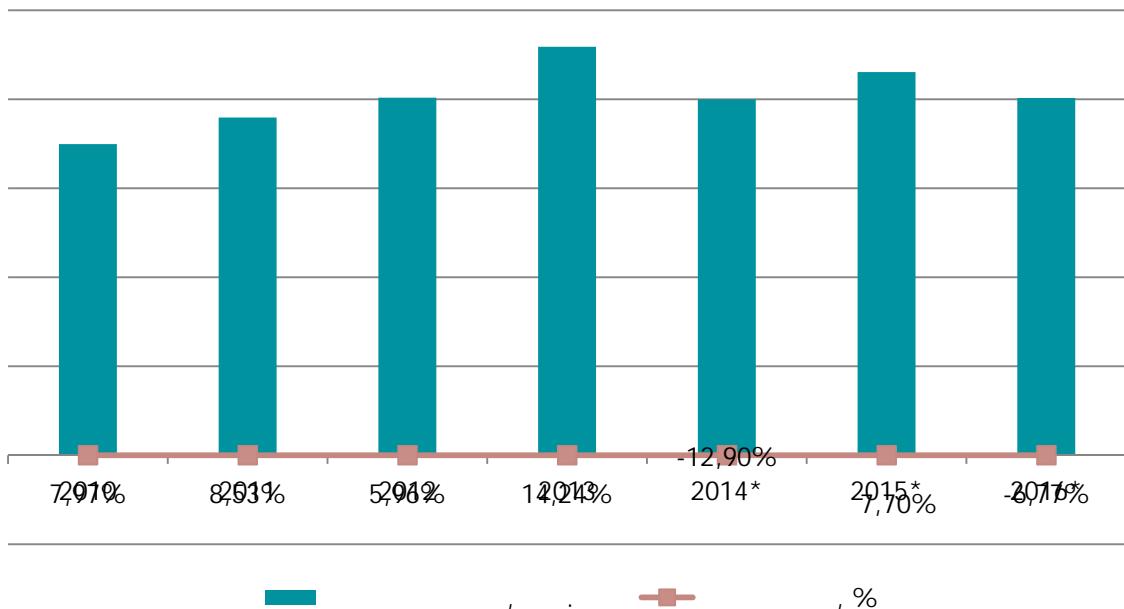
26

/

93%

1.

, 2010 – 2016 ..



Pro-Consulting

2007 . . – 81,5%

2016

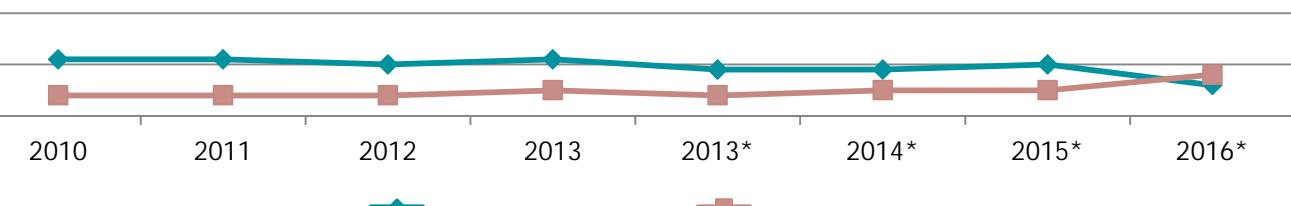
18,5% –

...

2013-2015

± 0,1

2.



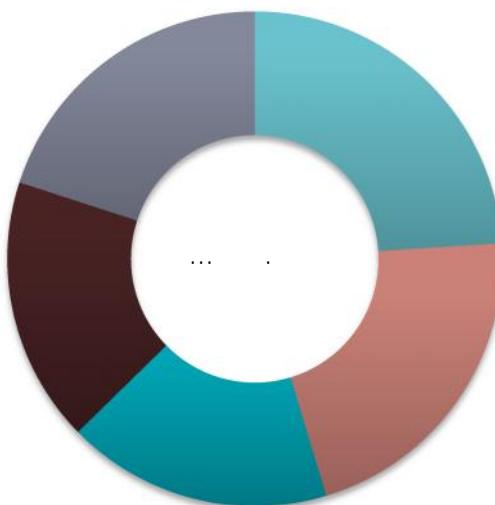
1,8 . . (9,0%)) – 1,6 . . (8,0%).

– 0,3 . . (1,5%),

– 0,1 . . (0,5%)

).

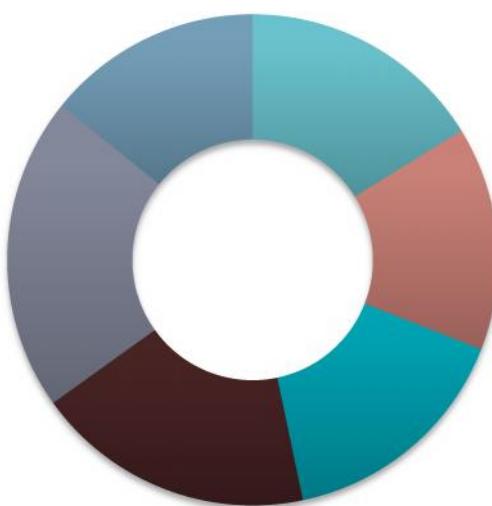
3.



, Pro-Consulting

4.

2016 , 1

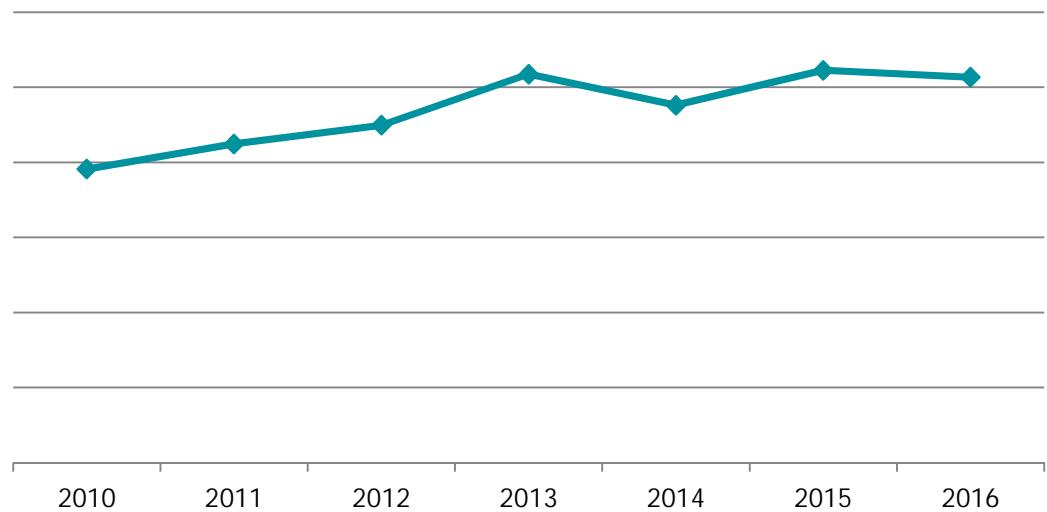


, Pro-Consulting

53,4 1 ,

5.

