

SME BUSINESS NAVIGATOR

USER GUIDE

CONTENTS

1	SME Business Navigator (SMBN) – Main Screen Elements	3
1.1	Main Screen Elements Purpose	3
2	User Authorization.....	4
2.1	Selecting City	6
2.2	Main Information Bar (Menu).....	7
3	Business Type Selection Section	10
3.1	Business Type Selection by Demand and Supply Ratio	10
3.1.1	Viewing Districts on Integral Map.....	11
3.1.2	Selecting Business Concept	12
3.2	Business Type Selection by Investment Volume	13
3.3	Business Type Selection from the List.....	15
3.4	Business Parameters Calculation for Selected District	17
3.4.1	Business Segment Selection.....	17
3.4.2	Selecting Business Location	18
3.4.3	Calculation for Selected Area.....	18
3.4.4	Excluding Competitors from Calculation	20
3.4.5	Indicative Business Plan Calculation	21
3.4.6	Editing Parameters of the Indicative Business Plan.....	23
3.4.7	Viewing Business Plan Summary Dashboard.....	24
3.4.8	Indicative Business Plan Saving.....	26
3.5	Viewing Thematic Layers.....	28
3.5.1	Viewing Competitors Layer in Location.....	28
3.5.2	Viewing Market Property and State Property Layers.....	29
3.6	Working with Basic Map Functions.....	30
3.6.1	Distance and Area Measurement	30
3.6.2	Changing Basic Map Layer.....	31
4	Support Means Section	35
4.1	Viewing Information about Financial Support Means	35
4.1.1	Searching for Loan Programs by Parameters	35
4.1.2	Viewing Financial Infrastructure on Map	37
4.2	Viewing Information about Procurement Plans of Major Buyers.....	39
4.3	Viewing Information Regarding Information and Marketing Support	41
4.3.1	Viewing Counselling Infrastructure Section	42
4.3.2	Viewing Other Layers of Information and Marketing Support Section	44
4.4	Viewing Information Regarding State and Municipal Property for SME.....	47
5	Property Section	49
5.1	Viewing State and Municipal Property for SME Layer	49
5.2	Viewing Commercial Property Layer	49
5.3	Viewing Land plots Layer	51
5.4	Viewing Business for Sale Layer	53
6	Analytics Section	55
7	Help Section	61
8	Feedback.....	62

1 SME Business Navigator (SMBN) – Main Screen Elements

The main screen of the user app of the SMBN (web-client) consists of the following elements (Figure 1):

1. Top bar;
2. Main information bar (menu);
3. Calculation bar;
4. Search box;
5. Map section;
6. Map controls.

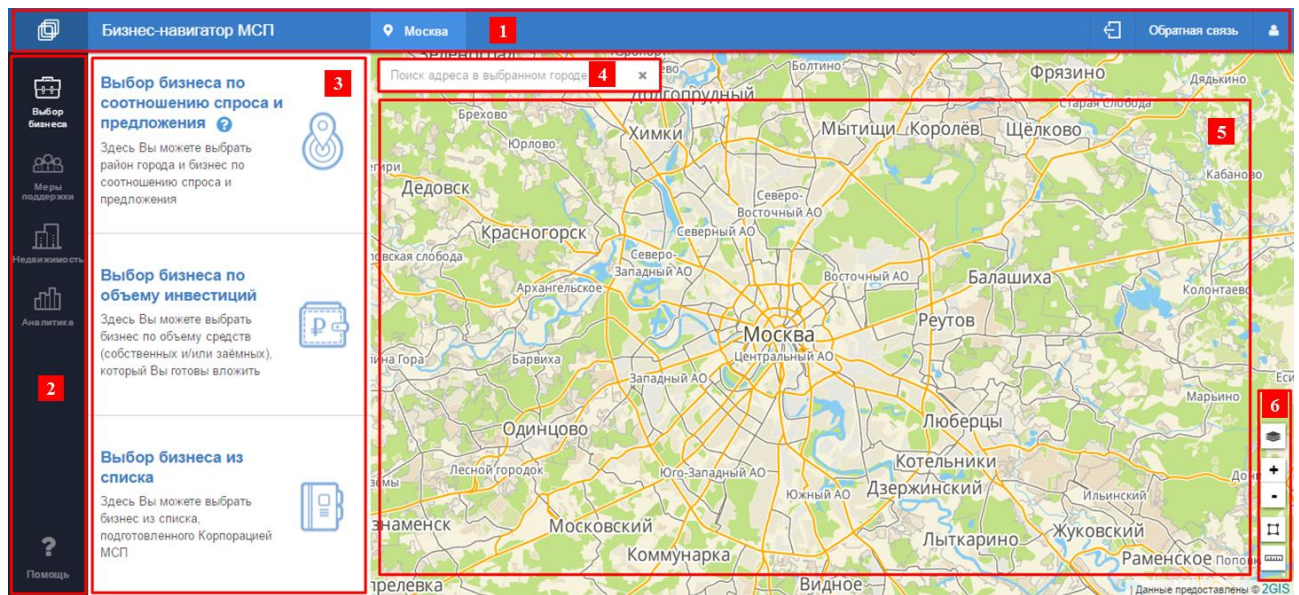


Figure 1 SMBN Main Screen Elements

1.1 Main Screen Elements Purpose

1. **Top bar.** Contains information about user city, authorization buttons, and the link to the feedback form.
2. **Main information bar (menu).** Ensures navigation through main sections of the system.
3. **Calculation bar.** Allows choosing the business plan compilation scenario and setting parameters for business plan estimation; and allows working with semantic data in table form.
4. **Search box.** Designed for search entries made by user. Search goes for the city specified before.
5. **Map section.** Displays the selected map layout and added and calculated data.
6. **Map controls.** This bar contains tools for selection the map layout (basic map), scaling, and on-map measurement (distance, area).

2 User Authorization

In order to get the access to all functional capabilities of the SMBN, User has to log in.

User authorization is made by two methods:

Method 1.

Authorization through the Portal of information for entrepreneurs of the JSC Russian Small and Medium Business Corporation (<https://smbn.ru/msp/main.htm>) with the registration/authorization form (Figure 2):

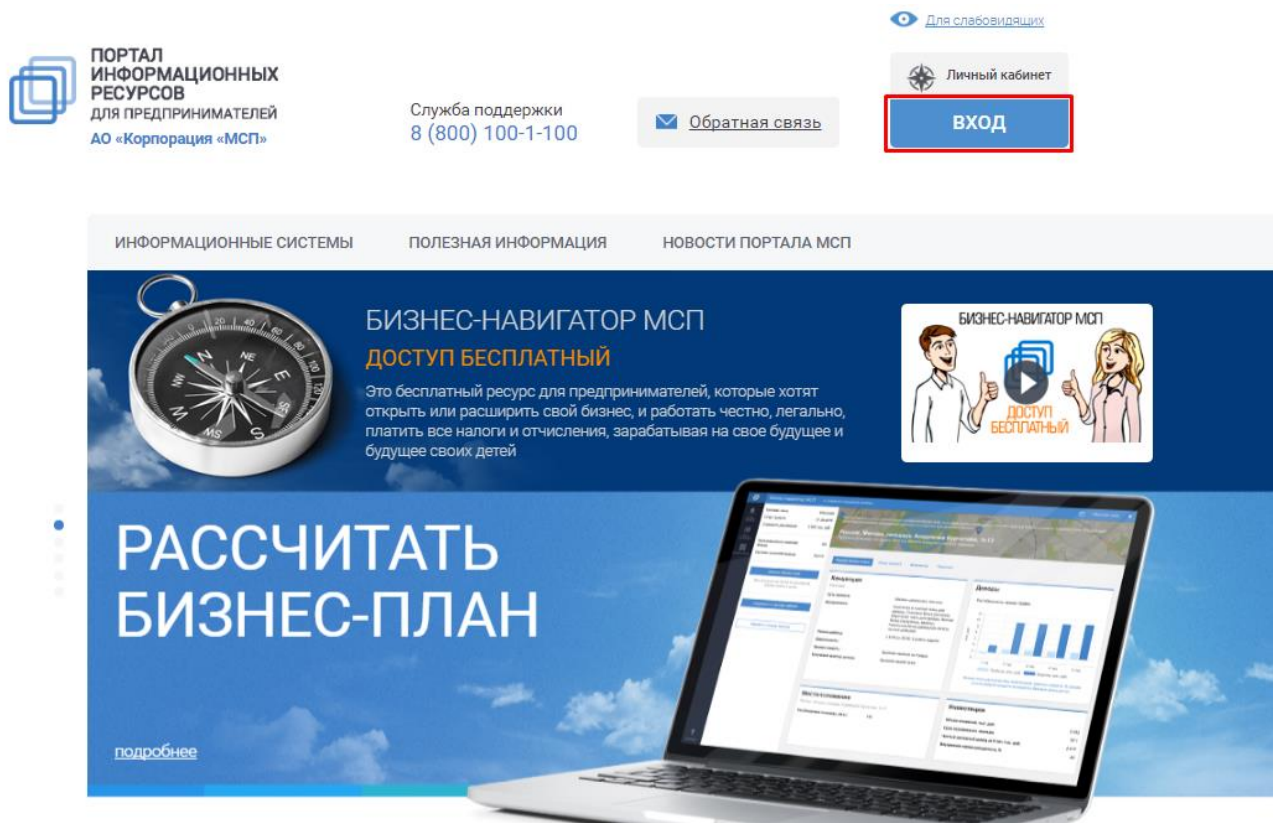


Figure 2 SMBN Main Page

To register/authorize, user has to click on the **Log In** button located in the upper right corner of the Main Page (Figure 2).

To log in, in the popped up window enter login and password, and click on **Log In** button (Figure 3):

Личный кабинет

Для авторизации введите данные – логин (email) и пароль, указанные Вами ранее при регистрации

[Восстановить пароль](#)[Регистрация](#)

Figure 3 SMBN Authorization Form

To register, in the popped up window go to **Sign Up** link (Figure 3), fill out fields of the opened registration form, and click on **Sign Up** (Figure 4).

Регистрация

* Электронный адрес

* Фамилия

* Пароль

* Имя

* Подтверждение пароля

☐ Я регистрируюсь в качестве физического лица

* Контактный телефон

* ИНН организации или ИП

* ☒ Нажимая кнопку «Зарегистрироваться», я принимаю [условия Пользовательского соглашения](#) и даю своё согласие АО «Корпорации «МСП» на обработку моих персональных данных, в соответствии с Федеральным законом от 27.07.2006 года №152-ФЗ «О персональных данных», на условиях и для целей, определенных [Политикой конфиденциальности](#).

* Защита от спама

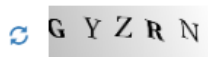


Figure 4 SMBN Registration Form

To restore your password, in the popped up window go to **Restore Password** (Figure 3), and in the opened window specify your login and e-mail, then click on **Restore** (Figure 5).

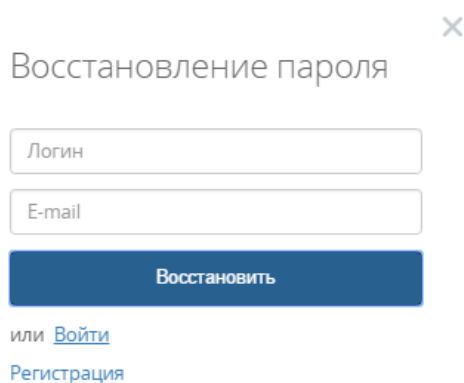

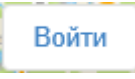


Figure 5 SMBN Password Restoration

Method 2.

Authorization to the SMBN may be also conducted through the registration/authorization form of the Portal of information for entrepreneurs of the JSC Russian Small and Medium Business Corporation.

For that, on the top bar of the SMBN click on , then  and select the required action on the opened form – **Log In**, **Sign Up**, or **Restore Password** (Figure 3).

2.1 Selecting City

After opening the SMBN Main Page, the system automatically detects user location by his or her IP-address.

If user is located outside the Russian Federation or in a city absent in the SMBN city list, the System automatically selects Moscow.

In order to change city for further indicative business plan calculation, click on city name on the top bar (Figure 6).



Figure 6 City Selection

In the pull-down list, choose your city from the list, or use search (Figure 7).

Ваш город: Нижний Новгород

При смене города произойдет сброс расчетов!

А Абакан	И Иваново	Нефтекамск	Саранск
Альметьевск	Ижевск	Нижневартовск	Саратов
Анадырь	Иркутск	Нижнекамск	Севастополь
Ангарск		Нижний Новгород	Северодвинск
Арзамас	Й Йошкар-Ола	Нижний Тагил	Сергиев Посад
Армавир		Новокузнецк	Серпухов
Артем	К Казань	Новокуйбышевск	Симферополь
Архангельск	Калининград	Новомосковск	Смоленск
Астрахань	Калуга	Новороссийск	Сочи
Ачинск	Каменск-Уральский	Новосибирск	Ставрополь
	Камышин	Новочебоксарск	Старый Оскол
Б Балаково	Каспийск	Новочеркасск	Стерлитамак
Балашиха *	Кемерово	Новошахтинск	Сургут
Барнаул	Керчь	Новый Уренгой	Сызрань
Батайск	Киров	Ногинск	Сыктывкар
Белгород	Кисловодск		
Бердск	Ковров	О Обнинск	Т Таганрог
Березники	Коломна	Одинцово	Тамбов
Бийск	Комсомольск-на-Амуре	Октябрьский	Тверь
Биробиджан	Копейск	Омск	Тольятти
Благовещенск	Королёв	Оренбург	Томск
Братск	Кострома	Орехово-Зуево	Тула
Брянск	Красногорск	Орёл	Тюмень
		-	

Figure 7 Selecting City from List or via Search

2.2 Main Information Bar (Menu)

Main information bar (menu) consists of the following sections:

- Business Type Selection (Figure 8);
- Support Means (Figure 9);
- Property (Figure 10);
- Analytics (Figure 11);
- Help.

When choosing any section from menu, the calculation bar displays the content of the selected section.

Switching between SMBN sections is done through clicking with the LMB.

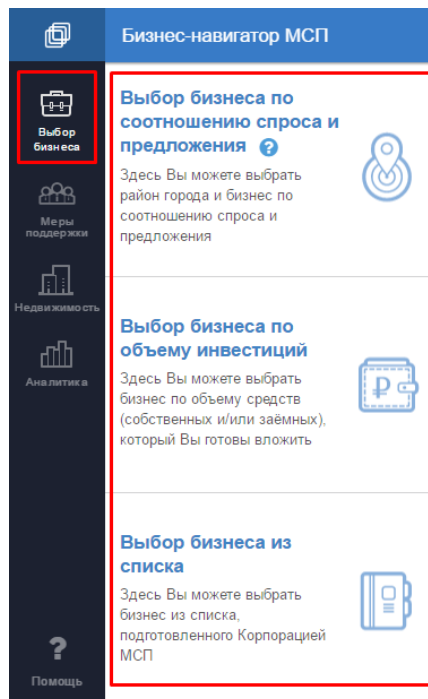


Figure 8 Subsections of **Business Type Selection** Section

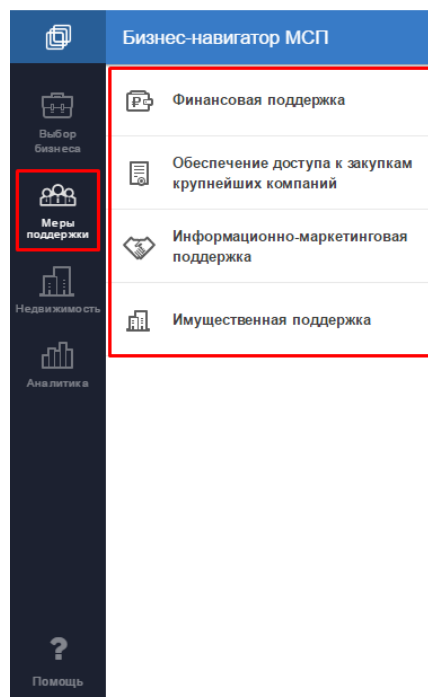


Figure 9 Subsections of **Support Means** Section

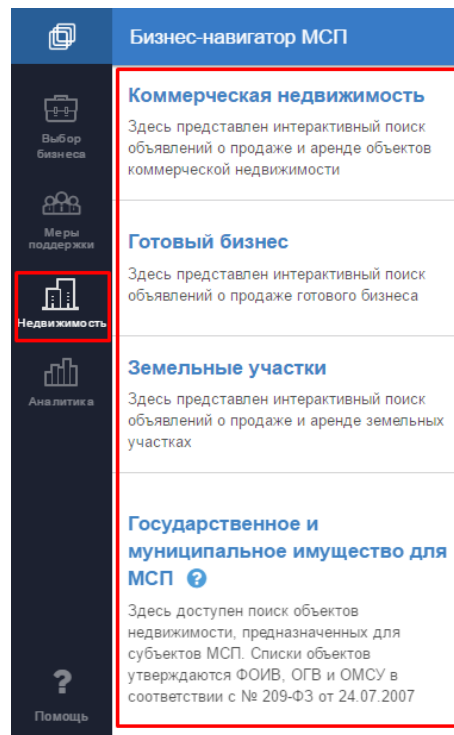


Figure 10 Subsections of **Property** Section

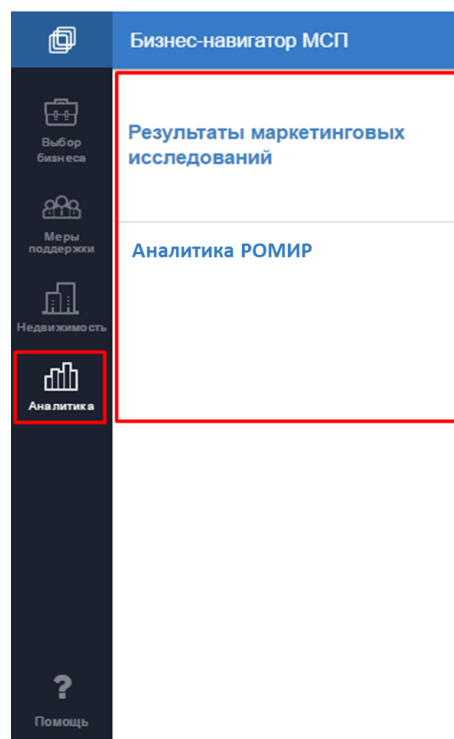


Figure 11 Subsections of **Analytics** Section

3 Business Type Selection Section

Business Type Selection section is designed for indicative business plan calculation considering the type and location of business specified by user.

