



*Radius Solis
will make you feel at home!*



Business plan

Company profile

We are planning a social enterprise for women, in particular for those victims of violence, abuse and harassment, for the homeless ones and the legal immigrants. We would like to focus on these social problems with the aim of creating a 'safe environment' where women can feel at home, trust each other, feel useful, work, boost their self-confidence, be more independent and build a better future.

Our idea is the starting up of a three-star guesthouse that provides accommodation and catering for short or longer stay, for leisure or business purposes. We have chosen this type of accommodation because a guesthouse is basically a house where the staff take care of the guests, offering the same services and facilities as any star hotel in a more familiar and cozier atmosphere.

The staff, in this case the women in need, will be hosted in a separate area of the property and supported, if necessary, by a counselling service in collaboration with local public bodies or private associations. Therefore, in our social enterprise women in need will be offered the opportunity to follow a recovery programme, work and live alone or with their children.

The founders of this social enterprise are six people.

Legal form

We are a Limited Liability Company (LLC) [Italian s.r.l.]. We have chosen this type of business because the owners are protected by 'limited liability', which means they are only responsible for business debts up to the value of their investments or what they guarantee to the company. If a limited company is sued or unable to pay its bills, the owners are only at risk of losing the nominal value of their shares, the money they have already invested in the business, and not their private assets.

The Initial Capital Requirement is set at € 300.000,00 divided among the six founders of this social enterprise in this way: one share of 25% [€ 75.000,00] and 5 shares of 15% [€ 45.000,00]

Under Italian law, these are the main features of limited liability companies:

- at least one director (president) and one shareholder (administrator) . They can be the same person;
- a registered address in Italy;
- the director(s) and shareholder(s) shall obtain a *codice fiscale / partita IVA* (tax identification number/ VAT registration number) with *Agenzia delle Entrate* (Inland revenue);



- the company shall obtain a certified email address (Italian PEC) that has the same legal value of a registered mail with return receipt;
- the shareholders of the proposed company shall execute an incorporation deed in front of an Italian public notary;
- there is no minimum capital requirement to open a LLC.

Location

We have identified *Villa Immacolata* as the ideal location of our three-star guesthouse. It is situated in Giulianova, in Via Gramsci 59. We have planned a 10-year lease agreement of € 10.000,00 per month, with the clause that the building should be renovated and adequate to our social business.

Information on the building: dating back to 1596, *Villa Immacolata* offers 30 rooms with private bathrooms, two dining rooms, a bar, a large conference hall (100 seats), a beautiful garden and a comfortable parking area. The northern wing of the building with its 10 double bedrooms, private bathrooms and a small kitchen will be reserved to the staff.

Management

Our social enterprise is a LLC with six members, among whom one is the president. Each member owns the company [one 25% share + five 15% shares]

Working staff of the three-star guesthouse:

- 1 General Manager;
- 2 receptionists;
- 2 cleaners;
- 1 chef
- 2 sous chefs
- 1 dishwasher
- 2 waitresses

If necessary, the staff will be increased during the high season periods.

As social business, we have planned the employment of sheltered groups with the purpose to promote social reintegration.

Wage costs:

- General manager: annual gross amount € 30.000,00
- Other workers: annual gross amount € 24.000,00 each

8- hour shifts contracts - tax relief into force at the time of recruitment [saving of about 30% social security contributions]

Marketing

A good marketing plan is the key to success of our social enterprise. The first step is to identify the type of customers that, as stated in the market section, will be Italian and foreign travellers/tourists and local people. These are our goals:

- Support women in need
- Tourism and local culture and tradition promotion
- Training and co-operation with local schools
- Promote innovation
- Support sustainability

This is how we are planning to achieve our goals:

- Promotion of our USP (Unique Selling Point) [for example: location, comfort, value rather than cost]
- Company website/ App
- Social media platforms: Social networking (Facebook, LinkedIn, Google+).
- Microblogging (Twitter) Photo sharing (Instagram, etc...), Video sharing (YouTube, Facebook Live, etc...), blogs
- Distribution of flyers, brochures and/or visiting cards
- Give a valued item for “Free” [*For example: one night free stay with every two nights booking in our guesthouse; 20% discount at the restaurant for groups of 10 people etc ...*]
- Befriend with other guesthouses (promote and join affiliation programmes)
- e-commerce industry and online partnerships (for example booking.com – tripadvisor etc ...)

