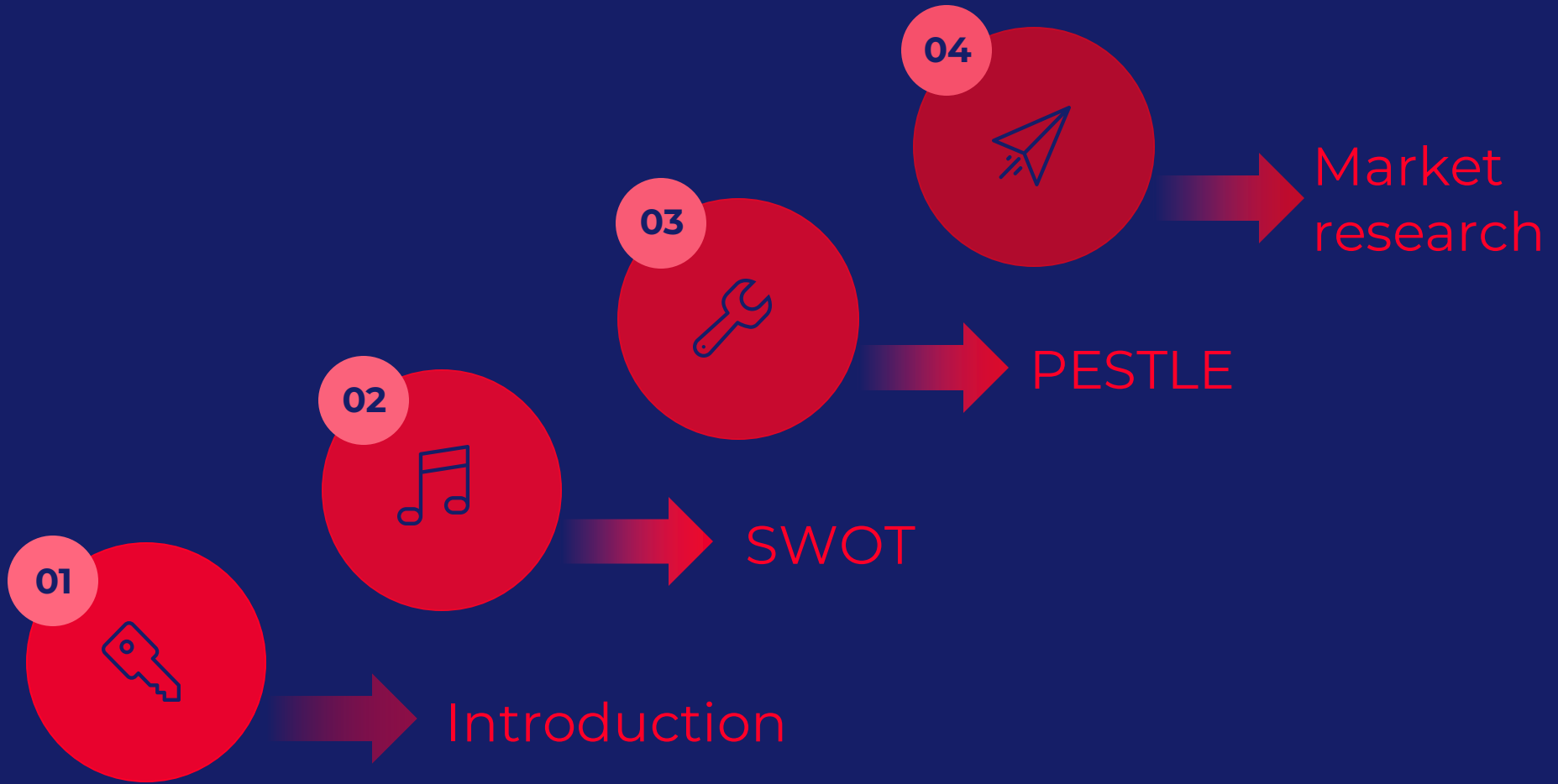




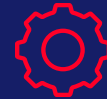
CASINO SMOKEY



What we do?



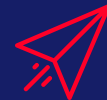
Our business idea is to create an online casino where Bulgarians can make their online bets. We will have a variety of games. We decided to make it a casino because in the last 5 years the demand for casino games has increased several times.



