Magic of Amman Ice Rink

صالة سحر عمان للتزلج

Amman, Jordan

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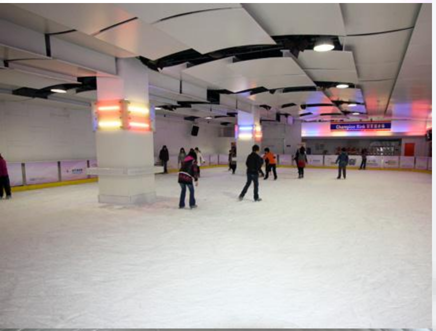

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Introduction

- Amman and Jordan's first ice skating rink
- New entertainment for Jordanians who like trying new activities
- Affordable to all Jordanians from east to west and north to south

Location

- Located in Mecca mall; one of biggest malls in Amman

- Location of Mecca mall: Mecca street; one of the most livable streets in Amman

- Located in the underground floor of the mall

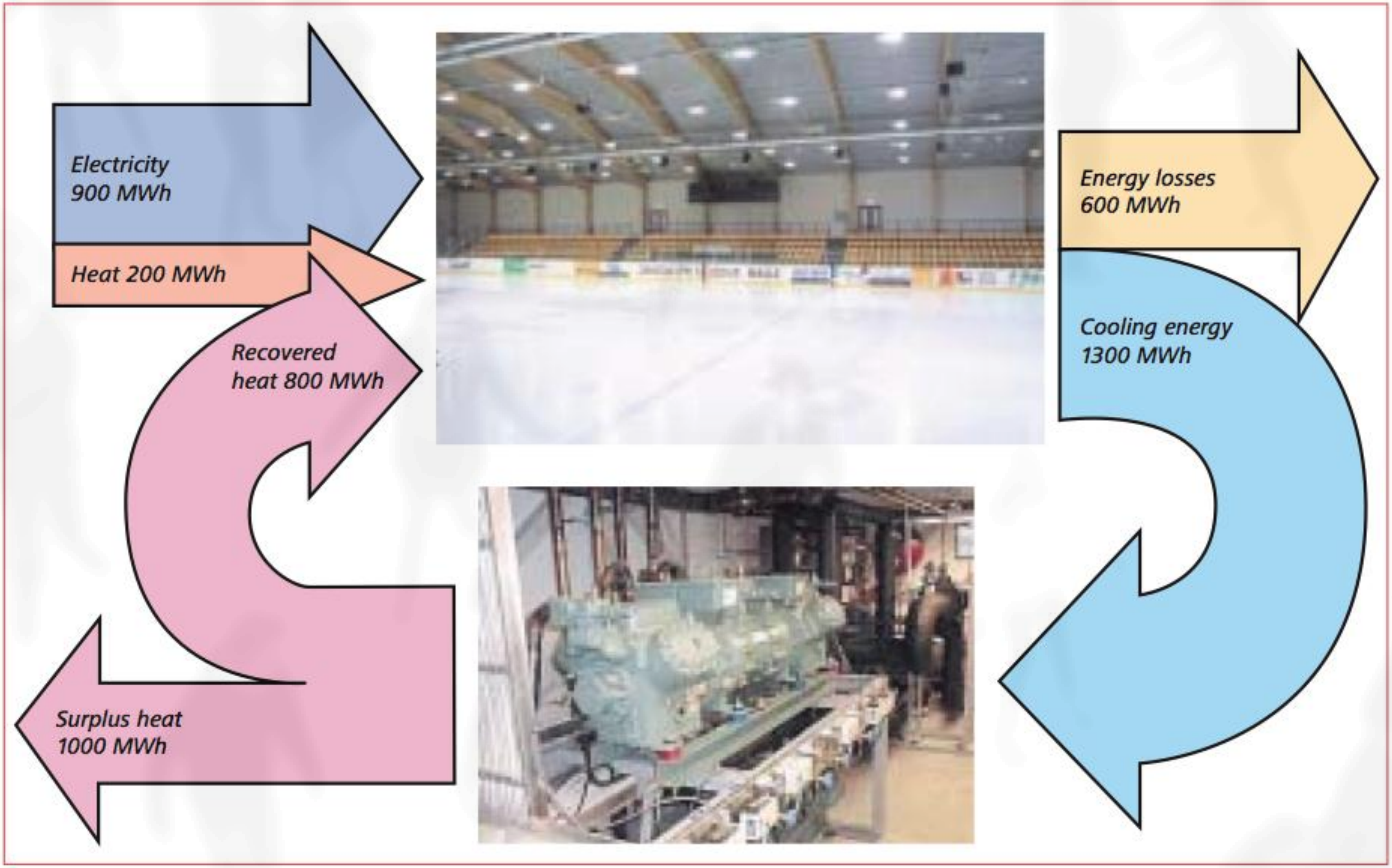
Source: meccamall.jo

Source: wikipedia

The Facilities

- Ice rink 30 m x 60 m with capacity up to 200 people
- Insulated walls and ceiling (indoor climate control)
- Refrigeration plant (ice maintenance)
- Mechanical ventilation (indoor air quality and humidity conditions control)
- Efficient heating system
- Air dehumidification
- Sanitary facilities
- Changing rooms and WC
- Business office
- Foyer and ticket booth

Energy Management



Source: International Ice Hockey Federation – Technical Guidelines of an Ice Rink

The Costumers

- Costumer value
  - Increased population → higher demand for new types of entertainment
  - New kind of sport activity in the shopping malls → greater consumer demand

- Target groups:
  - Young people
  - School students
  - Families
  - Sport and art enthusiasts (ice hokey, figure skating and ice ballet)

The Company

- Type of company: limited liability company ذ.م.م

- Founders and investors
  - Ruweida Al Jabali (architect)