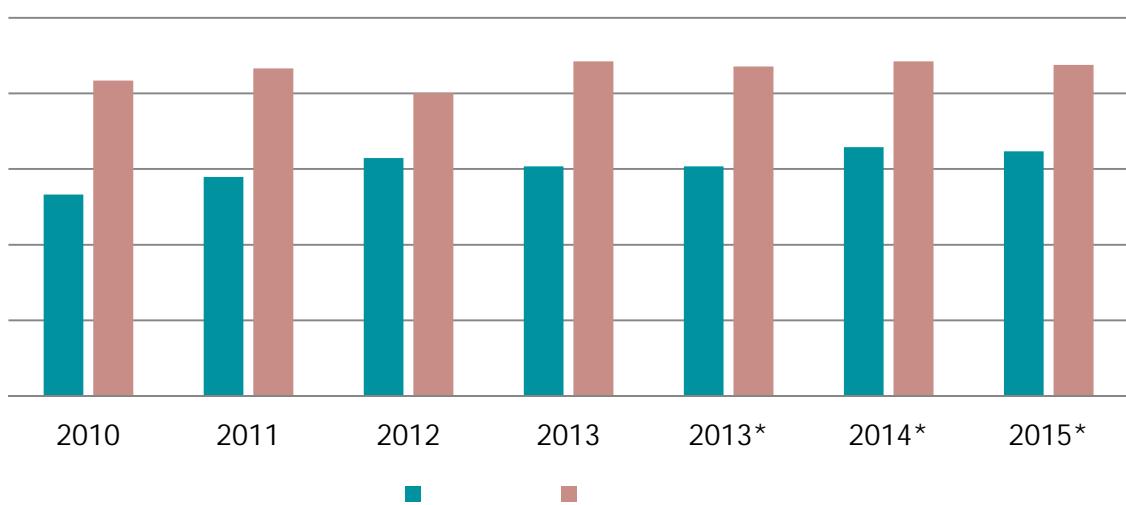
, 1



2013

6.

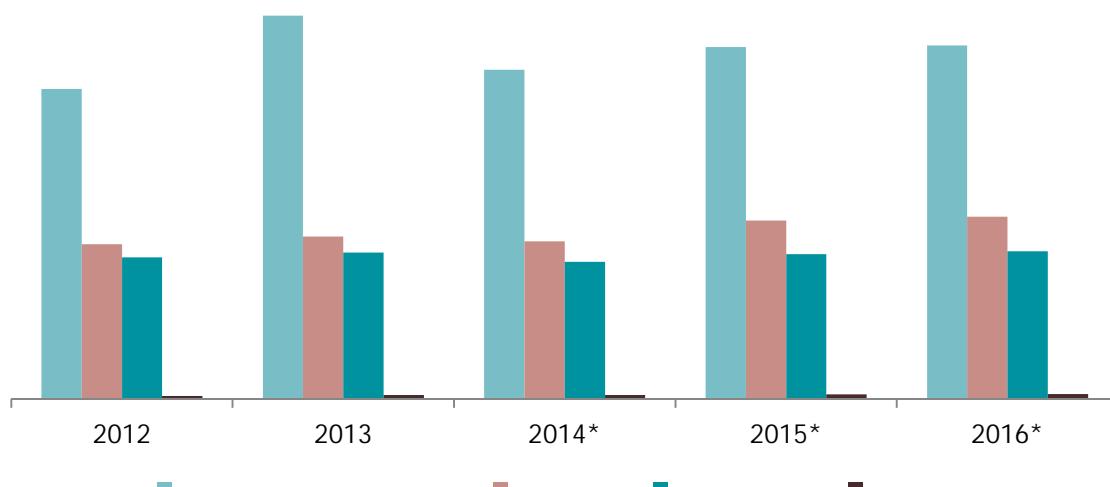
, 1



2016

7.

, 2012-2016

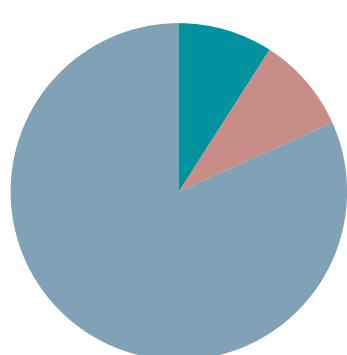


Pro-Consulting.

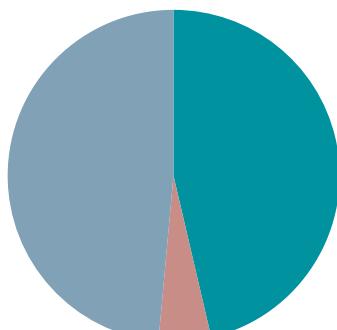
2014-2015

8.

2009 2016



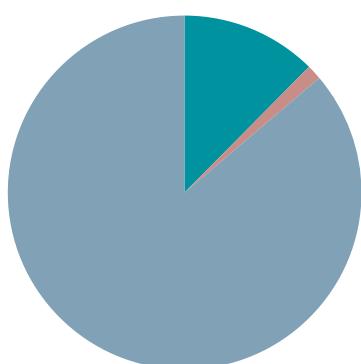
2009



2016

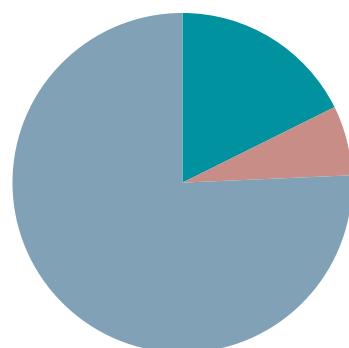
Pro-Consulting

9.