DEVELOP



SOCIAL MEDIA



WEB DESIGN



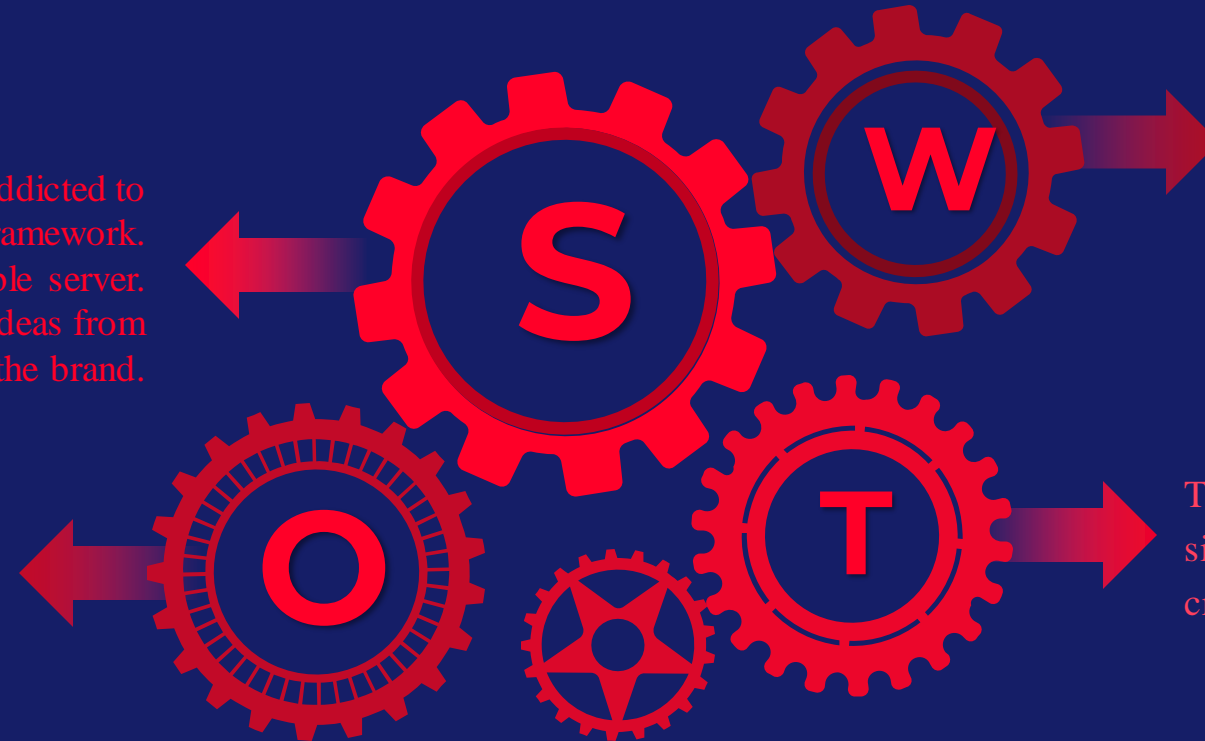
DIGITAL

SWOT Analyse



Most of the Bulgarians are addicted to gambling. Legal framework.
Reliable server.
We will cope and improve the ideas from the best in the brand.

We have the ability to invent new games or give bonuses to attract customers. We can improve the customer-employee relationship and be the casino with the best customer service.



We depend on electricity, we also depend on computer scientists to keep the system online, There are some big names in the casino industry in Bulgaria.

The unstable political and economic situation - increase in taxes and fees, creating new competition over time

PESTLE Analyse



Political	Political instability in Bulgaria.
Economy	Because of the war the prices/taxes/bills are growing, instability, licenses for casino.
Social	Most of the Bulgarians have gambling addiction and the young generation want independent life.
Technological	Most of the Bulgarians have a phone or a computer.
Legal	The casinos in Bulgaria are legal businesses for an income and they just need a license and a small tax.
Environmental	In this area will not change everything, cause most of the people are on their mobiles or computers most of the time, so it will not make an economical footprint.