For successful indicative business plan calculation, user has to follow these steps:

1. Select business type;
2. Select business location;
3. Launch business plan calculation (in case of appropriate user rights).

The system provides 3 scenarios of business planning (business type and location selection):

1. Business type selection by demand and supply ratio (Paragraph 3.1);
2. Business type selection by investment volume (Paragraph 3.2);
3. Business type selection from the list (Paragraph 3.3).

3.1 Business Type Selection by Demand and Supply Ratio

In order to select the type of business by attractiveness of regions (by demand and supply ration), switch the main information bar (menu) to the **Business Type Selection** bar, then click on **Business Type Selection by Demand and Supply Ratio** (Figure 12).

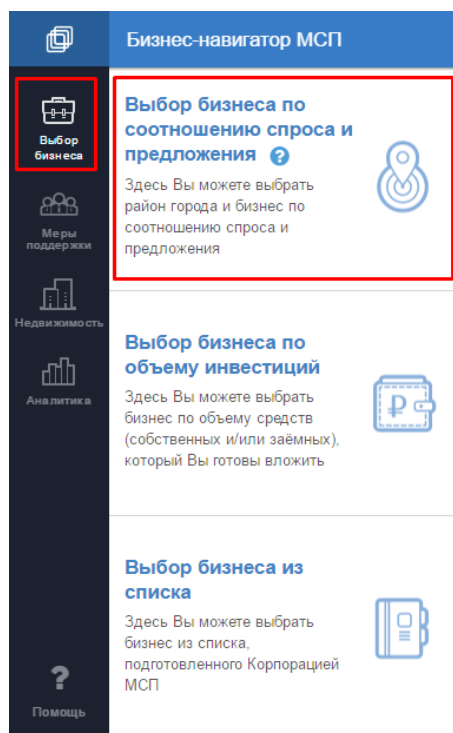


Figure 12 Shift to Integral Map (Scenario 1)

On the map and in main information bar, districts of the previously specified city will be displayed, with comparison of business types by demand and supply ratio (attractiveness of districts) (Figure 13).

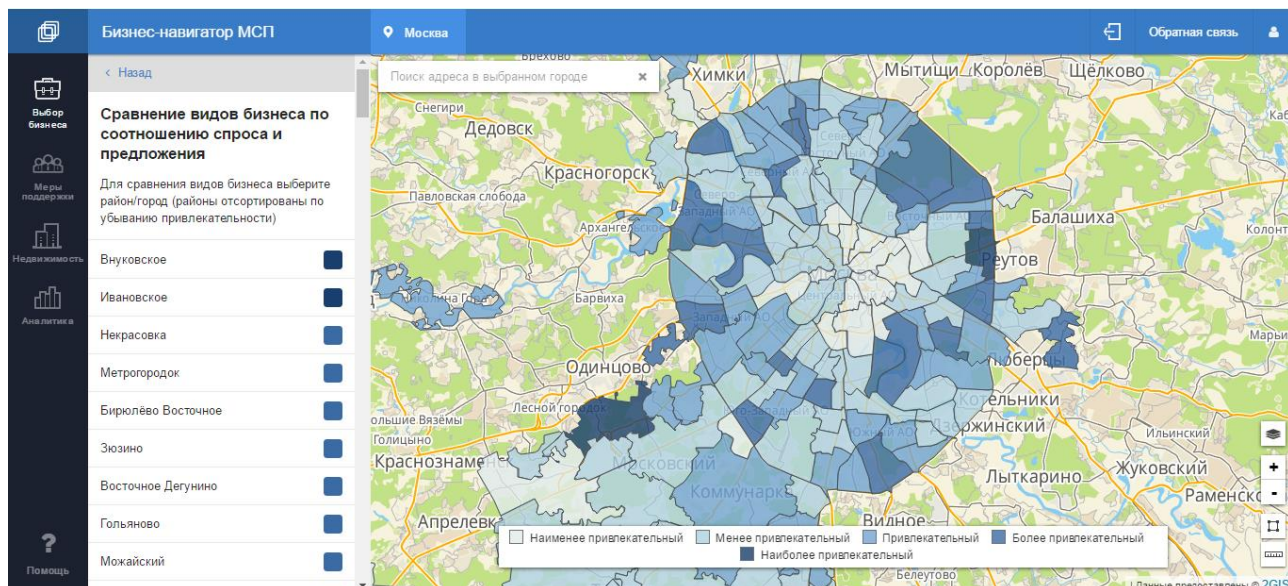


Figure 13 Attractiveness of City Districts for Small and Medium Enterprise Foundation

3.1.1 Viewing Districts on Integral Map

There are two methods for selecting a district in the selected city:

Method 1.

Select a preferred district by clicking on the map with LMB (Figure 14).

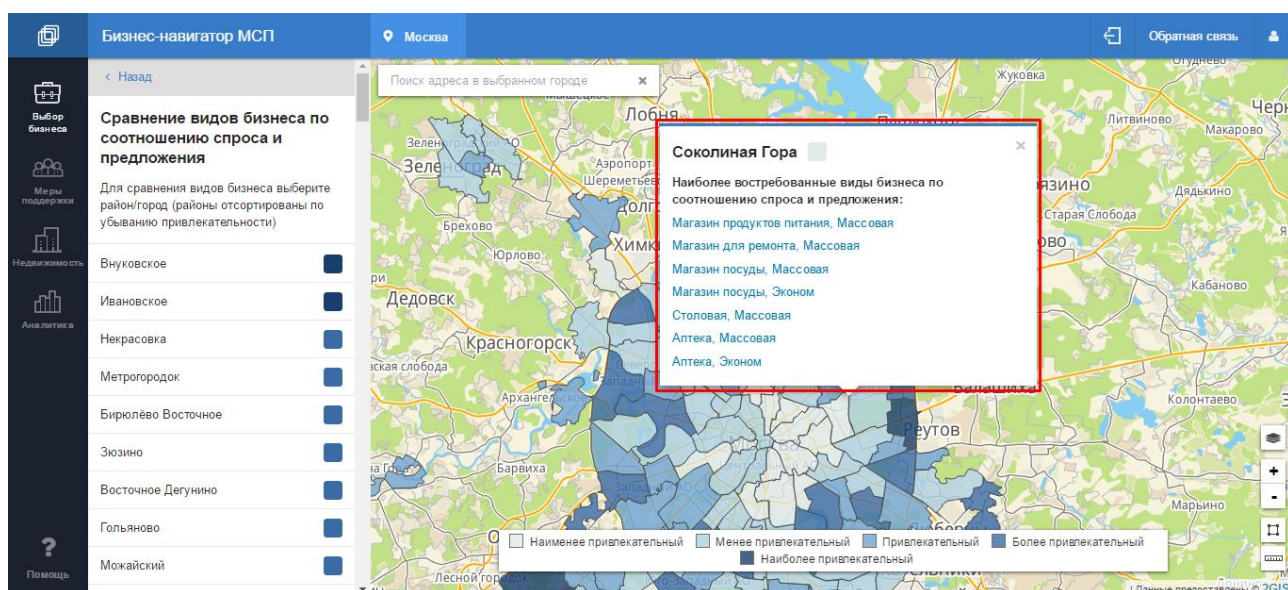


Figure 14 Selecting district on integral map

On the map, the information card of a district will open (pop-up window), containing the most attractive types of business in the specified city and district.

Method 2.

Select a preferred district from the list on the calculation bar (Figure 15).

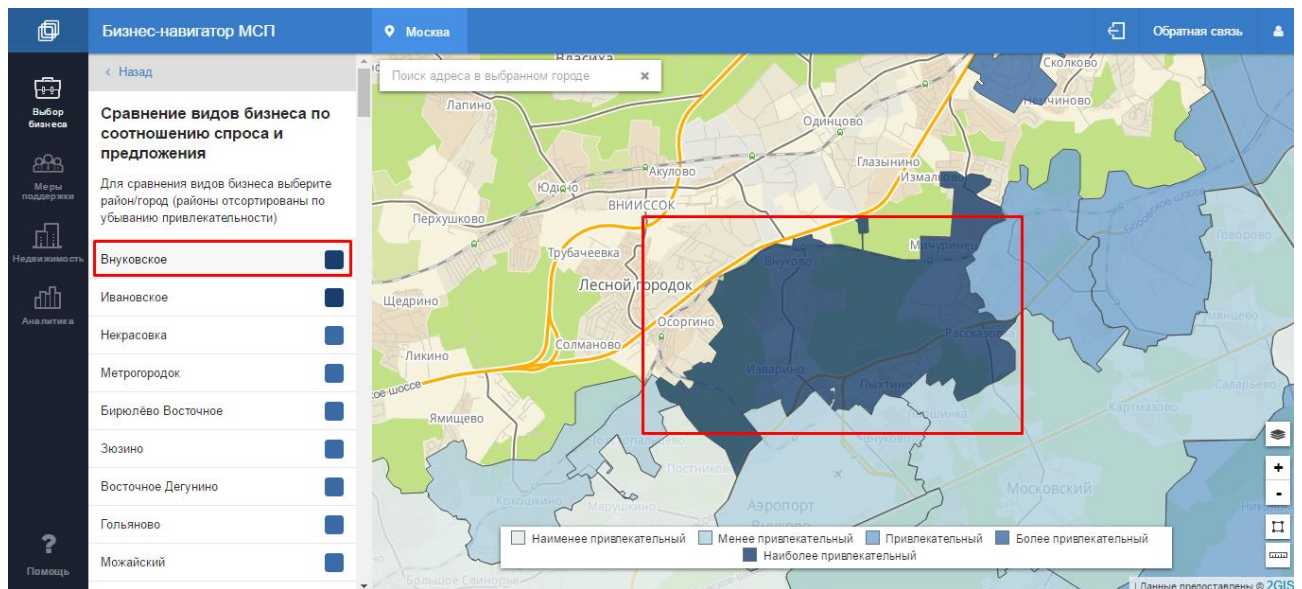


Figure 15 Selecting District from List in Calculation Tab

The map will be scaled and zoomed in to the district you have specified. To view the district card, click LMB on the map on a district.

District card contains the list of the most demanded types of business in the district (by demand and supply ratio), i.e. most attractive for launching (Figure 16).

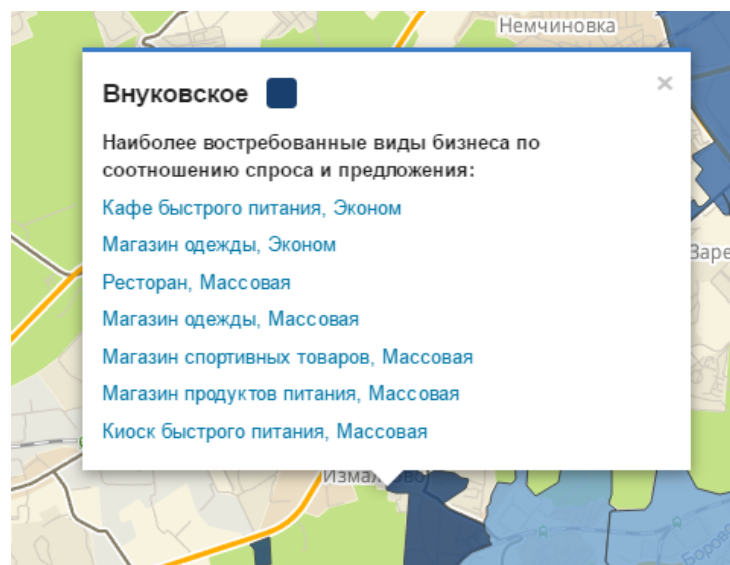


Figure 16 Viewing District Card

3.1.2 Selecting Business Concept

In the pop-up window on the map (Figure 16), select a preferred business field (including the price niche by clicking on it with LMB).

For the selected business field, an indicative business plan will be designed then.

3.2 Business Type Selection by Investment Volume

In order to select the business field by investment volume, switch the main information bar to **Enterprise Selection** bar, then click on **Business Type Selection by Investment Volume** subsection (Figure 17).

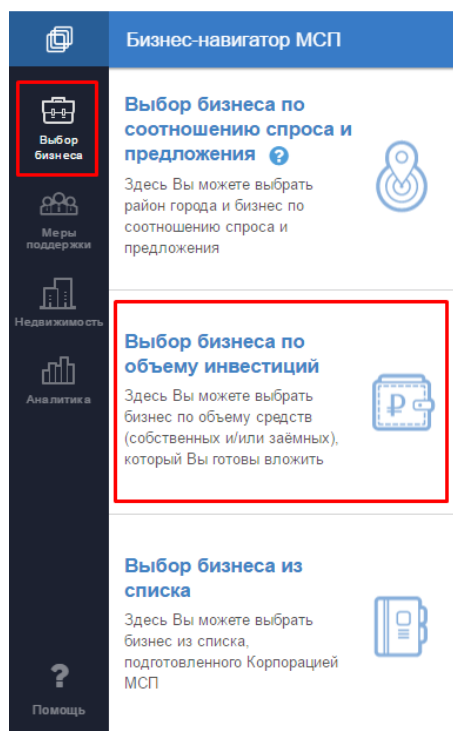


Figure 17 Business type Selection by Investment Volume

In order to filter business types with suitable budget, specify the start-up capital by moving sliders. The System will show the list of business types by the specified start-up capital amount (Figure 18).

The System will not display unavailable enterprise types requiring investment beyond the specified range.

Бизнес-навигатор МСП

< Назад

Выбор бизнеса

Вид бизнеса

Объем стартового капитала в руб.

8 350 000

Мастерская по ремонту одежды	175.9 - 372.2 тыс. руб.
Ателье по пошиву одежды	1.6 - 3.2 млн. руб.
Металлремонт	240.7 - 240.7 тыс. руб.
Мастерская по ремонту часов	265.8 - 265.8 тыс. руб.
Фотоателье	384.8 - 446.3 тыс. руб.
Мастерская по ремонту обуви	174.8 - 409.2 тыс. руб.

Figure 18 Filtering of Business Types by Start-Up Capital Amount

Business type search option is available. For that, in the search box, specify the name (or part of the name) of business type. The list will contain only those business types, which comprise the specified word (Figure 19).

Бизнес-навигатор МСП

< Назад

Выбор бизнеса

Мас

Объем стартового капитала в руб.

8 350 000

Мастерская по ремонту одежды	175.9 - 372.2 тыс. руб.
Мастерская по ремонту часов	265.8 - 265.8 тыс. руб.
Мастерская по ремонту обуви	174.8 - 409.2 тыс. руб.
Мастерская по ремонту цифровой техники	686.3 - 829.6 тыс. руб.
Мастерская по ремонту компьютеров	558.2 - 733.1 тыс. руб.

Figure 19 Displaying Listed Business Types by Search Entry

After selecting the business field, user will be able to specify **Price Niche** parameter.

3.3 Business Type Selection from the List

In order to select the business field from the list prepared by the RSMB Corporation, switch the main information bar to **Business Type Selection** bar, then click on **Business Type Selection from the List** subsection.

The system displays the catalogue of business types for which indicative business plan calculation is available. Business types are grouped by directions; each direction has the number of included concepts (Figure 20). Select a preferred group, then select a preferred conception in the pull-down list (Figure 21).

Business type search through the catalogue is also available (Figure 22).

