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Logo



Black – strict and taciturnity. In this way we want to pay our respect.

Swamp-green – like a Hakka color is associated with military theme. This color brings quire and balance.

White – color of peace, purity and solemnity.

In fact, our logo is not descriptive. Because it has not got any image or symbols. It looks like white inscription «Heroes» in the middle of a divided swamp-green circle on a black background. It seems to us that this logo will appeal to people.

Target audience



Regular visitors - 34%

(Teenagers under 18, schoolchildren, full-time students, Muscovites)

History lovers - 43%

(People visiting the museum from time to time ≈36-45 years old
old. Come in families or couples)

Rare visitors - 24%

(People by family or couple ≈ 46-55 years old)

Museum



This is a technology museum **equipped with the latest technology.**

In our halls not simple exhibits will be presented, but their digital copy made **using VR holograms.**

Thanks to such technologies, the exhibits will **remain intact and nothing will threaten their breakdown**, and this technology will help to acquaint more than a dozen generations with the history of our Fatherland.

After all, all that is needed for this museum is walls and **electricity, which will be produced using solar panels** installed on the roof of the building.

Sphere

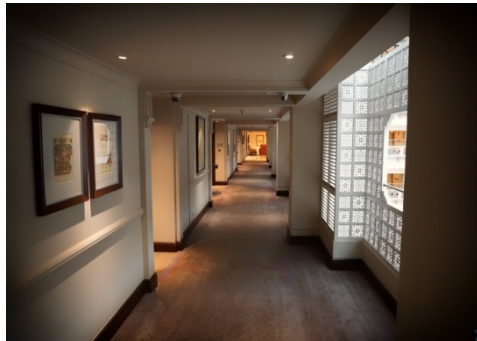
-bright light spacious halls



-modern technology



-informative signs with historical facts.



-small rooms will create a cozy, darkened atmosphere

First hall

Weapons and ammunition from various countries affected by the war.
Patriotic portraits and letters that were sent to soldiers to the front.



Second hall

Expositions of battles that have been over the past 200 hundred years. Thanks to VR technology, you can feel a wide range of emotions, feeling yourself on the battlefield.



Third hall



One-time events that will take place on a certain day are presented in the third hall; they will be described in more detail by holographic guides

Merchandising:



-bag



-hoodies



- souvenirs

Booklet

basic information about
the 3 halls of the museum

1 – wartime

2 – battles

3 – exhibition area



MEMORIAL MUSEUM



HEROES



WARTIME

hall number 1

The exposition presents weapons and ammunition from various countries affected by the war, Patriotic portraits and letters that were sent to soldiers to the front.

BATTLES

hall number 2

The second hall presents expositions of battles that have been over the past 200 hundred years. Thanks to VR technology, you can feel a wide range of emotions, feeling yourself on the battlefield.

EXHIBITION AREA

hall number 3

In the third hall, one-time events are presented that will take place on a certain day; they will be described and described in more detail by holographic guides.

INFORMATION

The exhibits will remain intact and nothing will threaten their breakdown, and this technology will help to acquaint more than a dozen generations with the history of our Fatherland. After all, all that is needed for this museum is walls and electricity, which will be produced using solar panels installed on the roof of the building.

