



**STORE-IT**

**The  
self store  
Life space Company**

# OVERVIEW

- Introduction
- Proposal
- Market Analysis
- Investment Analysis
- Conclusion



# INTRODUCTION

- Our generation of students has to be very flexible
- A lot of students have to move frequently owing to the new bachelor- and master system
- In addition there are various possibilities for students to study in foreign countries (ERASMUS) → mostly for only 1 or 2 semester
- Thus there is a long list of reasons why students offer their rooms for intermediate renting to other students who participate in programs like ERASMUS (ERASMUS, industrial placements in a different city/country, etc.)



## INTRODUCTION 2

### **But students are not the only ones who are plagued with storage problems**

- Most people that live in cities (Aachen) do not have unlimited space
- to stock garden furniture
- to stock summer and winter tyres
- or for example to stock christmas utensils



## INTRODUCTION 3

Many urban flats do not possess enough space and furthermore they have only a small cellar, which is often wet. Consequently the idea of a selfstorage will evoke a huge demand.



# INTRODUCTION 4



Too less storage  
space !!!



# PROPOSAL – OBJECTIVES

**The selfstorage business's secret of success is based on:**

- providing dry, secure and clean facilities with convenient access
- good connections in the moving industry to direct customers needing temporary storage space.
- capability to adapt when storage and market requirements change



# PROPOSAL – LOCATION

Our selfstorage company is located in business park Süsterfeld/Roermonderstr./Laurensberg, found on [www.immobilienscout24.de](http://www.immobilienscout24.de).

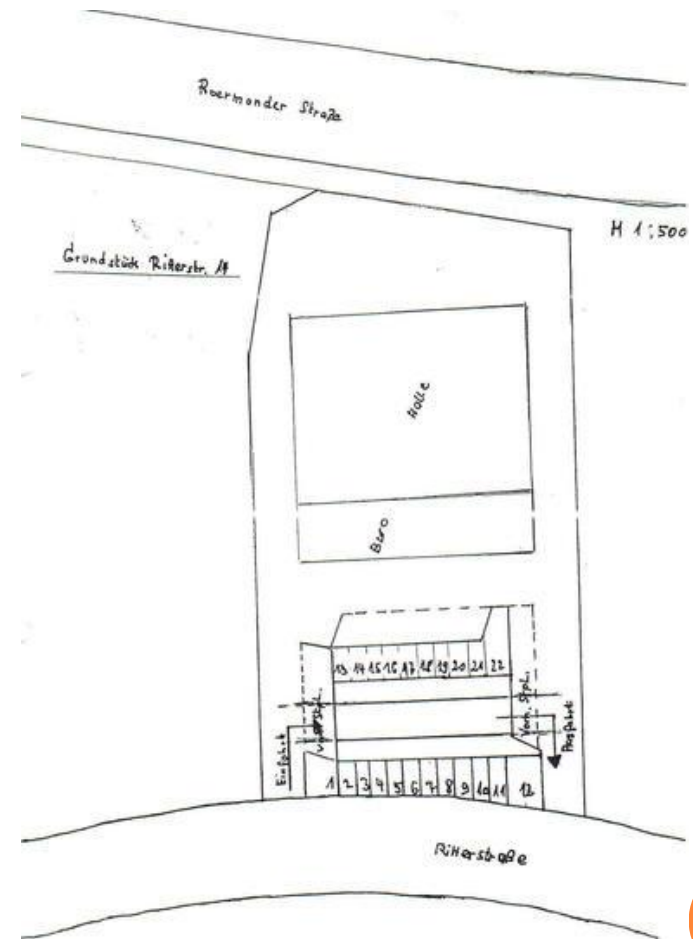




# PROPOSAL – LOCATION

## Our land for construction:

- near Aachen centre
- 3600 m<sup>2</sup> land for construction
- total cost 1.6 Mio €



# PROPOSAL – REAL ESTATE AND MODULES

## **Construction planning:**

- the already existent parking place will be integrated in our building plan
- construction of a building with building area of 1600 m<sup>2</sup> distributed on 3 floors
- 80 % (3840 m<sup>2</sup>) in use for storage
- there will be storage rooms of 2,25 m<sup>2</sup>, 3,5 m<sup>2</sup>, 5 m<sup>2</sup>, 10 m<sup>2</sup> und 20 m<sup>2</sup>, so there will be several sizes for diverse utilisation