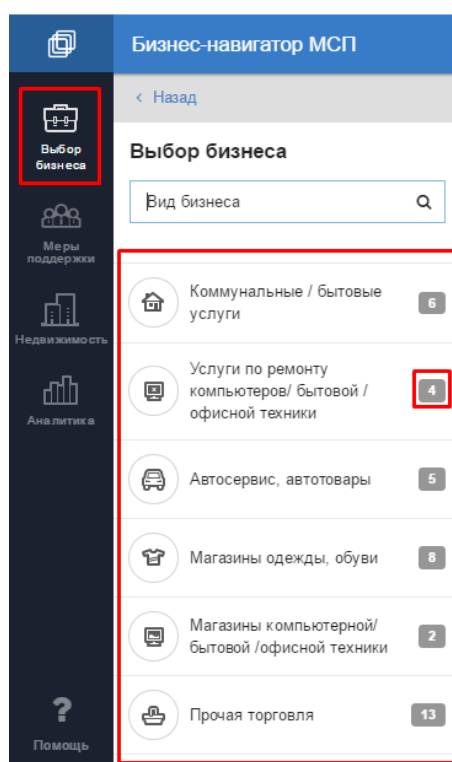


Figure 20 Selecting Business Type from the Catalogue

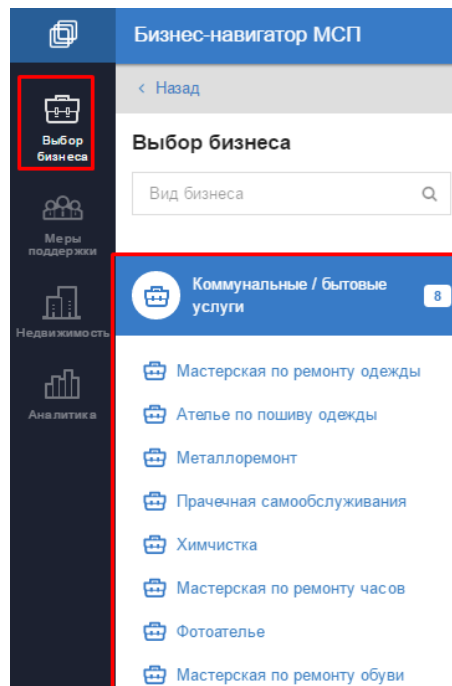


Figure 21 Selecting Business Concept from a Group

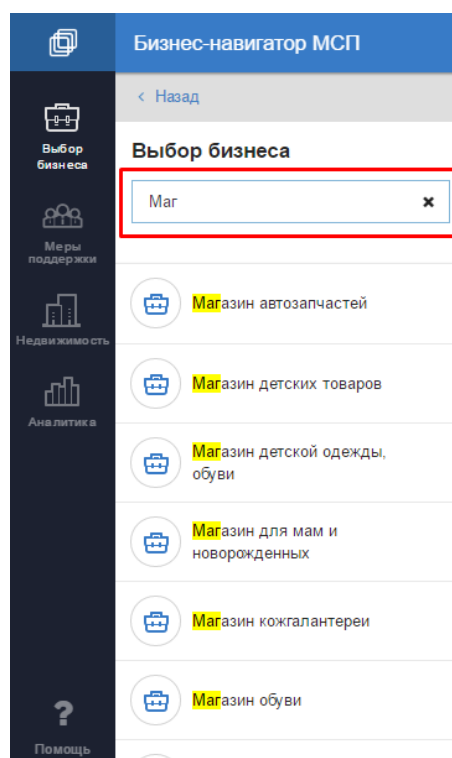


Figure 22 Business Type Search

After selecting the business field, user will be able to specify **Price Niche** parameter for certain fields.

In order to return to all categories, click on [< Выбор типа бизнеса](#) at the top of the bar.

3.4 Business Parameters Calculation for Selected District

3.4.1 Business Segment Selection

In order to select a preferred business segment, specify the price niche from suggested (pull-down list) (Figure 23). As a result layer with competitors within the specified price niche will be displayed on the map.

Ресторан

Основные параметры

Ценовая ниша: Эконом ▾

Слой на карте

☒ Конкуренция Все ▾

☒ Рыночная недвижимость Все ▾

Для просмотра объектов недвижимости приблизьте карту.

☐ Государственная недвижимость ? Все ▾

Выберите место на карте

Figure 23 Price Niche Selection

User may choose one of 3 price niches:

- Economy;
- Mass;
- Premium.

Price niche selection is available only during business type selection by investment volume (see Paragraph 3.2) and from the catalogue (see Paragraph 3.3) of limited business fields. In case of business type selection by supply and demand ratio using integral map (see Paragraph 3.1), price niche is already displayed in the list of perspective business concepts in district cards.

Not all price niches are available for all business fields: in case selection is not possible (the system has only one possible value of price niche), user has to move to the next step.

When clicking on **Select Location on Map**, the system may provide opportunity to move to the next step: selecting business location (Figure 24).

3.4.2 Selecting Business Location

Ресторан

Основные параметры

Ценовая ниша: Эконом ▾

Слои на карте

☒ Конкуренты ? Все ▾

☒ Рыночная недвижимость ? Все ▾

Для просмотра объектов недвижимости приблизьте карту.


☐ Государственная недвижимость ? Все ▾

Выберите место на карте

Figure 24 Button to Start Selecting Business Location on Map

After clicking on **Выберите место на карте** the cursor will become cross-like. With it, user may make a pin on map for your business location.

For business location setting, pin the cross-like cursor on the needed map part, and click LMB.

To change the business location, it is just enough to point the marker  located in the point, then click it with LMB, and holding LMB, replace the pin to the new place on the map.

3.4.3 Calculation for Selected Area

After setting the business location, user may calculate parameters in the area around the specified location.

After clicking on **Select Location on Map**, the mode of displaying the enterprise service and competition area is activated for indicative business plan calculation (Figure 25).

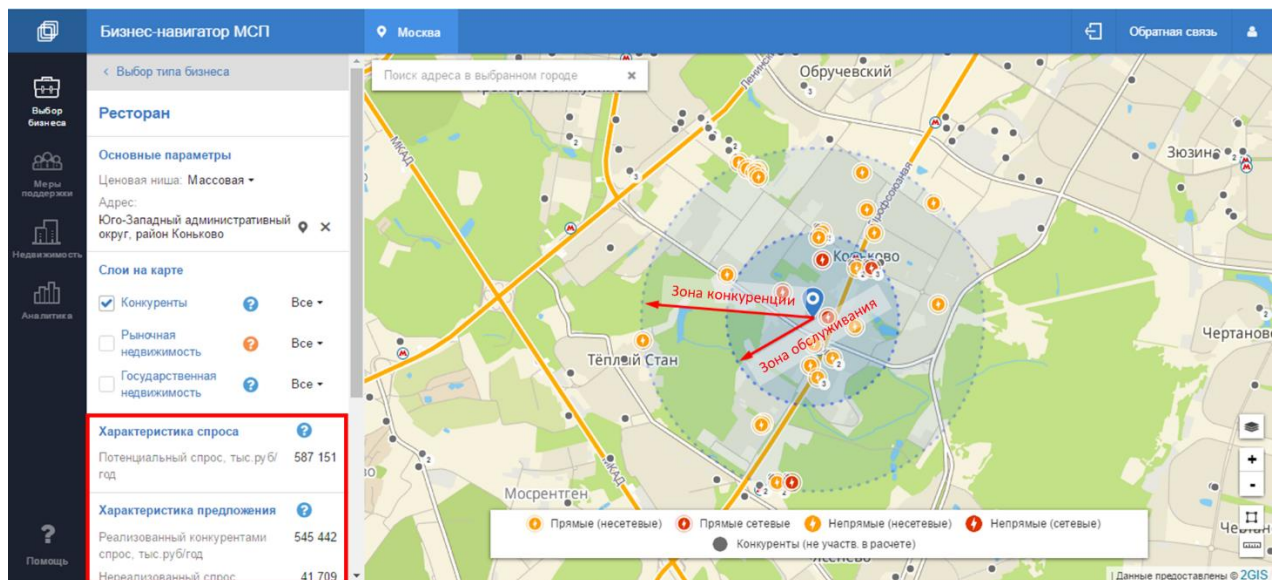


Figure 25 Calculation of Demand and Supply in the Area

For the specified area, the following parameters are calculated:

Demand Indicators:

- Population in the area (people), based on the number of apartments and houses (units);
- Active population (employed, people), based on total office space (m²);
- Potential volume of annual revenue for the enterprise in the chosen field and price niche (thousands rubles / year) – potential demand.

Supply (Demand Satisfaction) Indicators:

- Competitors in the chosen field and price niche, with specification of attribute of being a part of a chain (for instance, *Diksi* or *M.Video*), with specification of direct/indirect competitor's attribute (determined based on assortment classifier);
- Population covered by competitors (people), based on the number of apartments and houses (units);
- Active population (employed, people) covered by competitors, based on total office space (m²);
- Volume of annual revenue of competitors in the chosen field and price niche (thousands rubles / year) – satisfied demand;
- Volume of demand unsatisfied by competitors in the chosen field and price niche (thousands rubles / year).

Competitors in the location, business field, and price niche chosen by user, are displayed in the calculation bar as a list, and on the map as pins, with specification of attributes of chain membership and direct/indirect competitor (Figure 26).

Clicking on competitor's pin, user can view the detailed information about the company (address, telephone, business field, chain membership, website, premises purpose, and link to view company information in *TASS Business Information System*).

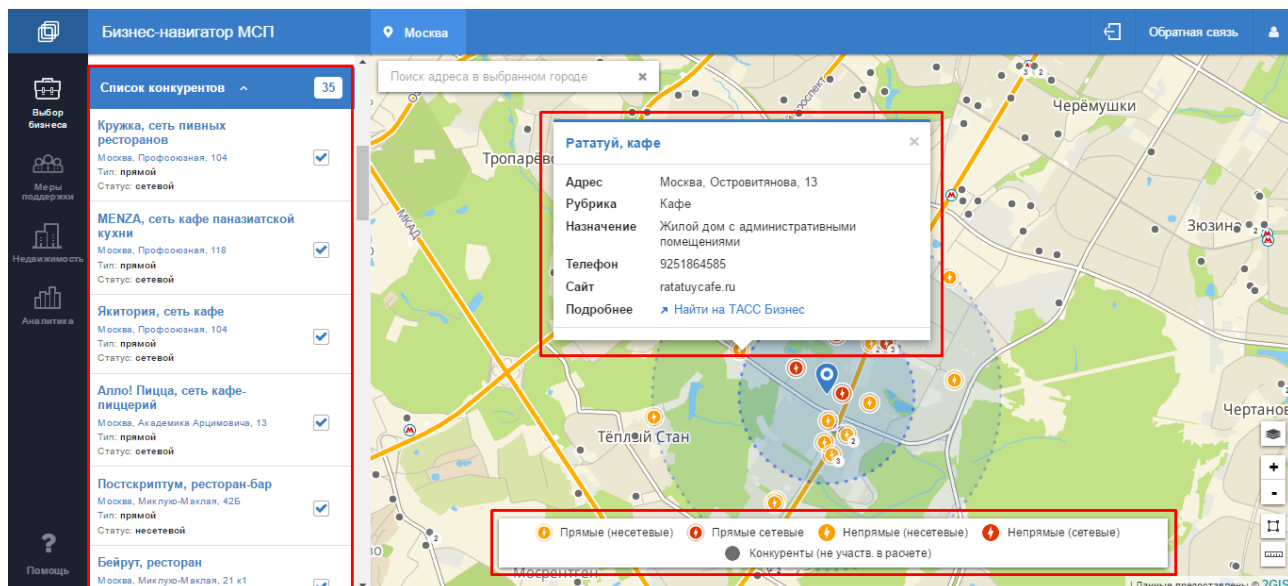


Figure 26 Viewing Competitors on Map and Competitor Card

Business parameters calculation offered to user depends on the chosen location:

- Calculation location is in the buffer zone (within a radius of 50 m) of the public transport stop/station;
- Calculation location is in the buffer zone of the highway;
- Calculation location is in the buffer zone of the public transport and highway;
- Calculation location is not in the above-mentioned buffer zones: calculation is done by population;
- Calculation location is in the zone unavailable for calculation: user is shown the corresponding system notification.

After parameters with specified location are calculated, the user can:

- Go back and reset calculation;
- Go to detailed indicative business plan calculation;
- Download .xlsx business plan sample and fill it out him or herself.

3.4.4 Excluding Competitors from Calculation

User may exclude certain competing companies from calculation of demand satisfied by competitors, by unflagging in the competitor list in the calculation bar. With that, competitors excluded from calculation, change their symbol on map to a gray circle. A competitor also becomes inactive in the calculation bar (Figure 27).

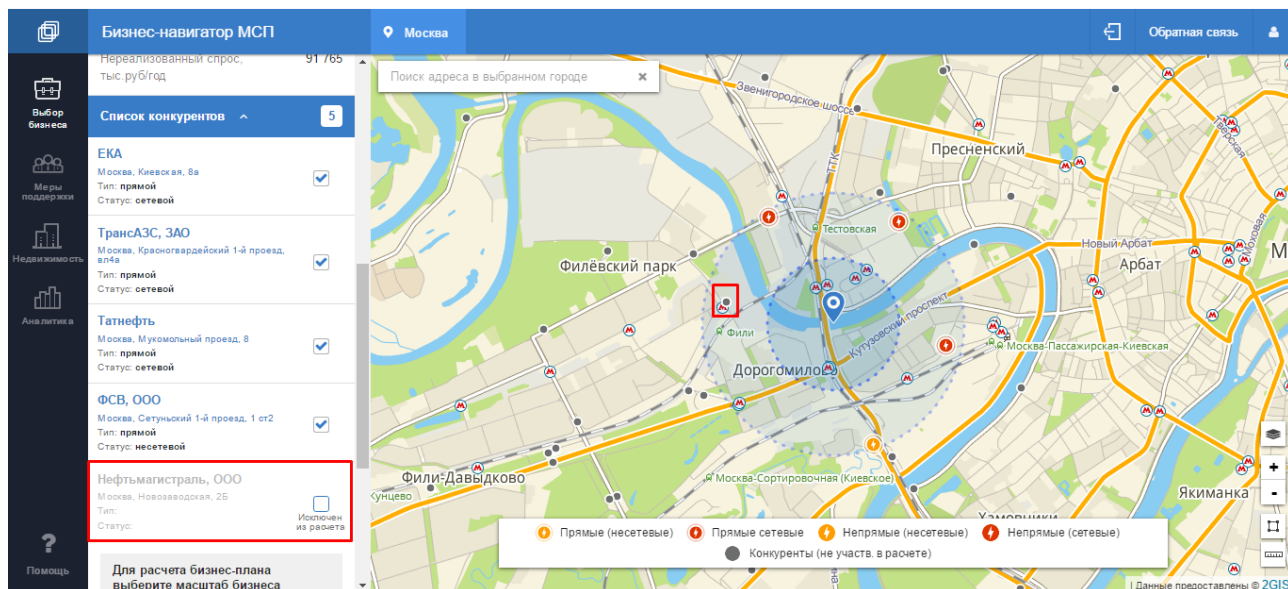


Figure 27 Editing Competitors Included in Calculation

WARNING! User-made exclusion of competing companies from calculation leads to change of parameters of an indicative business plan sample developed by JSC RSMB Corporation and coordinated with partner banks. In case of exclusion of certain competitors, JSC RSMB Corporation will not recommend business plan for application. Therefore, the name of the Joint-Stock Company Russian Small and Medium Business Corporation, will be excluded from your business plan.

3.4.5 Indicative Business Plan Calculation

In case if the executed parameters calculation does not prove feasibility of launching the specified business type in the chosen location, the System informs user about it by displaying a message in the calculation bar and blocks **Calculate Business Plan button** (Figure 28).

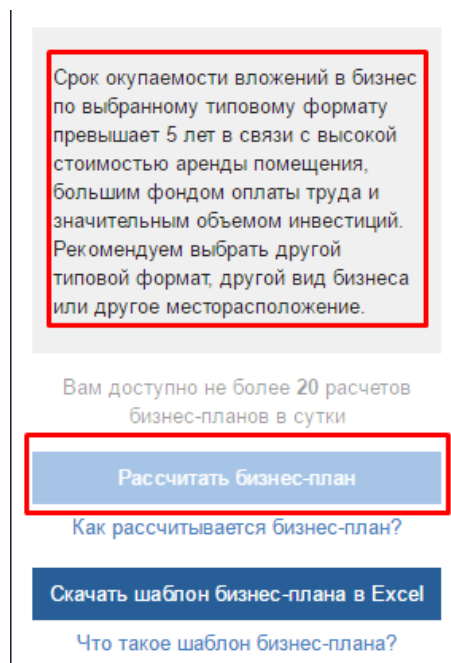


Figure 28 Message about Impossibility of Starting Business with Specified Parameters

If the conducted calculation proves possibility of launching of the chosen business type in various scales and in the chosen location, the System informs user about it through displaying a message in the calculation bar, and displays the list of available business scales (Figure 29).

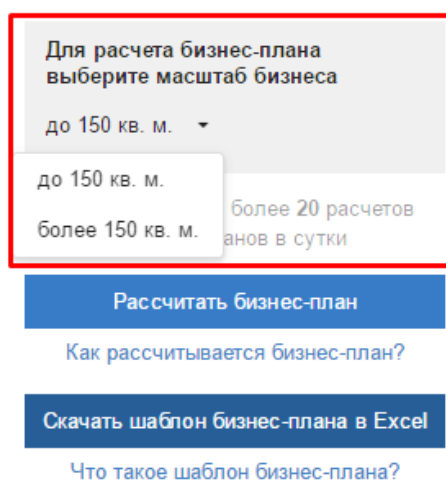


Figure 29 Selecting Enterprise Scale

Indicative business plan calculation is launched through clicking on **Calculate Business Plan** button in the calculation bar (Figure 30):

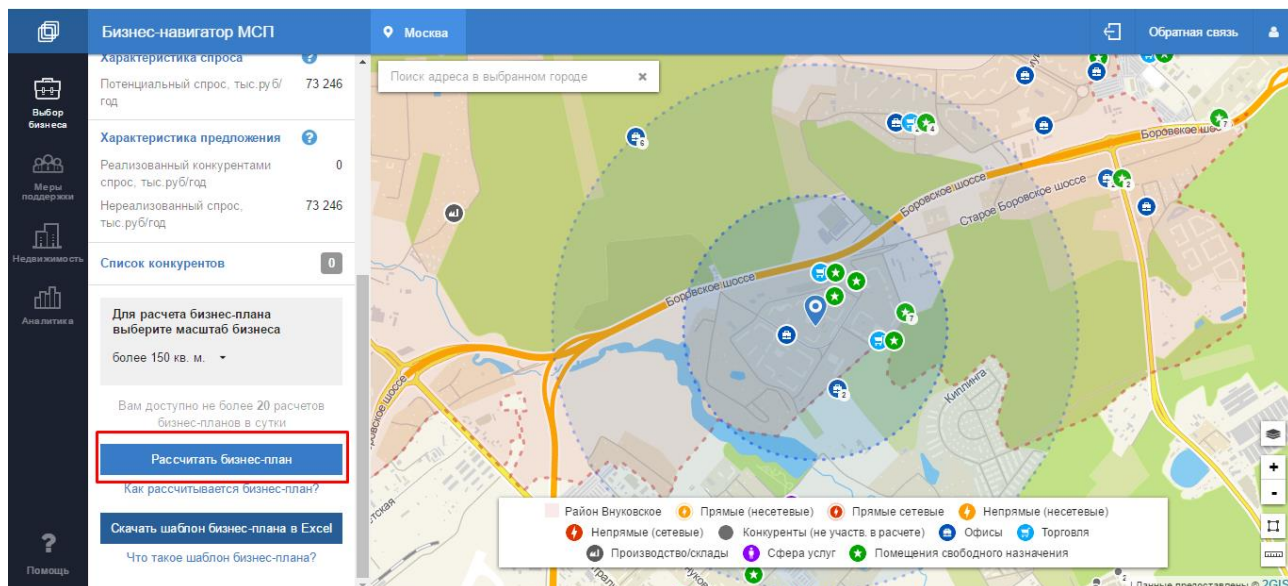


Figure 30 **Calculate Business Plan** Button

After the System finishes indicative business plan calculation, the calculation bar (at the left of the screen) will display demand and supply features computed by the system for the selected location, and at the right of the screen, a dashboard (brief visualized report) – Business Plan Summary – will be opened containing primary business plan calculation indices (Figure 31).