  - Birte Lotichius (environmental engineer)
  - Eleni Teneketzi (civil engineer)

Marketing

Events

- Ice hokey tournaments
- Figure skating tournaments
- Ice ballet performances
- Birthday parties
- School trips
- Ice clubs

Project Partners

Fitness First

Mecca Mall
Shopping for All

مركز الملكة رانيا للريادة
Queen Rania Center for Entrepreneurship

Ice-World
Ice Business

Calculations

Total investment and Depreciation Costs		
	Amount	Depreciation Cost
Land and Construction Cost	6,000,000 €	45,000 €
Office Equipments	5,800 €	1,093 €
Unseen Costs (10%)	600,580 €	-
Total	**6,606,380 €**	**46,093 €**

Calculations

<table>
<tr><th colspan="3">Financial Costs</th><td rowspan="4">Interest rate = 8% per annum
Pay off period 10 Years</td></tr>
<tr><td>Total Investment</td><td colspan="2">6,606,380 €</td></tr>
<tr><td>Shareholders Capital</td><td>60%</td><td>3,963,828 €</td></tr>
<tr><td>Bank Capital</td><td>40%</td><td>2,642,552 €</td></tr>
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Calculations

Costs of Interest				
Financial Year	Balance of Debt	Interest rate	Interest Costs Paid p.a.	Repayment
1. Year	2,642,552 €	8%	211,404 €	264,255 €
2. Year	2,378,297 €	8%	190,264 €	264,255 €
3. Year	2,114,042 €	8%	169,123 €	264,255 €
4. Year	1,849,786 €	8%	147,983 €	264,255 €
5. Year	1,585,531 €	8%	126,842 €	264,255 €
6. Year	1,321,276 €	8%	105,702 €	264,255 €
7. Year	1,057,021 €	8%	84,562 €	264,255 €
8. Year	792,766 €	8%	63,421 €	264,255 €
9. Year	528,510 €	8%	42,281 €	264,255 €
10. Year	264,255 €	8%	21,140 €	264,255 €
Total			**1,162,723 €**	**2,642,552 €**

