

## General provisions

The main idea of the project is the development of viticulture by creating a chain of wineries and small hotels. That may involve existing small farms or creation of a new ones into the process of producing high-quality natural grape wines, providing agritourism services, accommodation, wine tasting and catering services for tourists.

The project has been developed based on experience of developing wine making farms and agritourism in Europe, analyzing the wine market and tourism potential in Uzbekistan.

The project is aimed at developing of the culture of production and wine consumption using the cluster method from planting grapes, growing, fresh sale, processing and production of wine from grapes, fruits and berries and organizing accommodation and leisure for tourists.





For the successful achievement of the set goals and functioning, the following tasks have been identified:

To direct the activity towards full satisfaction of the needs and requests of potential buyers;

Ensure a high reputation in the market;

To produce only the highest quality alcoholic beverages;

To conduct marketing research, systematically analyze the demand and determine the list of products based on customers requests;

To hire highly qualified and professional staff;

To launch advertising campaign in media in order to familiarize a wide range of consumers with the products;

To achieve maximum sales;

To maintain a flexible pricing policy.

The main task of the project is to ensure, first of all, the saturation of the domestic market, in the future, the organization of export to foreign markets a wide range of high-quality alcoholic beverages, as well as to ensure project's maximum workload, to achieve customer recognition and maintain leading position throughout period of project operation.

## **Description of the object:**

- 1) Land area 50 hectares
- 2) Vineyard 49 hectares
- 3) Winery and hotel 500 sq. m.

## The winery and hotel building shall have three floors:

- 1) Basement: barrel room, tasting room, storage rooms
- 2) First floor: winery (primary processing of grapes, wine storage workshop in stainless steel tanks, bottling and labeling workshop, finished product storage workshop, laboratory, office, reception area)
- 3) Second floor: 11 rooms
- 4) Third floor: restaurant, kitchen, outdoor observation deck.



## **ESTIMATED COST**

Estimated cost of the project					
Calculation of the project cost  500 hectares of vineyard and 5000  ton of raw material			unit price	Total	
			sum	sum	Us dollar
Vineyard - seedlings, trellis, drip	ha	50	106 819 700	5 340 985 000	494 535
Vineyard machinery (equipment)		1	1 067 000 000	1 067 000 000	100 000
Road	ha	0,5	15 000 000	7 500 000	702
Winery equipment	ton	500	32 400 000	16 200 000 000	1 500 000
Basement - storage rooms, barrel room, tasting room	м2	500	4 000 000	2 000 000 000	185 185
Ground floor - winery, office	м2	500	4 000 000	2 000 000 000	185 185
Second floor - hotel	м2	500	7 500 000	3 750 000 000	347 222
Third floor - Restaurant with terrace	м2	500	7 500 000	3 750 000 000	347 222
Foreign specialist-consultant (1 year)		4			80 000
Total				34 115 485 000	3 240 051