SOURCE: WWW.MMHEROES.COM
INSTAGRAM: @MM_HEROES

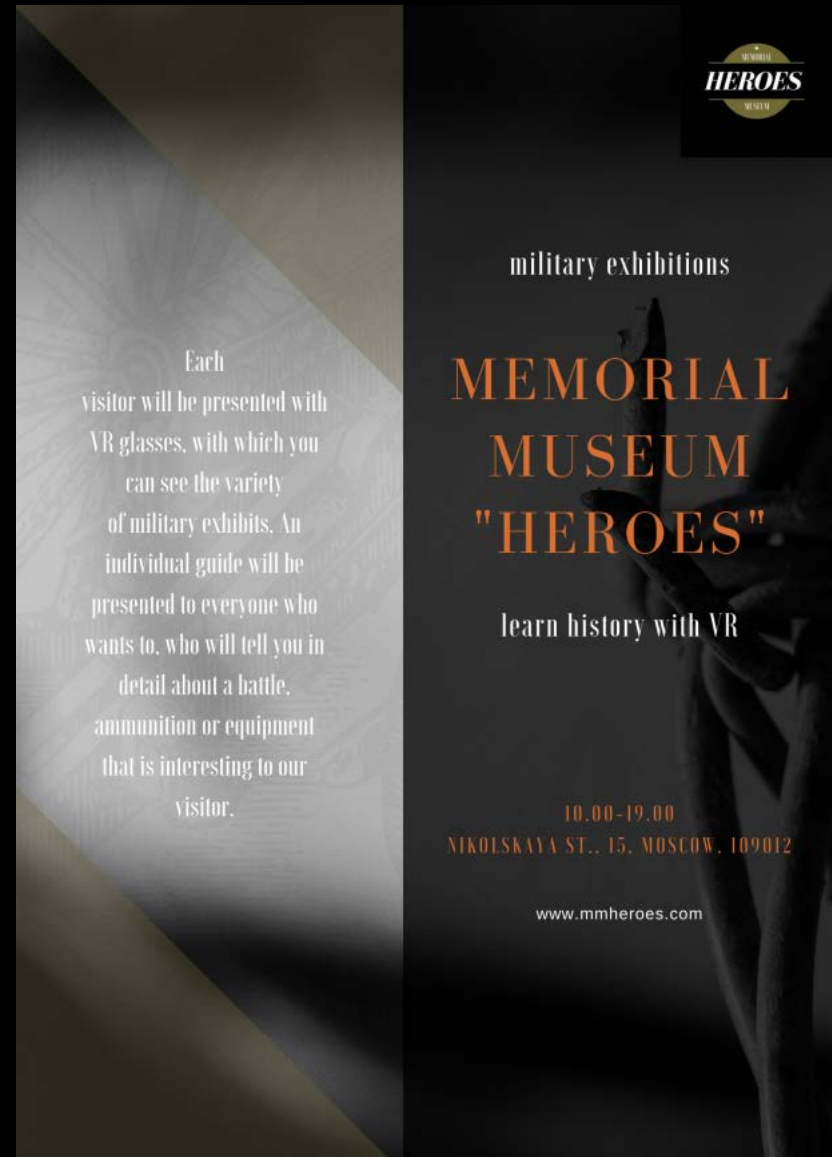
Flyer

information with:

1 – the address of the museum

2 – opening hours

3 – brief concept of the museum



HEROES

military exhibitions

Each visitor will be presented with VR glasses, with which you can see the variety of military exhibits. An individual guide will be presented to everyone who wants to, who will tell you in detail about a battle, ammunition or equipment that is interesting to our visitor.

