

Mini-bakery in “Grand H”

The “Grand H” is a building in the center of Vardø, a small town in the very north of Norway.



Pictures of Vardø

This building has a long history and is very important for local residents. But now, unfortunately, it does not work.



The “Grand H”

Maria Bertheussen Skrydstrup and her family have been rebuilding the Grand for many years, and it occupies a special place in their life.



Owners of the building

We, students from the international Bridge project, decided to help her “revive” the Grand H.



Our team

After talking with the locals, we realized that they were missing bakery in Vardø. So we decided that opening a bakery in Grand H would be a great idea!



An example of how a bakery might look

The range of products for a mini-bakery can be formed from 5-8 headings. Usually it has both healthy and traditional bread, as well as rich products.

How much does it cost to open a mini-bakery

Equipment is the most expensive part when creating a bakery. Two mandatory units are needed: an oven and a dough mixer. Bakery equipment - oven, dough mixer, refrigerators - requires about 40 kilowatts of electric power. (*Electricity cost ~ 20 kilowatts per hour*).

In the future, it is possible to expand production and open a café.

What you need to purchase:

1. Cost of equipment
 - 1.1. Oven ~ **28 600** nok
 - 1.2. Dough mixer (for 30 liters) ~ **5 700** nok
 - 1.3. Flour sifter ~ **4 300** nok
 - 1.4. Proofer ~ **8 600** nok
 - 1.5. Refrigerator ~ **5 000** nok
 - 1.6. Freezer ~ **4 300** nok
 - 1.7. Shelving - 2 pcs. ~ **2 900** nok
 - 1.8. Metal tables - 2 pcs. ~ **2 900** nok
 - 1.9. Wooden pastry table ~ **3 600** nok
 - 1.10. Rattan proofing baskets - 30 pcs. ~ **6 500** nok
 - 1.11. Multilevel trolleys - 2 pcs. ~ **4 300** nok
 - 1.12. Forms for bread, baking sheets, dishes ~ **2 150** nok
2. Minimal repair + plumbing ~ **21 500** nok

Capital expenses

No	Name	Cost, nok
1	Cost of equipment	78 850
2	Room repair costs	21 500
Total:		100 350

Current expenses (monthly)

No	Name	Cost, nok
1	Raw materials	3 000
2	Wage	5 750
3	Electricity cost	800
4	Selling expenses	1 820
5	Depreciation deductions	2 785
Total:		14 155

Possible income at the beginning:

10 loaves, 30 buns in a day

1 loaf – 30 nok; 1 bun – 10 nok

Profit per day: 600

Per month: 18 000 nok

Time café in Grand H

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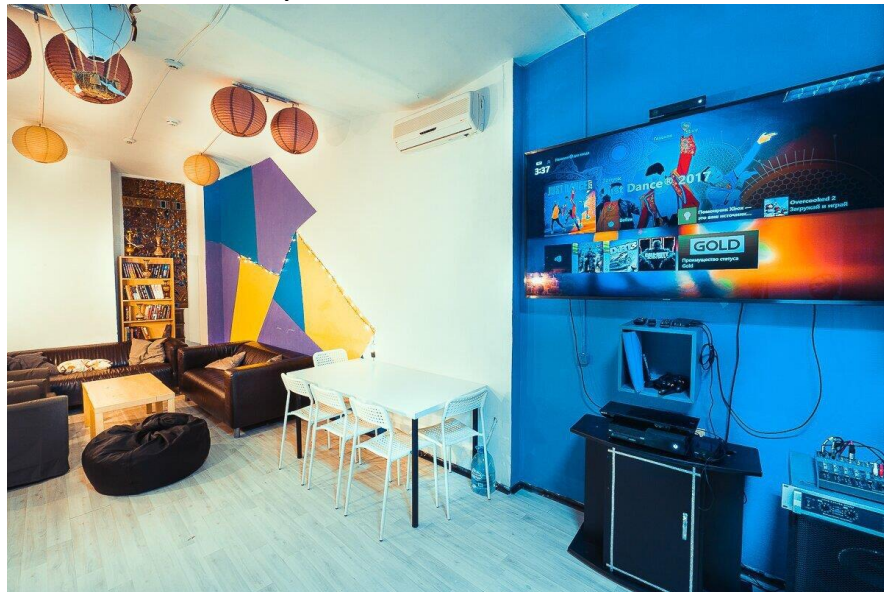


Our team

Our team was in Vardø for a week and we realized that young people have few places where they can get together and spend time.