# PROPOSAL – LEGAL FORM

## **Organizational form:**

## **Gesellschaft mit beschränkter Haftung (GmbH)**

- reducing of risks through limited liability for each partner
- flexible framework structure
- easy foundation procedure
- also recommended by our reliable advisor



# MARKET ANALYSIS

- at the time there is no possibility to stock your stuff in Aachen.
- the next selfstorage offers are in Heerlen (Netherlands) and in Cologne, this is definitely too far away.
- the RWTH University of Aachen and the Aachen University of Applied Sciences are attended by 35.000 to 40.000 students altogether.
- a great amount of these students lives in Aachen itself.
- we are confronted with these space problems permanently, many of our friends could take advantage of a place for selfstorage if they have to offer interim tenancy owing to their absence.



# INVESTMENT COST

NO.	Description	Amount
	Area of land	3 642 m <sup>2</sup>
	Cost of land	1 600 000 €
	Ground plan	1600 m <sup>2</sup>
	No. Of stores	3
	Total floor area	4800 m <sup>2</sup>
	Floor area cost per m <sup>2</sup>	1000 €
	Cost of building	4 800 000 €
	Cost of landscaping	50 000 €
	Cost of equipment	230 000 €
	Unexpected construction cost %	10 %
	Unexpected costs	480 000 €
	Cash %	5 %
	Cash	240 000 €
	Total costs	7 350 000 €

# FINANCING

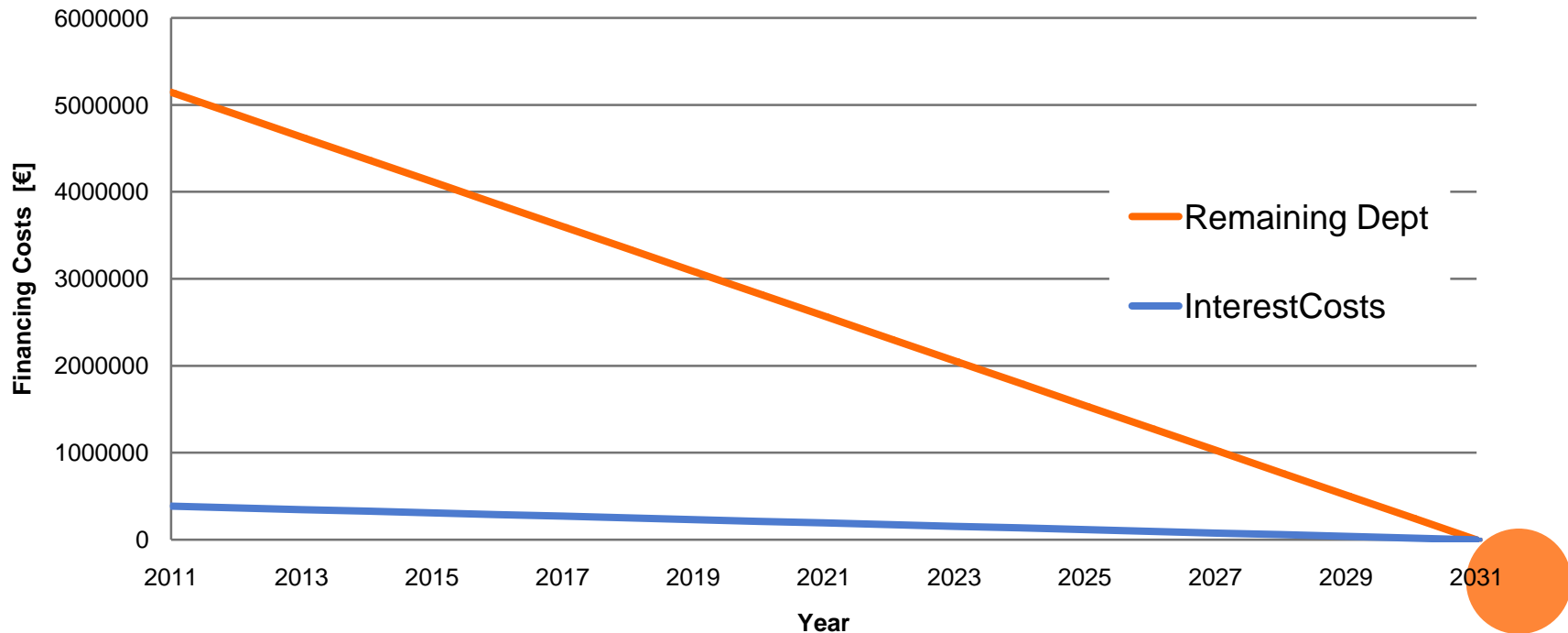
- Total investment cost: 7 350 000 €
- 30% equity capital: 2 205 000 €
- 70% credit capital: 5 145 000 €