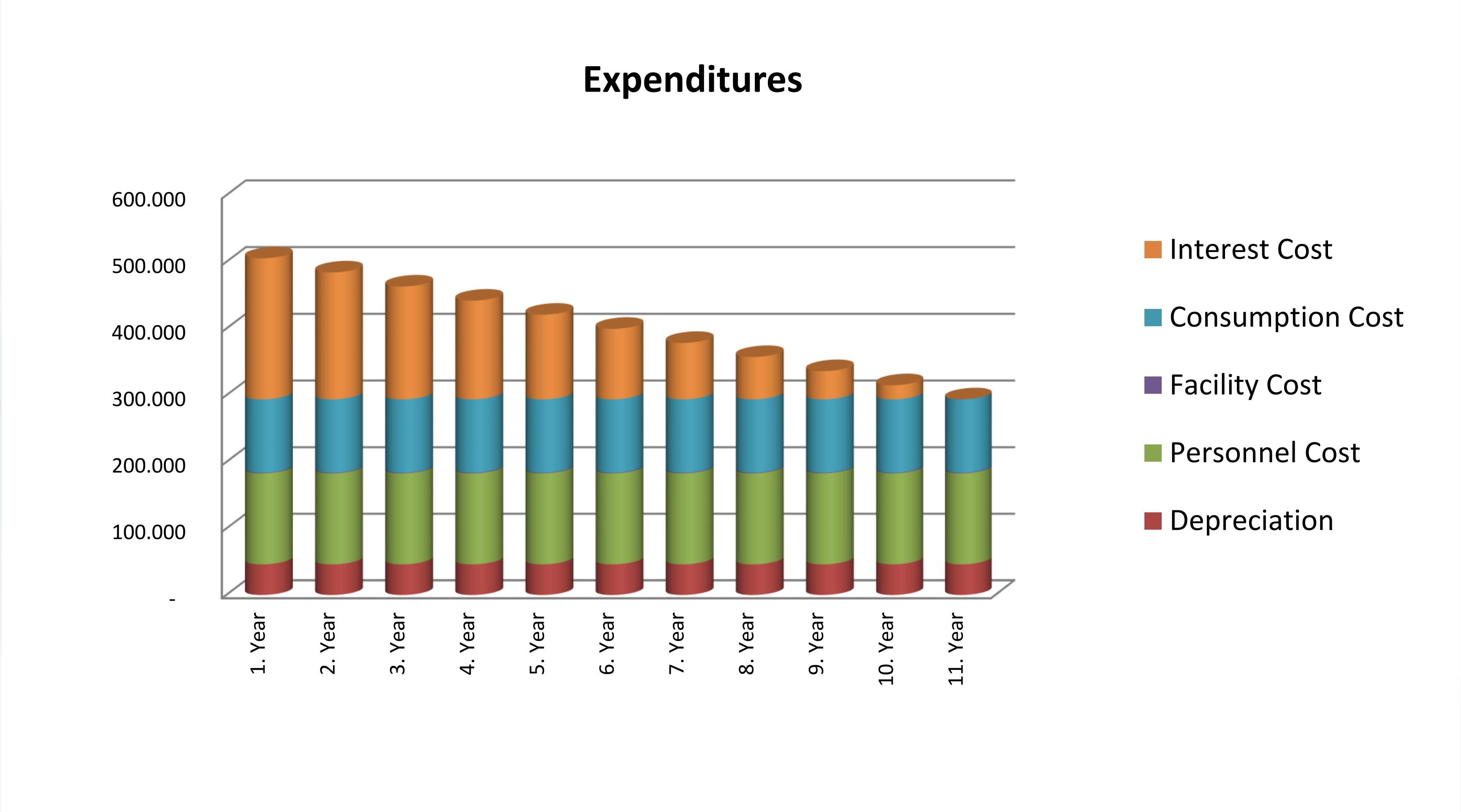
Calculations

Consumption Cost	
Item	Amount
Maintainance costs	40.000 €
Energy	25.000 €
Operating cost	25.000 €
Marketing cost	20.000 €
Total	**110.000 €**

Personnel Cost	
Description	Salary per Year
Manager	50.000 €
Employee 1	36.000 €
Employee 2	36.000 €
Technical Support	15.000 €
Total	**137.000 €**

Facility Cost		
Item Description	Cost	Total Cost
Registration costs	1000	1.000 €
Total		**1.000 €**