Our estimated marketing budget is set at € 5.000,00

Product or service

Our social enterprise provides catering and accommodation with its 20 double and 10 single rooms, with private bathrooms, a restaurant with 60/70 seats, a smaller restaurant for external clients, a bar, a conference hall, a big garden and a parking area. Moreover, in order to increase our income, we are planning to produce and sell some of the best known products of our region, jars of tomato sauce, pickle and marmalade. Customers could buy them either during their stay or online.

Our guesthouse will be open 11 months every year. Period of closure: February.

The organization of the restaurant service will be the following:

- the dining room with 60/70 seats will be reserved to the customers of the guesthouse;
- the dining room with 35/40 seats will be open to external clients for dinner on Fridays and Saturdays.

Following the analysis of the break even point (BEP) and the competitors of the hospitality industry in our area, we have set the prices of the rooms and services as follows:

Twin bedroom and double bedroom:

Low season (September – October – November – March – April – May – June): € 25.00 per person (breakfast included) - € 35,00 per person (half board) - € 40.00 per person (full board)

High season (July – August – December – January): € 40.00 per person (breakfast included) - € 55.00 per person (half board) - € 70.00 per person (full board)

Single bedroom:

Low season (September – October – November – March – April – May – June): € 35.00 breakfast included - € 45.00 half board - € 50 full board

High season (July – August – December – January): € 45 breakfast included - € 60 half board - € 75 full board

Average Prices of the restaurant service (price of a meal):

€ 20,00 for the clients of the guesthouse

€ 25,00 /30,00 for the external clients Reservation: not requested

Type of menu: table d'hôte menu (set menu= a few choices charged at a fixed price)
Traditional Italian food and best local dishes.

Prices of our products (jars of tomato sauce, pickle and marmalade): to be determined

OTHER SERVICES INCLUDE:

- Free wi-fi in all the rooms and in the dining rooms
- All rooms have their own television
- Conference hall
- Bar
- Parking area
- Laundry service on request

Market

Our customers will be travellers from all over the world, while the target clients of our smaller restaurant will be local people and lovers of good food and Abruzzese cuisine.

Competition

Our social enterprise will be the only one in Giulianova and in the nearby towns. Therefore, it will be something new and, hopefully, successful. Moreover, we believe that our mission in support of women, together with the aim of enhancing the tourist value and the traditions of our contry, will make a difference.

Chance and risk

The risk for our social enterprise might be the reduction of income during the low season. In this case, we will increase the activity of the smaller restaurant and open it every day, both at lunch- and dinnertime.

Other sources of income could be:

- Increase the food production and sale (jars of tomato sauce, pickle and marmalade);
- Rental of the conference hall;
- Organization of social and training events in collaboration with the vocational school of Hotel Management “Crocetti – Cerulli” in Giulianova;
- Organisation of social and training events in collaboration with the social association Piccola Opera Caritas;
- Partnership and sponsorship programmes with local businesses, associations and authorities

Financial data

Limited Liability Companies in Italy are subject to IRES (*Imposta sul reddito delle società*, an Italian Corporation tax)

In order purchase goods such as tools and equipment we could benefit from non-repayable grants (sovvenzioni a fondo perduto e crediti di imposta, *sconto sulle tasse*) and low-interest lows.

Moreover, As social entrepreneurs we have access to regional and European Funding:

<http://ec.europa.eu/growth/sectors/social-economy/enterprises/>

In accordance with the principles of sustainability, we are planning to install a solar panel system in our enterprise. It would allow us to save money in electric power consumption and sell back the electricity in excess to the utility company of our country.

The earnings will be reinvested in the business as follows:

80% for the first three years;

50% for the following years