



Creating a Theme (Amusement) Park as a Business Project

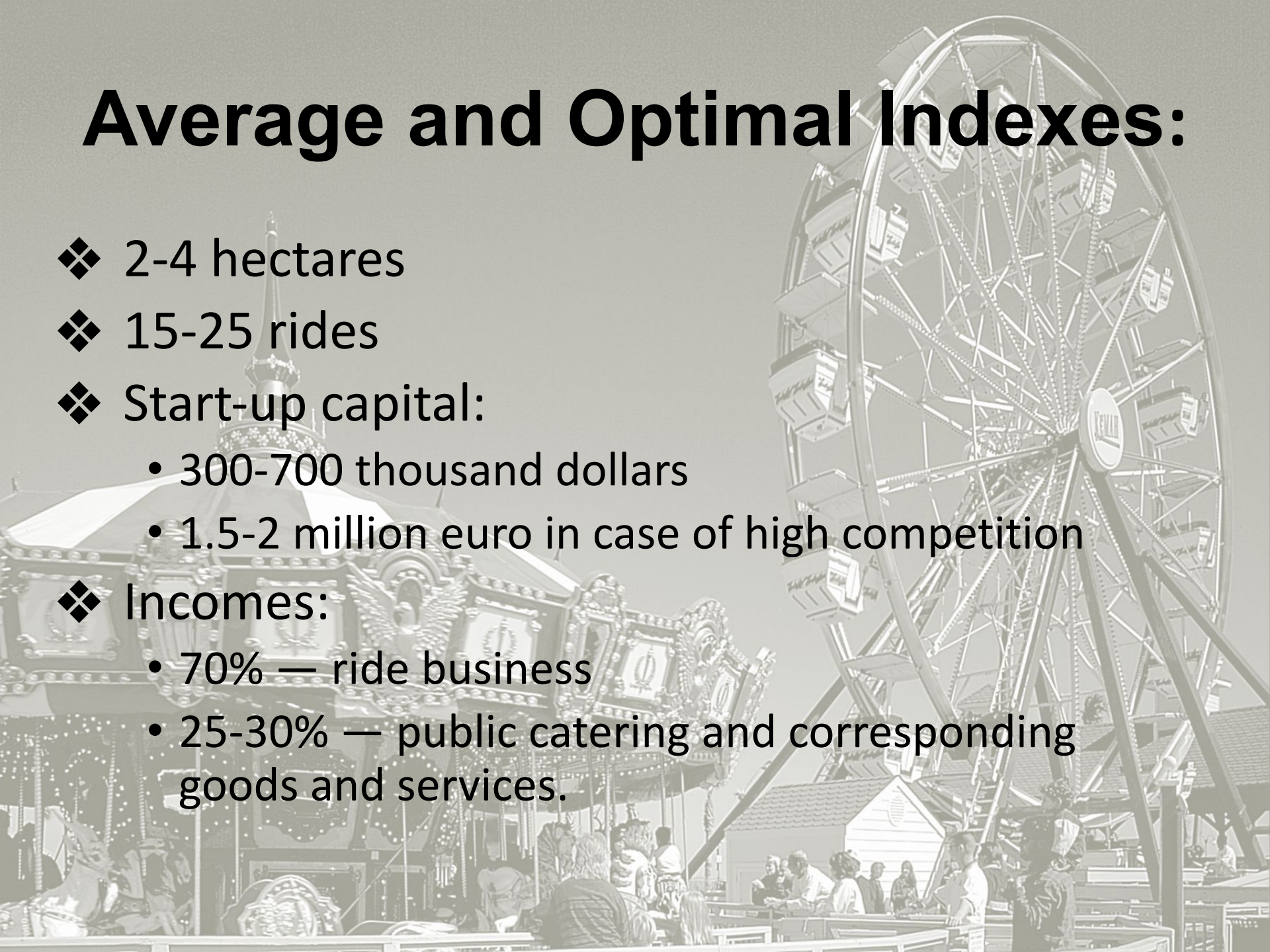


The Key Problem of Initiation:

		
<u>Towns</u>	Stable incomes	Limited profit
<u>Cities</u>	Perspective	Big start-up capital needed

Average and Optimal Indexes:

- ❖ 2-4 hectares
- ❖ 15-25 rides
- ❖ Start-up capital:
 - 300-700 thousand dollars
 - 1.5-2 million euro in case of high competition
- ❖ Incomes:
 - 70% — ride business
 - 25-30% — public catering and corresponding goods and services.



Points for a businessman to consider:

- Zoning
- Dealing with producers + finding professionals
- Developing alternative directions
- Maintaining level of professionalism of the staff
- Struggling against “seasoning”.