

Summary

Subject matter: The development of a business plan of a modern organization.

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Customer organization: “Konsul-inform-audit”, ltd.

Topicality of the research is conditioned by the state of the market in Nalchik in the sphere of hospitality

Objective of the research is the development of the financial and economic performance of the organization in modern conditions, familiarization with the methods of preparation and calculation of the business plan of the veterinary clinic.

Tasks of the research:

1. The examination of the role of a business plan in entrepreneurship;
2. The study of the goals, functions, structure of a business plan and the order of its development;
3. preparation of the project’s resume;
4. designing of the marketing and financial plans;
5. assessment of risks and analysis of the project;
6. description of the prospects of the realization of a business plan.

Theoretical and practical significance of the results of the research consists in the substantiation of the significance of business planning in entrepreneurship. Besides the conclusions obtained allow us to speak about the importance of the structure of a business plan and the order of its development.

Practical significance of the research is the creation of the project of the vet clinic “Healthy pet”.

Results of the research:

1. We have explored the issues related to the vet business in modern conditions;

2. Identified the problems to be dealt with in the process of the organization of this business: analysis of possible risks and the financial component of the project, creation of the price-list, recommendations of personnel selection, conduct of competent advertising policy;
3. Developed the project's resume, also the marketing and financial plans;
4. Setting up the vet clinic in Nalchik to provide professional vet services;
5. The realization of the project "Healthy pet" is economically expedient and effective.

Recommendations: to realize the designed business plan thanks to its effectiveness from the point of view of capital investments. The demand for the clinic's services is expected to grow which speaks about its profitability.