

## Executive Summary

**Modern Oasis by Billey** is a new residential venture aimed at providing a safe, amenity-rich environment for families, students, and professionals in Linden, Guyana. Founded by **Aubrey and Alexis Billey**, the project attracts investment of **\$80 million** through bank loans, emphasizing tailored living experiences with modern conveniences and a commitment to sustainability.

- **Key Features:**

- Diverse services: maintenance, security, high-speed internet, laundry services, etc.
- Introduction of *eco-friendly* practices and smart technology.
- A **community app** for tenant engagement and online payments.

## Business Description

- **Business Name:** Modern Oasis by Billey
- **Location:** 609-AB South Amelia's Ward, Linden, Guyana
- **Ownership:** Commercial Property
- **Employees:** 4
- **Experience:** 35 years across education, logistics, and retail sectors.

## Market Analysis

- **Target Market:** Families, students, and professionals, both local and foreign.
- **Community Size:** Population of approximately 29,928.
- **Competitors:** Larger rentals with less personal touch and eco-focus.

## Unique Selling Proposition (USP)

Modern Oasis stands out for:

- **Personalized services and responsive management.**
- **Innovative communal spaces.**
- **Integration of smart building technology and eco-friendly initiatives.**
- **Strategic location** near transport and essential amenities.

## Services Offered

- Maintenance and security



- Utilities & high-speed internet
- Laundry and convenience store
- Family play areas
- Eco-friendly and smart technology features

#### Marketing Strategy

- **Tactics:**
  - Open-house events and virtual tours
  - Strong social media and online presence
  - Participation in community events for relationship building.

#### Financial Plan

- **Total Funds Needed:** \$80 million through bank loans.
- **Start-Up Expenses (Total: \$8,069,000):**
  - Land grading, building, utilities, maintenance, etc.

#### Three-Year Financial Projection

Year	Rental Income (Annual)	Other Income (Annual)	Total Income	Operating Expenses (20%)	Net Income Before Loan Repayment	Loan Repayment	Net Income
1	GYD 7,776,000	GYD 6,000,000	GYD 13,776,000	GYD 2,755,200	GYD 11,020,800	GYD 10,656,000	GYD 364,800
2	GYD 8,164,800	GYD 6,000,000	GYD 14,164,800	GYD 2,912,960	GYD 11,651,840	GYD 10,656,000	GYD 995,840
3	GYD 8,573,040	GYD 6,000,000	GYD 14,973,040	GYD 2,994,608	GYD 11,978,432	GYD 10,656,000	GYD 1,322,432

#### SWOT Analysis

- **Strengths:** Personalized services, eco-conscious design, prime location.
- **Weaknesses:** Economic vulnerability, existing competition.
- **Opportunities:** Demand for sustainable living, co-living trends.
- **Threats:** Competition and economic fluctuations.

## Conclusion

Modern Oasis by Billey envisions a holistic approach to modern living by prioritizing sustainability, community engagement, and superior management. The strategic plan and financial forecasting indicate a robust potential for success, catering to a diverse demographic while enhancing residents' quality of life.

## Summary & Key Takeaways

- Modern Oasis aims for a fusion of comfort, convenience, and community.
- A detailed financial strategy forecasts positive income growth over three years.
- Emphasis on eco-friendly living addresses current market demands.