2009

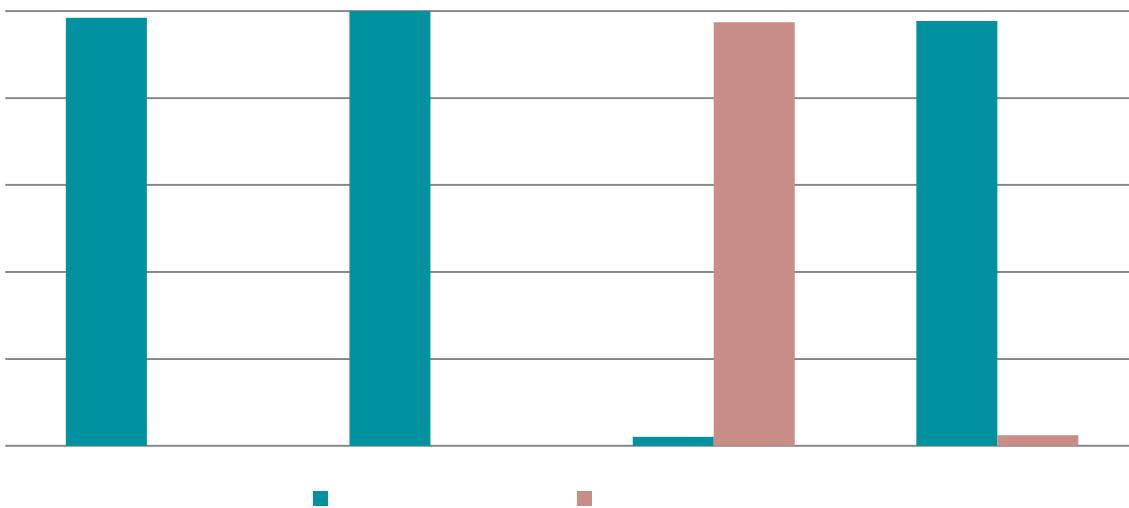
2009 2016



2016

Pro-Consulting

10.



2014 – 2015

2016

(97,4%

)

0,4

(2,4%

17,7

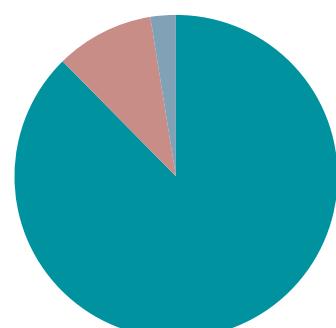
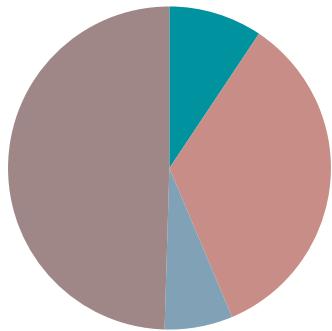
).

11.

2016

2016

2016

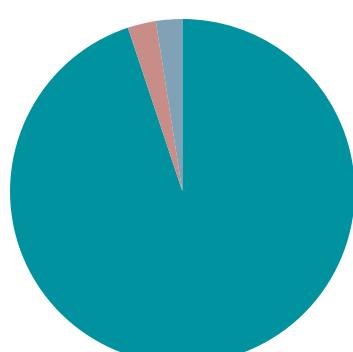
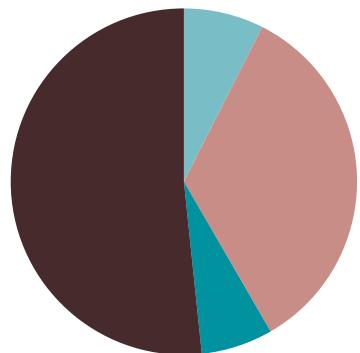


12.

2015

2015

2015



....

(

),

,

,

•

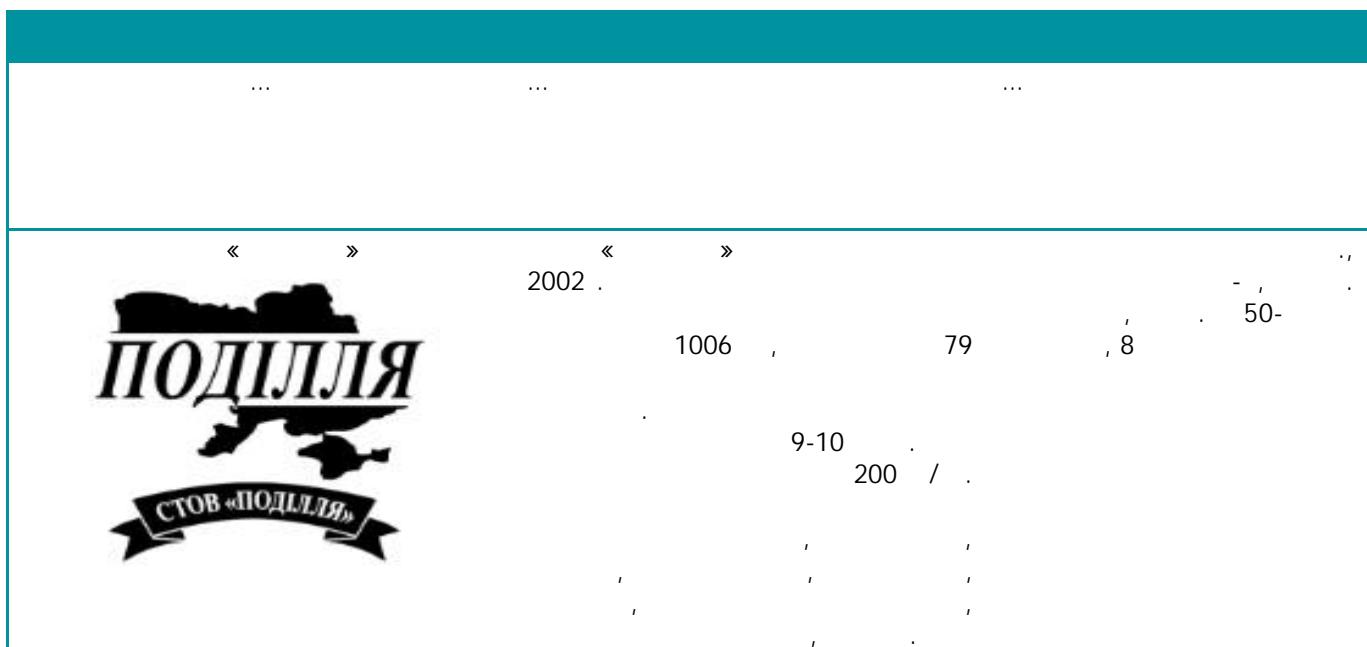
•

;

•

3.2

1.