# FINANCING COST

Description	Amount
Interest Rate	7,5 %
Running time	20 Years

## Remaining Dept / Interest Costs over th Years



# DEPRECIATION

	Description	Investion	Depreciation time	Depreciation per year
	Land	1 600 000 €	0	0 €
	Building	4 800 000 €	20	240 000 €
	Landscaping	50 000€	10	5 000 €
	Equipment	230 000 €	10	23 000 €
	Unseen construction costs	480 000 €	20	24 000 €
	Cash	240 000 €	0	0 €
	Total first 10 Years			292 000 €
	Total Year 11-20			264 000 €



# STAFF COST

Description	Amount	Empl. type	Costs per Year
Caretaker	2	full time	72 000 €
Receptionists	4	full time	144 000 €
Store Manager	1	full time	52 000 €
Night Guard	1,5	full time	48 000 €
Total			316 000 €



## YEARLY FIX COST

Running costs: 75 000 €

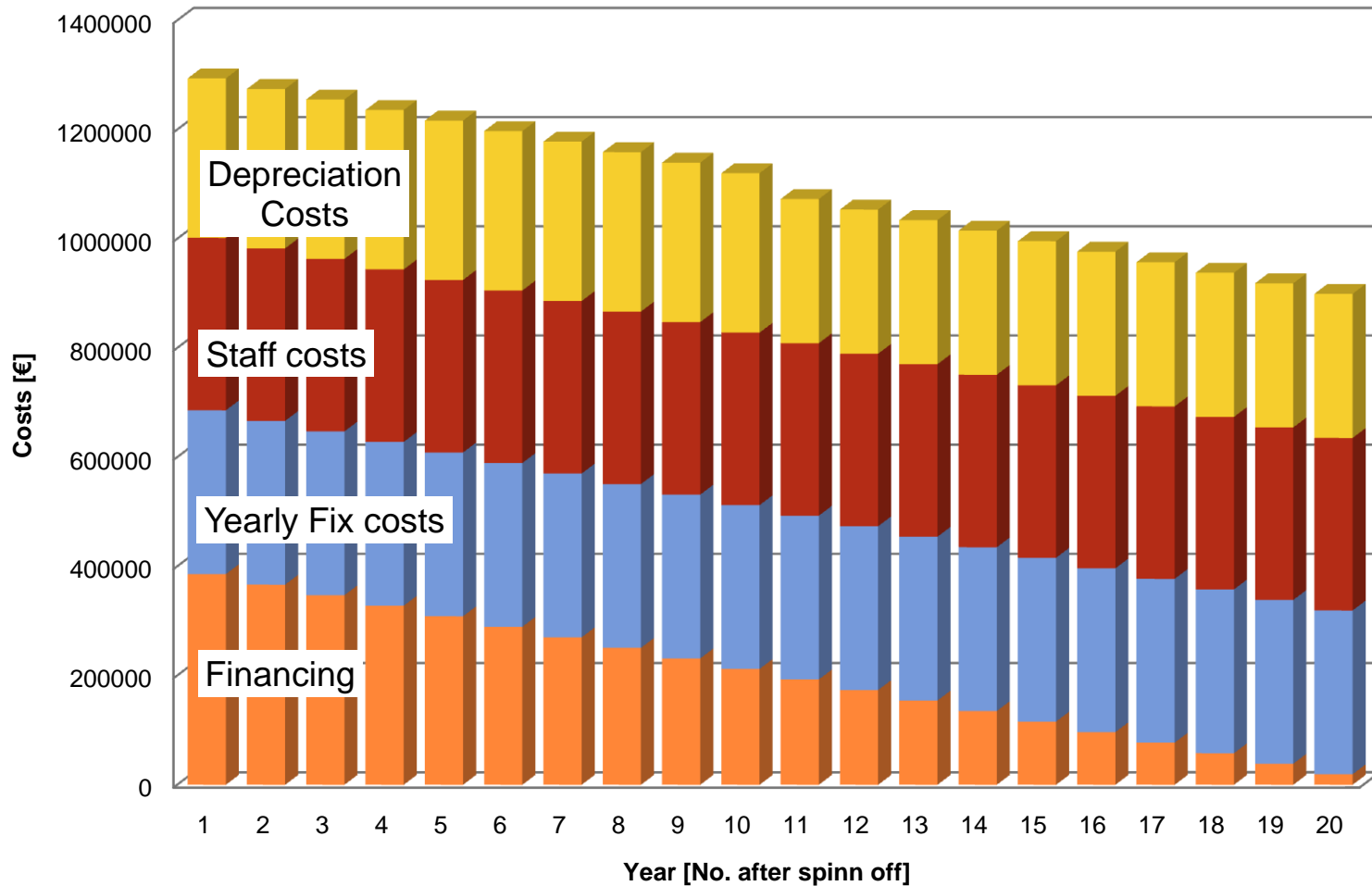
Advertising costs: 175 000 €

