

OUR TEAM

Focus





ABOUT CASE

\\ We are working with the case of the Museum of entertaining sciences Focus

\\ Main objectives: to create a business model and marketing strategy of working abroad (nearest countries)



FOCUS

Strengths

- Interactivity
- Museum Mobility
- A wide range of topics for implementation
- Special corporate culture
- Availability of NPO
- Location (in the building with the library, which is visited by Central Asia, and the children's puppet theater)

Weaknesses

- No website
- Insufficiently established communication with customers (it is difficult to find reviews, workload of discussions in VK, recording on microns in discussions or by phone)
- Limited resources (human, financial)

Opportunities

- Promotion of technical knowledge
- Territorial expansion within the Murmansk region., Access to the foreign market
- Introduction of new technologies
- New schemes for attracting financial resources
- Close proximity to developed European countries

Threats

- Reducing the population of the region
- The emergence of direct competitors in the market of the Murmansk region
- Political conflicts
- Coronavirus, restrictive measures and isolation of European countries

STRATEGY CONCEPT

- I. Commercial 'story'
- II. Noncommercial 'story' |
Image improvement



5P

PRODUCT

TEMPORARY EXHIBITION

Excursion: about **25 exhibits** demonstrating the laws of physics and mathematics

Interactive technical exhibits

Full exhibition = 100 m²

approximately 4 m² per exhibit

A competitive advantage is the mobility of the exhibition.

All exhibits **can fit in 2 cars**

5P

PEOPLE

criteria

- AGE 6-15 y.o.

- STATUS schoolkids

- INTEREST

- education

- impression

- interest & achievement in science



COMMERCIAL STORY

- Agent (from event agency, independent agent)
- Renting (co-working zones, museums, creative spaces)



5P PLACE

Factors to choose cities:

- Number of interactive museums
- No. of Primary&Lower secondary schools
- Population
- Distance from Murmansk&Logistics



SWEDEN

Urban area	Names of museums	No. of Museum	No. of Schools	Population
Luleå	Teknikens Hus	1	12	77 832
Kiruna	0	0	12	22 906
Kalix	0	0	6	7 299
Piteå	0	0	9	23 350
Gällivare	0	0	6	8 449
	Tekniska museet			
Stockholm	Tom Tits Experiment	3	University: 21	974 073
	Junibacken			
Gothenburg	Universeum	1	University: 2	581 822
Malmö	Technology and Maritime Museum	1	University: 2	316 588

REVIEWS

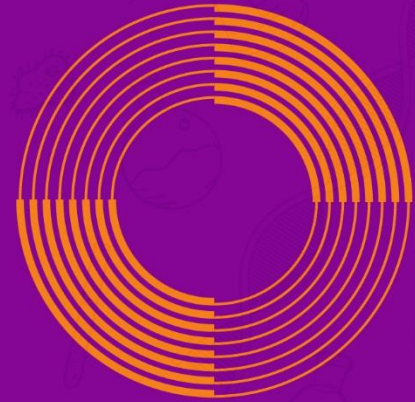
- **VR** is optional, but it is a nice thing to have. The presence of such technology was highly appreciated in the reviews. However, if the museum did not have virtual reality, visitors did not mark this as a drawback.
- Much attention is paid to the **number of exhibits**. Many complained that the price of a museum ticket does not match the content. People walked around the exhibition for half an hour and returned home upset.
- **Merch!** Several reviews were found that noted memorable souvenirs that could be bought in the museum (t-shirts, trinkets, mugs, and so on).
- **Appearance, decor**. For many visitors, the decor of the buildings and the availability of special branded places for photographs turned out to be important.
- **Language problem**. This applies to people who came to Sweden without knowledge of Swedish: visitors wrote that they were pleased to listen to lectures and read instructions for the exhibit in their own language. At the same time, if there was no translation into their language, this was noted as a drawback (this scheme works in the opposite direction: we need Swedish).
- **Food court**. Visitors wrote that it was great to have a meal with the child.
- The **interactivity** of the compositions. The “do not touch” signs are a big flaw. People want to interact with the exhibitors (Focus provides this).

