

Mongolia Resort Investment Project

Business Plan

Smart Agriculture & Luxury Resort Integrated
Complex



Corporate Overview

01. Company Overview

Project Overview

This project is a four-season premium resort development leveraging Mongolia's natural environment and traditional culture. It is an integrated tourism complex combining luxury ger accommodations, restaurants, spa & sauna, horse & camel riding experiences, artificial streams, parks, and leisure facilities.

**Luxury Ger
Accommodation**

Spa & Sauna

Horse & Camel Riding

**Integrated Leisure
Resort**



Resort Photo Gallery

01. Company Overview | Resort Facility Photos



① Premium Suite — Panoramic Steppe View



② Luxury Dining Ger — Cultural Hub



③ Open Lobby & Lounge — Natural Lighting



④ Luxury Ger Bedroom — Tradition Meets Modern

Facilities Overview

02. Facilities | Accommodation & Common Facilities

2-1. Accommodation Facilities

Type	Qty	Details
Luxury Ger (13m dia.)	60 units	Private toilet & shower
4-Person Ger	40 units	Family guests
2-Person Ger	20 units	Couple guests
Private Mini Sauna	60 units	1 per ger

2-2. Common Facilities

Facility	Scale	Details
Luxury Dining Ger	50m diameter	Breakfast, Lunch & Dinner
Multi-purpose Building	500m ² / 2F	Massage, Shower, Karaoke, Cafe

Luxury Ger
60
units

4-Person Ger
40
units

20
units
2-Person Ger

60
units
Mini Sauna

Facilities Overview

02-3. Outdoor Experience Facilities



Horses (Riding)

20 heads



Camels (Riding)

10 heads



Golf Carts

15 units



**Guest Vehicles
(Alphard)**

5 units



**Operations
Vehicles**

5 units



Artificial Stream

20m wide

Bicycle paths & walking trails

Children's playground & park

Pricing Strategy

03. Pricing Policy



Ger Stay

Per Night

\$147

USD



Dining

Per Person

\$10

USD



Horse Riding

Per Hour

\$6

USD



Camel Riding

Per Hour

\$9

USD

Total Investment Amount

04. Total Investment Amount

61.8%

Core Facility Investment

\$2,544,118
USD

19.5%

**Vehicles, Golf Carts &
Stream**

\$801,471
USD

18.7%

Operating Reserve Fund

\$772,059
USD

Total Investment

\$4,117,647 USD

≈ approx. \$4.1M USD

Annual Financial Plan

05. Annual Financial Plan | Revenue & Cost Analysis

Revenue Breakdown

Accommodation Revenue	60 units × \$147 × Operating Days
F&B Revenue	Restaurant & Cafe Operations
Experience Program Revenue	Horse Riding, Camel, Leisure
Annual Total Revenue	\$2,144,441 USD

Cost Breakdown

Labor Cost	\$352,941
Food & Ingredient Cost	\$220,588
Utilities (Elec., Water, Heat)	\$176,471
Horse & Camel Care Cost	\$58,824
Maintenance	\$117,647
Marketing	\$88,235
Other Expenses	\$58,824
Annual Total Cost	\$1,073,529 USD

Return on Investment

05-3. Annual Net Profit | 06. Return on Investment (ROI)

\$4.12M

USD

Total Investment

\$1.07M

USD

Annual Net Profit

3.8
Years
Estimated

Payback Period

Item	Amount (USD)
Annual Total Revenue	\$2,144,441
Annual Total Cost	\$1,073,529
Annual Net Profit	\$1,070,324

Project Strengths

07. Project Strengths



Year-Round Operations

Stable four-season operation possible
Year-round revenue via resort model



Premium Mixed-Use Structure

Ger + Spa + Experience combined
Differentiated luxury experience



Foreign & High-Income Target

Foreign tourists &
high-income niche marketing



Fast Investment Payback

Investment recovered in ~3.8 years
High profitability & ROI



Culture-Based Differentiation

Based on Mongolian traditional culture
Unique content & experiences

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\$4.12M

Total Investment

\$1.07M

Annual Net Profit

3.8 Years

Payback Period