Cooperation with carsharing: 50 000 €

**Total: 300 000 €**



# TOTAL COSTS OVER THE YEARS



# PRICE DEFINITION

## Market orientation



In Stuttgart

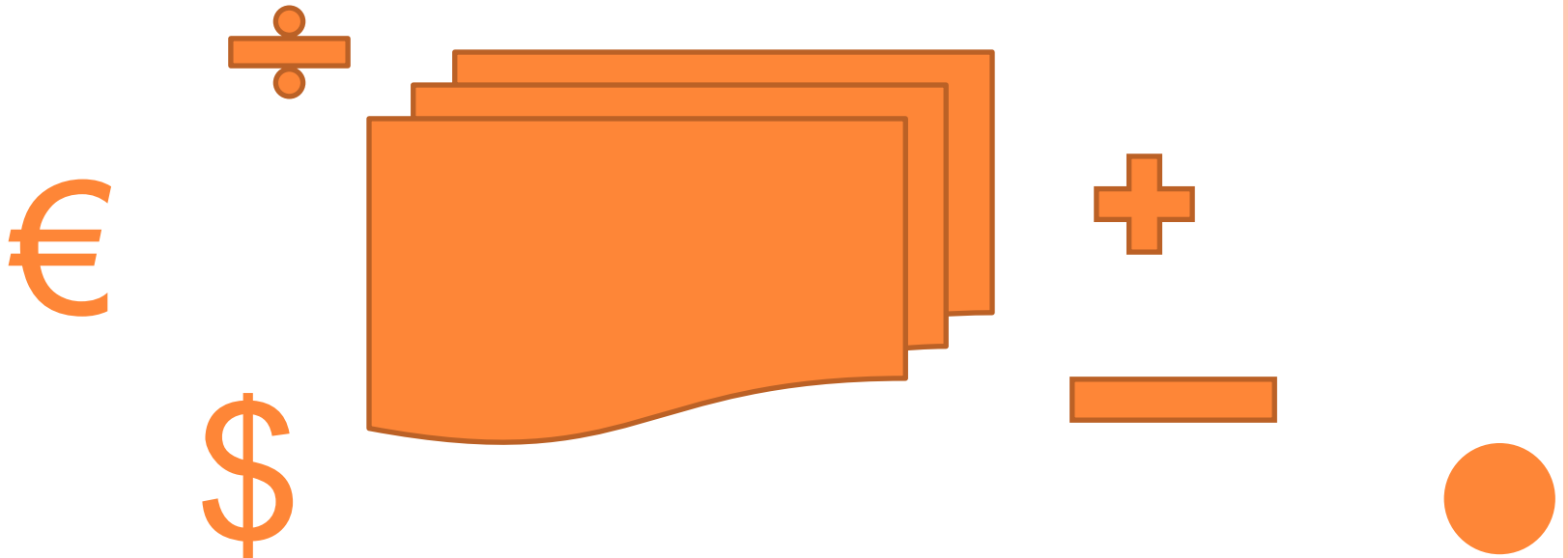
### Excerpt of an offer

Lager von 2-5m <sup>2</sup> Raumhöhe ca. 2,75 m	Abteilmiete pro 4 Wochen *	
	Von (Listenpreis)	bis (maximaler Rabatt)
<b>2,25 m<sup>2</sup></b>	€ 86,26	<b>€ 56,07</b>
<b>3,50 m<sup>2</sup></b>	€ 120,19	<b>€ 78,12</b>
<b>5,00 m<sup>2</sup></b>	€ 155,38	<b>€ 101,00</b>



# PRICE DEFINITION

- 40 € per m<sup>2</sup> and month first 4 weeks
- 30 € per m<sup>2</sup> and month beyond



# TURNOVER

Description	Amount	
Available Storage Area	3840 m <sup>2</sup>	
Occupancy	80 %	
Short term	80%	98 304 €
Long term	20 %	18 432 €
Total turnover per month		116 736 €
Total turnover per year		1 400 832 €