NORWAY

Urban area	Names of museums	No. of Museum	No. of Schools	Population
Kirkenes	0	0	1	3 529
Alta	Alta museum	2	20	20 789
Tromsø	Blue Vision	1	38	52 436
Narvik	0	0	9	21 845
Bodo	0	0	18	34 073
Trondheim	Norwegian Deaf Museum	2	2	147 139
Stavanger	The Norwegian Children`s Museum	1	41	121 610
Sandnes	0	0	13	63 032
Sarpsborg	0	0	1	52 159

REVIEWS

Summary :
The best museums in Norway, in order, are historical, artistic, scientific, military and children's museums



- There is an interest by visitors in **interactive and visual tools**
- Interested in **scientific actors** and **historical stories of inventions**
- It is good to have some **free days** on some national holidays for the state.
- Appreciate **distinctive prices** for families
- Pay attention to the **level of services and food** in the museum
- It is good for children to **learn some new methods** in Maths or some chemical reactions and **apply them** in the museum and also **teach them** to make some hand tools themselves
- The availability of **an interpreter for foreign visitors** in the English language should be taken into account through a guide or microphone

FINLAND

Urban area	Names of museums	No. of Museum	No. of Schools	Population
Utsjoki		0	1	1292
Inari		0	3	6916
Ivalo		0	1	3 007
Sodankylä		0	4	8881
Rovaniemi	Arktikum museum science center & meeting venue Tiedekeskus Pilke interactive exhibits about Forestry	2	12	50842
Tornio		0	6	21,837
Kemi		0	3	20,991
Oulu	Tietomaa Museum Science with interactive exhibits	1	34	188279

REVIEWS

- **Presentability** – building design, impressive complex installations
- **Infrastructure** - Cafe nearby, charging for phones, benches, charging, Internet, other exhibitions nearby. (so that the flow of visitors is one with other exhibitions).
- **Content** - Interactivity, flyers, handouts, and don't forget to entertain your parents! Though scientific crosswords in booklets. The average time to visit the exhibition is an hour.
- **Free entrance** on certain days, or for young children. The first works on word of mouth, and as for the second, people really do not like to pay for 3-4-year-old children

CONTACT DATA

Agency Name	Email	Link	City	Description
Konstmuseet i Norr	info@konstmuseetinorr.se	https://konstmuseetinorr.se/	Kiruna (Sweden)	Museum with the needed space for the exhibition
Fritidsgarden	See link (Instagram)	https://www.instagram.com/fritidsgarden_frizon/	Kalix	Creative space
Sole Event Explore Salten	See link post@exploresalten.no	http://www.soleevent.se/#index https://exploresalten.no/hjem	Gällensvare Bodo (Norway)	Event-agency Event-agency
Moment Norway	ida@momentnorway.no	http://momentnorway.no	Tromsø	Event-agency
Alta Event AS	stig@altaevent.no	https://www.facebook.com/altaevent/	Alta	Event-agency
Museum and Science Centre Luuppi	sampo.puoskari@ouka.fi (Partnership coordinator Sampo Puoskari)	https://www.ouka.fi/oulu/luuppi-english/home	Oulu (Finland)	Museum
Culture Affairs Manager	Merja.tervo@rovaniemi.fi	-	Rovaniemi	Event-agency
EventWorks Oy	antti@eventworks.fi (Antti Smeds)	http://www.eventworks.fi/	Tornio	Event-agency

It is the short version of full list which will be sent to the director of FOCUS MUSEUM

logistics



CARNET ATA



Simplifies the arrangement of temporary import.

You don't need any other documents; It acts as an international financial guarantee, and therefore upon import cargo does not require bank and any other guarantees. Document holder doesn't have to pay import duties;

Valid for 12 months.
During this time, the owner of the document, can carry out import of products to different countries.

Requires accurate declaration of goods in order to be issued.

Representative of countries outside the general system should act on the principle of temporary import-export. Delivery to and from Russia should only carry on through the borders of the European Union.

Not all goods can be imported. For example, it is forbidden to export consumables or disposables of any kind.