3.4.6 Editing Parameters of the Indicative Business Plan

Calculation bar provides editing of additional business parameters:

- Legal form (selection from the pull-down list);
- Taxation system (selection from the pull-down list);
- Demand for loans.

In case of change in business parameters, recalculation of business plan indices is conducted when clicking on **Recalculate** button; displaying of **Business Plan Summary** dashboard also changes accordingly (Figure 31).

After conduction of all calculations, user can save the business plan to their personal Profile on the portal, and download the business plan to their computer in .pdf and .xlsx formats (Figure 32).

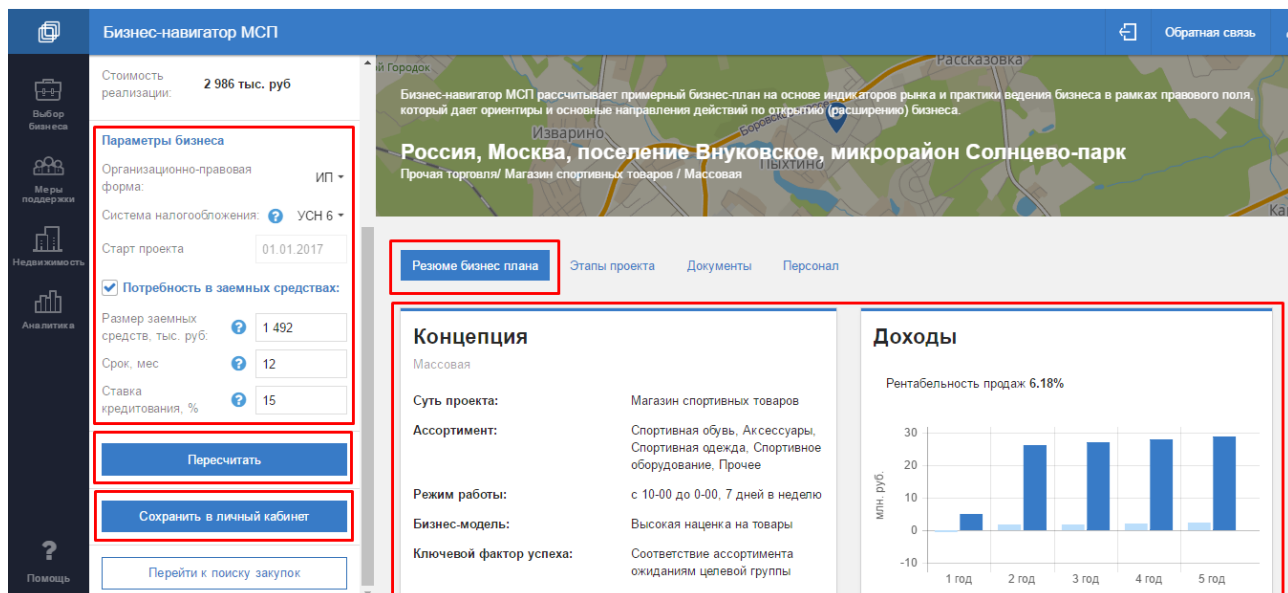


Figure 31 Business Plan Summary Dashboard

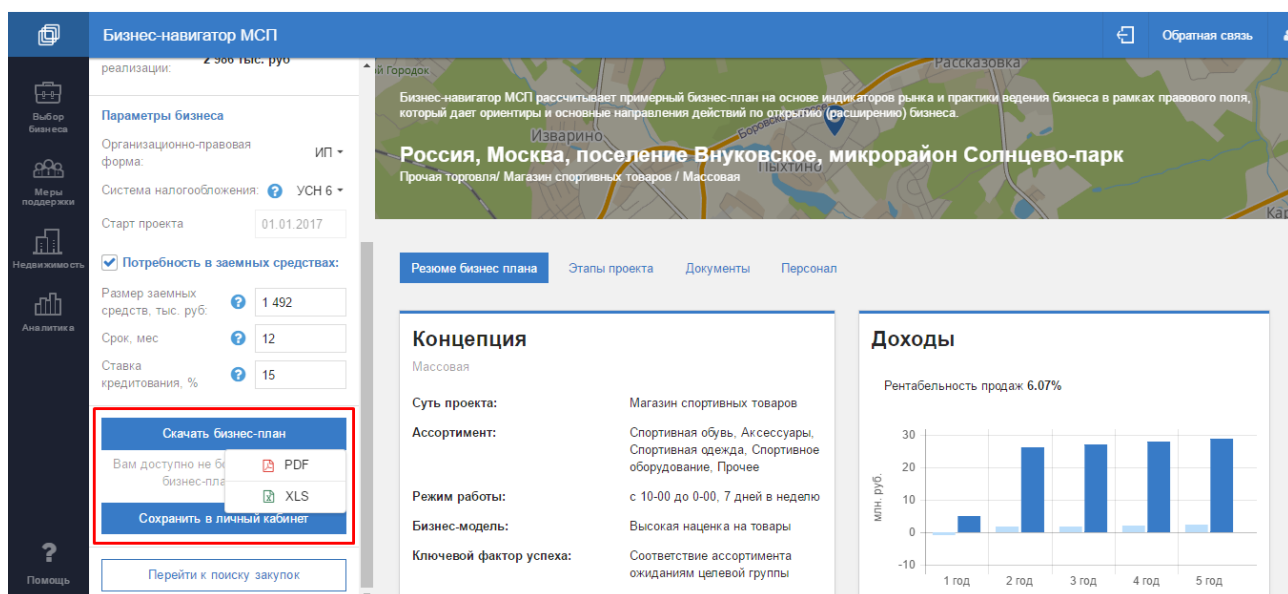


Figure 32 Business Plan Saving

3.4.7 Viewing Business Plan Summary Dashboard

Business Plan Summary dashboard consists of several information blocks located in various tabs:

1. Business Plan Summary (Figure 31);
2. Project Stages (Figure 33);
3. Documents (Figure 34);
4. Staff (Figure 35).

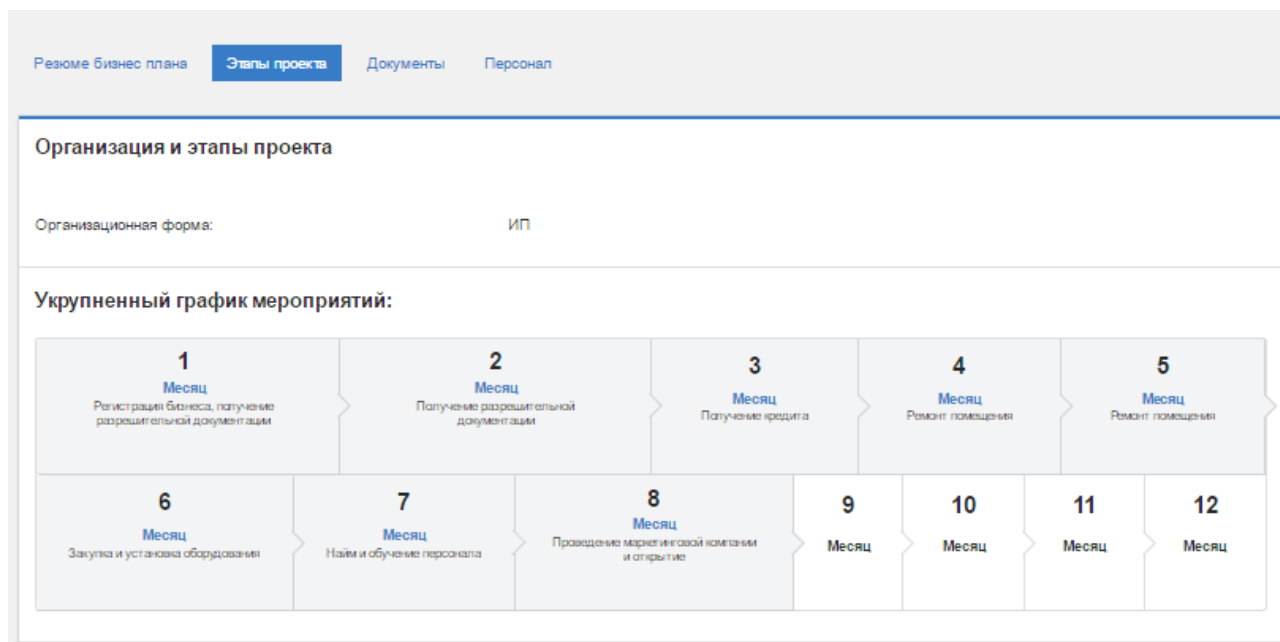


Figure 33 **Project Stages** Tab in Business Plan dashboard

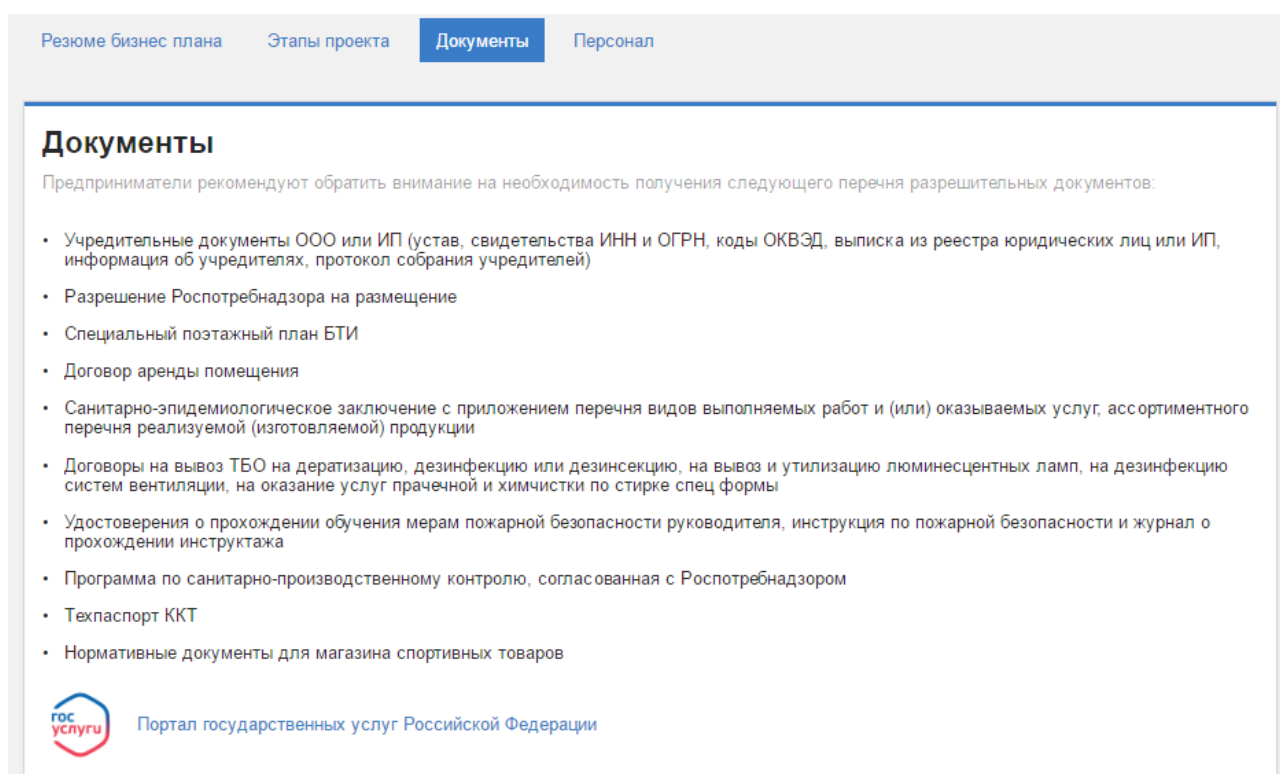



Figure 34 **Documents** Tab in Business Plan dashboard

Персонал			
Должность в штатном расписании	Количество ставок	Ставка, руб. в месяц	Итого, руб. в год
Руководитель	0.5	78 805	472 830
Кассиры	2	28 196	676 704
Продавцы-консультанты	3	28 196	1 015 056
Уборщики	0.5	24 720	148 320
Охранники	0.5	24 720	148 320
Итого:	6.5		2 461 230



Общероссийская база вакансий "Работа в России"


По указанной ссылке Вы можете перейти на общероссийскую базу резюме «Работа в России» Роструда России. После перехода на сайт «Работа в России»:

1. Выберите регион
2. В строке поиска сверху наберите название специальности
3. Отметьте дополнительные критерии поиска слева

Если не удастся найти нужного специалиста в Вашем регионе, просмотрите резюме сотрудников из других регионов, выбрав дополнительный критерий поиска «Возможность переезда».

Figure 35 **Staff** Tab in Business Plan dashboard

In order to change parameters for indicative business plan calculation, user has to go back to the previous calculation step, through clicking on **Back** button in the calculation bar (Figure 36).



Бизнес-навигатор МСП

Обратная связь

< Назад

Информация

Концепция: Магазин спортивных товаров

Ценовая ниша: Массовая

Адрес: Россия, Москва, поселение Внуковское, микрорайон Солнцево-парк

Стоимость реализации: 2 986 тыс. руб

Параметры бизнеса

Организационно-правовая форма: ИП

Система налогообложения: УСН 6


Старт проекта: 01.01.2017

☒ Потребность в заемных средствах:

Размер заемных средств, тыс. руб.: 1 492

Персонал

Должность в штатном расписании	Количество ставок	Ставка, руб. в месяц	Итого, руб. в год
Руководитель	0.5	78 805	472 830
Кассиры	2	28 196	676 704
Продавцы-консультанты	3	28 196	1 015 056
Уборщики	0.5	24 720	148 320
Охранники	0.5	24 720	148 320
Итого:	6.5		2 461 230



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2. В строке поиска сверху наберите название специальности
3. Отметьте дополнительные критерии поиска слева

Figure 36 Going Back to Change Parameters screen for Indicative Business Plan Calculation

3.4.8 Indicative Business Plan Saving

The System allows viewing and saving the detailed indicative business plan to the personal Profile on the portal or to computer, in .pdf and .xlsx formats. For that, user shall click on **Download Business Plan** Button in the calculation bar and select the format: PDF or Excel (Figure 32).

After saving the business plan to personal profile on the portal, the user will be able to view the list of saved business plans and their basic attributes, and also to go to the SMBN link to view the detailed business plan (Figure 37).

Мои бизнес-планы					+ Расчет бизнес-плана	
Объем вложений, руб	Срок окупаемости, мес	Объем продаж в год, руб	Чистая прибыль в год, руб	Ссылка		
3 876	30	86 204 440	7 212	Открыть		
2 040	17	91 391 997	12 093	Открыть		
1 816	24	30 696 679	5 861	Открыть		

Figure 37 Viewing Saved Business Plans in the Personal Profile on the Portal

When clicking on Download Business Plan button, user can select the file format. If selecting .pdf-file, the detailed indicative business plan formed for specified parameters, will be opened in the new window. This file can be downloaded to computer, or printed (Figure 38).

If selecting .xlsx file, the detailed indicative business plan is downloaded to computer (Figure 39).