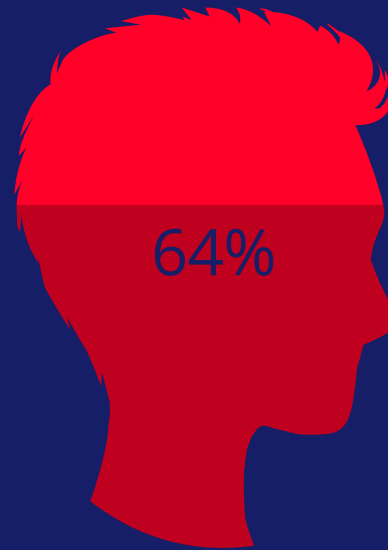
MARKET RESEARCH



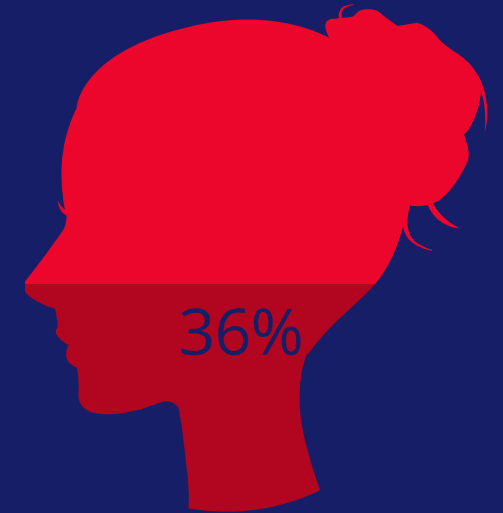


Analyses on the Bulgarian people

The Bulgarian males are spending more time in casinos than the females.