We came up with the concept of a time cafe. This is a place where you can come and use all services for a conditional fee per hour. Usually in such places there are board games, game consoles, a spotlight where you can arrange movie nights

and free tea with cookies :) Also in such places you can usually hold seminars and various theme nights. For example, an evening of playing the mafia, an evening of horror films. In general, the concept of time cafe is quite flexible and visitors themselves can think of what they want to do.



Example time cafe in Moscow

How much does it cost to open a time café

In our opinion, there is no need to spend a lot of money on repair and decoration, because the design itself can be very simple, but it is important to add coziness to it with the help of lighting, soft furniture and other little things (for decorating walls, for example). The bulk of the cost is the purchase and maintenance of game consoles and other electronics that will be directly used by visitors.

What you need to purchase:

1. Room repair
2. Cost of equipment
 - 2.1. Bag chair, 10 pcs
 - 2.2. Tables, 5 pcs
 - 2.3. Sofas, 5 pcs
 - 2.4. Chairs, 10 pcs
 - 2.5. Decor Items
 - 2.6. Coat hangers, 3 pcs
 - 2.7. Lighting, 4 pcs
 - 2.8. Projector
 - 2.9. Laptop
 - 2.10. Table games
 - 2.11. Game consoles, 2 pcs

- 2.12. Monitors, 2 pcs
- 2.13. Microwave
- 2.14. Teapot
- 2.15. Refrigerator
- 2.16. Water cooler
- 2.17. Crockery, kitchen utensils

Capital expenses

No	Name	Cost, nok
1	Room repair	11 000
2	Cost of equipment	40 960
Total		51 960

Current expenses (monthly)

No	Name	Cost, nok
1	Wage	4 500
2	Depreciation deductions	1 440
3	Selling expenses	1200
4	Electricity cost	800
Total:		7 940

Selling expenses:

1. Monthly subscription to the service with movies and TV shows
2. Monthly game consoles subscription
3. Tea, cookies

Possible income at the beginning:

- Price per hour per person: 75 nok
- Person per week: 45
- Monthly income: 13 500 nok

VARDO Grand Hotel,		Risk Management Matrix		20.11.2019	
Potential hazard	Who is at risk?	Existing control measures	Risk Rating	Preventative measures	Responsibilities
don't find any partners	Grand Hotel	crowdfunding and creating FB page is alternative way of make the project go ahead.	medium	Sofisticate the content of the email to get better answer	cooperation schedule
don't have enough resources	Grand Hotel	Creat a plan which does not need many resources	medium	Find partners who already have human resource, fund, material and knowledge.	resource management
no feasible ideas	Grand Hotel	make business model to know if it feasible	medium	check each hypotheses	double checking
don't have customer : for the bakery, for the workspace, for the accomodation	Grand Hotel	cooperation with organization such as kulturpilot	low	Make enough communication and propose good product	marketing and cooperation, partner selection
Vardo to far away from big city, people dont want to spend time there	Grand Hotel	promote the place (in social media)	medium	Working with Vardø tousim to bring people to the Grand H	Help to spred good image of the city
the commissioner doesn't continue the work we did, don't post anything on fb, etc...	Grand Hotel	Creating report which explains procedure of future work.	high	Hand in the sumarized report to the comissioner and convince her to work.	bring understandable idea
crowdfundings fail	Grand Hotel	reserch well in advance	high	Work with the idea after the project start and work.	fix explanation, ask people to read it before publishing
Technical solutions do not work in the building	Grand Hotel and partners	reserch well in advance	medium	Work with professionals	double checking
Accidents	Locals and visitors	Safety plan	high	check each hypotheses	double checking, education
Nature disasters	The building and locals	Safety plan	low	check each hypotheses	double checking, education
Sabotage	Grand Hotel and partners	Safety plan	medium	check each hypotheses	cooperation and marketing

The Grand Hotel

Layered Business Model Canvas

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Based on the Business Model Foundry AG

www.strategyzer.com and the article “The triple layered business model canvas: A tool to design more sustainable business models” Economic and Social BMC [Video in Youtube Airbnb BMC](#)