3.3

2016

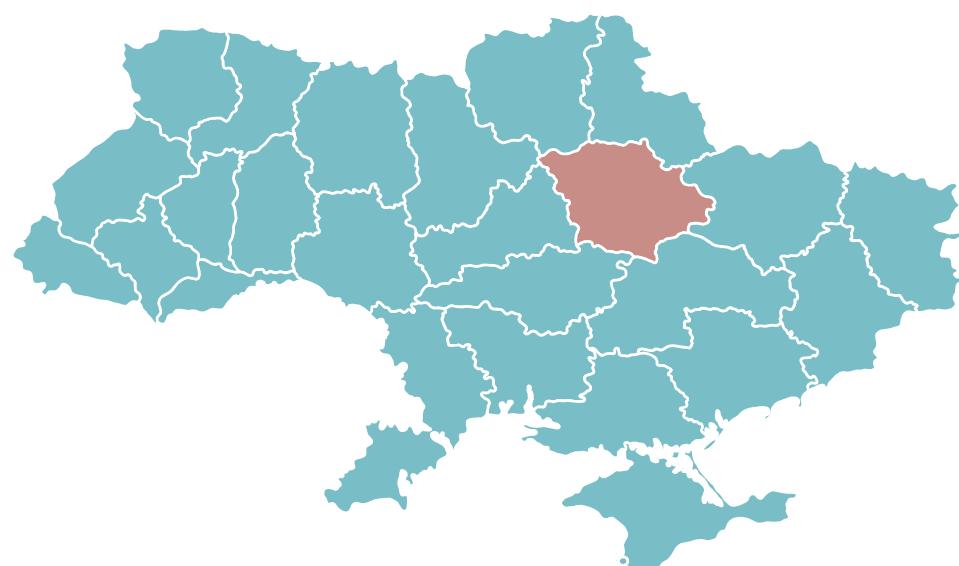
2013-2016

4.

4.1

....

4.



20

150 km^2 ,

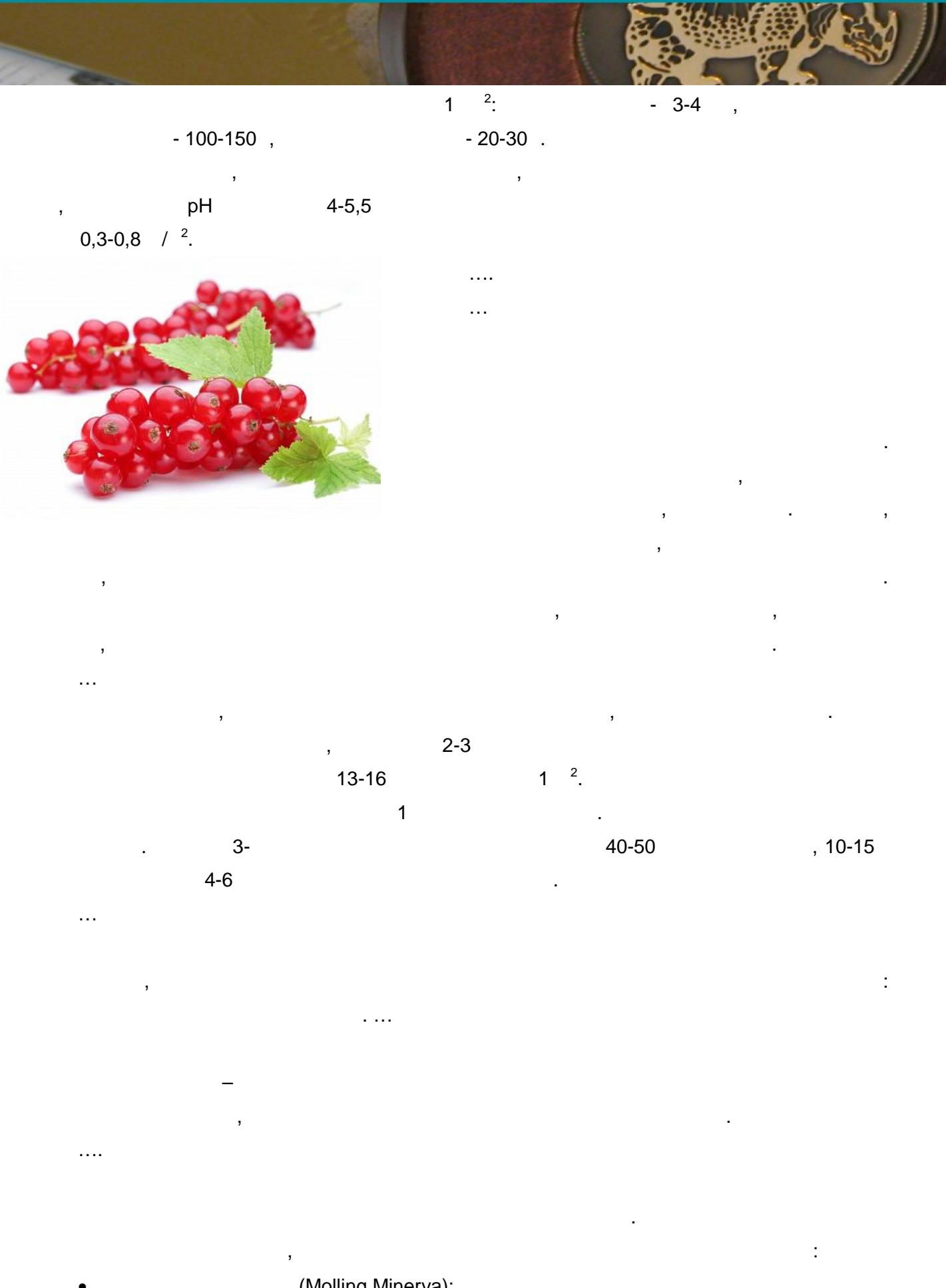
- ;
- ...
- ;

4.2

1,5



20-22



2.