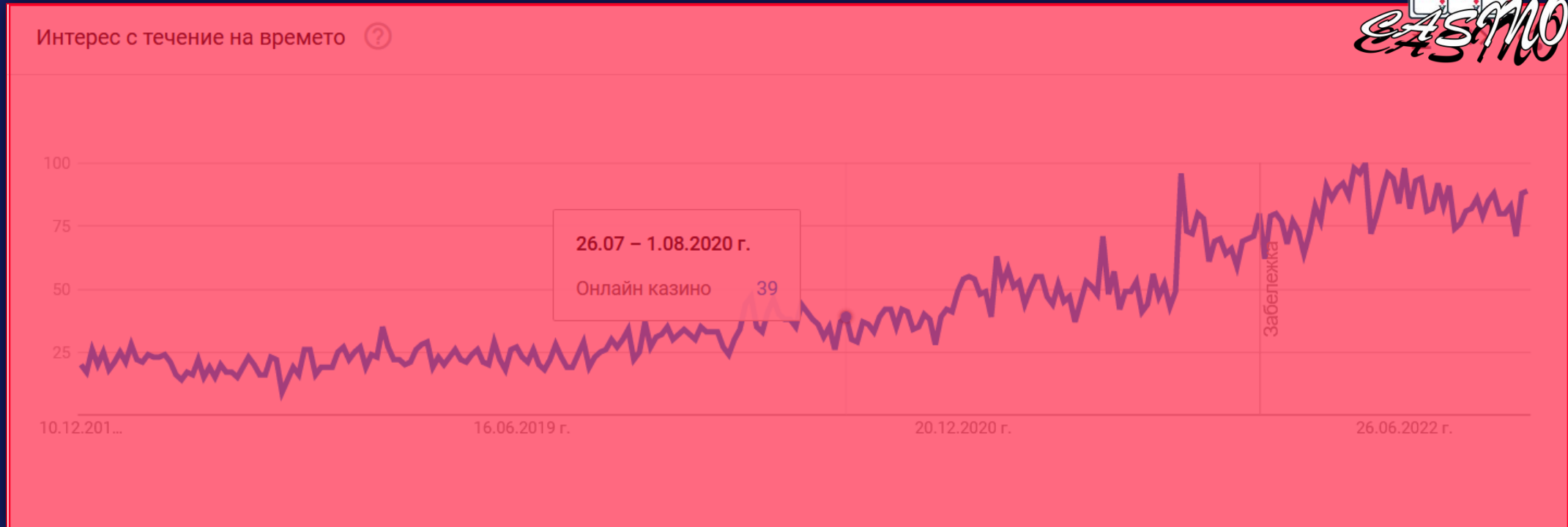


MEN



WOMEN

Demand analysis



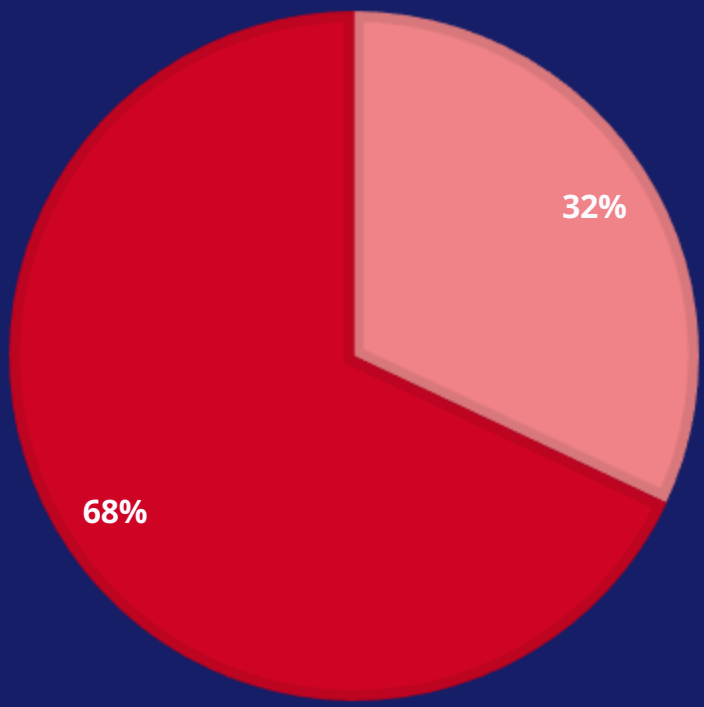
In the last 5 years there is growth in the search/using casino in Bulgaria.