<p>Key Partners</p> <p>Local Retailer: Local Transportation Service</p> <p>Travel Agency, Visit Vardo; marketing and accessibility</p> <p>Security company</p> <p>possibly; VardoMotell Vivian VisitVardo</p>	<p>Key Activities</p> <p>Guiding and Teaching soft survival skills in a Finnish forest, having fun as a group or individual, but also have time for self-actualization and silence.</p> <p>Renting spaces and rooms for art associations and creative groups</p> <p>Accommodation service Customer service Networking with partners and stakeholders, financial work, management</p> <p>Stakeholders: locals, retail companies, equipment maintenance companies, customers</p>	<p>Value Propositions</p> <p>Unique, Comfortable, Memorable</p> <p>Natural lifestyle is forgotten in the cities and they want to escape the hectic environment. New luxury is “no luxury”.</p> <p>Being together and forget the everyday life, escapist</p> <p>Customization, Meaningful and/or transformational experience</p>	<p>Customer Relationships</p> <p>Distant and present service</p> <p>The process starts from marketing and giving a platform for events and activities</p> <p>All service points, having the experience, post-events + communication, and feedback.</p> <p>Stakeholders: Travel Agency, staff, locals and customers.</p>	<p>Customer Segments</p> <p>Families & Groups & associations & companies</p> <p>Accommodation segment; Niche Market; Segmented: Sustainable art tourism, smart customer</p> <p>Norwegian, Northern Europe; artists</p> <p>Art loving bird watchers around the globe</p> <p>Mainly adults</p>
<p>Key Resources</p> <p>Stakeholders: Commissioner, municipality office, rental workforce offices, educational organisations accountant firms, cleaning company, Car maintenance companies,</p>	<p>Key Resources</p> <p>Location Company need to make the building accessible, physical storage room and office room Providing the rooms and sometimes furniture</p> <p>Service segment distribution The company has reception and guiding services from the same person, partner agency handles booking from their side. Phone call reservations are handled by entrepreneur and part-time staff. Staff: Language skills Communication Marketing segmentation and value + quality knowledge Human Resources: part time workers and bought services, win-win partnerships, For; guiding, financial management, marketing and seasonal work</p> <p>Documentation and research for the company, doesn't break laws or copyrights or name brands.</p>	<p>Channels</p> <p>Stakeholders: Marketing sites and companies, Locals, customers, We give only promises that we can deliver. keep the customer service options available and answer questions every day if needed, but there can be part-time person who is paid to reply or a partner to give commissioner free-time.</p> <p>Phone, e-mail, websites</p>	<p>Channels</p> <p>Social Media base and used by customers. (facebook, Instagram and hashtags, Linkedin, webpage, VisitVardo) Adds/stories in travelling magazines Co-operating with art shops and culture attractions like museums and galleries</p> <p>The pictures on web should give the right image of the company to match the customers values. Art, locality, unfinished but personal, Quality, friendliness, not too fancy, customized...</p> <p>Feedback, form online to email, asked feedback at the location, feedback from stakeholders, locals, travel agency etc.</p>	<p>Local segments; Youngsters, adults and groups, 25 to 65</p> <p>Special events, art associations and cultural groups</p>

Local Communities Stakeholder examples: Municipality, locals, NGOS, local entrepreneurs, Other towns in the area	Governance Privately owned for-profit Co-Creation with the travel agency as making customized products Small sized entrepreneur/company The commissioner owns the building and rents the rooms	Social Value Value: Art Community Togetherness Encouraging to be creative and give inspiration Activities to make people happy Trust and common goals	Societal Culture Protecting the building and local culture Corporate Social Responsibility CSR	End-User Our Guest, who will experience something new and unique in his life.
	Employees Entrepreneur and seasonal work force + sick leave replacements, (interpreter hired by the customers) Norwegian people and seasonal mid-Europeans, because language efficiency, but no discrimination - Language skills - Customer service -minded Stakeholders: local employment office, locals		Scale of Outreach Operating partly in protected forest area, which is not allowed to harvest. ...ETC??? What is the depth and breadth of the relationships an organization builds with its stakeholders through its actions over time. This may include the idea of developing long term, integrative relationships. The outreach of impact geographically can be e.g. local, regional, or global focus.	

Social Impacts (negative) The social impacts component addresses the social costs of an organization. There is not yet a consensus on what social impacts to consider, nor how to quantify them. Some of the more common indicators can be related to working hours, cultural heritage, health and safety, community engagement, fair competition, respect of intellectual property rights.	Social Benefits (positive) Social benefits are the positive social value creating aspects of the organization's action. This component is for explicitly considering the social benefits which come from an organization's actions. As with social costs, social benefits can be measured using a broad range of indicators.
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