

# Project Personal Provision

## ➤ Human Resources (Employees, Outsourcing of Services)

- Number of Employees, Shifts, Even Opportunities
- Expected Qualifications of Employees (Drivers License, ICT, English Skills, Certificates) and Other Skills (Practical Experiences)
- Job Description
- Competences, Responsibilities, Motivation, Remuneration
- Personal Agencies, Brigade-work, Fluctuation
- Labor Code (CZ Act. No. 262/2006 Coll.)



# Project Area (Site) Provision

- **Office Room and Production Area (Purchase/Lease)**
  - Project Dimensions, Facility Conversion (Adaptation)
  - Locality, Traffic Accessibility, Parking Places, Public Traffic, Neighborhood
  - Networks (Electricity, Gas, Water, Waste, Internet), Territory Devel. Plan
  - Brownfields, Business Zones and Parks, Incubators
  - Real Property Operational Costs, Facility Management, RES





# Project Marketing Proposal

Sales and Marketing Mix (Product, Price, Place, Promotion, Distribution, Processes, People)

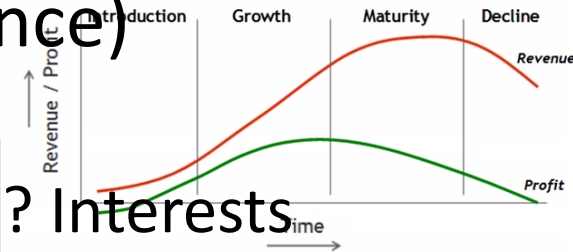
- Ways and Costs of Promotion (Internet, FB, Press, Radio, TV, Billboards, Direct Marketing, ...)
- Ways and Costs of Distribution (Packings, B2B vs. B2C, Retail Chains, Shops, Internet)
- Setting of Margin and Product Prices, Calculations:
  - ✓ Variable Costs (direct, operational) and Fix Costs (investments, overheads)
  - ✓ Down Limit – Costs; Up Limit – Competition
- Definition of Goals and Milestones of Success in Time:
  - ✓ Prognosis of Sales (Revenues); Market Share

# Financial Analysis – Project Budget

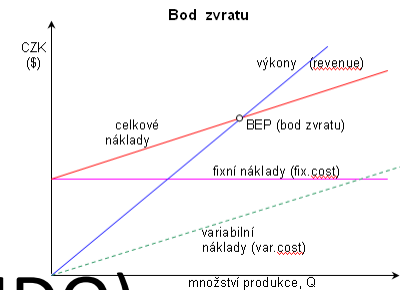


- Calculation of Costs in All Phases of Project:
  - Prior Project Initiation (Investment)
  - During the Course of Project (Operation)
- Expected Earnings – Break Even Point Location,

Product Life Cycle

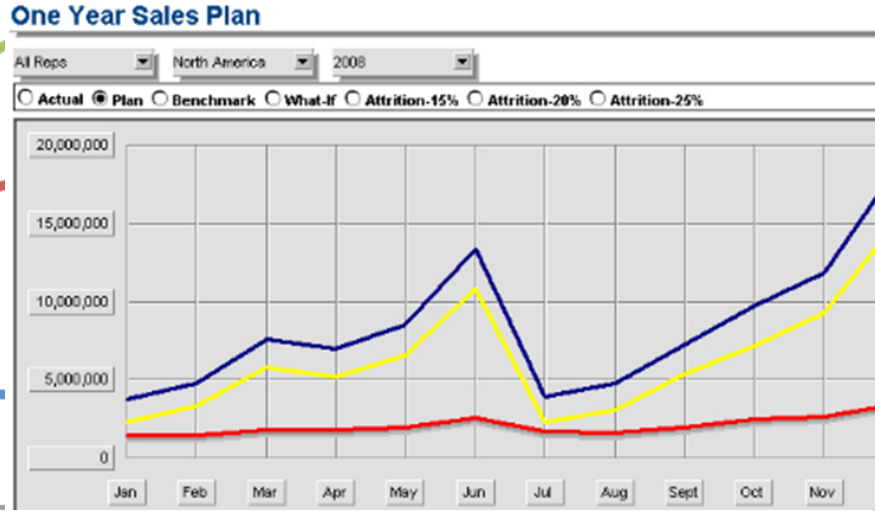
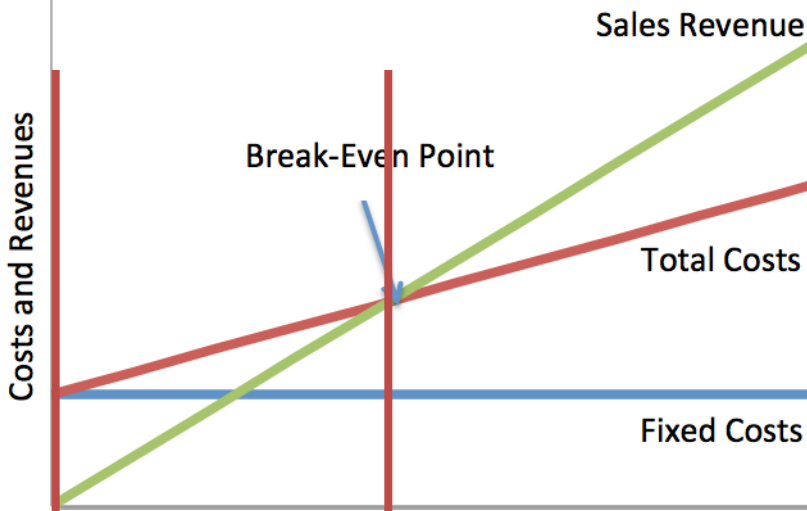


