

Full Name of the Project: Establishment of a leisure tourism cluster

Name of the project	Establishment of a leisure tourism cluster						
Main goals of project	Growing tourists number through introduction of new recreation services with the goal to keep tourists up to 3 days from the existing 1-1.5 days in the region of Khorezm.						
Sphere /industry	The sectoral composition of the economy (which industry belongs to) - Tourism						
Implementation of schedule project	To be defined						
Location of the project	Khorezm region, Khiva district +99893 284-31-11						
Information about participants of the project:							
- initiator	«Alkusair» Company						
- creditor	No						
Total costs of project	\$ 31.27 million.						
Prospective source of financing:							
- own funds	\$ 12.87 million.						
- loans of commercial banks	No						
- the required volume of direct foreign investments	\$ 18.4 million						
Projected profitability	40%						
Projected payback period	6 years						
Cash flows		Years	1	2	3	4	
		Revenue	5.5	6.0	6.4	6.9	
		Net profit	2.8	3.0	3.2	3.68	
Characteristics of the planned production	The main objective of the project is to meet expectations and cover demands of the growing tourists’ number through introduction of new recreation services with the goal to keep tourists up to 3 days from the existing 1-1.5 days in the region of Khorezm. Development and implementation of new touristic products through a broad partnership with market participants and related sectors of the local economy						
Capacity of project/productivity	Capacity 210 rooms						
Current status of project	Project is at the stage of development						

Information about the initiator of the project

Full name of the enterprises	«Alkusair» Company
Requisites, email, contacts	Khorezm region, Khiva district +99893 284-31-11
Statutory fund	Statutory fund 3 million US dollars

GENERAL INFORMATION

Number and types of jobs created	625
Environmental impact statement (project EIS), which includes expected types and volumes of waste, places of their utilization	To be defined
Information about the land plot for the construction of the enterprise	To be defined
Existing infrastructure	To be defined
The required infrastructure	To be defined
Upcoming construction and installation works	To be defined
Designed-estimated documentation	To be defined
Power requirement (kWh), installed capacity (kWh or megawatt hour)	To be defined
Demand for water (cub/m)	To be defined
Gas demand (cu/m)	To be defined

MARKET ANALYSIS, PRODUCT DESCRIPTION (WORKS, SERVICES), MARKETING RESEARCH

Type of product	Tourism
Annual production (ton. year)	Hotel with 210 beds and entertainment centers
Prospective markets sales and their shares:	
Domestic	20%
Export	80%
Costs of products	Will be clarified at the stage of feasibility study
Demand for raw materials (per year)	Will be clarified at the stage of feasibility study
Provision of raw materials	Will be clarified at the stage of feasibility study
Market volume	Will be clarified at the stage of feasibility study
Expected market share	Will be clarified at the stage of feasibility study
Main competitors	Will be clarified at the stage of feasibility study
Main competitive advantage	Will be clarified at the stage of feasibility study
Main target groups of consumers	Will be clarified at the stage of feasibility study
The structure of sales according to target groups of consumers	Will be clarified at the stage of feasibility study
Pricing strategy	Will be clarified at the stage of feasibility study
Cost structure of the final product	Will be clarified at the stage of feasibility study
The presence of a formed database of potential customers with a confirmed willingness to purchase products	Will be clarified at the stage of feasibility study
Presence of marketing research	Availability of patents, licenses, certificates in accordance with the current legislation
Presentation component of the project	yes
Additional information	Will be clarified at the stage of feasibility study
Project risks	The stability of the regional economy to external risks – the City has attractions and is a tourist center, the main income of the population is tourism. The tourism sector helps the region's economy adapt to changing economic conditions and overcome crisis downturns.

**PRODUCTION TECHNOLOGY
AND PARAMETERS OF MAIN EQUIPMENT**

Depends on the investor's preferences

Type of equipment	Will be clarified after choosing equipments
Country of origin	Will be clarified after choosing equipments
Performance	Will be clarified after choosing equipments
Cost	Approximately 31.27 million US dollars
Energy consumption	Will be clarified after choosing equipments
Installed capacity	Will be clarified after choosing equipments
Overall size of equipment	Will be clarified after choosing equipments
Weight of main equipment	Will be clarified after choosing equipments
Node of main equipment (lines)	Will be clarified after choosing equipments
Number of working hours per year	Will be clarified after choosing equipments
Duty cycle	Will be clarified after choosing equipments
Periodicity of the planned –warning repair (design and preparation works)	Will be clarified after choosing equipments
Number of people involved in the production process and their functions	Will be clarified after choosing equipments

* the above data is preliminary, will be clarified at the stage of the feasibility study