

Unique Concept in World of ICE & SNOW Experimentarium & Restaurant

for Investor
from DALID

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Snow & Ice
Paradise

Concept – SNOW & ICE Experimentarium & Restaurant



Experimentarium & Restaurant will be situated in one building ($S=600 \text{ m}^2$).

Experimentarium will include several halls with SNOW & ICE themes: Snow slide & cave, snow room, glass dome, imagination of northern lights & digital arctic educational museum.

Restaurant will be on territory of experimentarium & has 50 seats. Concept will propose "Ice & Fire" menu. All the meals will be prepared on fire and presented in ice dishes.

Strategy Concept – Experimentarium Target Audience

Involvement

Kids are interested, want to touch & to know everything. They will get this exceptional opportunity in experimentarium.

Education

Pupils, college & university students will get information about nature of arctic & their animals. Educational digital programs will help them.

Entertainment

Families can get a chance to know more information about planet & get fun.



The experimentarium will have special round sphere, which will demonstrate educational digital videos. Important point that ticket will have acceptable price for ghanaians – \$1,5.



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Restaurant Concept



Restaurant concept will propose “Ice & Fire” menu. Meals will be prepared on fire and presented in ice dishes. During the day it will work as a restaurant and in the evening as the Light Energy Bar (Eat, Drink & Dance).



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Concept Cost

Investment Expenses	\$, USD
Building Construction	690 000
Interior decoration & Furniture	250 000
Kitchen equipment	115 000
Cost of Project Design	115 000
Cost of ice engineering instalation	695 000
Marketing Expenses	60 000
Taxes, Logistic expenses & Risks	410 000
Map engeneering	105 000
IT equipment & automatization	350 000
Total Investment	2 790 000

The building will be constructed from zero.
Cost includes all construction details.





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Concept – P&L & ROI

Pessimistic scenario*			
Experimentarium	1 Year	2 Year	3 Year
Cost of tickets (\$1,5)	81 000	108 000	135 000
Cost of tickets for int.tourist (\$6)		28 080	28 080
Shop Sales	8 100	16 200	16 200
Total Expenses	13 365	22 842	22 842
Taxes	14 579	24 917	30 114
Gross Profit Margin (USD)	61 156	104 521	126 324

Restaurant	1 Year	2 Year	3 Year
Revenue Sales Restaurant (Ave.Bill \$20)	288 000	360 000	432 000
Revenue Sales Catering		18 000	21 600
Cost of Good Sold	69 120	90 720	108 864
Labor Cost	63 360	83 160	99 792
Marketing Expenses	14 400	18 900	22 680
Othet Expenses	37 440	49 140	58 968
Taxes	19 958	26 195	31 434
Gross Profit Margin (%)	29%	29%	29%
Gross Profit Margin (USD)	83 722	109 885	131 862

Total Gross Profit	144 878	214 406	258 185
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*- in pessimistic model Gross Profit Margin will be the same from year 3 to 12.

Optimistic scenario**			
Experimentarium	1 Year	2 Year	3 Year
Cost of tickets (\$1,5)	81 000	108 000	135 000
Cost of tickets for int.tourist (\$10)	108 720	208 080	316 800
Shop Sales	16 200	40 500	40 500
Total Expenses	13 365	22 842	22 842
Taxes	37 067	64 245	90 371
Gross Profit Margin (USD)	155 488	269 493	379 087

Restaurant	1 Year	2 Year	3 Year
Revenue Sales Restaurant (Ave.Bill \$30)	432 000	540 000	648 000
Revenue Sales Catering		54 000	64 800
Cost of Good Sold	103 680	142 560	171 072
Labor Cost	95 040	130 680	156 816
Marketing Expenses	21 600	29 700	35 640
Othet Expenses	56 160	77 220	92 664
Taxes	29 938	41 164	49 397
Gross Profit Margin (%)	29%	29%	29%
Gross Profit Margin (USD)	125 582	172 676	207 211

Total Gross Profit	281 071	442 169	586 298
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*- in optimistic model Gross Profit Margin will be the same from year 3 to 6.

- The initial investment in project will be \$ 2.79 millions. We have calculated several business models.
- In pessimistic scenario model Gross Profit Margin will be 29% and Return of Investment will come back in 11,5 years.
- Optimistic model shows that GPM will be 29% and ROI will come back in 5,5 years.
- This liquid business can be sold after return of investment.