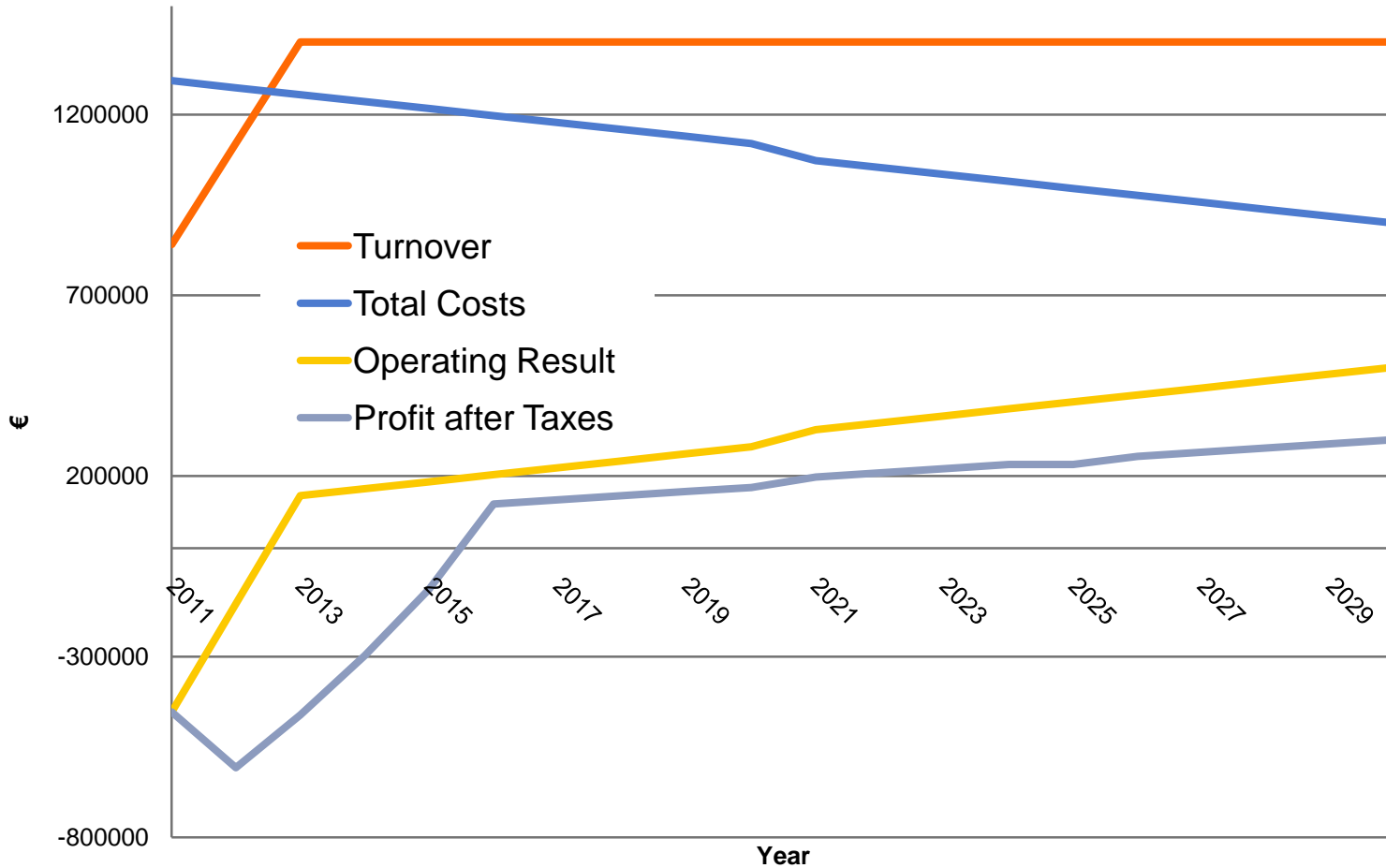
Establishment on the market

First Year: 60% turnover

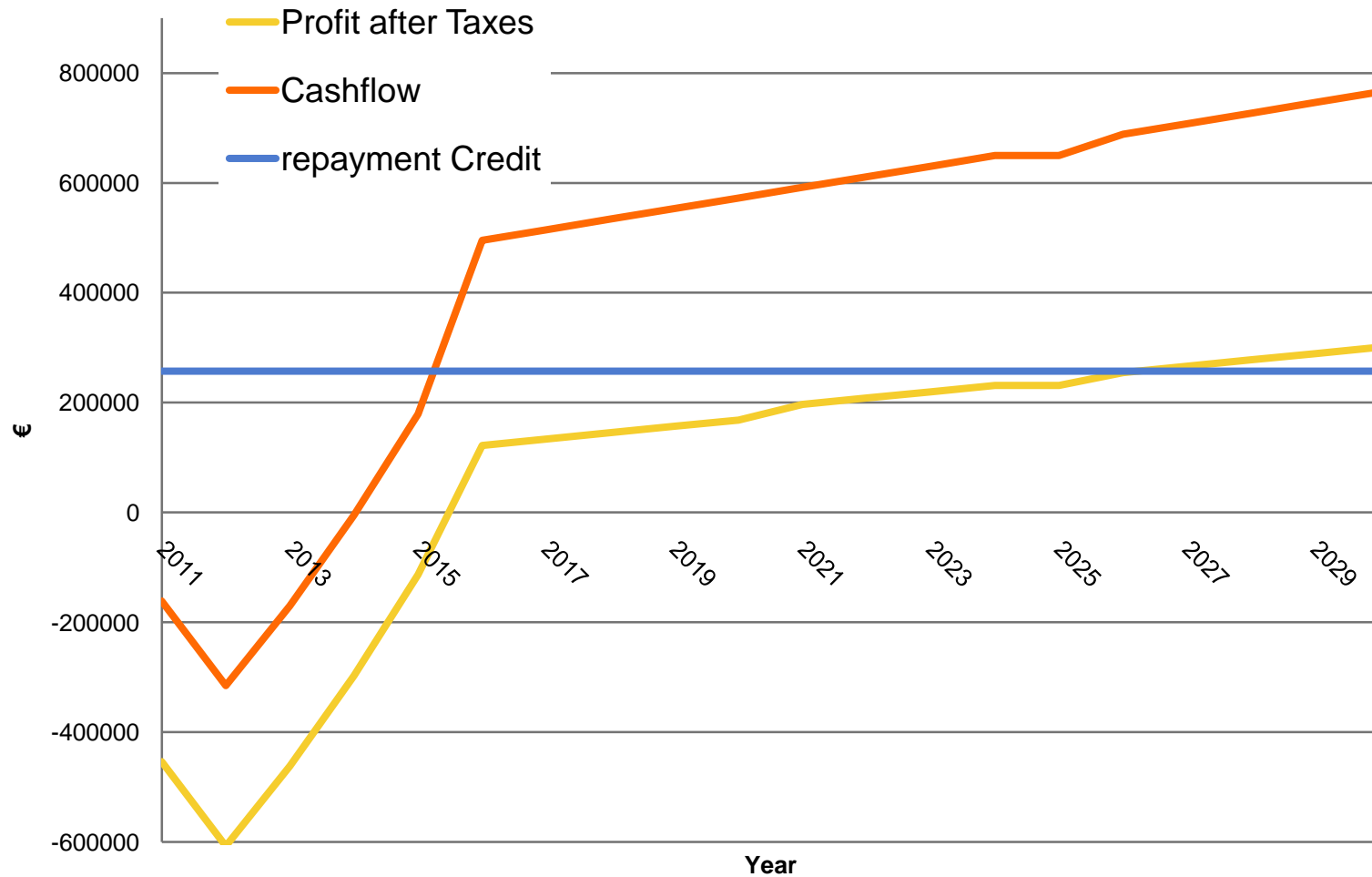
Second Year 80% turnover



# PROFITABILITY

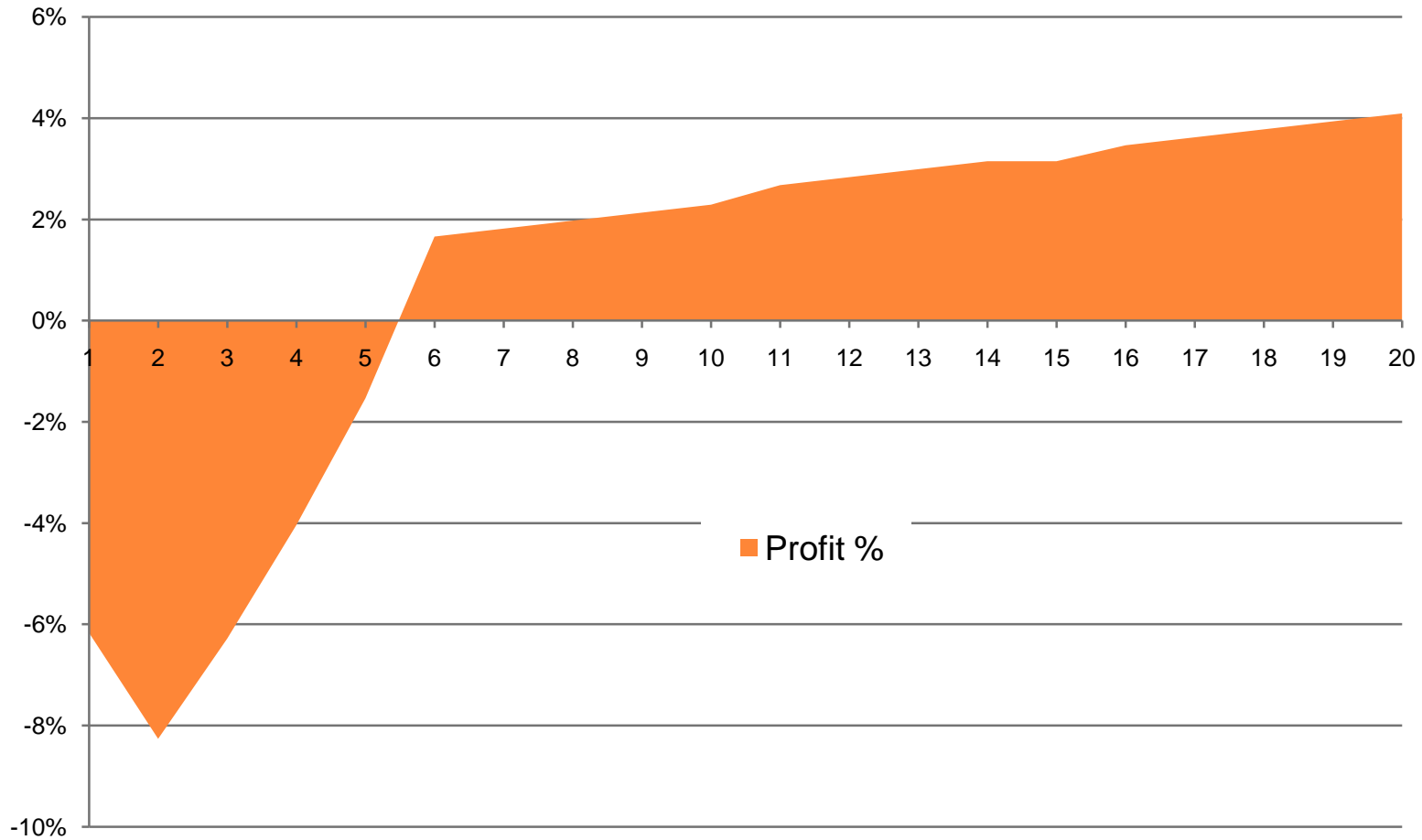


# CASHFLOW / DIVIDENT





# PROFIT OVER THE YEARS



# CONCLUSION

- high demand for storage place in Aachen guaranteed
- number of students increases during the next years (RWTH Aachen, FH Aachen)
- we are the first self storage company in the greater area of Aachen
- not the highest profit rate, but long term profitable company



# THANK YOU FOR YOUR ATTENTION

Hope we convinced you.



# ANNEX

Year	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Turnover	840499	1120666	1400832	1400832	1400832	1400832	1400832	1400832	1400832	1400832