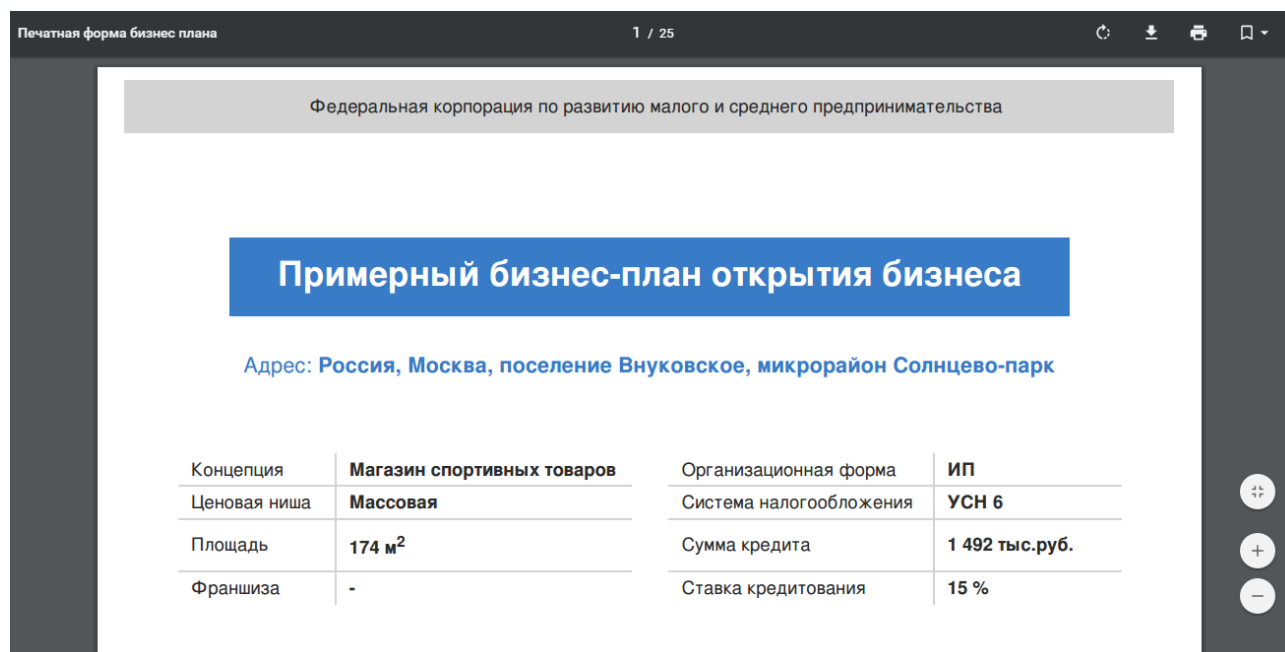


Figure 38 PDF-Format Detailed Indicated Business Plan

1. Спрос на услуги			
Потребительские группы в локации			
Группы	Численность	Доля	
	чел	%	
Жители домов	22621	100	
ВСЕГО	22621	100	

Клиенты точки продаж			
Клиенты	Среднее количество потребителей		Средний чек
	чел в день	чел в год	
			руб
Жители домов	72,68491939	26529,99558	
ВСЕГО	72,68491939	26529,99558	2590

2. Конкурентная среда			
Конкуренты	Адрес	стояние от потенциального места, ме	Статус конкуренции

Figure 39 EXCEL-Format Detailed Indicative Business Plan

3.5 Viewing Thematic Layers

3.5.1 Viewing Competitors Layer in Location

Viewing of information regarding competing companies is available after selection the location for business start. With that, until price niche is determined, location and other parameters are set, the map displays all companies operating in the selected city in the chosen business field. Competitors are divided into direct/indirect, chain/independent (Figure 40).

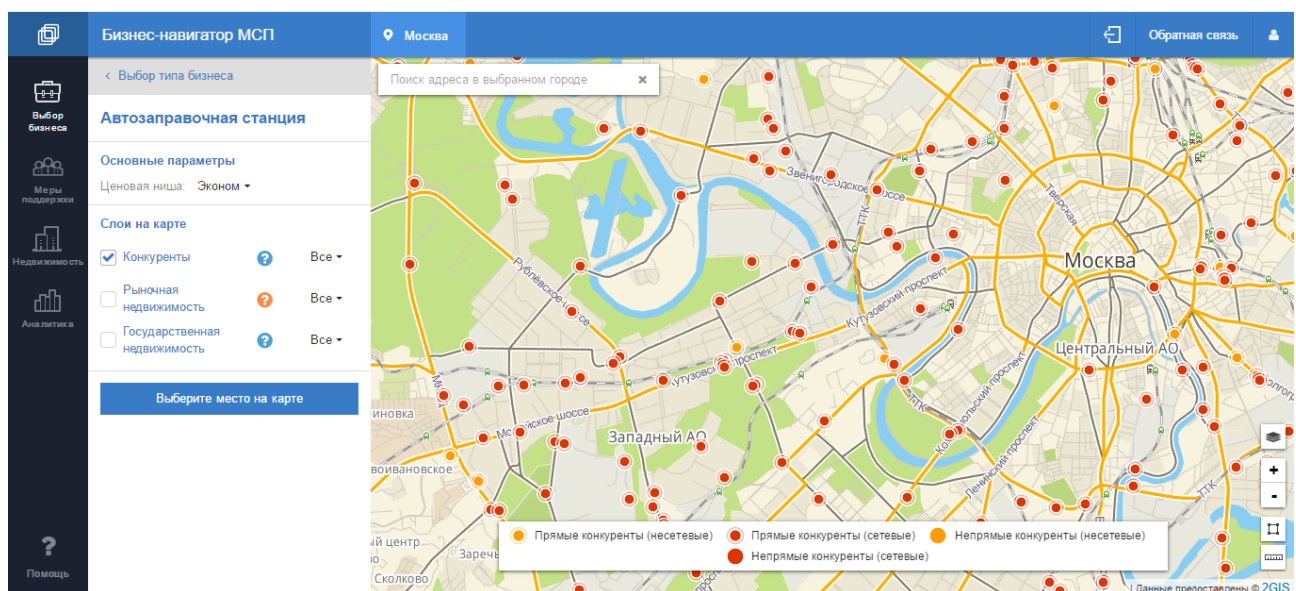


Figure 40 Displaying **Competitors** Layer

After selecting price niche and location for enterprise foundation, service and competition zones are drawn, demand and supply indices are calculated for the location (Figure 25). With that, displaying of competitors changes.

Various ways of displaying of competitors on map are provided:

- Competitors within the business service zone and engaged into calculation of satisfied demand;
- Competitors beyond the business service zone.

This explanatory information is displayed in the map key (Figure 41).

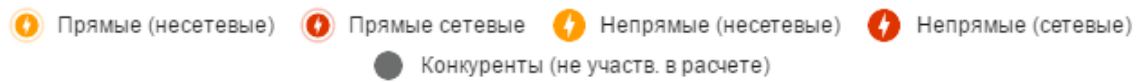


Figure 41 Displaying Competitors in Key

User may disable a layer by unflagging it in **Layers on Map** block in the calculation bar (Figure 42).

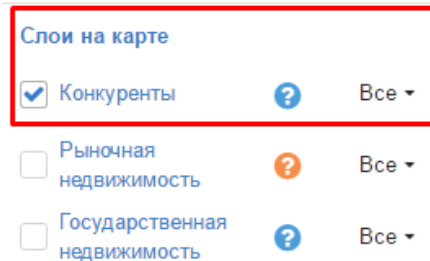


Figure 42 Enabling/Disabling **Competitors** Layer

3.5.2 Viewing Market Property and State Property Layers

Information regarding property offered for purchase or rent are displayed on map as separate layers (Figure 43)

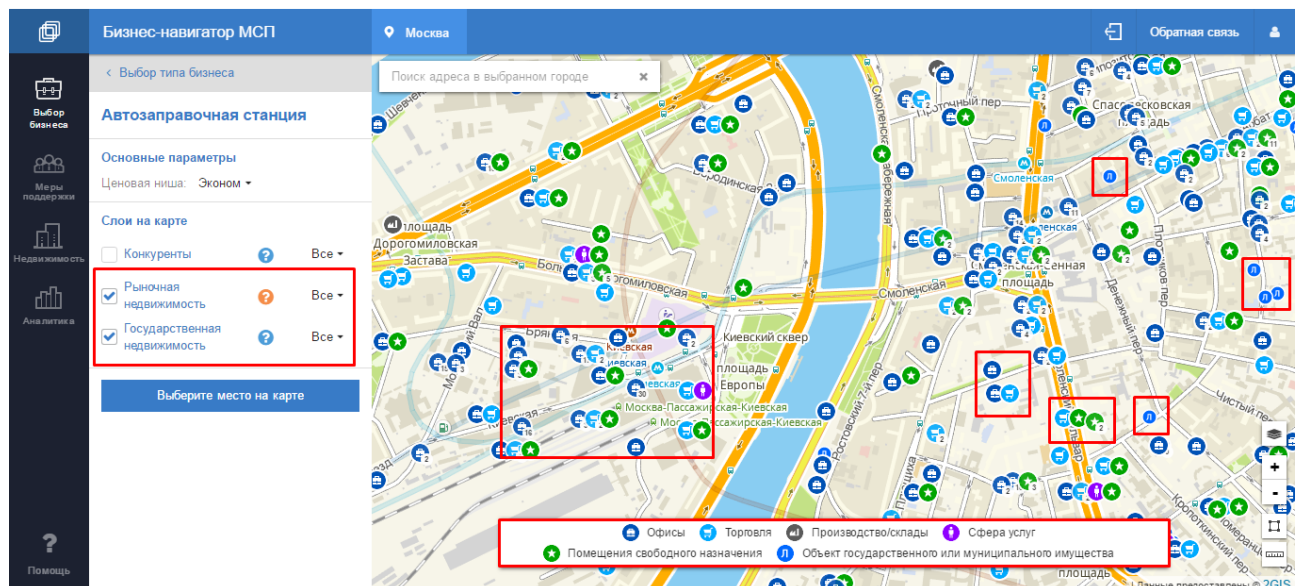


Figure 43 Displaying Property Objects

User may view property objects by their purpose:

- Offices;
- Commercial;
- Industrial/Warehouses;

- Services;
- General purpose premises;
- State or municipal property.

This explanatory information is displayed in the map key (Figure 44)

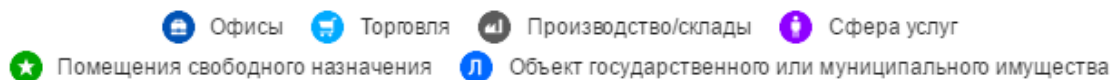


Figure 44 Displaying Property Objects Key

User may disable a layer by unflagging it in **Layers on Map** block in the calculation bar (Figure 45).

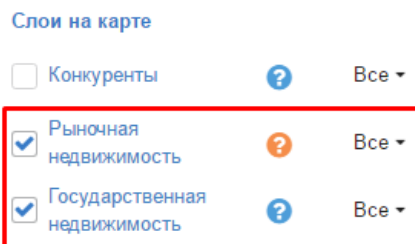



Figure 45 Enabling/Disabling **Market Property** and **State Property** Layers

3.6 Working with Basic Map Functions

3.6.1 Distance and Area Measurement

User may measure distances and areas on the map – for instance, distance to the nearest competitor, buffer zone radius, zone area.

To start measuring distance, user has to select **Ruler**  in map controls, and clicking with LMB, set points for distance calculation. To stop segment drawing, user may double-click with LMB (Figure 46).

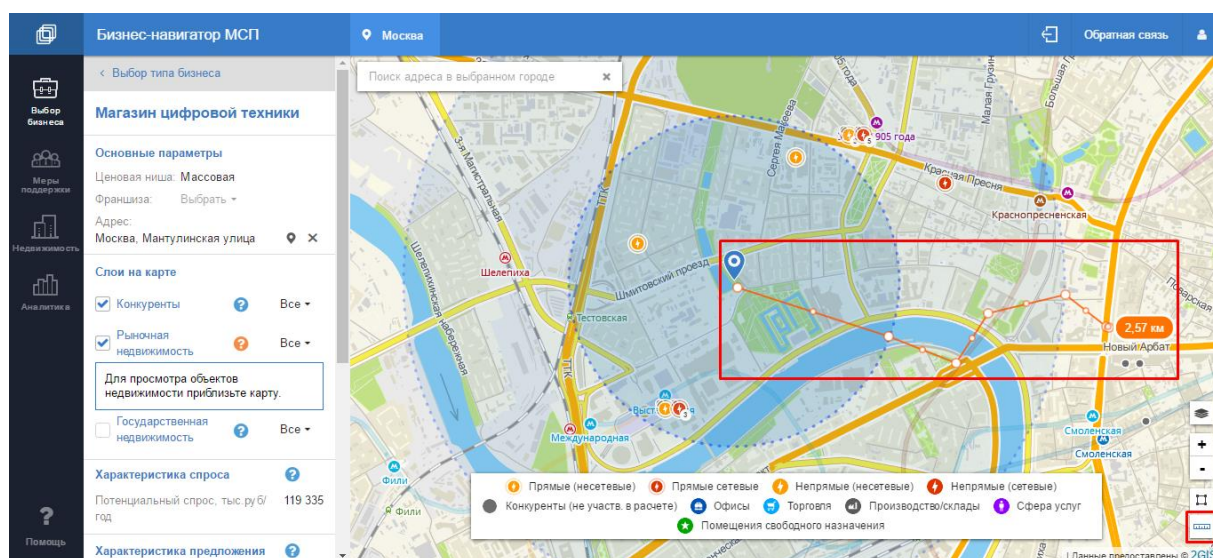



Figure 46 Distance measurement

To start measuring area, user has to select **Polygon**  in map controls, and clicking with LMB, set points for distance calculation (Figure 47).

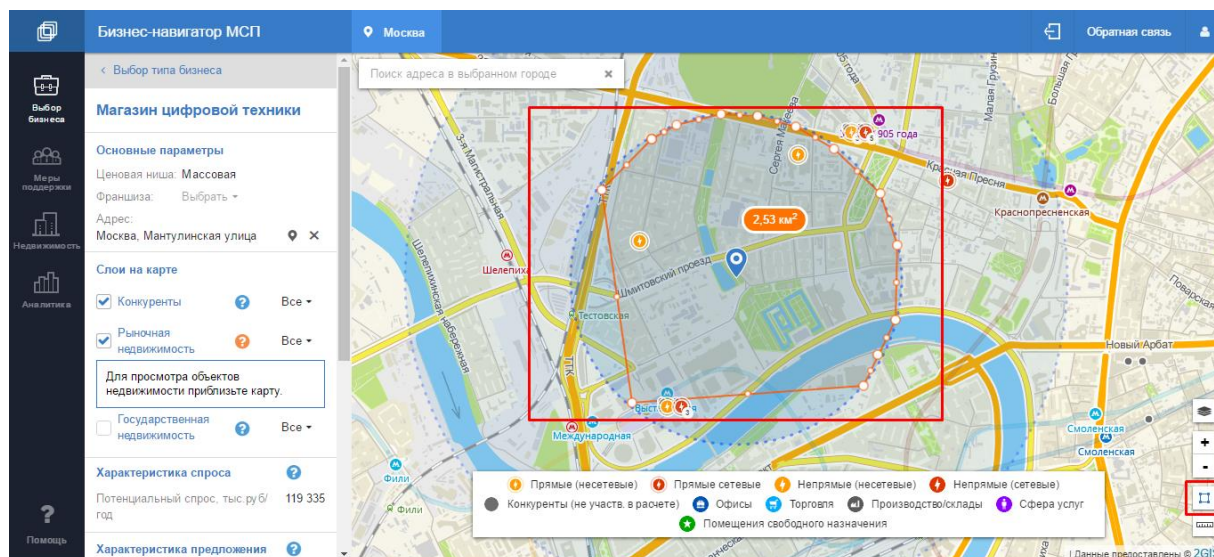



Figure 47 Measuring Area

3.6.2 Changing Basic Map Layer

SMBN provides changing basic map layer.

For that, user has to select Layers button  in map controllers – the list of available base layers will open:

- 2GIS Maps (Figure 48);
- Sputnik.ru Maps (Rostelecom) (Figure 49);
- Yandex.Maps (Map) (Figure 50);
- Yandex.Maps (Hybrid) (Figure 51);
- Map of Russia (Rosreestr) (Figure 52).