- Assets and Liabilities Projection (Balance)
  - Finance Sources
  - How will be Investor's Capital Evaluated? Interests
  - Return of Invested Capital  
(Payback Period, NPV, ROI, IRR)

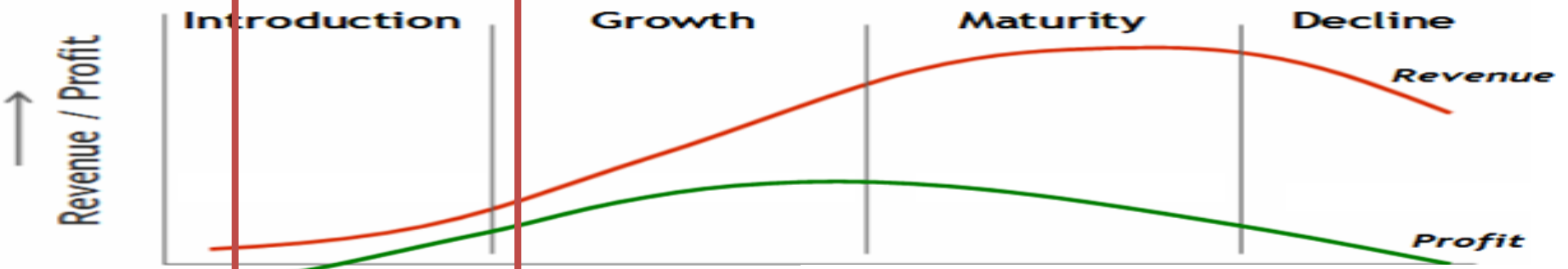


- Cash-flow Projection
- Sensitivity Analysis, Software: Comfar (UNIDO), Stratex R

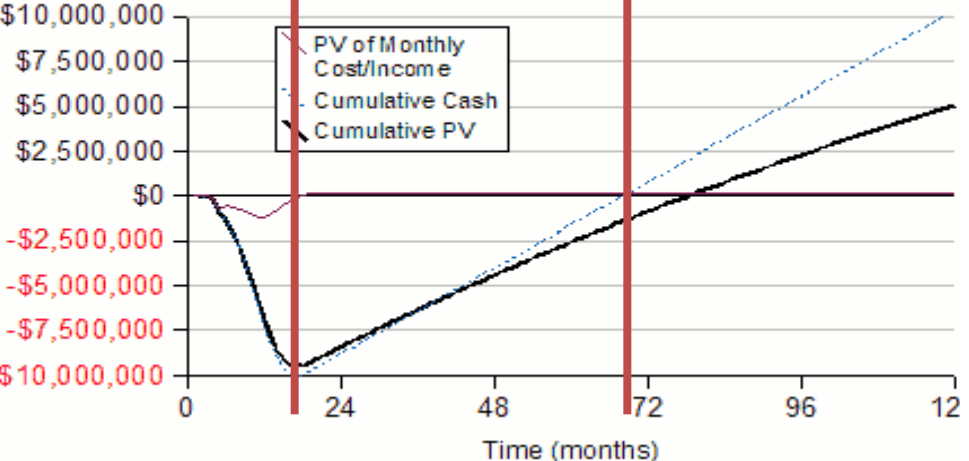
MUCO →



### Product Life Cycle



### Construction Project Cash Flow - On-Time Scenario



The **payback period** is the time required for the amount invested in an asset to be repaid by the net cash flow generated by the asset.

**Net Present Value (NPV)** is the difference between the present value of cash inflows and the present value of cash outflows.

The **internal rate of return (IRR)** is the discount rate at which the net present value of future cash flows is equal to the initial investment, and it is also the discount rate at which the total present value of costs equals the total present value of the benefits.

# Cash Flow Example