/				
1.		()		Jinma-504 -600
7.			1 2	

/				
16.		10 /	/	Jinma-504

4.3

3.

		1	1	USD	USD
Jinma-504					

2 -4



0,9 - 1,4 ,

50°.

12-



	1,6
/	4,4-4,9
/	1,8-2,3
	8-15
/	8-12
/	20
	390
	1550
	1860
	1100
	40

5.

5.1

7

(56%) (44%)

...

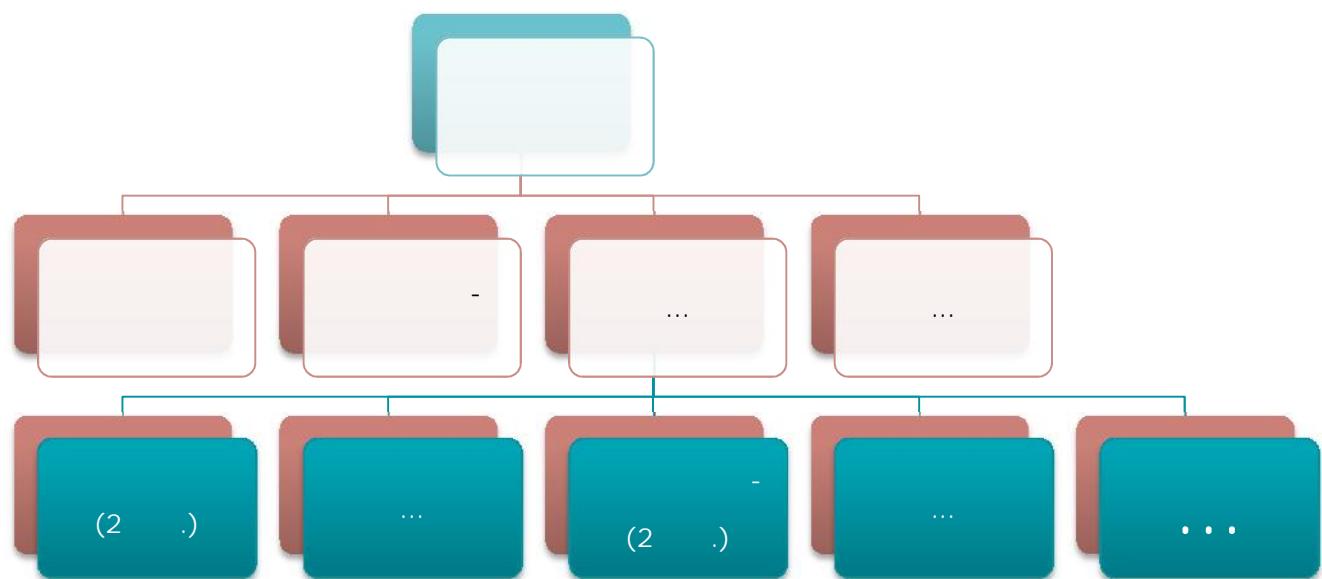


4.

5.2

() .

5.





(

).

,

:

5.

/			1 , UAH	1 USD				
1		1	10 000	\$380	\$380	\$84	\$464	
()			
5		2	4 000	\$152	\$304	\$67	\$371	

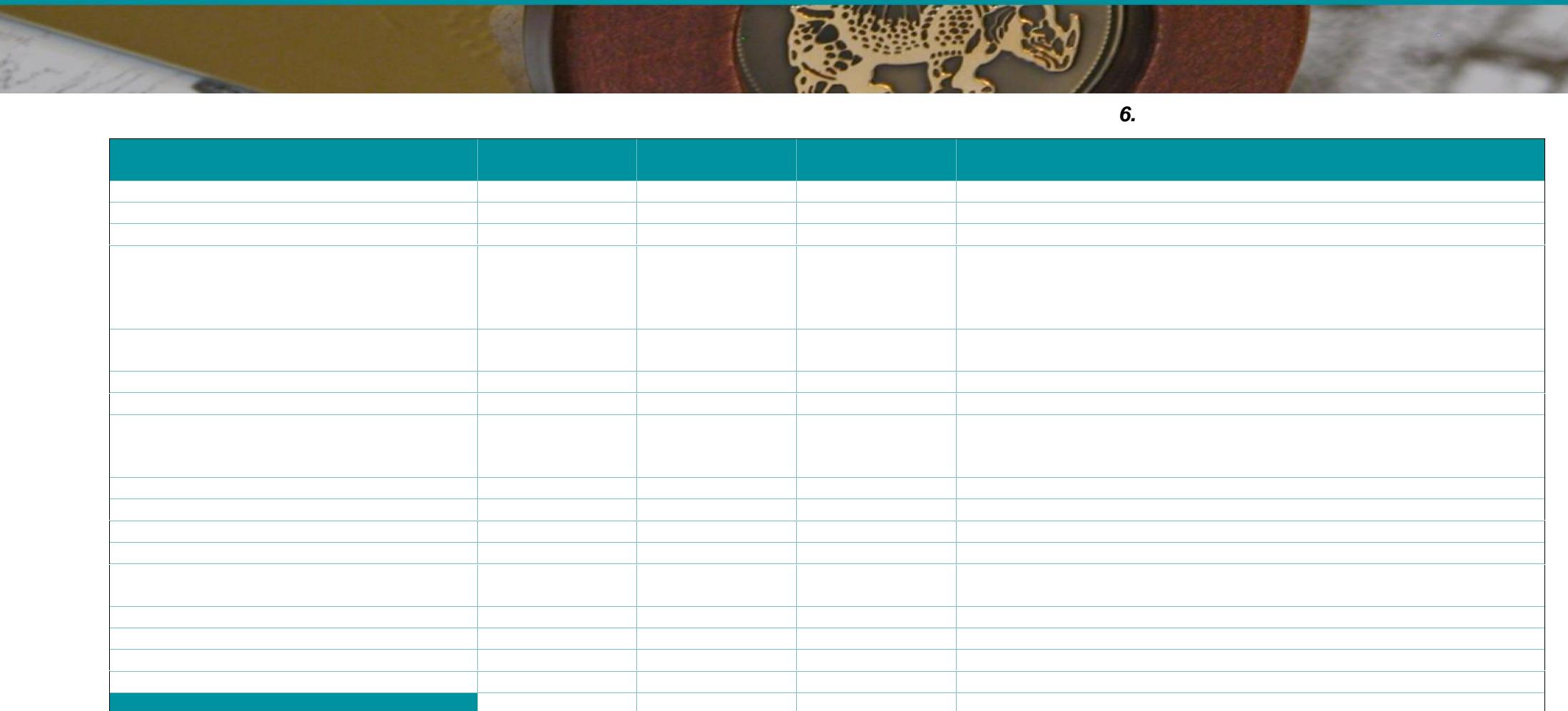
6.