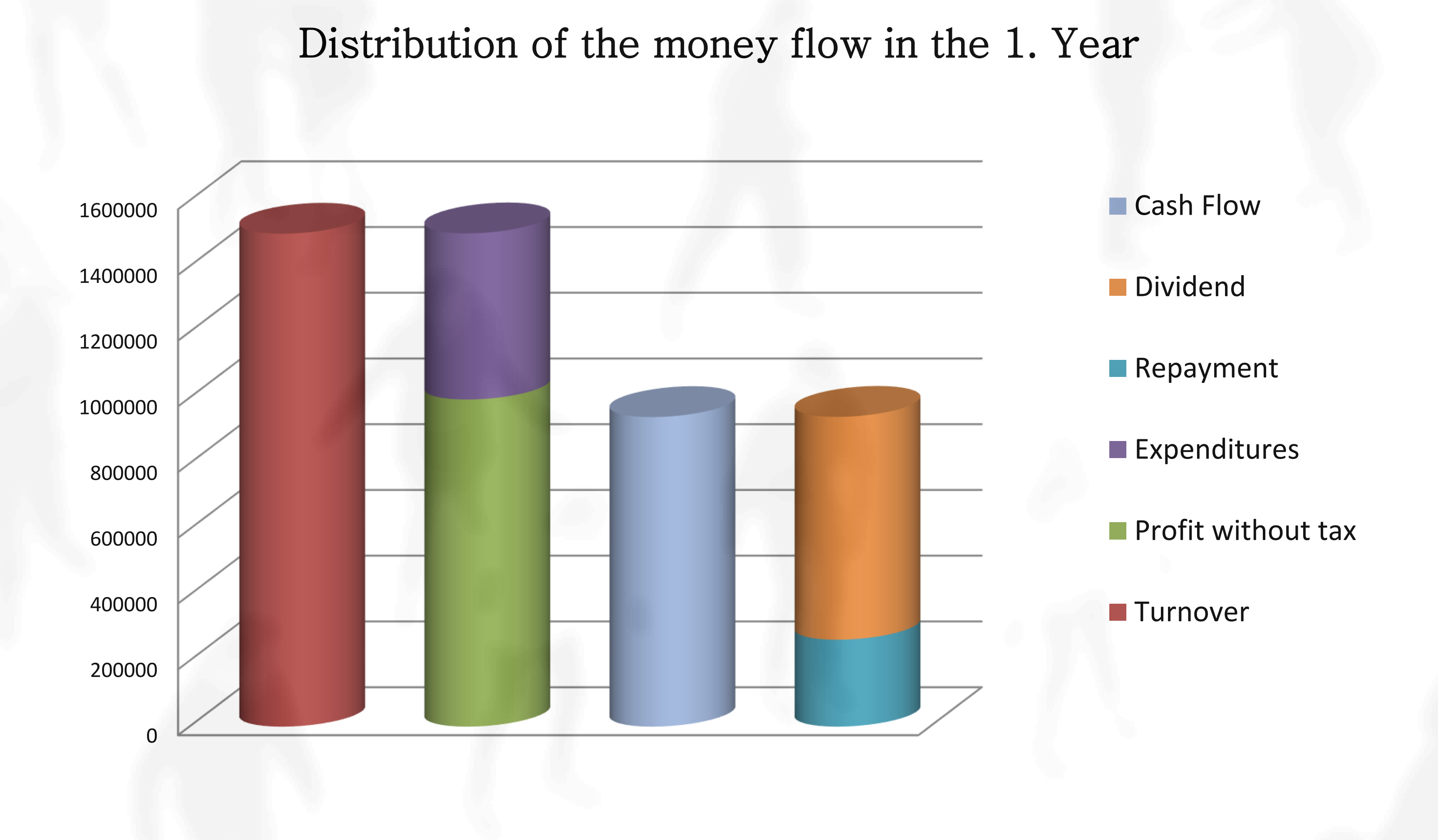
Calculations



Calculations

Expected Revenue							
Description	Amount	Entrance Fee	Entrance Fee including Taxes (16%)	Revenue per Year (1-5)	Revenue per Year (1-5) after tax	Revenue per Year (5-10)	Revenue per Year (5-10) after tax
Visitors per Year (1-5)	124.960	12 €	13,92 €	1.739.443 €	1.499.520 €		
Visitors per Year (5-10)	113.600	12 €	13,92 €			1.581.312 €	1.363.200 €
Total	**113.600**	**12 €**		**1.739.443 €**	**1.499.520 €**	**1.581.312 €**	**1.363.200 €**