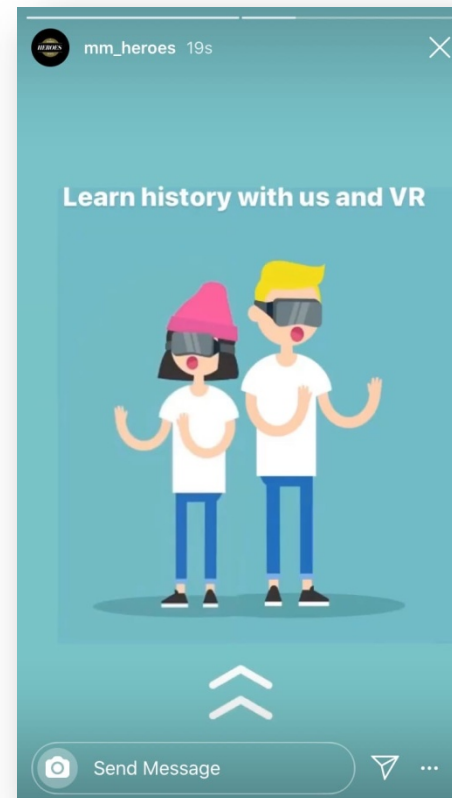
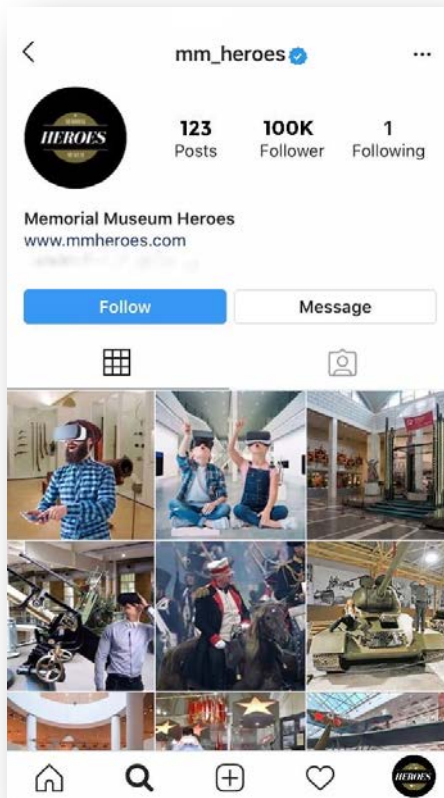
MEMORIAL MUSEUM "HEROES"

learn history with VR

10.00-19.00
NIKOLSKAYA ST., 15, MOSCOW, 109012

www.mmheroes.com

We are in instagram



- interesting facts of history
- new posts
- museum information posts

Mobile application

Tickets

- Buy online
- Book

History

- History of museum
- Information about exhibitions

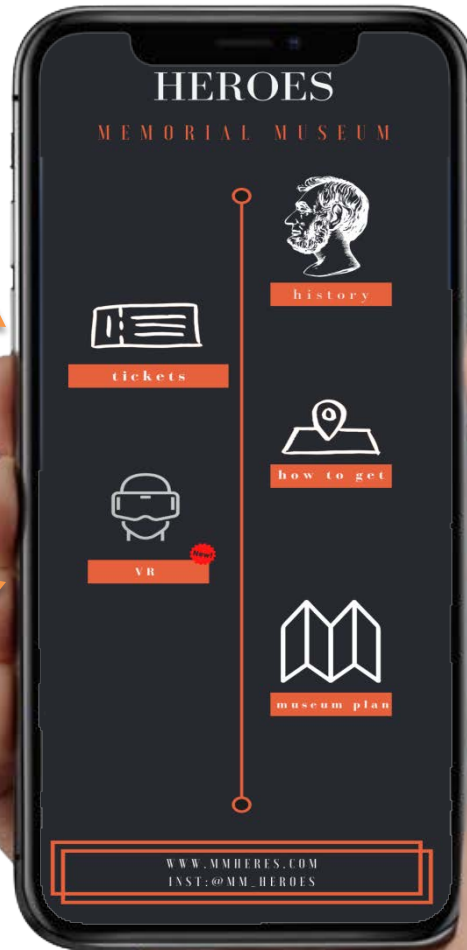
How to get

- Location
- Instruction transferring

- ## Museum plan
- exhibit location

VR

- How to use
- Price



Business plan *HEROES*



To conduct market research and financial analysis

To register a legal person

To find and to sign a rental agreement for the premises

To make repairs

To purchase equipment

To employ staff

To conduct an advertising campaign

SWOT – analysis *HEROES*

Strengths

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

Weaknesses

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

Opportunities

- Ability to enter the global market, opening 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

Threats

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

Price list



Ticket prices

USD

Ticket price for an adult

30

Ticket price for a child (under 12)

22

Ticket price for student card/pension card

25

Ticket price for group excursions (10-25 people)

23/person

Launch of the *HEROES* project

Project Release Costs	USD
The cost of equipment	200000
The cost of rent	10000
The costs of labor and staff training	50000
The cost of an advertising campaign	35000
Other expenses	5000
Total amount	300000

Thank you for Your
attention!

Any questions?

You can find us at:



www.mmheroes.com

Instagram @mm_heroes