(),

56% 44%

- , ;
- ... ;
- , ;
- , ;

—...



6.

**7.****7.1**

-
-
-

,

7.

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

,

,

8.

,	/		
,	/	3-	
		4-	
		5-	
,			
...			
...			
1	, USD/		
	, USD		
		01.01.2016, USD/	
			...

9.

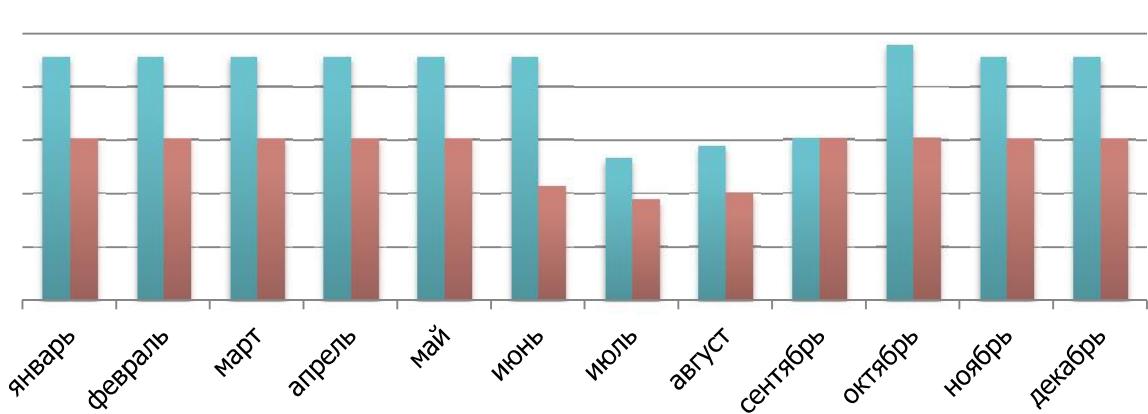
(4-)	0,57%
1-	10%
2-	10%
3-	50%
4-	30%
	20%
	22%

7.2

1)

,
– 8 . ,
11 ,

6.



2)

10.

1

(

)

	/	/	/	\$/

, , ,

1

11.

1

	/	/	/	\$/

12.

1

	/	/	/	\$/
1.				
2.	()			

13.

1

	/	/	/	\$/
1-2				

14.

1

	3/	/ 3	/	\$/
	345	0,488	168,3	\$6

15.

1

	/	/	/	\$/
1.				\$56,35

16.

	'	1	1	1
2				
10				

/

(

)

22,00%.

5.2..

3)

144



7.3

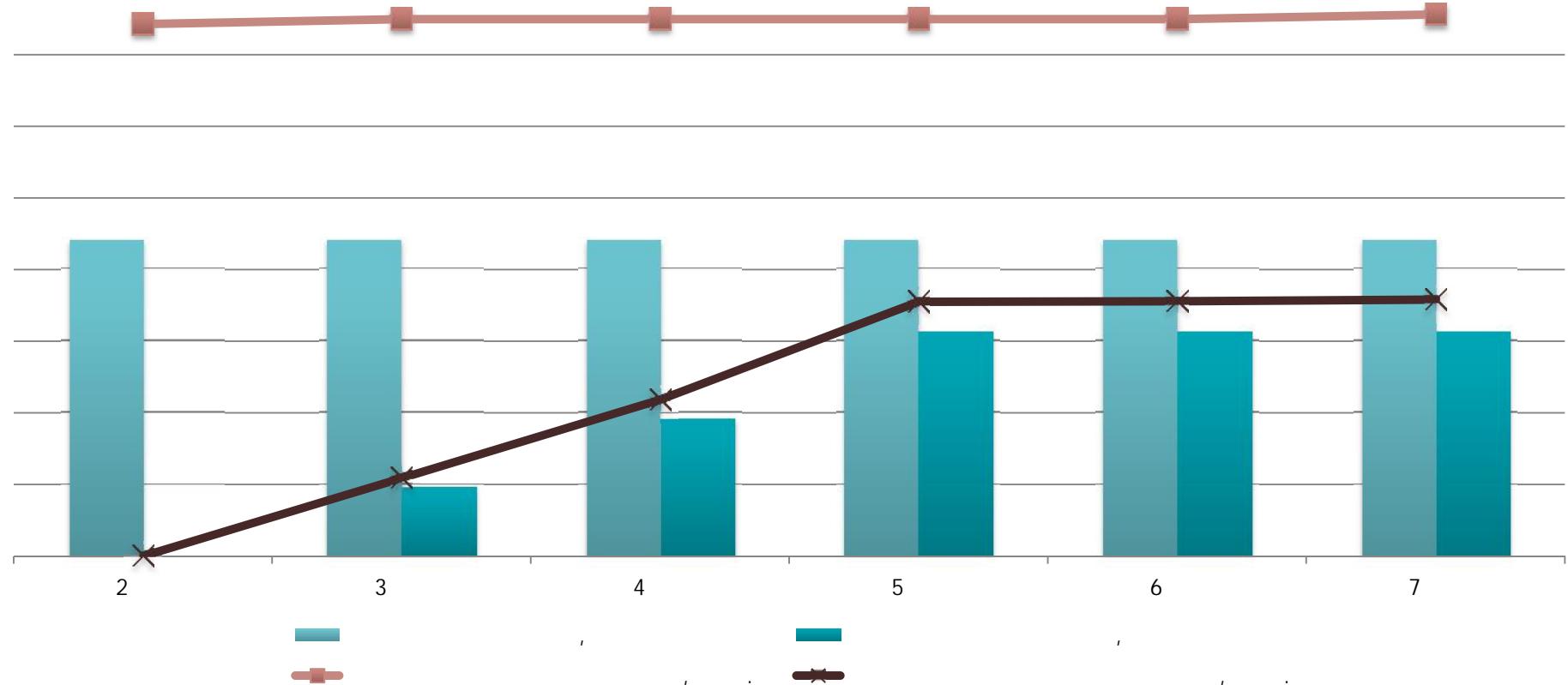
7

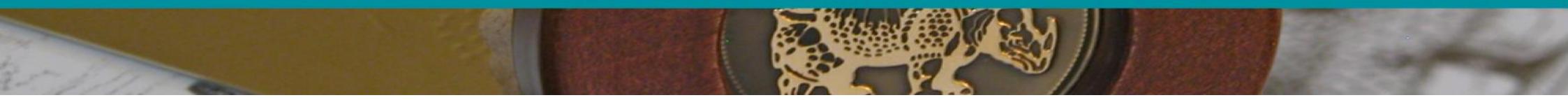
\$..