Carnet Ata registration proceeded in the country of origin



Registration takes a week
Valid for 1 year



Carnet Ata used as importing document which nullifies the import fee



Carnet Ata used as exporting document which nullifies the export fee

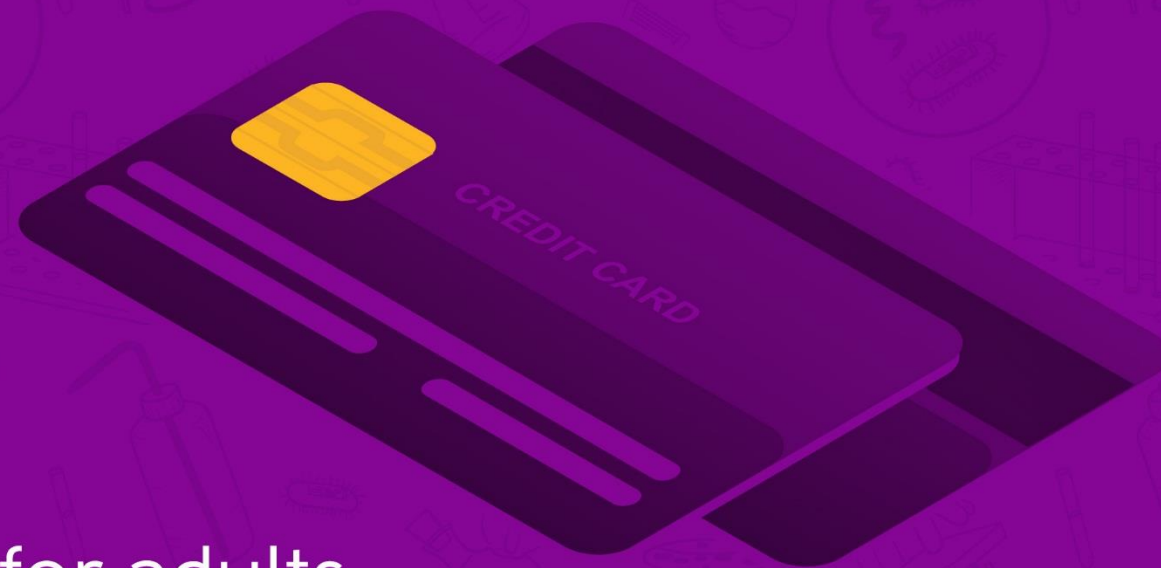
The cost of registration of the Carnet Ata consists of two positions: registration fee (about 8000-10000 rubles) + insurance fee 0,3% of the total value of the exported goods



PRICE

These prices should be optimized based on conditions fixed by agents and transportation costs

5P



Murmansk 3 Euro

Norway 5 Euro for children, 11 Euro for adults

Finland 11 Euro for children, 18 Euro for adults

Sweden Up to 7 years old free, over 7- 15 euro

5P

PROMOTION

- Website (multilingual)
- Targeting advertising (Instagram, Facebook, YouTube)
- We can use Google Ads, Google Trends
- Communicating between Focus and people

WEBSITE

	Average price on various exchanges (questionable in terms of quality)	The average price for more famous specialists
1. Creating a site layout	5000-10000₽	10000-15000₽
2. Front end and back end of site	7000-10000₽	7000-10000₽
3. Payment for hosting	120₽ per month	250₽ per month
4. Target advertising for instagram (payment to a specialist)	4000-15000₽ per month	10000-25000₽ per month

Language

In the beginning 2 languages: Ru and En

Then add languages based on countries where there will be stable business



SCENARIO

OPTIMISTIC

With low investment costs for the implementation of the projects
Contacts -> Discounts

MOST PROBABLE

Operational costs by ourself+Grants/Competitions for money*

WITH HIGH INVESTMENT COST

Large investments

The main part with the help of Grants/sponsorship/patronage**

*Programs of stimulating export operations: competition from the committee for economic development of the Murmansk region

**interest in potential workforce

Investments=making new exhibits etc

FINANCIAL SUPPORT AND GRANTS

1. European organizations
2. Russian organizations



EUROPEAN ORGANIZATIONS

Name	Special conditions	Link
Barents Secretariat	Request for financing must be from Norwegian organization	https://barents.no/ru/sok-stotte
Prince Claus Fund for culture and development	Support cultural projects	https://princeclausfund.org/we-support
European museum	Cancelled for 2020 because of the pandemic	https://europeanforum.museum/
AVICOM	Requires an innovative approach: implementing VR, mixed reality and multimedia	http://faimpavicom.org/#/home
Hands on! [International Association of Children in Museums]	Focus on children under 14 years old	http://www.hands-on-international.net/award/

Find more awards here <http://europeanmuseumacademy.eu/category/apply-for-awards/>

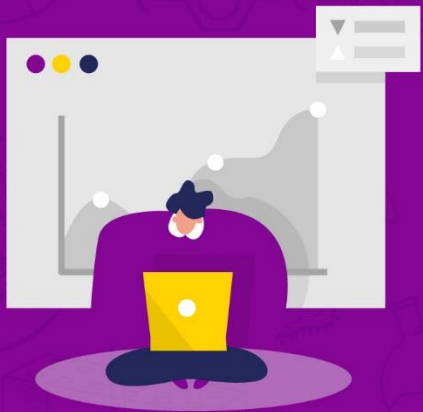
RUSSIAN ORGANIZATIONS

Name	Special condition	Link
The Potanin Foundation	The organization should not be a current grantee of the Potanin Foundation. There are different programs	https://www.fondpotanin.ru/
Russian Culture Fund	Competition is announced for 1 or more territories of the Russian Federation	http://rcfoundation.ru/museum.html
Museums of the Russian North. Severstal Charity Program	The museum should contribute to the development of socio-cultural and tourist attractiveness of the Russian North. Competition conditions will be announced in May 2020.	http://www.museums.severstal.com/round/projects-contest/
Murmansk Region Export Support Center	Provide free counseling services (incl. logistics), export support, help find foreign partners etc.	http://www.export51.ru/

NON-COMMERCIAL STORY

HOW?