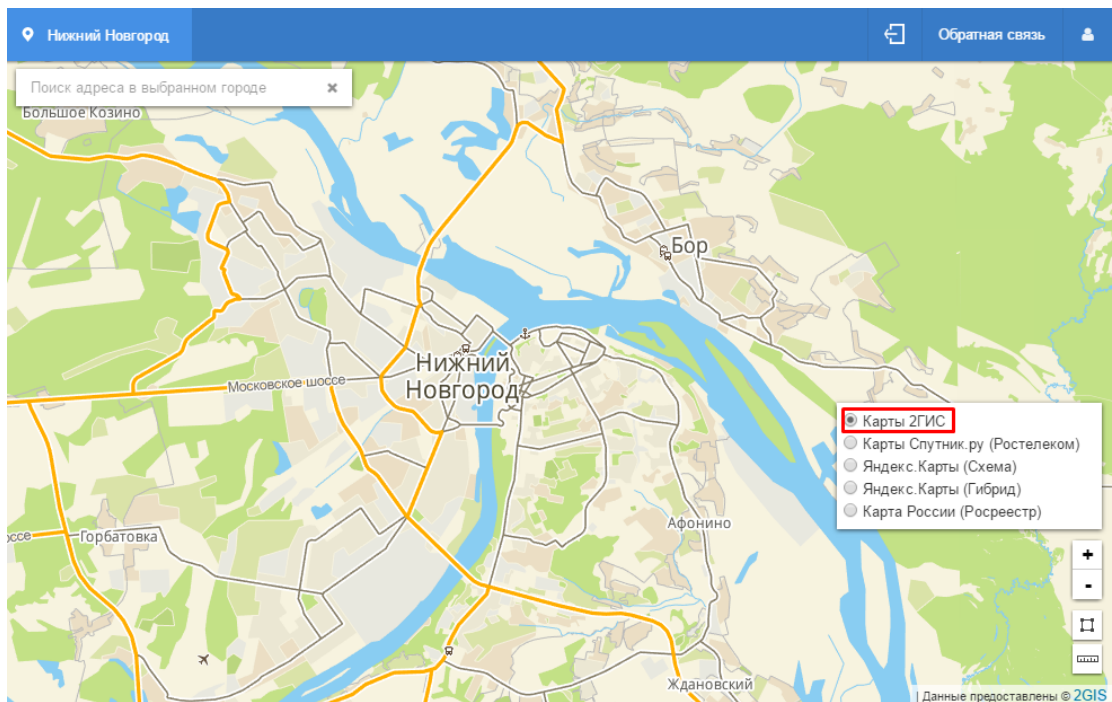


Figure 48 **2GIS Maps** Base Layer

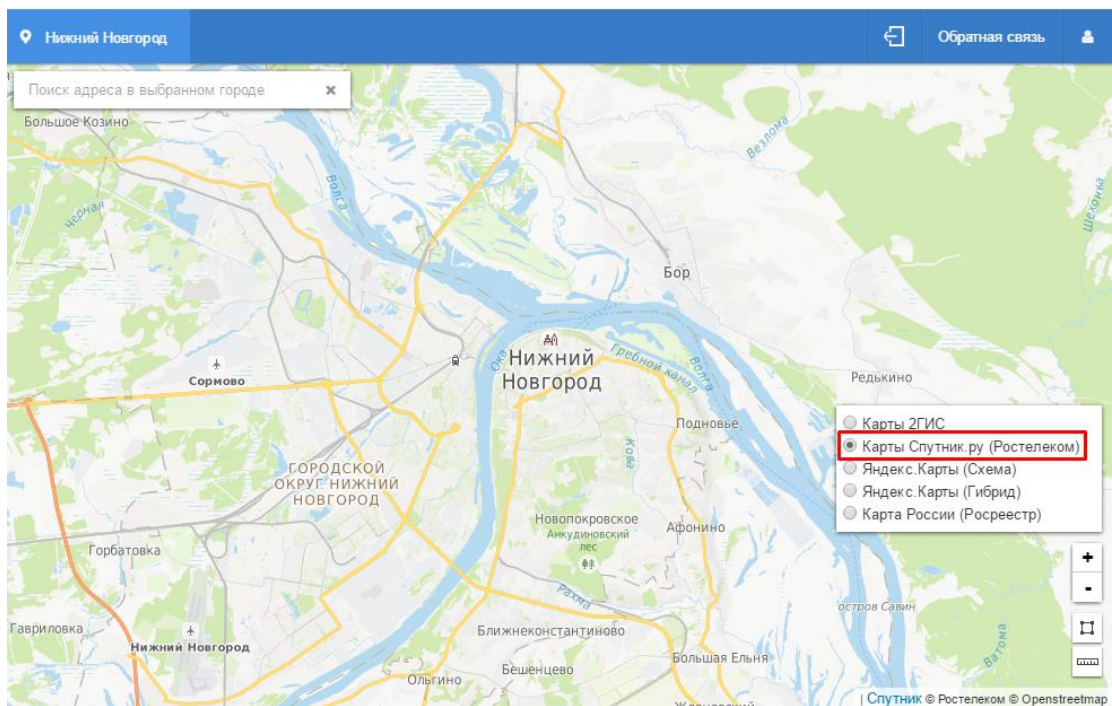


Figure 49 **Sputnik.ru Maps** Base Layer

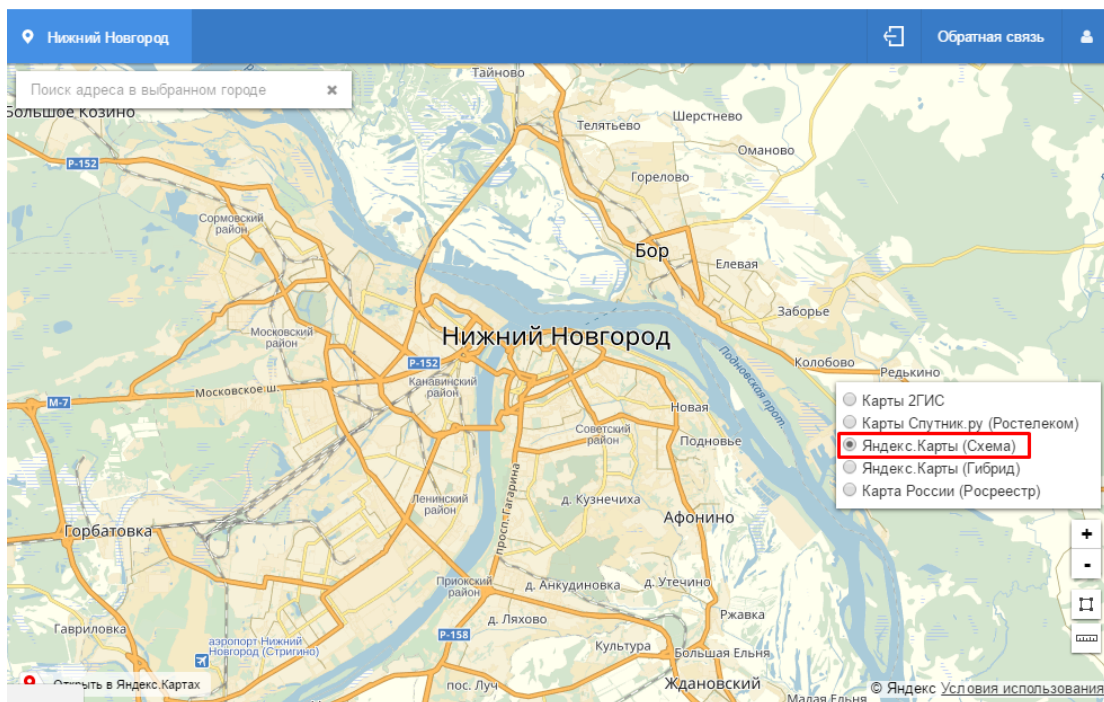


Figure 50 **Yandex.Maps (Map)** Base Layer

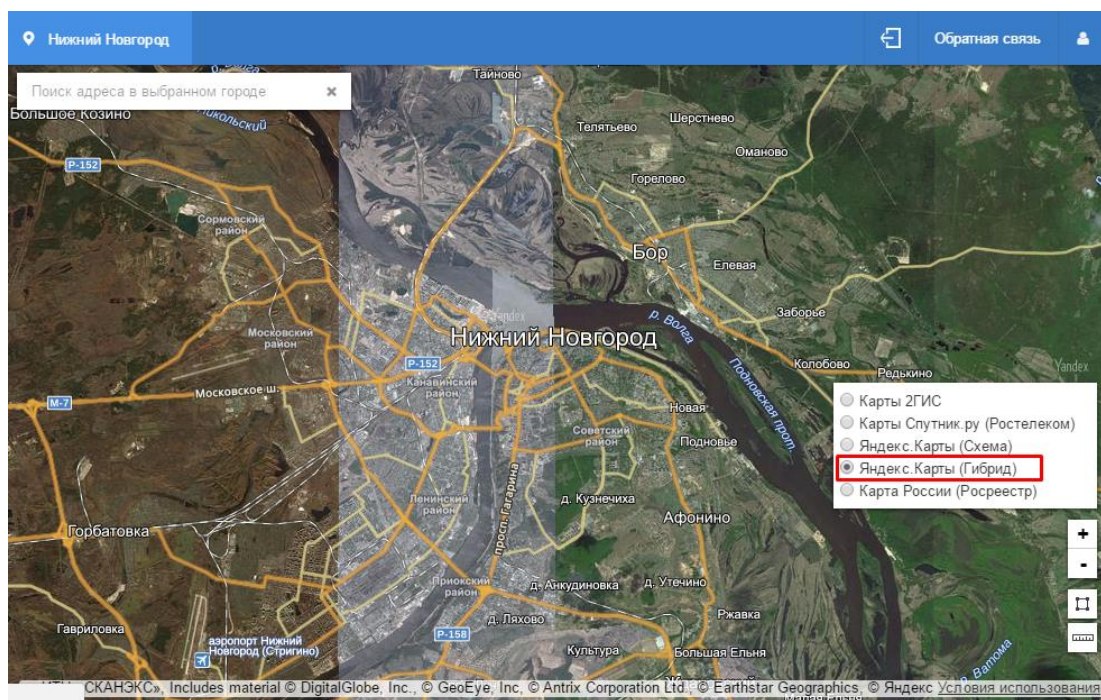


Figure 51 **Yandex.Maps (Hybrid)** Base Layer

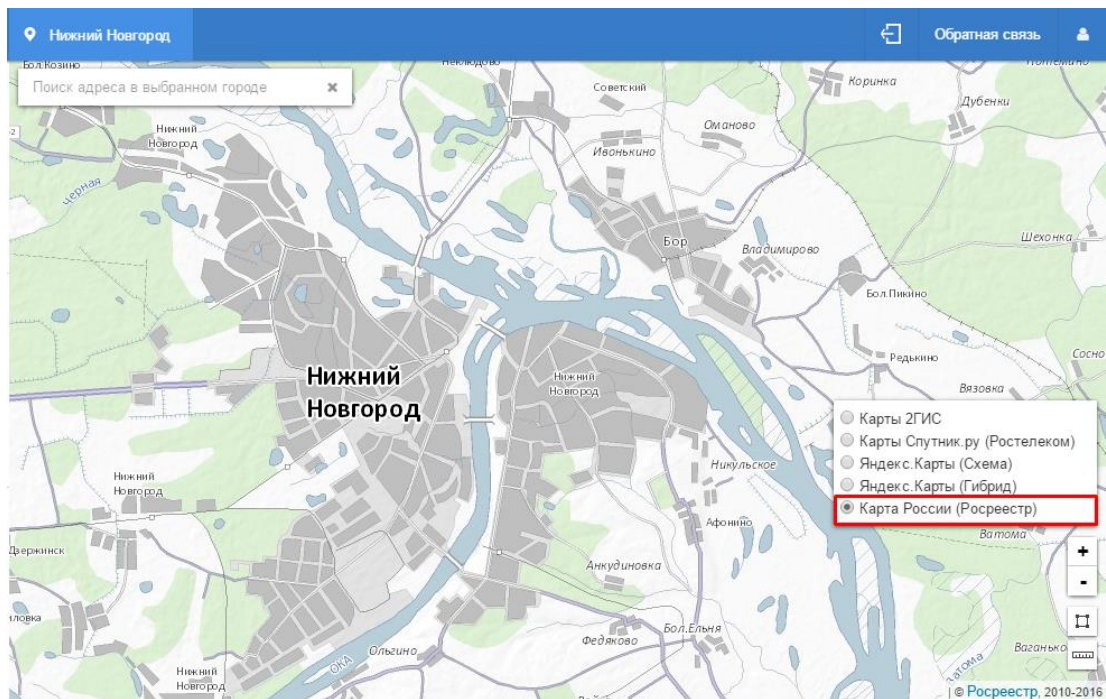


Figure 52 **Map of Russia (Rosreestr)** Base Layer

4 Support Means Section

Information regarding financial support is located in the main information bar in **Support Means** tab.

The section contains information regarding available measures to support small and medium enterprises:

- Financial Support;
- Access to Procurement Plans of Major Buyers;
- Information and Marketing Support;
- Property Support (Figure 53).

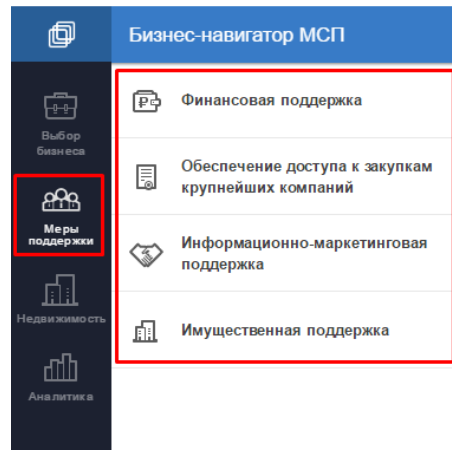


Figure 53 Support Means

4.1 Viewing Information about Financial Support Means

4.1.1 Searching for Loan Programs by Parameters

In **Financial Support** section, user shall choose **Loan Programs** (Figure 54).

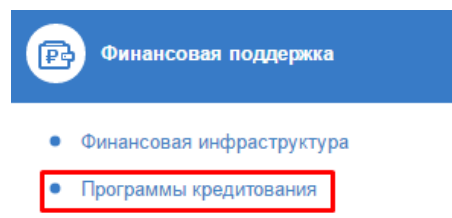


Figure 54 Selecting **Loan Programs** Section (Layer)

The map will display offices of banks providing loans for small and medium enterprises on preferential terms; the calculation bar will display the list of loan programs with filtering function and specification of loan amount (Figure 55).

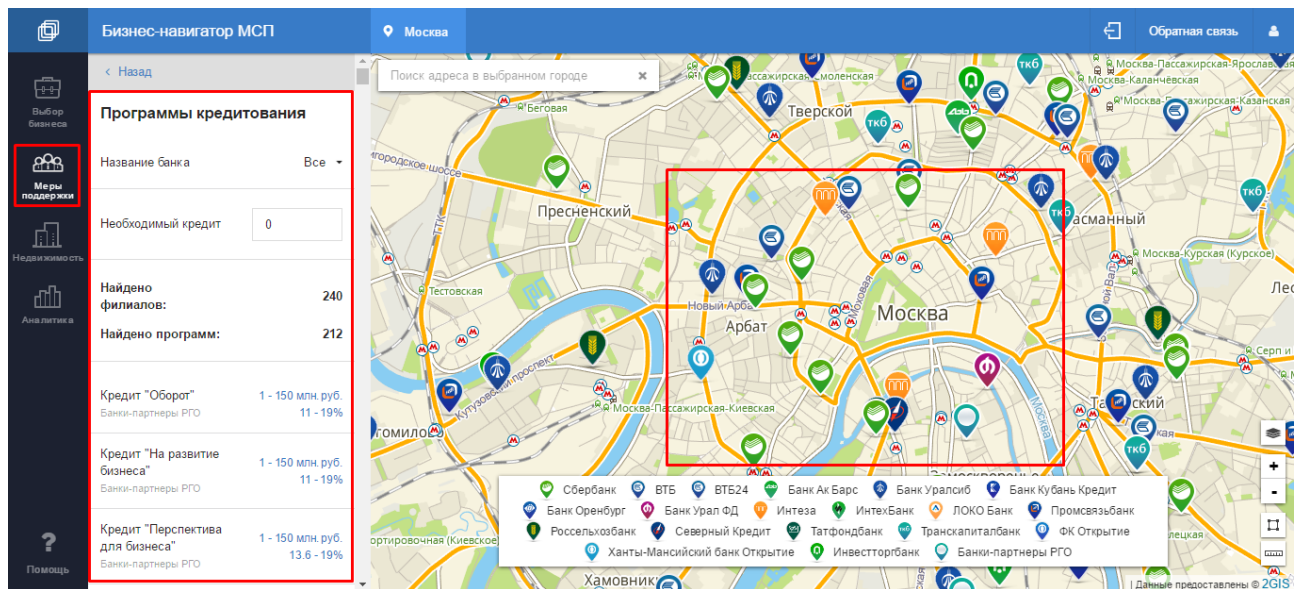


Figure 55 Viewing Loan Programs and Bank Offices

Filters by bank and loan amount exclude from the list programs which are not suitable for you (Figure 56).

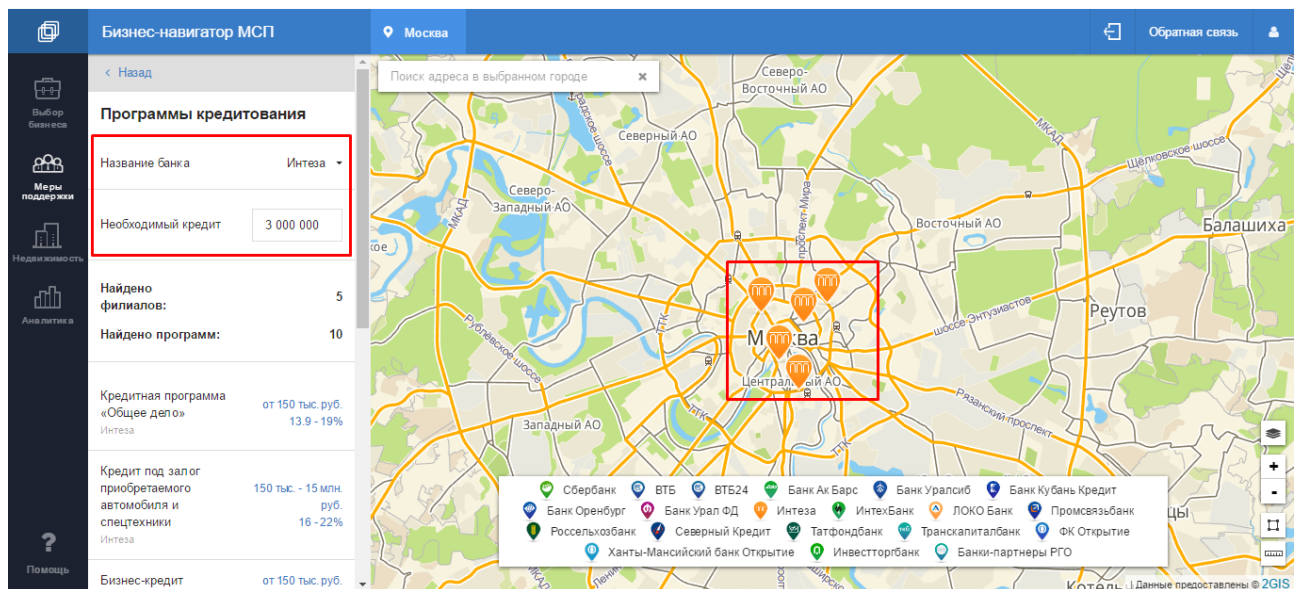


Figure 56 Loan Programs Filtered by Bank and Loan Amount

In order to learn information about a bank branch and its available loan programs, user shall click on bank's marker on map. Near it, a bank card (pop-up window) will appear, containing office name, address, and loan programs.

