

Mini Business plan

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Strategy and Entrepreneurship

Academic Year 2023/2024



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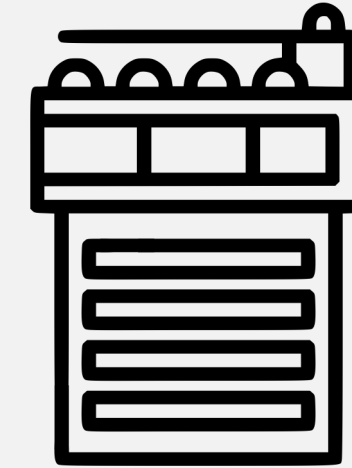
EXECUTIVE SUMMARY



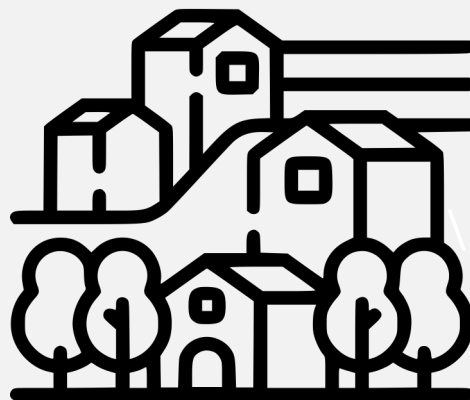
1,268
Villas



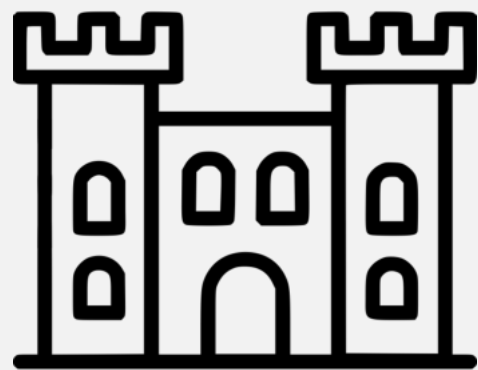
143
Exclusive
properties



167
Lofts



268
Hamlets



