

Abstract

Title: Project Tennis School in Krasnodar

Objectives: The aim of this thesis is to analyze the current situation in the field of tennis services primarily for children in Krasnodar. Based on the analysis will be drawn conclusions for the proposal of establishing a tennis school, furthermore, a business plan together with a financial plan will be elaborated. Finally, the project will be subjected to a risk analysis and final recommendation will be made.

Methods: With respect the market analysis, it was conducted secondary market analysis, based on the results obtain from the Tennis Federation of Russia research. In addition, financial analysis was performed, which is used to evaluate the overall project.

Results: In the context of financial planning, it was found that costs and revenues in the first year of operation the company is almost equal and therefore profitability will not be too high. However, during the evaluation of the project, it came clear that the project wouldn't have financial loss, unless particular attention will be made to minimize the risks that have been identified in connection with business activities in the tennis school.

Keywords: tennis school, project, market analysis, financial plan