

## **Economic part.**

### **Updated bomb shelter.**

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### **INTRODUCTION**

Hello to everybody! My name is Nastya and I am going to tell you about some economic aspects of a new updated bomb shelter. Let's get started!

The creation of this special bomb shelter is a profitable thing for our military industry because it will stimulate and develop our technological progress and ensure the safety of people during various unforeseen situations.

This updated bomb shelter will be popular in our country because it is really important to have a high level of security. So we think that this development will be useful for everyone.

### **THE POTENTIAL SIZE OF THE MARKET**

Well, we talk about people of all age groups. This bomb shelter will be equipped for both children and adults correspondingly. So we can affirm that this place is necessary for everybody because they will be able to stay there comfortably for as long as they need.

Staying in a new bomb shelter costs about 1500 rubles a day. Therefore, the capacity of this type of market are billions. This is quite a significant figure, so you can seriously think about the creation of this updated bomb shelter which will help people feel secure in different situations.

### **ADVANTAGES**

Now I am going to tell you about advantages of the updated bomb shelter. Well, staying in this place includes meals, access to communication with other people in this shelter, a comfortable room with a bathroom and special facilities like kettle, cups and hair dryer. Also there will be facilities for children. Moreover, this updated bomb shelter will be constructed of a special material which will make it durable and invisible. This will provide even more protection against different attacks. What is more, I think that it is really important for mental state of people to talk with others. You can speak with others and discuss something together. There will be a small

“Green place” with trees because it will help clean the air! Proper and competent maintenance will protect the shelter from many attacks and will provide a comfortable living for people. The production will be environmental friendly. It is a small part of all advantages!

## DISADVANTAGES

Let’s proceed to some disadvantages. The creation of updated bomb shelter could be a long and expensive process, which includes several workshops. According to experts, the investment required to create The Updated Bomb Shelter from scratch is about 4 million per room. At the same time, the payback period will be less than a year if people are in danger.

## PEST ANALYSIS

PEST-ANALYSIS - is a strategic business tool used by organizations to discover, evaluate, organize, and track macro-economic factors which can impact their business currently and in the future. The framework examines opportunities and threats due to Political, Economic, Social, and Technological forces.

Firstly, Political aspect- this technology will bring security aspect to a new level in the world market.

Secondly, Economic aspect - profits maximizing for the creator who realizes this project because of the increasing demand. Also we can make this project international and other countries can buy and create their project, I think that these sales will boost profits/

Thirdly, Social aspect – this building will save people in dangerous situations.

And the last one is Technological aspect- it will bring to a new level of artificial intelligence technology and give new opportunities for application in other fields of science and life.

## COSTS

Cost of launching the project	500 million rubles
Subscription cost	The cost of a <b>monthly subscription</b> is <b>30 000 rubles</b> or <b>1 500 rubles per day</b> .
Production	1 billion rubles
Advertising	2 million rubles

Based on our research, we can say that this project is capitally profitable.