91
Castles



199
Hotels

MARKET ANALYSIS AND POSITIONING

Luxury real estate market

D

+9% with respect to 2019

S

2.3% of the total
real estate market

- Milano
- Roma
- Versilia



HNWI and UHNWI
aged 50-70

- 30% Italian
- 70% foreign



Both for **living** and
investment purposes

Historical luxury properties

D

Rising consistently

S

- 34% Tuscany
- 21% Lombardy



HNWI and UHNWI
Broader age range



Both for **living** and
investment purposes

PROBLEM DESCRIPTION

D. LGS. 42/2004
Part two, cultural heritage

Soprintendenza Archeologica,
Belle arti e Paesaggio

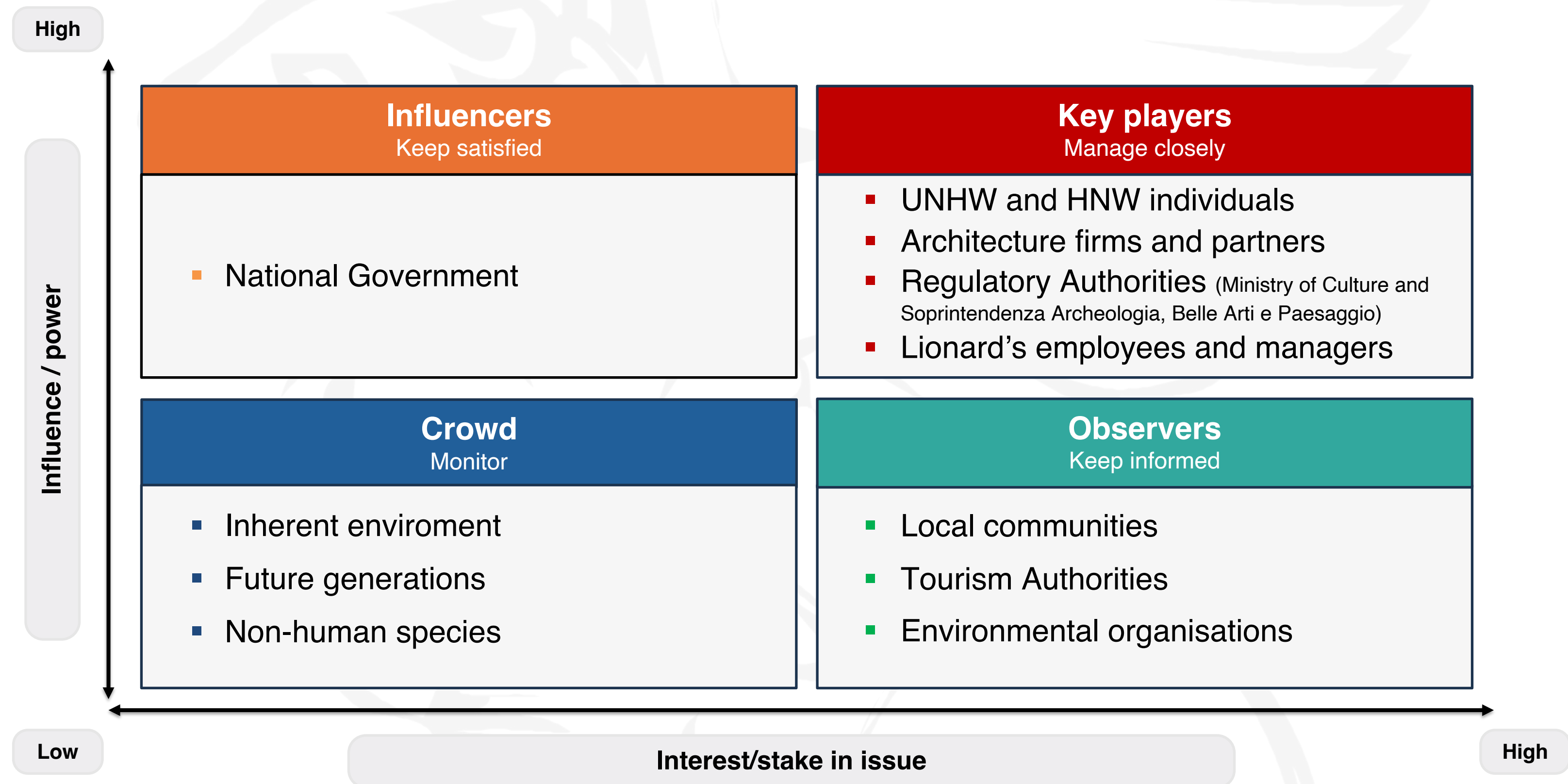
Certification SOA OG2



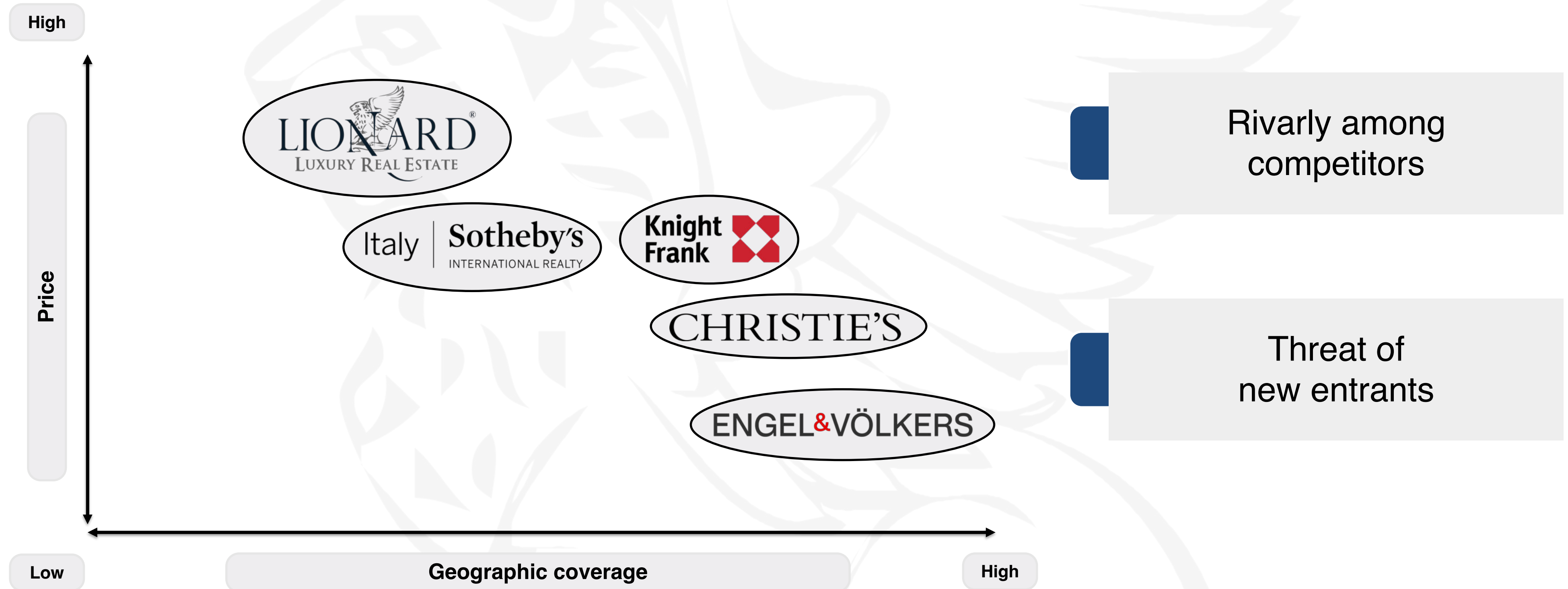
OPPORTUNITY DESCRIPTION



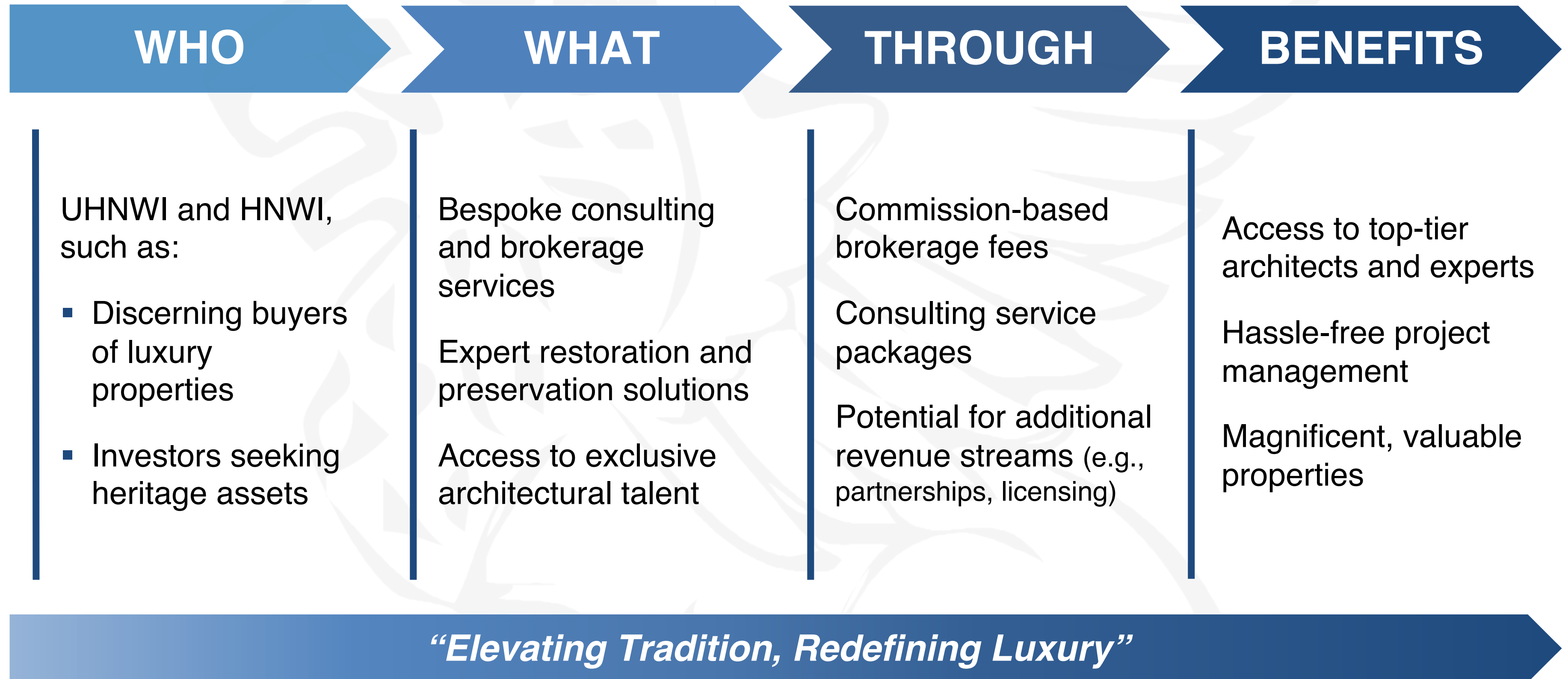
BUSINESS NETWORK POSITIONING



COMPETITION