Financing or with the support of the government of Norway/Finland/Sweden



WHY?

Win-win situation

For Focus: image improvement, awareness raising, increasing people`s loyalty

For a country: technical education and increased interest in science

PLACE

2WAYS



Orientation on
chosen cities
(based on our
analyses)

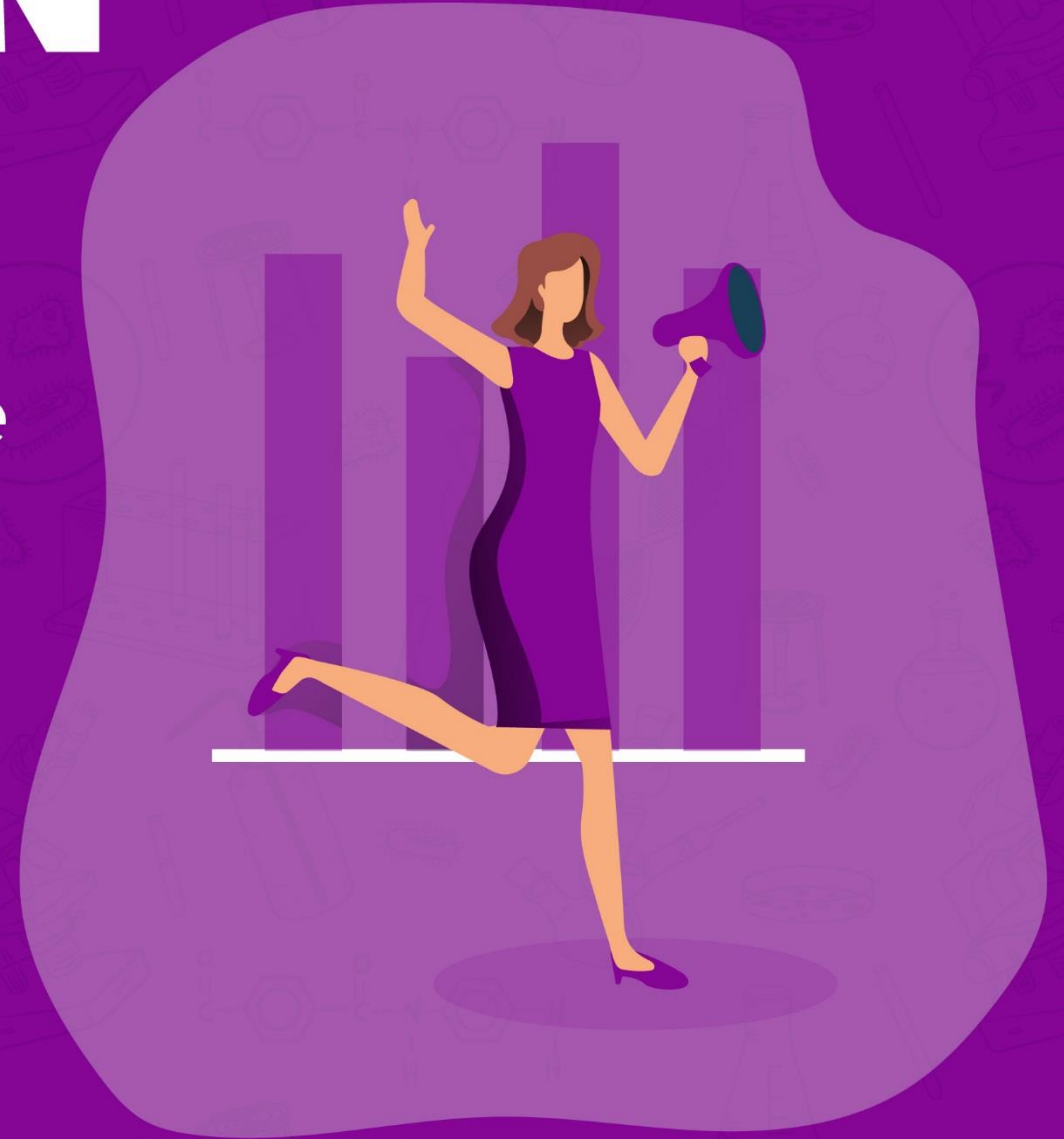
Based on
agreements with
government of
the country
(N/F/S)

PRICE

Free or close
to 0 for target
audience

PROMOTION

- Communication with schools
- Instagram, Facebook, Youtube
- Financed by the government





**THANKS
FOR
ATTENTION**