Depreciation	292000	292000	292000	292000	292000	292000	292000	292000	292000	292000
Financing	385875	366581	347288	327994	308700	289406	270113	250819	231525	212231
Staff	316000	316000	316000	316000	316000	316000	316000	316000	316000	316000
Fix	300000	300000	300000	300000	300000	300000	300000	300000	300000	300000
Total Costs	1293875	1274581	1255288	1235994	1216700	1197406	1178113	1158819	1139525	1120231
Loss carried forward	-453376	-607291	-461747	-296909	-112777					
Profit before tax	-453376	-607291	-461747	-296909	-112777	203426	222720	242013	261307	280601
Taxes (40%)	0	0	0	0	0	81370	89088	96805	104523	112240
Profit after Taxes	-453376	-607291	-461747	-296909	-112777	122055	133632	145208	156784	168360
Flow (net Profit + Deprecia	-161376	-315291	-169747	-4909	179223	495426	514720	534013	553307	572601
repayment Credit	257250	257250	257250	257250	257250	257250	257250	257250	257250	257250
Divident	-453376	-607291	-461747	-296909	-112777	122055	133632	145208	156784	168360
Shareholder equity	2205000	2205000	2205000	2205000	2205000	2205000	2205000	2205000	2205000	2205000
Profit %	-6%	-8%	-6%	-4%	-2%	2%	2%	2%	2%	2%



# ANNEX

2021	2022	2023	2024	2025	2026	2027	2028	2029	2030
1400832	1400832	1400832	1400832	1400832	1400832	1400832	1400832	1400832	1400832
264000	264000	264000	264000	264000	264000	264000	264000	264000	264000
192938	173644	154350	135056	115763	96469	77175	57881	38588	19294
316000	316000	316000	316000	316000	316000	316000	316000	316000	316000
300000	300000	300000	300000	300000	300000	300000	300000	300000	300000
1072938	1053644	1034350	1015056	995763	976469	957175	937881	918588	899294
327895	347188	366482	385776	385776	424363	443657	462951	482245	501538
131158	138875	146593	154310	154310	169745	177463	185180	192898	200615
196737	208313	219889	231465	231465	254618	266194	277770	289347	300923
591895	611188	630482	649776	649776	688363	707657	726951	746245	765538
257250	257250	257250	257250	257250	257250	257250	257250	257250	257250
196737	208313	219889	231465	231465	254618	266194	277770	289347	300923
2205000	2205000	2205000	2205000	2205000	2205000	2205000	2205000	2205000	2205000
3%	3%	3%	3%	3%	3%	4%	4%	4%	4%