COSTUMER BENEFITS



OPERATIONS

Tangible



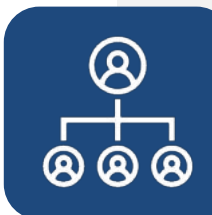
Physical resources



Financial resources



Technological asset



Organizational resources

Intangible



Human assets
and intellectual capital



Brands, company image
and reputational assets

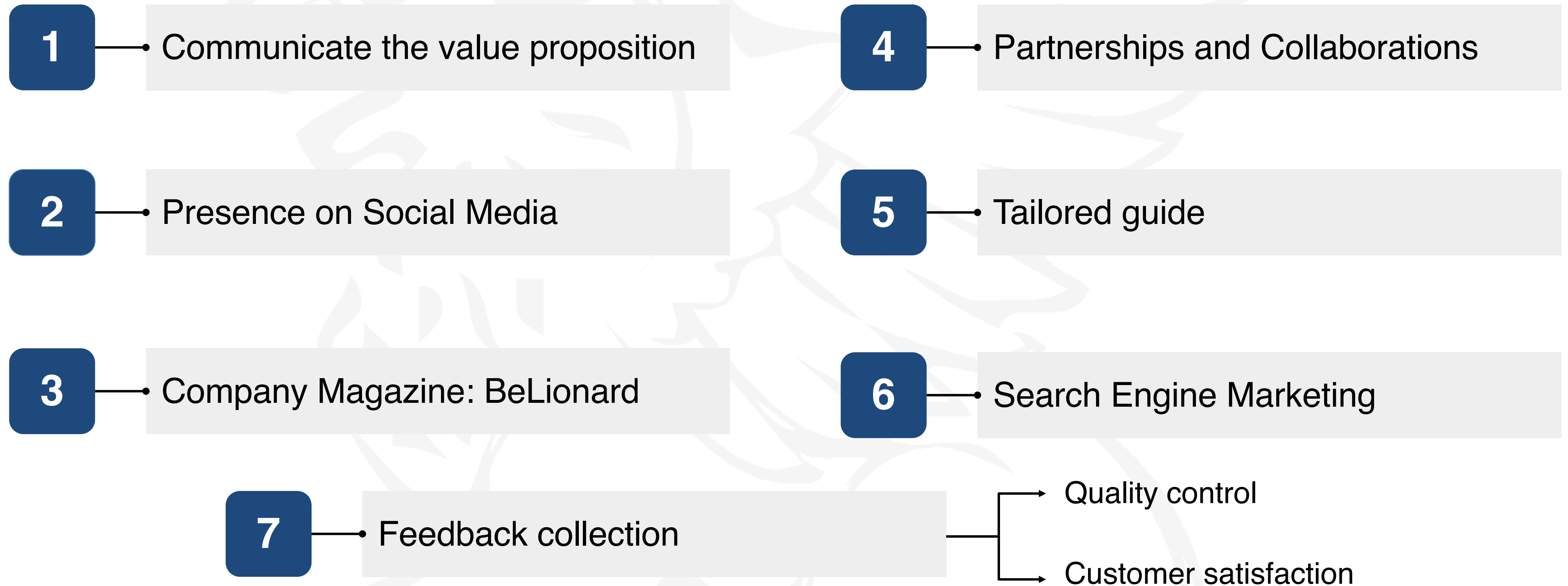


Relationships



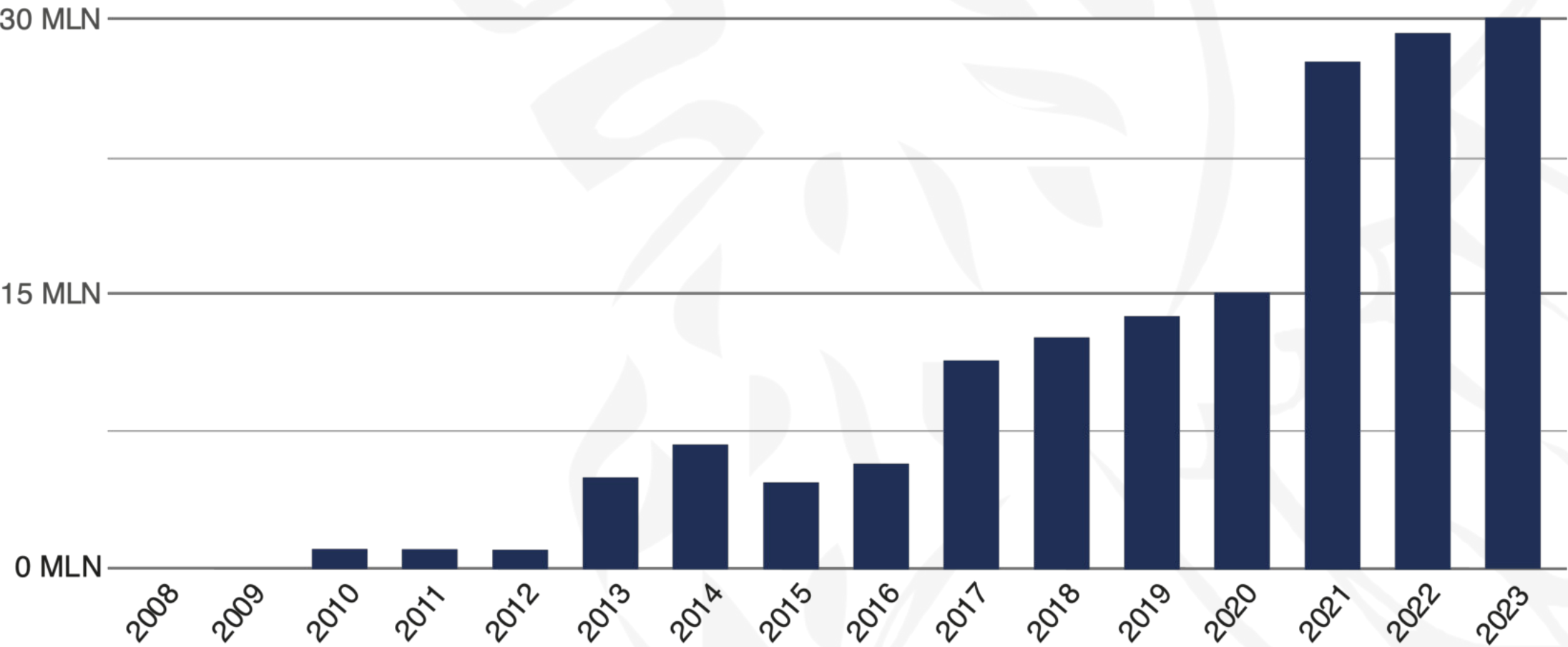