2/3 from the Bulgarians are playing



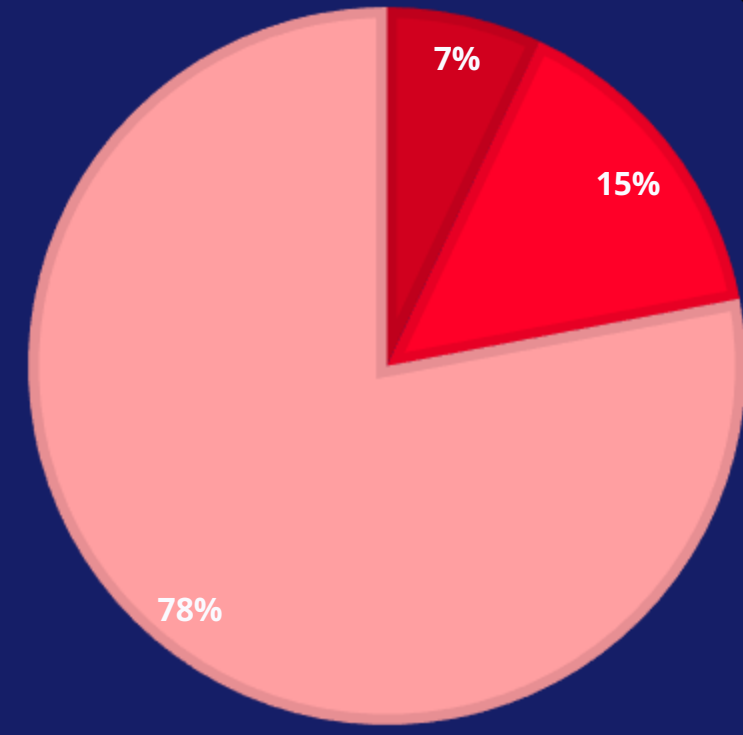
PREFERRED CASINO

■ Physical casino ■ Online casino



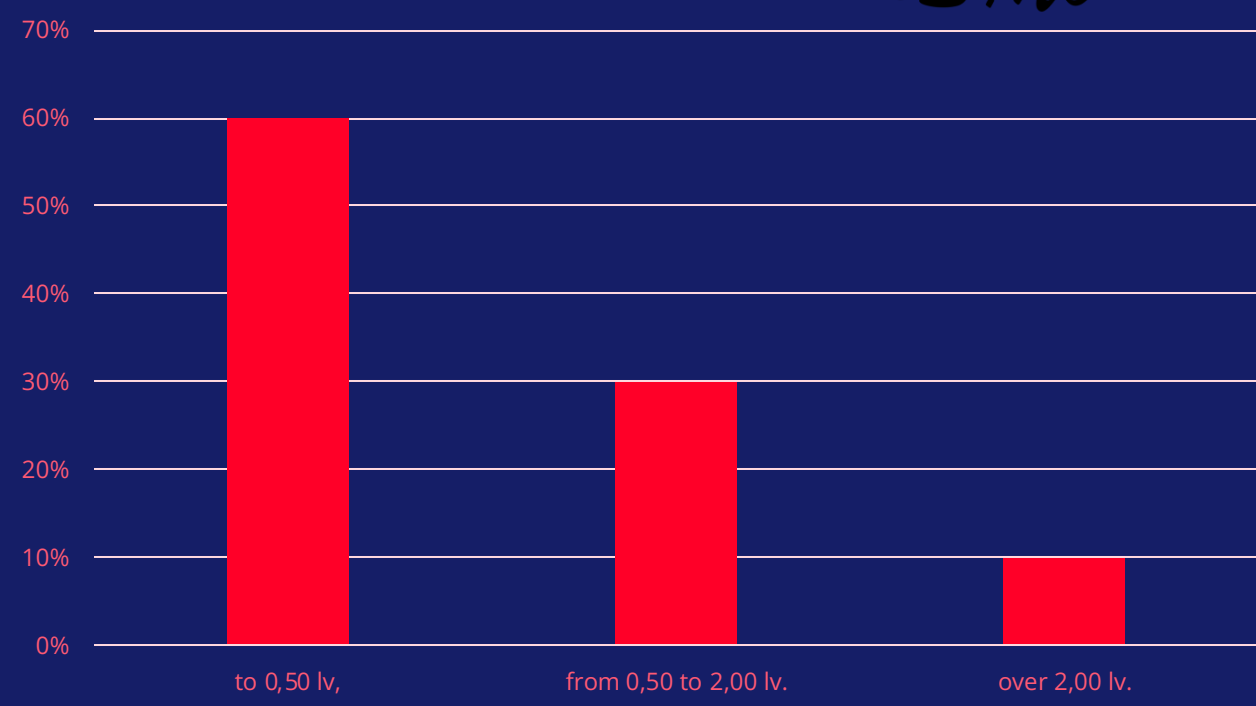
TURNOVERS AGAINST BETS

■ Live Casino ■ Sports Bets ■ Casino Games

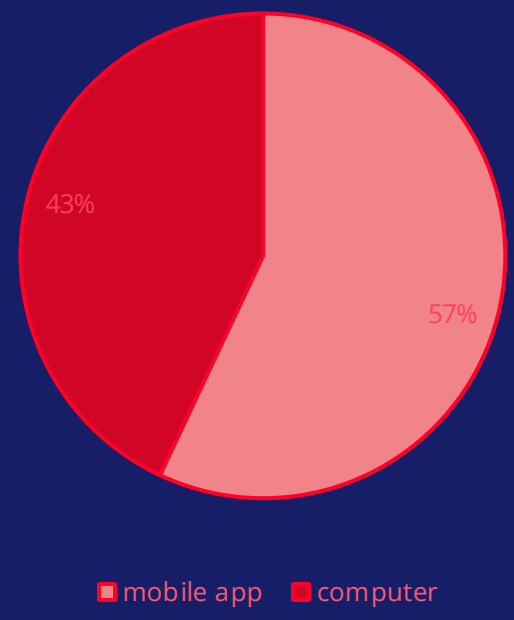




Amond of bets



What device the casino games are played from:



