

## Memorial museum “Heroes”

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In my work, I would like to highlight the economic aspect of our project to launch the memorial museum "Heroes" with the VR-guide.

This product is undoubtedly a huge benefit for our population, not only from the economic point of view, but also from the political, social and others.

Nowadays, ordinary museums are no longer as popular as they used to be, so by bringing diversity into this kind of cultural education and applying innovative technologies, we can not only encourage people to visit museums more often, but we can also convey information more clearly to visitors.

I started my work by doing SWOT and PEST analyses. In the first one, I gave the Strengths and Weaknesses of our products, its Opportunities and Threats.

### Strengths:

- Use of innovative technologies (VR-technologies) during excursions;
- Work on a contractual basis with educational institutions;
- Providing additional services (selling souvenirs, educational literature)

### Opportunities:

- Ability to enter the global market, starting subsidiaries;
- Development of a discount system for group visits, for pensioners and other groups of the population;
- High demand for visits by students and tourists

### Weaknesses:

- State support is needed;
- The long period of project implementation

### Threats:

- Competitors' interest in creating a similar project;
- Public disinterest in excursions and lectures

My next step was to conduct a PEST analysis in which I investigated the macro factors that affect our product. I have analyzed Political, Economic, Social and Technological aspects.

Political - Regulation of Museum activities at the modern level.

Economic - Turning the memorial Museum into one of the leading Russian and world tourist sites

Social - Growing interest in intangible values, education, culture and history

Technological - Increasing the number of Museum visitors attracted by the latest technologies, expanding the client base

Last but not least important part of the project became calculation of expenses for launching our product. As we use state-of the-art technologies in our project, we will need the appropriate equipment. Besides, we need specialists who will install and program all this. We should not forget about other things that require funds, such as renting space, advertising company and other expenses, which include taxes, for example.

All of the above mentioned requires a considerable amount of money. The project release costs is \$300000. The ticket to the museum itself will cost \$30 for an adult. In addition, the museum will provide a number of discounts for students, pensioners and group visits. A more detailed information can be found in our presentation.

That is where my part of the job ends. Thank you for your attention.