



Advantages of the

- 1. Unique location on the shore of the Minsk Sea, a 10-minute drive from Minsk Ring Road. A road junction and a gas station are located nearby.
- 2. A quiet but at the same time accessible place. A forest located nearby, no polluting industries and noisy routes or offices. Detachment from urban environment and rural buildings.
- Nothing spoils the view. An excellent viewing platform overlooking the water, yachts passing by, and the territory of the complex.
- 3. An ideal place for locating the club's yachts. The depth allows for the yachts of all types to approach, in contrast to Robinson Club and Yunost Health Resort.
- 4. The harbor is protected from strong winds and waves from the south, west, and north by the forest, the peninsula and the island.
- 5. The embankment can accommodate numerous piers and yachts.
- 6. The hotel's and club's architecture creates an intimate setting and corresponds to a closed elite club.
- 7. The territory of the complex is potentially suitable for holding large-scale events or several minor events at the same time.

Site Downsides Mhere Riviera loses money

1. The potential of the complex location has not been fully unleashed.

The harbor is not protected from eastern winds. 2. With the current architecture, it is hard to hold several events at the same time.

3. No clearly visible entrance space. To enter, people have to pass through several rooms, which creates a feeling of constraint and prevents a large number of people from entering the area.

4. The site lacks proper connection routes.
5. Lack of unique features. No identity (at the moment, this is a suburb café, and the site's potential is not fully used).
6. Certain drawbacks of the territory exist, which spoil the overall impression of the complex (earth paths, which are not suitable for heels, non-landscaped areas, temporary structures, which spoil the view, a fence with banners).

7. Lack of proper zoning of the complex territory. Everything is mixed up.

8. The complex is not fully used during the winter, but the costs of heating are paid.

9. Lack of a properly equipped marina, which would create unique advantages for the site and attract numerous corporate customers and large-scale events. It would allow to significantly increase the profitability of the complex.







Shortcomings of marina and club yachts'



- Riviera compares poorly to such sites as Robinson Club, Leto Café or Yunost Hotel. A large market segment, such as large-scale corporate events of IT companies or banks, is being missed. About 20 events per season are being lost.
- The quay currently used does not meet the needs of potential customers, who can use it from March to November. With strong east winds, the yachts at the quay are absolutely unprotected.
- Lack of an equipped rental office (marina office).
- Lack of equipment at the quay and the complex lead to negative consequences:
- **People risk their boats.** There are underwater hazards (wire ropes, baskets, etc.) The quay is potentially dangerous.
- The quay is not electrified and lacks water supply. There is no lighting (people can trip over hoses and wires).
- The quay cannot accommodate a sufficient number of yachts when a large-scale is held.
- Lack of a slipway for launching small motorboats and yachts.
- Absence of pier monetization as a yacht berth, a motorboat launch, and an equipped motorboat berth.
- Lack of marketing promotion and positioning of Riviera as a yacht club and center at the Minsk Sea.

Parina Remodeling Solutions

Formation of the marina concept as a separate business process supporting the Riviera and increasing the efficiency of space use.

Creation of functional and efficient zoning integrated into the overall Riviera zoning

Increasing the number of berths due to additional quay. Creating a safe, windproof marina equipped with electricity, water and lighting. Installation of a slipway for launching boats and yachts. The existing location and sufficient depth will allow the equipped marina to receive and provide service to any boats and yachts based on the Minsk Sea. Creation of a full-scale marina office with the possibility of tourist services provision. Creation of a full-scale restaurant

with a custom concept instead of the existing pavilion.

Arrangement of a beach

Path surface replacement

Lighting of pavilions

Lighting and equipping of the pier

View from the Riviera to the Minsk Sea





1. **Review of zoning** for efficient use of the territory.

2. Construction of additional pavilions for small companies.

3. **Path surface and proper connection routes** for convenience of movement between the facility's areas.

4. **Designing a spectacular entrance space**, which the guests see first when they arrive.

5. Building a concert stage.

6. Development of Riviera's unique selling proposition and its positioning as an exclusive center of year-round luxury recreation center at the Minsk Sea for the CIS.

7. Determining the target audience. With this in mind, we will define the list of activities and create zones so that the complex has unique advantages to ensure sales throughout the year.

8. **Rental of cross-country skis, sky surfing**, warm pool in winter, ice sculptures contests to attract guests to the complex in winter.



Riviera Complex



Construction of a full-scale restaurant "on water" Arrangement of a covered terrace at the pier

Target zoning of territory

Maintenence of existin

terraces

Relaxin

Landscaping of the territory

Relaxb



We use the full potential of the Riviera complex location.

We use the protected water area of the Riviera as a center of VIP yachting service (in the bay, the wind weakens, creating special comfortable conditions for walks and photo shoots in any weather).

In addition, the time needed to enter the open water is very short, unlike the Robinson Club. This is possible due to sufficient depth near the center.

The marina, even in its current condition, can accommodate up to 10 yachts, but the potential is up to 40 yachts, which can additionally attract yachting corporate events.

It is necessary to have a clear functional zoning of the territory of the Riviera: zones for regular activities, zones for seasonal activity and rental, for corporate parties and a separate zone for the club yachts.

Renovation of the Riviera and its architecture, the creation of a special concept for the entrance space and a scenario of passing inside the complex. Adding terraces, pavilions, a marina office, a stage and event spaces using a single stylistic solution, and active use of the coastal area by landscaping and creating paved paths. Creation of transformable spaces for exclusive events. Construction of heated terraces for winter operation.

Arrangement of original photo zones and places of activity for further promotion in social networks.



Result.

The result is the **concept of the complex** focused in all its details on VIP service, open all year round and offering a variety of exclusive activities.

The emphasis is on **yachting and holding VIP events**, travel, and celebrations so as to meet the needs of our target audience.

The project involves a phased implementation of the proposed activities, starting with the most relevant and profitable ones, which will allow to launch an effective business process.