Target audience



01

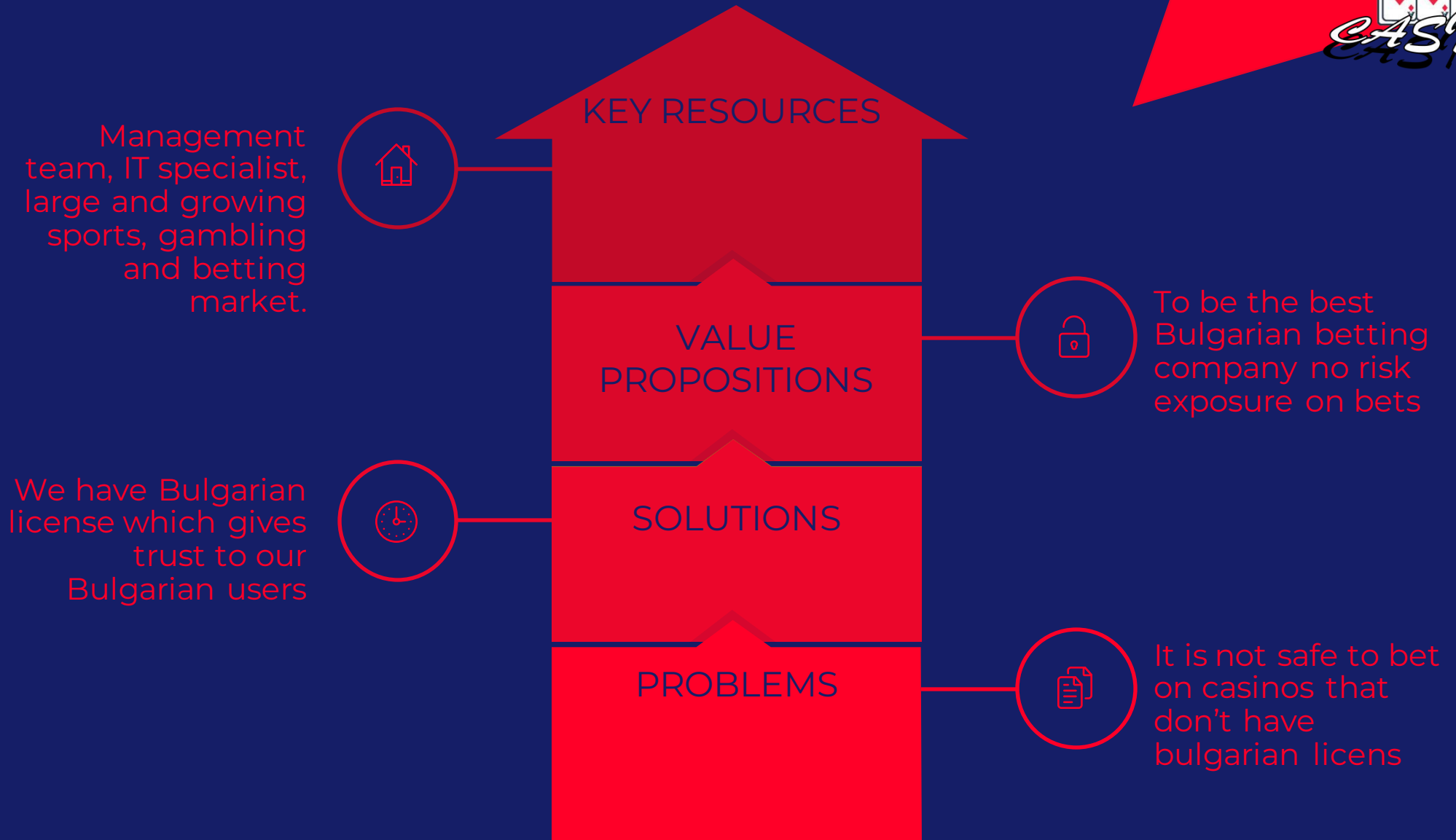
Age group between 18 and 25 years are betting most of the time

02

Age group between 26 and 40 years are betting a lot of money

The most preferred sports for bets are Football, Tennis and Basketball.

Lean canvas



Lean canvas



Getting 3% to 5% of the winnings



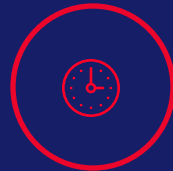
Revenue Streams

Cost Structure



IT specialists,
Matematicians,
taxes licenses

Mobile apps, social apps, Gambling locations, bloger



Chanel

Customer Segments



Regular gamblers,
sport fans,
gambling addict
players

FINANCE





Expenses for a month

Salary and insurance – **10 711,80 BGN**

- Salary – **9 000 BGN**
- Insurance – **1 711,80 BGN**

Server – **4 200 BGN**

Contribution to socially responsible behavior – **833,33 BGN**

State fee - license for online betting – **2 000 BGN**

Computers – **933,33 BGN**

Software – **700 BGN**

Office rent – **500 BGN**

Other – **620,67 BGN**

TOTAL: 20 499,13 BGN

The estimated monthly income is about **BGN 27 000**, and the profit will be about **BGN 6 500,87**.

Income - **27 000 BGN**

Profit - **6 500,87 BGN**

Expenses - **20 499,13 BGN**



$$\text{Markup} = \frac{\text{profit}}{\text{ost} * 100\%} = \frac{6500,87}{20499,13 * 100\%} = 31,74\%$$

Thank you

