

# PROJECT PROFILE – Geopark Konjic

\* 1 page max

<b>Project Title</b>	Geopark Konjic - providing educational and tourist services
Sector of Industry	Tourism
Location	Borac Lake, Konjic Municipality
Objective of the project	Protection, education and sustainable development are the <b>main goals</b> . As Konjic municipality faces greater economic challenges, through its touristic and industrial potential, Geopark is intended to provide a boost of the local community
Key characteristics and advantages of the project	Geopark Konjic offers services that are unique and in terms of natural resources unused in B&H: tourism (geotourism, ecotourism), education (summer schools, weekend seminars and one-day training). Why invest: endemic flora and fauna, Lukomir – the highest village in B&H, already existing Geocenter, approximately over 30.000 tourists around the world visit Konjic, very favorable location
<b>The financial aspect of investment - project:</b>	
Return on investment(ROI)	First phase of project ROI=16,86% Second phase of project ROI=103%
Budget of expected investment – total investment	<ul style="list-style-type: none"> <li>Total investment 321.178 €</li> <li>CAPEX 261.145 €</li> <li>OPEX 60.033 €</li> </ul>
Expected mode of cooperation with potential investor	All models of cooperation with a new investor are welcome.

<b>Company information</b>	<ul style="list-style-type: none"> <li>Founder Konjic Municipality in cooperation with College of tourism and management Konjic</li> <li>Educational institution</li> <li>November 2012</li> <li>88400 Konjic, Varda 1, B&amp;H</li> <li>Senate, Steering committee and Dean</li> <li>Capital structure: private</li> <li>6 full time employees</li> <li>The first higher education institution in Municipality of Konjic, the only institution in South-East Europe providing education in Geotourism as a special study program, and it's study program Communication and Tourism.is unique in B&amp;H.</li> </ul>
Company size	SME
Structure of sales ( year 2014 and 2015)	<ul style="list-style-type: none"> <li>64.399 €</li> <li>52.475 €</li> </ul>
Market position	Small
Financial data	<ul style="list-style-type: none"> <li>Gross profit 6.026 € (2014.)</li> <li>Gross profit 1.483,5 € (2015.)</li> <li>Total assets 43.092 € (2014.)</li> <li>Total assets 49.362 € (2015.)</li> <li>Total equity 20.082 € (2014.)</li> <li>Total equity 20.672,5 € (2015.)</li> </ul>
Historical overview of the most important characteristics	Organizer of First International Conference of Bologna Process in SEE; Participation in the project of the European Commission 'Innovation in education'; Organized round table with GIZ 'Outcomes in education and labor market'
List of products	Education services
Contact Information	<ul style="list-style-type: none"> <li>Refik Šećibović, PhD</li> <li>Tel./Fax.00 387 36 727 330</li> <li>vstimkonjic1@gmail.com</li> <li>www.vstim-konjic.ba</li> </ul>