

Summary

Subject matter: Business projection in the club industry on the example of the project designed in collaboration with PSLU – consulting.

Author: Grechko Angelica Victorovna

Supervisor of studies: Golovina Yulia Eugenievna, chair of innovatics, management and law.

Customer organization: PSLU – “Consulting, Lts.”, Pyatigorsk, ul. Kalinina 9, office 4A.

Topicality of the research: In modern conditions of the rise and development of the civilized market relations in Russia of special significance is the development and realization of the projects of the organization and development of business. Business – project is a document called to highlight the course the firm at a certain period of time intends to follow. In modern Russia the process of the growth in capital investment industry is under way.

Moreover an important role in the realization of this direction is played by a business project that helps anticipate the possible risks in starting a new business beforehand, correlate future articles of expenses and profits, detect all the organizational problems and possible ways of their solution.

Objective of the work: is the analysis of the world experience in the field of business projection to have an idea of the practical side of the design of a business project of a new entertainment industry business.

Tasks:

1. To examine the essence, goals and tasks of business projection;
2. To familiarize oneself with the structure and main stages of business projection;
3. Revealing of the peculiarities of business projection in Russia and abroad;
4. Analysis of the competitors in Pyatigorsk club industry;
5. Formation of the night club business project;
6. Ways of the effective realization of business project.

Theoretical and practical significance of the work: is conditioned by the focus on the theoretical and practical elaborations in the formation of a business project and work with it as an effective product of the interior management activity enabling one to solve complicated and multicomponent tasks.

Results the research: Successful application of theoretical knowledge for the formation of practical skills enables one to considerably cut risks that may arise on the way of an entrepreneur willing to start up their own business. Compounded by the specific information regarding some concrete business sphere the chances of the successful realization of a business project considerably grow. Simultaneously there is an improvement in the general situation of the future business due to the vision that will lead their business in the direction of development and growth.

It has to be noted that the idea of the creation of a conceptual night club in the USSR style is realized in Moscow more than once. The club “Zakroma” (Coffers) equipment and interior. So the idea can be emulated in Pyatigorsk.

Recommendations:

1. Brand optimization;
2. Development of a advertising strategy and making media-plan;
3. Making of advertising materials;
4. Development and making of convincers;
5. Development of the universal concept of packaging of branded musical disks;
6. Development and making of club uniform and outfit;
7. Development of the concept of conduct and design of off-site club activities;
8. Development and conduct of image activities in collaboration with the mass media.