17.

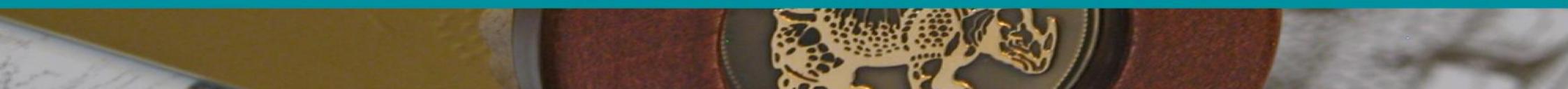
	1	2	3	4	5	6	7	
, USD/								
,								
...								
, USD								

7.



**7.4****\$825 892.****18.**

	1	2	3	4	5	6	7	
Sales ()								
()								
...								
....								
/								
Gross Profit (())								
...								
EBITDA								
EBIT								
Net Profit / Loss (/)								



19.

	1	2	3	4	5	6	7

7.5.

1)

2)

11

1-	(. 1- .)
2-	(. 1- .)
3-	(. 1- .)
4-	(. 1- .)
5-	(. 1- .)
6-	(. 1- .)
7-	(. 1- .)
8-	(. 1- .)
9-	(. 1- .)
10-	(. 1- .)
11-	(. 1- .)
12-	(. 1- .)
13-	(. 2- .)
14-	(. 2- .)
15-	(. 2- .)
16-	(. 2- .)
17-	(. 2- .)

18-

(

).

7

...

,

...

:

•

- ;
- ;
- ;

....

Capex	

7

....

20.

....			
....			

....

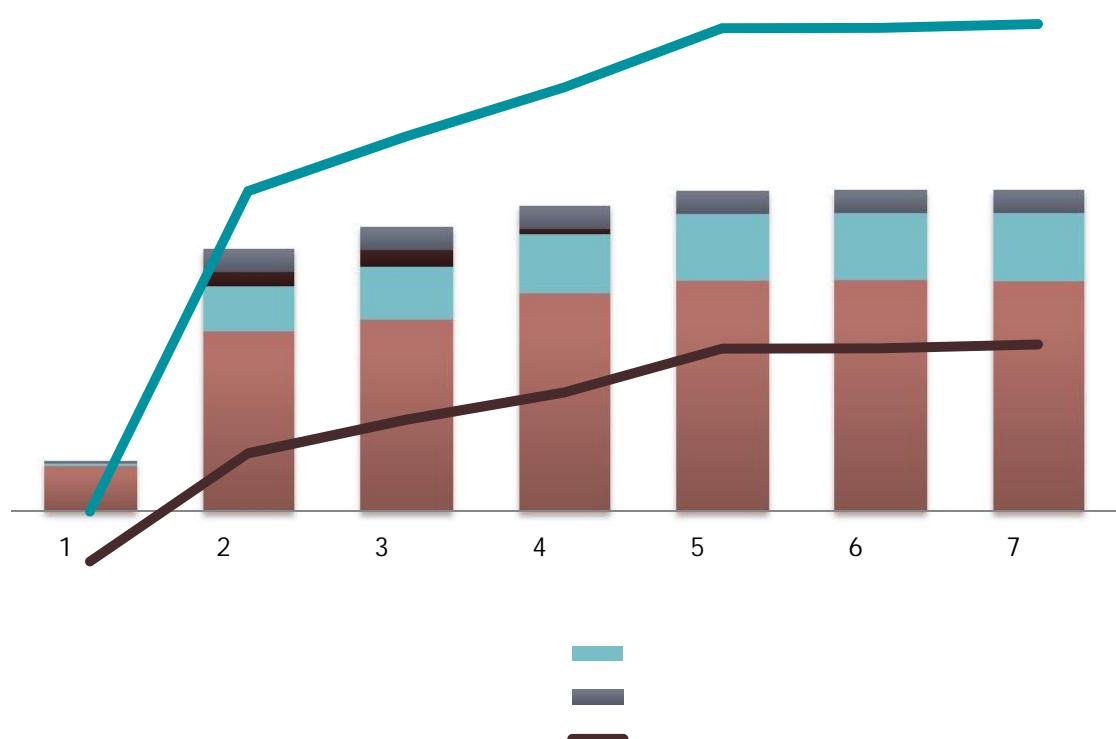
:

- —
- , 7 , — \$1 390;
- — ...

8.

8.1

8.



- **Gross profit Margin (%) –**

/

-

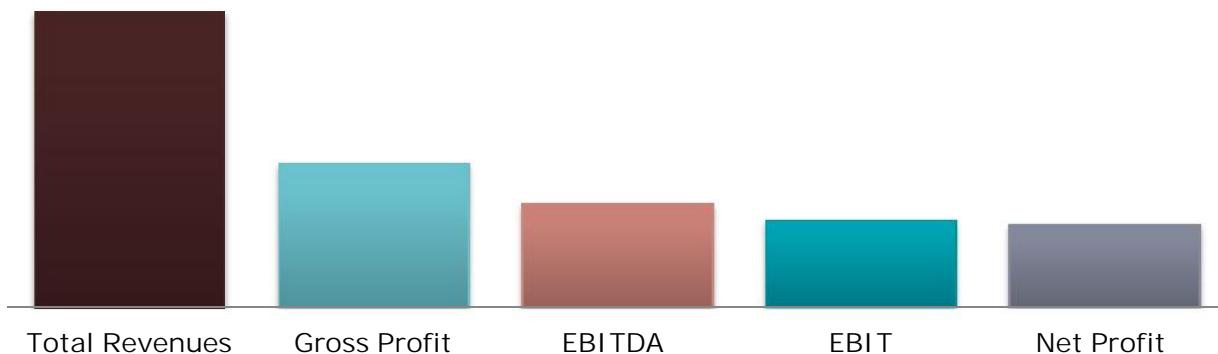
- **Return on sales (%) –**
()

21.