Company culture and incentives

OPERATIONS: MARKETING, SALES AND DELIVERY

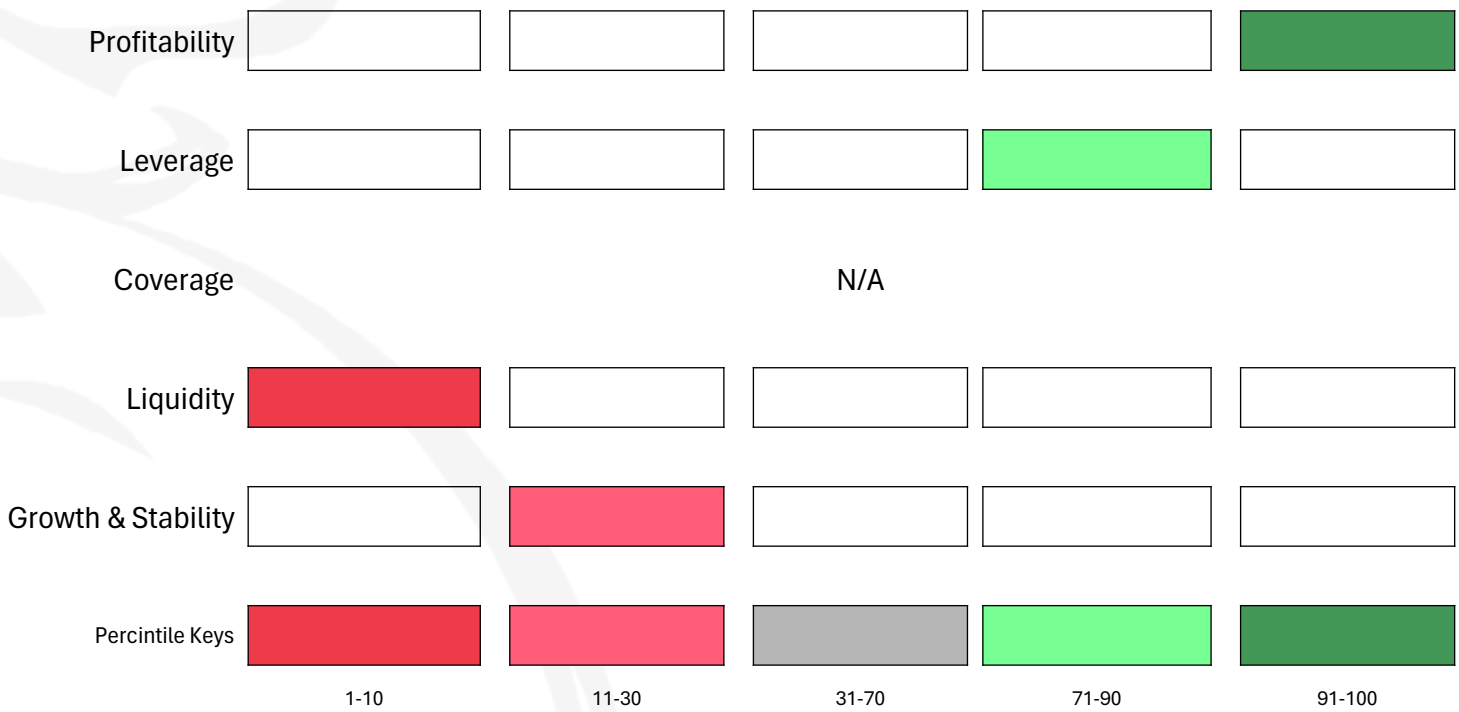


FINANCIAL

Reported growth of revenues



FINANCIAL SUMMARY	2020	2021	2022
Probability/Return (%)			
EBITDA Margin %	58.7%	70.2%	73.9%
Operating Margin %	57.8%	55.6%	62.3%
Net Margin %	42.2%	42.4%	46.9%
Return on Invested Capital	36.6%	45.1%	55.5%
Return on Average Common Equity	36.6%	45.1%	55.5%
Return on Average Total Assets	28.8%	37.1%	45.9%





IMPLEMENTATION

1

When acquiring a property to be renovated

2

Clients who own or have purchased a property from other luxury real estate companies

RISKS

Strategic risk:
Regulatory risk

Operating risk:
Hiring and retaining talent,
Partnerships

**Thanks
for your attention!**



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