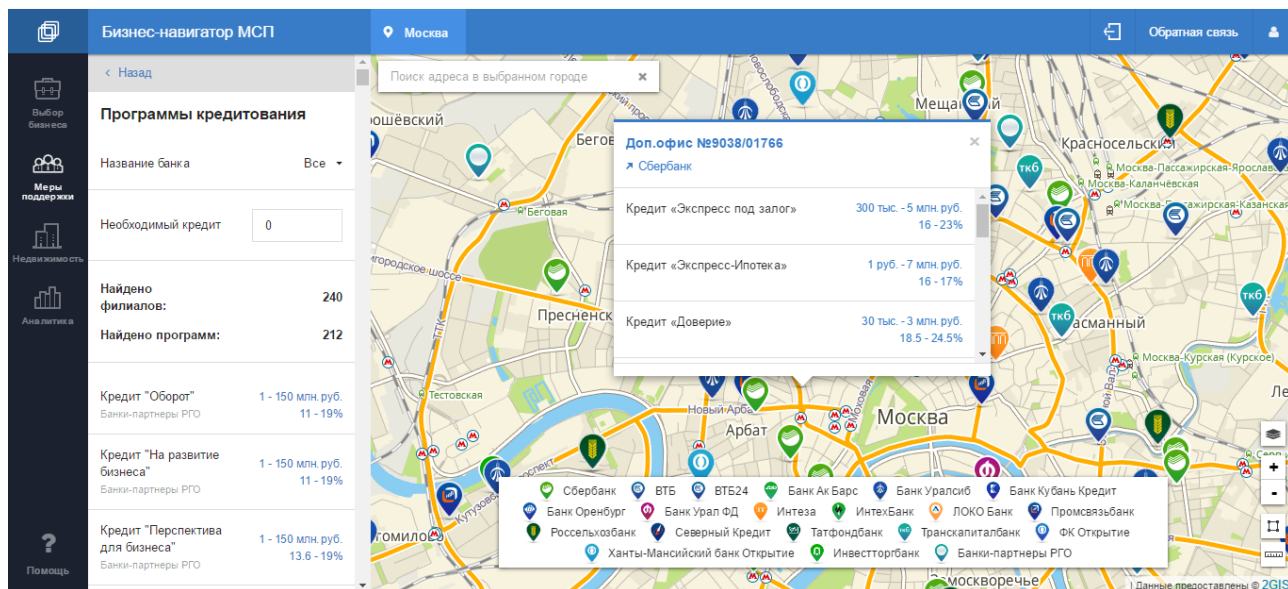


Figure 57 Viewing Bank Office Card

SMBN provides links to official websites of banks for viewing detailed information regarding loan programs. There are two methods for selecting a preferred program:

- In the list of the bank office card;
- In the list of loan programs in the calculation bar.

After selecting a program, the program page located on the official website of the bank will be opened in the new browser window.

4.1.2 Viewing Financial Infrastructure on Map

In **Financial Support** section, select **Financial Infrastructure** section (layer) (Figure 58).

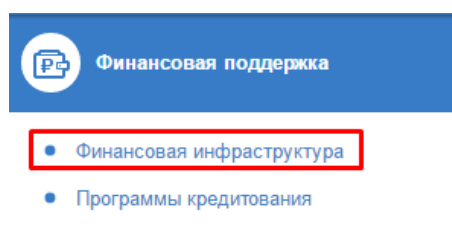


Figure 58 Selection of a **Financial Infrastructure** section (layer)

The map will display markers of companies specified in the filter in the main information bar (Figure 59).

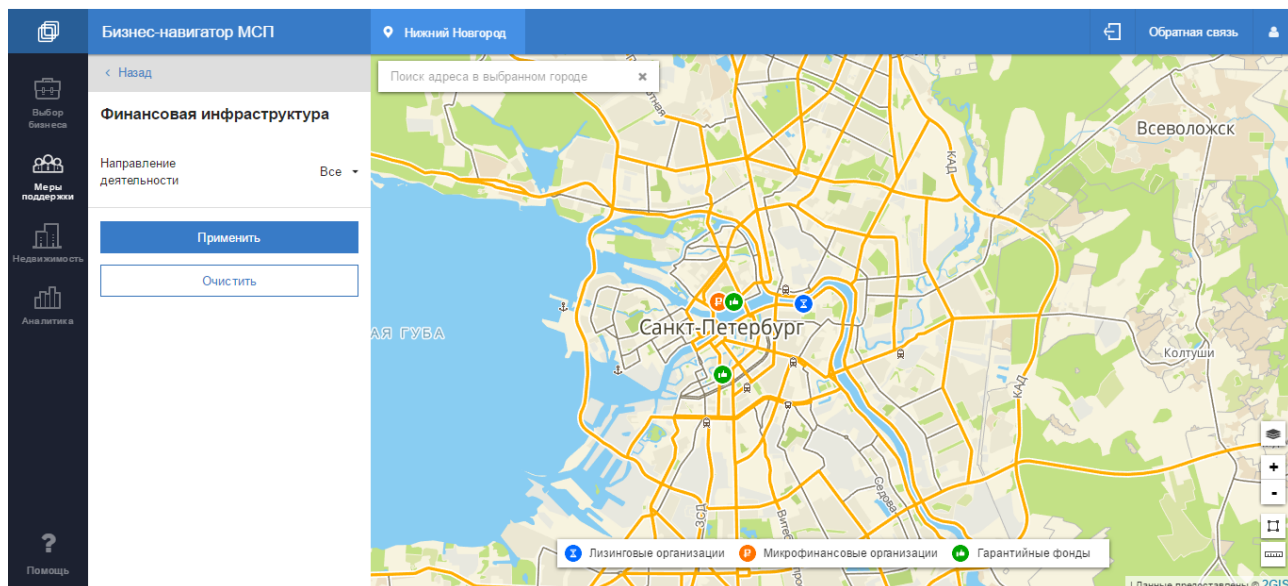
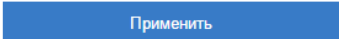



Figure 59 Financial Infrastructure

Filtering by activity field of financial infrastructure companies is provided (Figure 60). In order to use the filter, select a preferred organization type, or **All**, and click on  with LMB; to reset displaying of companies to default, click on  with LMB.

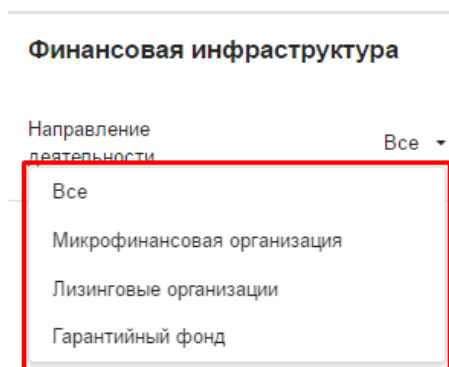


Figure 60 Financial Infrastructure Companies Filtering

In order to learn information about a company, click on the marker. Information will appear in the pop-up window (Figure 61).

The company card contains the following information about the company:

- Name;
- Address;
- Activity Field;
- Contact Info;
- Director's Full Name;
- Website (with active link).

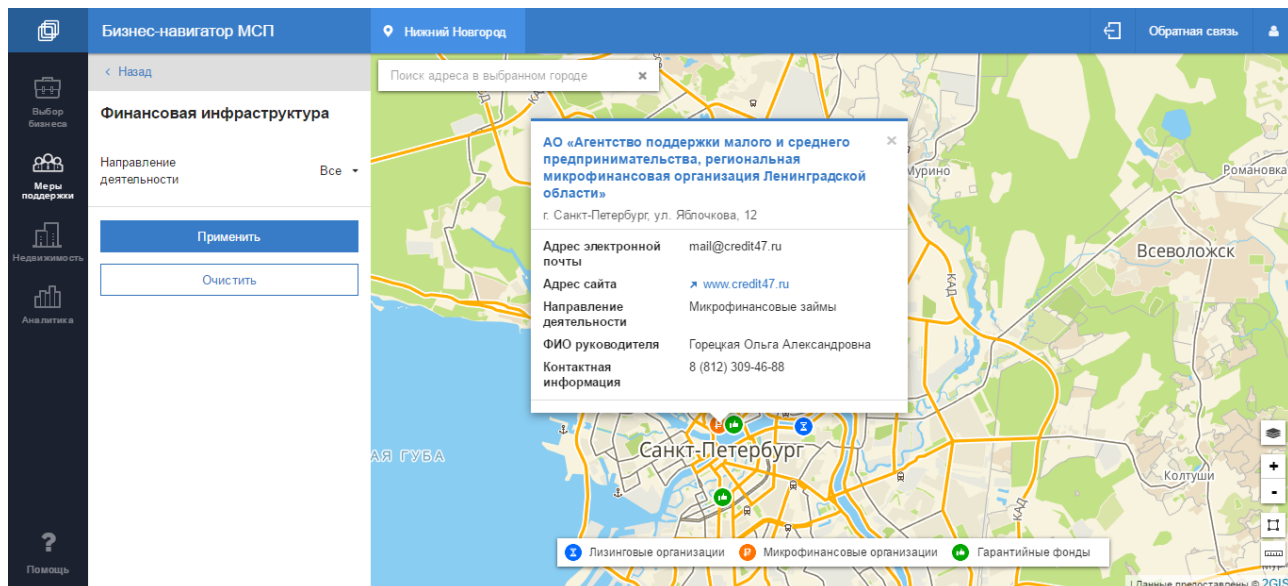


Figure 61 Viewing Company Card

4.2 Viewing Information about Procurement Plans of Major Buyers

In **Access to Procurement Plans of Major Buyers** section, select **Search Procurements** (Figure 62).

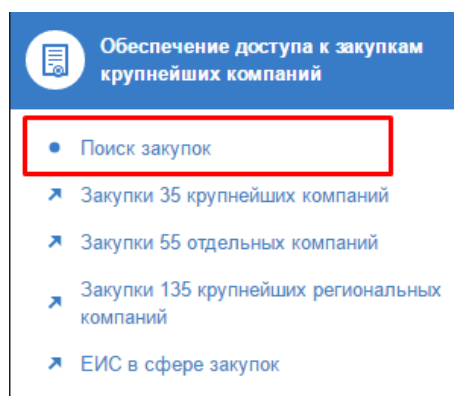


Figure 62 **Search Procurements**

Calculation bar will be replaced by the filter bar for specification of information about planned procurements of major buyers (Figure 63).

For navigation through the list, use the vertical scroll and page navigation at

the bottom of the page .

Access to Procurement Plans of Major Buyers section also provides links to external sources publishing information about conducted procurements that may be considered useful by small and medium enterprises (Figure 65).

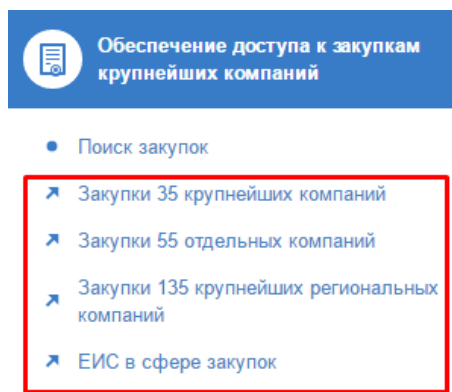


Figure 65 Links to External Procurement-Related Sources

4.3 Viewing Information Regarding Information and Marketing Support

Information and Marketing Support section provides the following sets (layers) of objects for viewing (Figure 66):

- Consulting Infrastructure (Figure 68),
- Property Infrastructure (Figure 70),
- Innovative and Industrial Infrastructure (Figure 71),
- Multifunctional Centers (Figure 72),
- Export Centers (Figure 73);
- Organizations Implementing Corporation Training Programs (Figure 74).

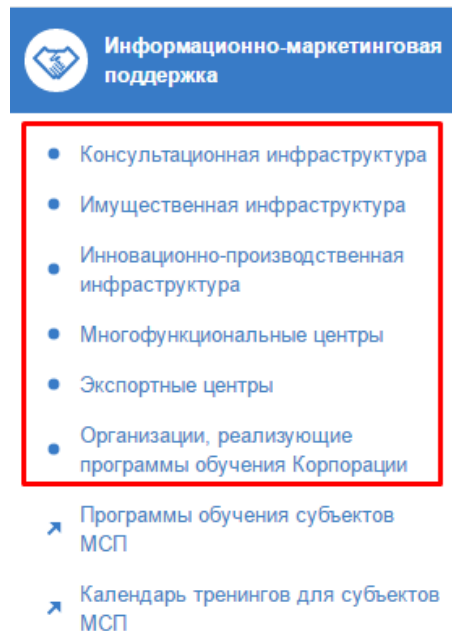


Figure 66 **Information and Marketing Support** Section Layers

Also, the section provides links to external sources containing information about programs and schedule of training of small and medium enterprises (Figure 67).

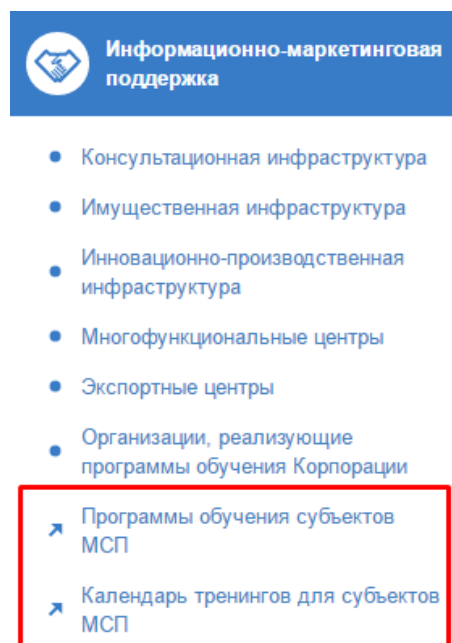


Figure 67 Links to External SME Training Sources

4.3.1 Viewing Counselling Infrastructure Section

In order to view **Counselling Infrastructure** layer, user has to select the corresponding subsection in **Information and Marketing Support** section.

When clicking on this subsection title, the map will display all **Consulting Infrastructure** layer objects located in the chosen city, of the following types:

- Agricultural Consulting Center;
- Regional Integrated Center;
- Social Innovations Center;
- National Arts and Crafts Center;
- Export-Oriented Small and Medium Enterprises Support Coordination Center;
- Entrepreneurship Support Center;
- Consulting Center (Figure 68).

Additionally, the calculation bar provides filtering of objects by activity fields:

- Agriculture;
- Business Operation, Legal Aspects;
- Social Entrepreneurship;
- General Issues Including Export;
- Youth Entrepreneurship;
- Marketing Services;
- Craftsmanship (Figure 68).

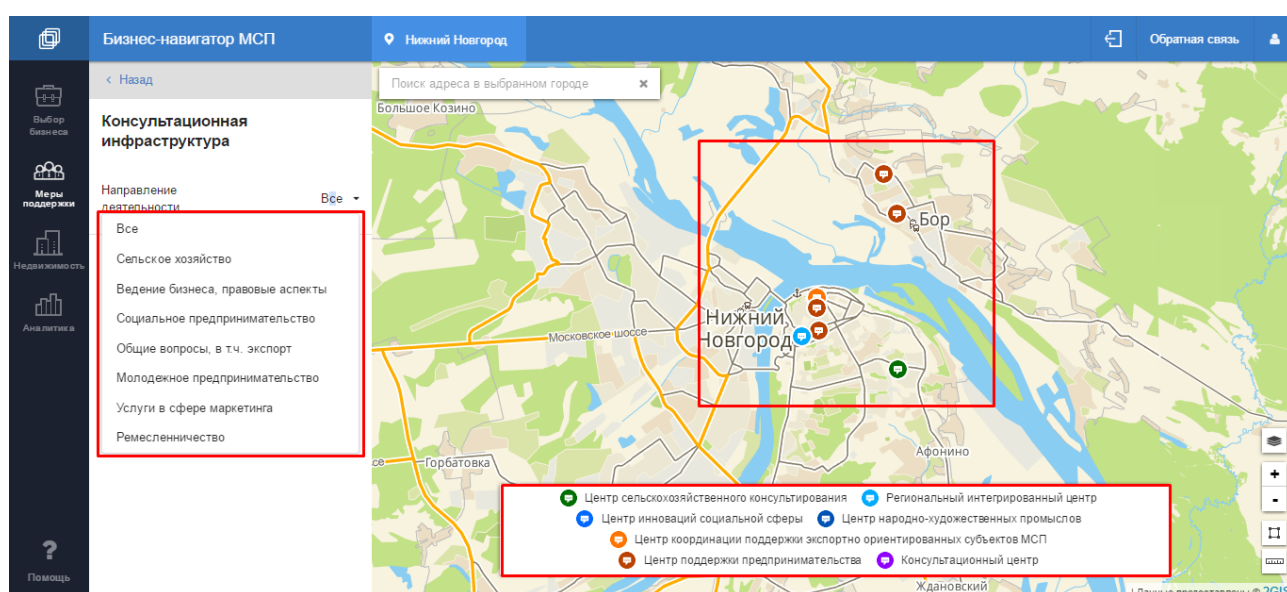


Figure 68 Viewing Consulting Infrastructure Organizations

After specifying filtering parameters, click on Применить. Objects displayed on the map will change according to specified parameters. In order to reset object displaying to default, click on Очистить with LMB (Figure 69).

To view information about the object, click on the object marker on the map – this will open the object card containing the following information:

Для просмотра информации об объекте нажмите на маркер объекта на карте, откроется карточка объекта, содержащая следующую информацию:

- Name;
- Address;
- Object Type;
- Activity Field;
- Contact Info;
- Director's Full Name;
- Website (with active link) (Figure 69).