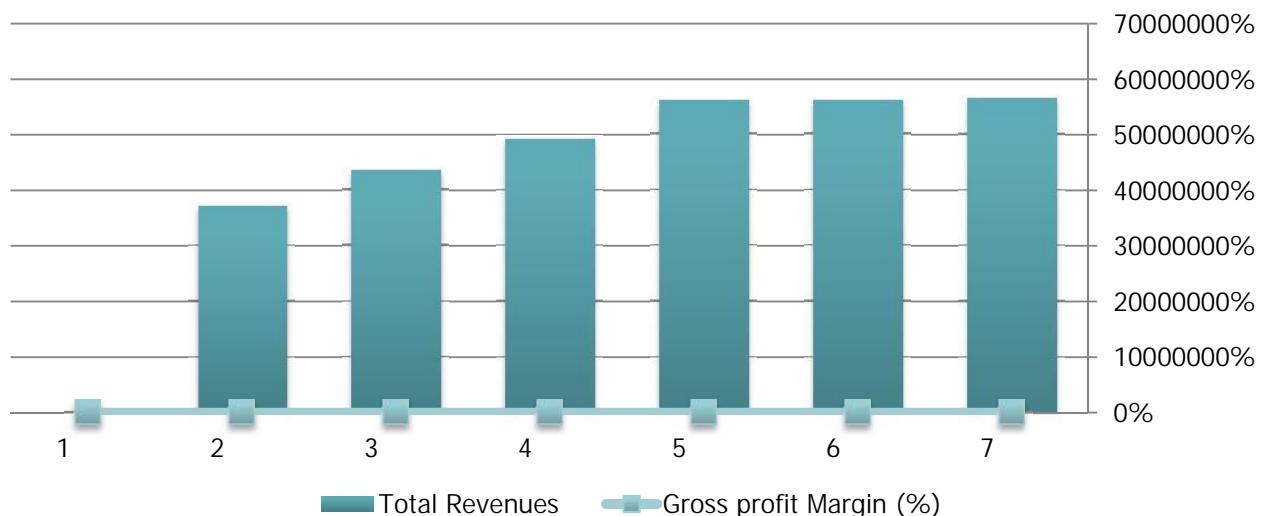
	1	2	3	4	5	6	7
Total Revenues							
Gross Profit							
Gross profit Margin (%)							
EBITDA (Earnings before Interest,							

	1	2	3	4	5	6	7
Taxes, Depreciation and Amortization)							
EBITDA Margin							
EBIT (Earnings Before Interest and Taxes)							
Ordinary Income Margin							
Net Profit / Loss							
Return on sales (%)							

9.



10.



8.2 NPV, IRR, DPP, PI

і капи та. гг існі дан й м дег , (WACC –

Weighted Average Cost of Capital) or тел с сл ую м с ваз :

$$WACC = kd \times (1 - tc) \times wd + ks \times ws,$$

kd – , (

) – 14%;

wd –

$$WACC = 14\% * (1 - 0\%) * 44\% + 7,5\% * 56\% = 10,4\%$$

22.

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

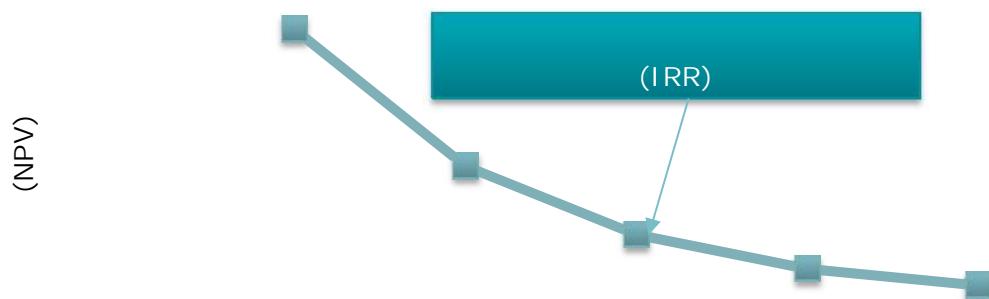
(NPV)

«0».

(IRR)

IRR

11.



12.

(

)



.....

.....

.....

9.

9.1

$$(\quad) - (\quad, \quad)$$

9.2

— ;
— (,) ;
— ;
—

9.3 SWOT-

(S)	(O)
• • ...	• • ...
(W)	(T)
• • ...	• • ...

10.

20

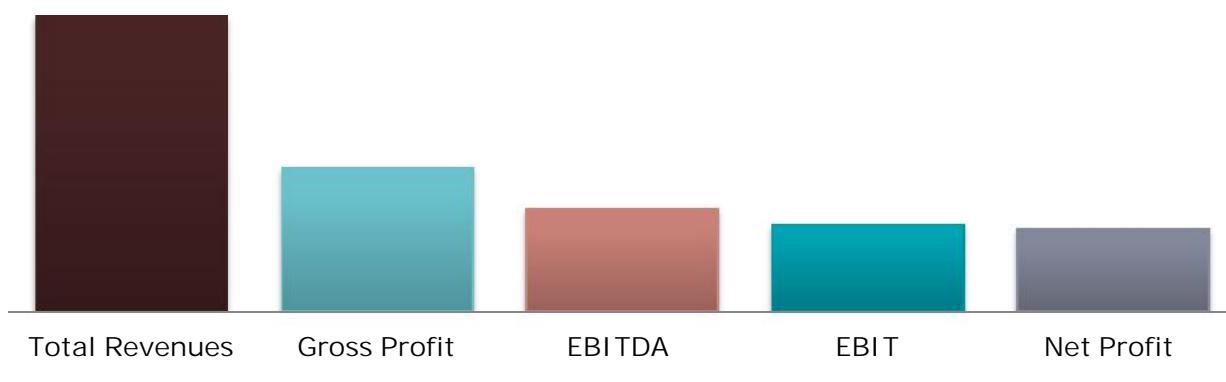
- - \$....

7

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

13.

7



10.4%,

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

/

,

(NPV)