Calculations



Calculations

Cash Flow Calculation										
Description	1. Year	2. Year	3. Year	4. Year	5. Year	6. Year	7. Year	8. Year	9. Year	10. Year
Turnover	1.499.520	1.499.520	1.499.520	1.499.520	1.499.520	1.363.200	1.363.200	1.363.200	1.363.200	1.363.200
Depreciation	46.093	46.093	46.093	46.093	46.093	46.093	46.093	46.093	46.093	46.093
Personnel Cost	137.000	137.000	137.000	137.000	137.000	137.000	137.000	137.000	137.000	137.000
Facility Cost	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000
Consumption Cost	110.000	110.000	110.000	110.000	110.000	110.000	110.000	110.000	110.000	110.000
Interest Cost	211.404	190.264	169.123	147.983	126.842	105.702	84.562	63.421	42.281	21.140
Profit without tax	995.000	1.016.000	1.037.000	1.058.000	1.079.000	964.000	985.000	1.006.000	1.027.000	1.048.000
Tax (10%)	99.500	101.600	103.700	105.800	107.900	96.400	98.500	100.600	102.700	104.800
Profit after Tax	895.500	914.400 €	933.300 €	952.200 €	971.100 €	867.600 €	886.500 €	905.400 €	924.300 €	943.200
Cash Flow	**941.593 €**	**960.493 €**	**979.393 €**	**998.293 €**	**1.017.193 €**	**913.693 €**	**932.593 €**	**951.493 €**	**970.393 €**	**989.293 €**
Repayment	264.255 €	264.255 €	264.255 €	264.255 €	264.255 €	264.255 €	264.255 €	264.255 €	264.255 €	264.255 €
Dividend	678.000 €	697.000 €	716.000 €	735.000 €	753.000 €	650.000 €	669.000 €	688.000 €	707.000 €	726.000 €

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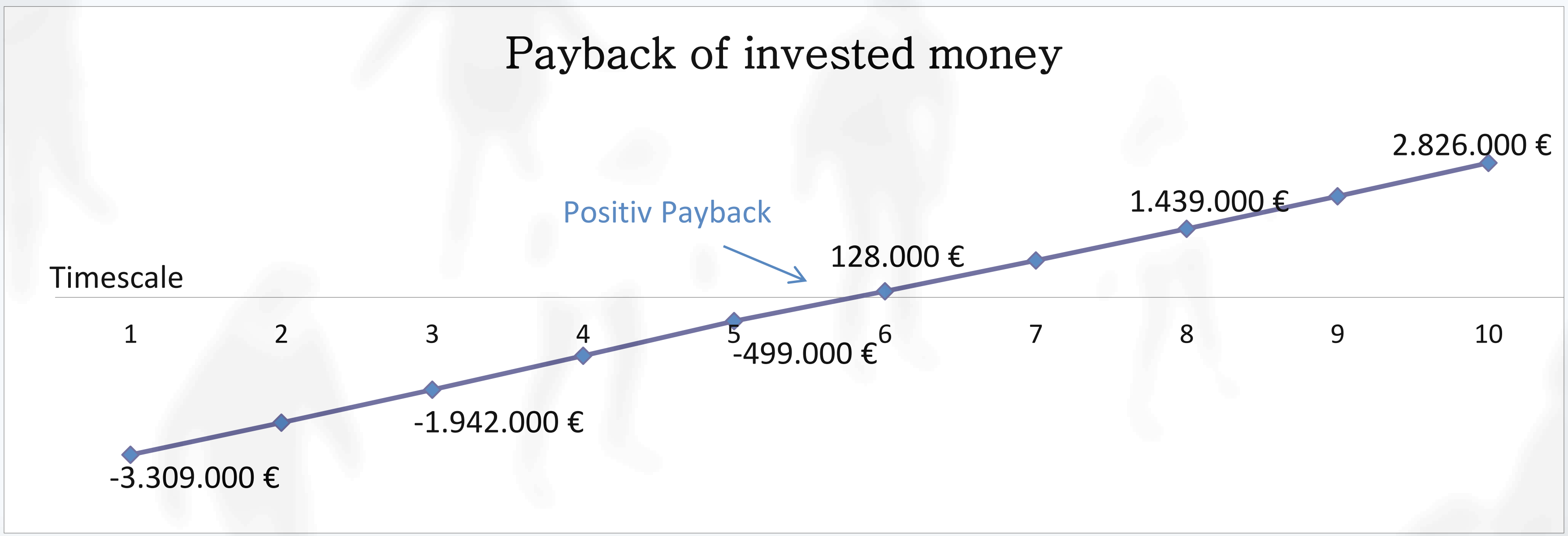
Calculations

Cash Flow				
Shareholders capital	Profit after tax	Dividend	Return on investment	%
1. Year	3.963.828	895.500	678.000 €	0,17
5.Year	3.963.828	971.100	753.000 €	0,19
10. Year	3.963.828	943.200	726.000 €	0,18



Thank you for listening

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Don‘t forget to join us in our grand opening