

# I. Investment offer

## II. General information about the project

**1. Project title:** Modernization production work with the installation of modern equipment for fish processing

**2. Intensity of industries:** food industry

**3. Project location:** territory of the Republic of Belarus, area of JSC «Mogilevfish»

**1. Project description** (the core of the investment project, objective, what is expected of the investor, why the project could interest him)

Modernization production work with the installation of modern equipment for fish processing is to replace existing equipment to increase productivity, increasing output and reducing prime costs. Expected to install equipment: smoking-cooking chamber for hot and hold smoked fish with the capacity of 4 euro-frame. Smoking in this chamber is expected significant reduction of smoke time (up to 2 against the old type chamber) and strong reduction of heat loss (up to 4-5%) from one smoke to the next. Universal smoke-cooking plant intended for hold and hot smoked, drying, curing, frying, baking with hot air, smoked with liquid smoke. Control system – computer panel, which provides complete control process parameters to display information.

**2. State of readiness** (business plan, feasibility study, conducting market researches and another forms, show that the project is ready):

Business plan project

Marketing research have been carried out

Text input

## III. Information about the project initiator

**1. Name of organization:** joint-stock company «Mogilevfish»

**2. Date of declaration:** 29.01.2013

**3. Distribution of shares in the authorized fund %:**

Legal entity:	Доля
- state form of property	99%
- private property	
Individual person	1%

## IV. Characteristics of the market planned to be produced

### A. Characteristics of products planned for release:

- 1. Name and description of products:** fish in stock hold and cold smoke, soft smoked, smoked and dried fish, dried.
- 2. The main consumers:** wholesalers and retailers, catering.
- 3. The main competitors** (manufacturers of similar consumer characteristics of goods): **Belfish, Santa-Bremor, Cheezemaster, Taste of fish)**

### B. Characteristic of the internal market

- 1. Current market size** (for the last reporting period) 18%      Select an item

- 2.
2. The planned share of the domestic market: 25 %
  3. Strategy in the domestic market:
    - lower prices
    - better quality
    - more attractive service
    - governmental support (import protection, guaranteed government purchases and another support)
    - else (point)
  4. government regulation (price regulation, licensing activities and etc.): -
  5. profitability of sales (on %): 2 (in 2015 years);
  6. degree of concentration (an approximate total market share the five largest players, on %): 5 .
- C. else (point): -

#### D. Characteristics of foreign markets

1. Estimated distribution of sales by major area, %:

Countries EAES	including RB market	EU countries	Other countries
	100		

2. Does the company's export experience in these countries:  yes;  no
3. Does other producers exported the goods to the Republic of Belarus the main target markets of the product (-OB):  yes;  no

## V. Infrastructure available

#### Railway and road:

- private railway branch
- branch of Belrailway (distance from the area , km):
- republic-wide roads ( distance in kilometers):5
- other roads with improved surface ( distance in kilometers):

#### Availability of communications:

- circuit (voltage:380 , distance in kilometers: )
- water pipes
- gas pipeline

#### Land and industrial areas:

- availability of land ( area:2,5 hectares , appointment:
- the presence of buildings (area: 1 hectares , appointment: warehouses, industrial , administrative )

#### Other infrastructure:

- Warehouses, logistical terminals ( area: 2500 sq . m , description: Place for text input )
- Possibility to expand production and install additional facilities
- the possibility of creating the necessary infrastructure at the expense of the budget ( description: Place for text input )
- else (point): Place for text input

## VI. Key benefits of the project

Brief description of each:

- Successful development of brands catch
- profile staff there
- supply chain of raw materials and components available
- distribution network there

- guaranteed volume of orders available
- the presence of existing patents , licenses, permits : available.
- availability benefits during project implementation
- main partners
- else (point):  
Place for text input
- Place for text input
- Place for text input

## VII. Financing of the project

### A. Total investment costs for the project , only 100 thousand US dollars

### B. Sources of investment resources , equity and debt

Source	The amount of funds
<input type="checkbox"/> Own funds	20 th.Dollars . US
<input type="checkbox"/> Investor funds	
<input type="checkbox"/> Governmental support	
<input type="checkbox"/> Grants	
<input type="checkbox"/> Long-term loans	80 th.Dollars . US
<input type="checkbox"/> Short-term loans	
<input type="checkbox"/> else (point):	
<input type="checkbox"/> Place for text input	
<input type="checkbox"/> Place for text input	
<input type="checkbox"/> Place for text input	
<b>Total project:</b>	100 th. Dollars . US

### C. Intended use of investment resources:

- Research and development
- infrastructure
- building
- real estate purchase
- purchase of equipment, technologies and licenses
- pre-production
- replenishment of working capital
- else (point):

### E. Form of investor participation in the project

Form of investor participation	The investor's share in the authorized capital in the implementation of the proposed forms of participation , %
<input type="checkbox"/> Contribution to the authorized fund of the new enterprise	100
<input type="checkbox"/> The acquisition of shares (stakes in the authorized capital ) of existing businesses	
<input type="checkbox"/> Acquisition of an enterprise as a property complex	
<input type="checkbox"/> Additional issue of shares for sale to the investor	
<input type="checkbox"/> else (point):	
<input type="checkbox"/> Place for text input	
<input type="checkbox"/> Place for text input	
<input type="checkbox"/> Place for text input	

**F. Pre- financial performance indicators of the project**

Index	Value
Annual revenue ( Select an item , without VAT , after reaching its design capacity )	6600 mln . r
Term of estimated capacity , year / year	0,5
Simple payback period , years / year	2,2
Dynamic Payback period / year	3
NPV* , Select an item	650 mln . r
IRR* , %	17,62
Discount rate , %	10

\* Показатели IRR и NPV указаны по состоянию на \_\_\_\_\_ год реализации проекта

**VIII. Contact information of the company responsible**

**Responsible Executive (full name , position):** Antonenkov V.I.,  
Deputy Director for Production  
**Phone number:** 80447773311 80447773311  
**Fax:**  
**E-mail:** rybkom@tut.by  
**Date of the investment proposals:** 22.01.2016г.