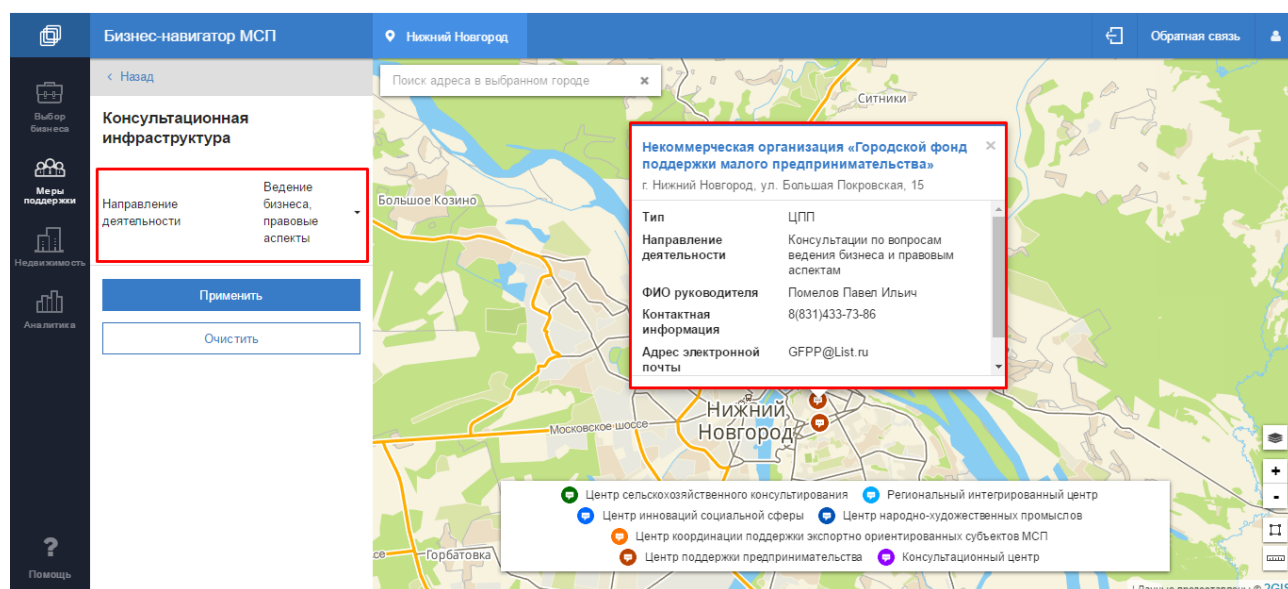


Figure 69 Filtering and Viewing Object Card

4.3.2 Viewing Other Layers of Information and Marketing Support Section

Neither of other **Information and Marketing Support** sections provides filtering of object displaying like **Counselling Infrastructure** layer. Going to layers is done from the menu by clicking on the name of a corresponding subsection with LMB.

The map will display markers of selected-type companies (Figure 70 - Figure 74).

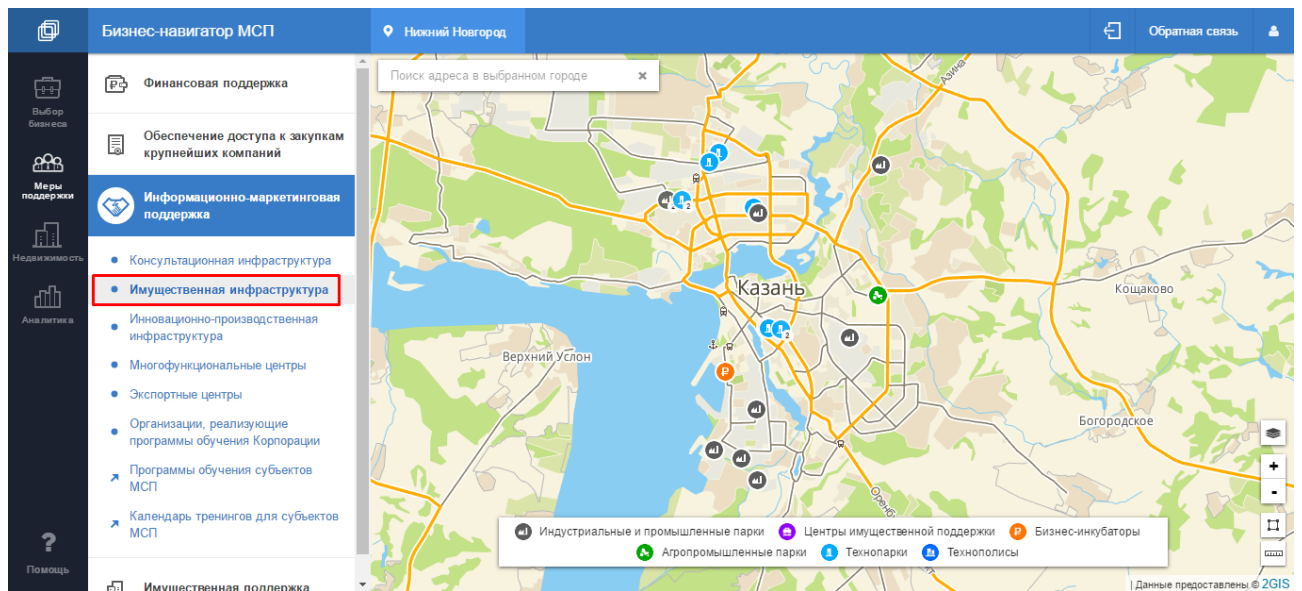


Figure 70 Viewing Property Infrastructure Organizations

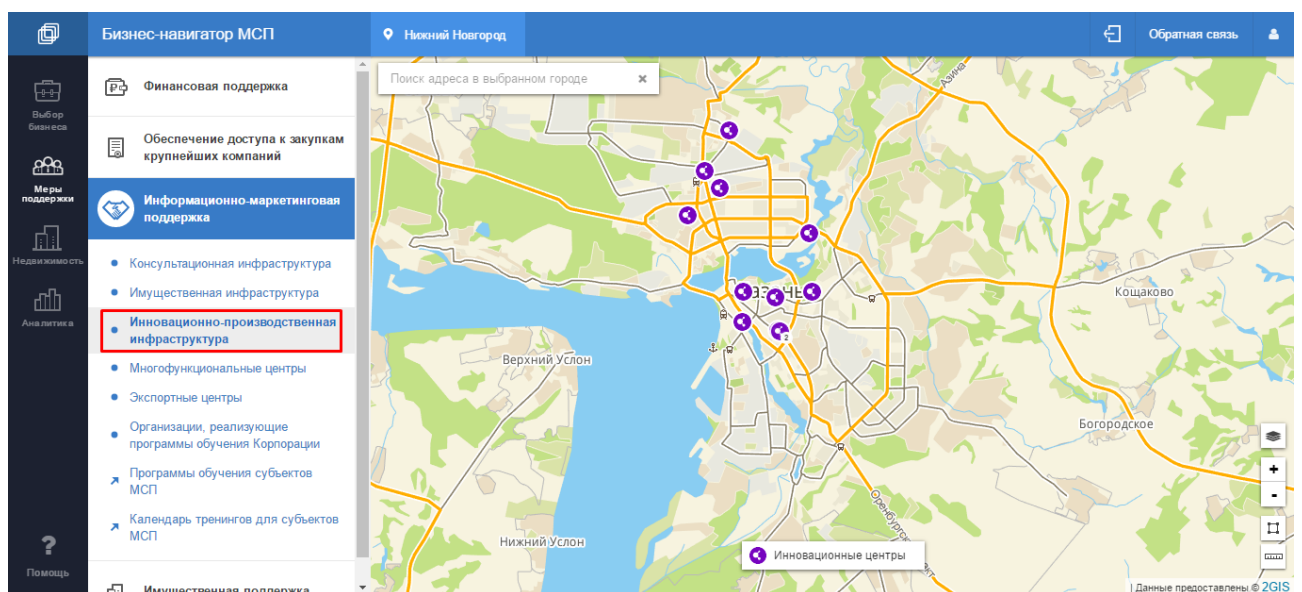


Figure 71 Viewing Innovative and Industrial Infrastructure Companies

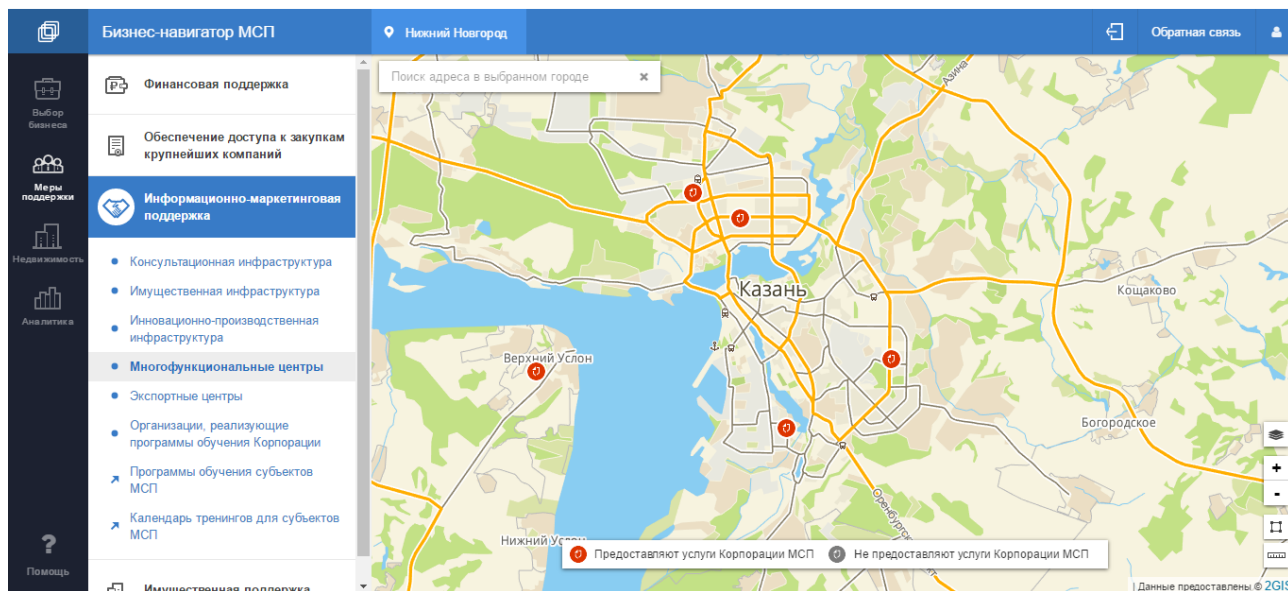


Figure 72 Viewing Multifunctional Centers

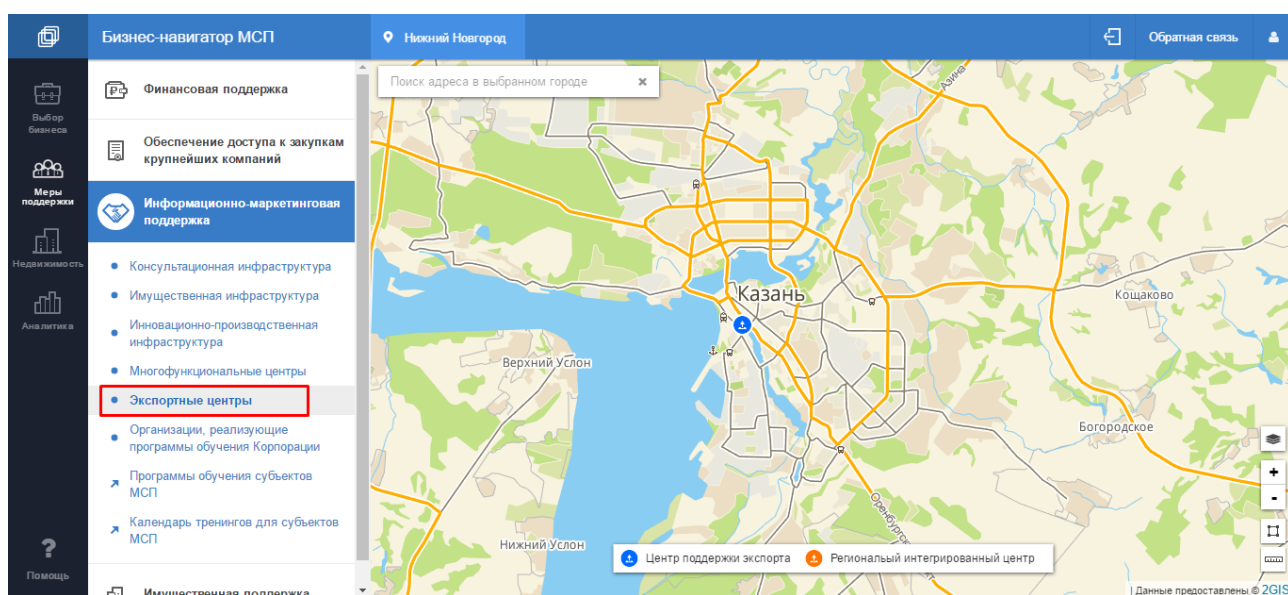


Figure 73 Viewing Export Centers

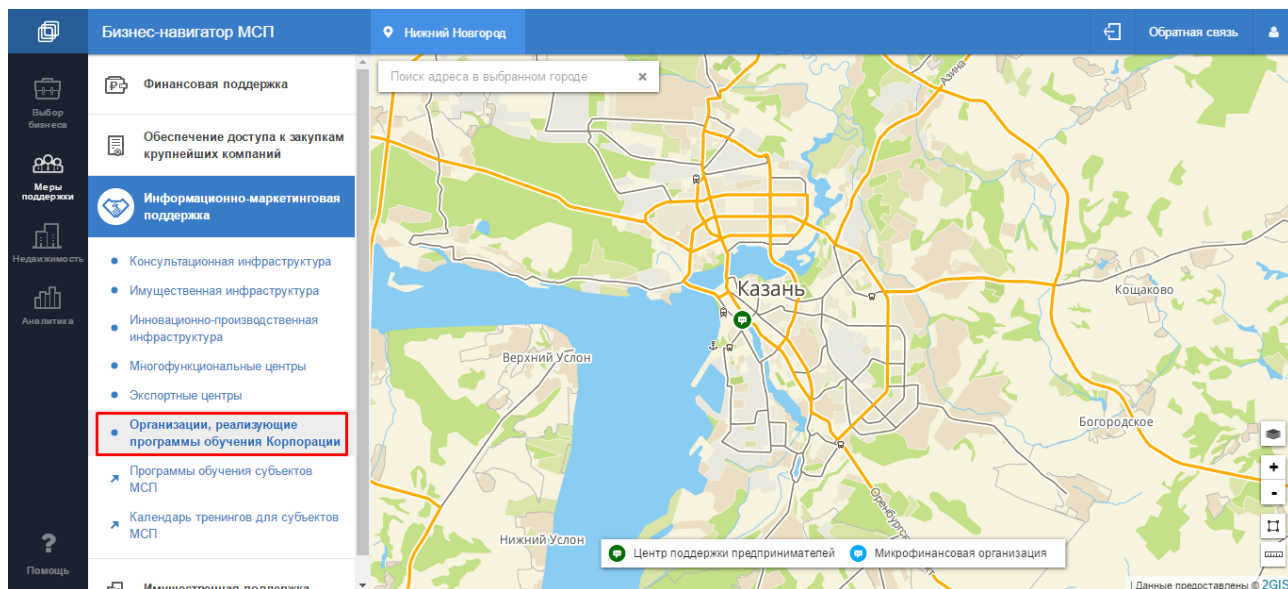


Figure 74 Viewing Organizations Implementing RSMB Corporation Training Programs

Viewing of organization information is done in a same way as described in Paragraph 4.3.1 regarding consulting infrastructure. To view information click on the object on the map with LMB. The opened window will display main organization information (Figure 75).

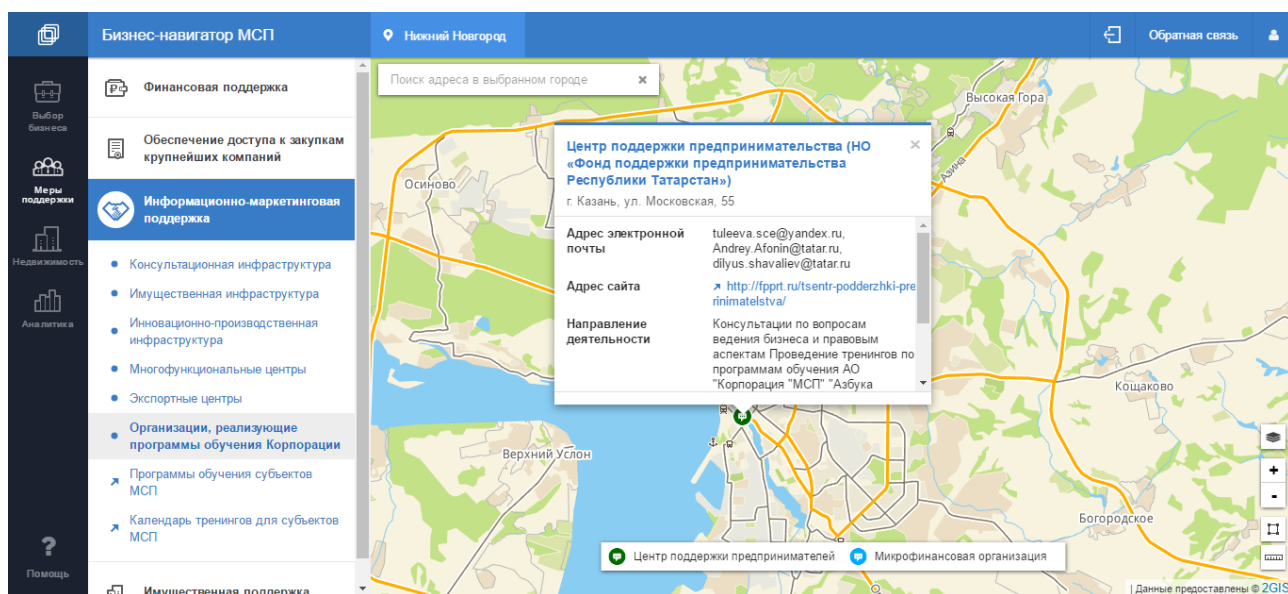


Figure 75 Displaying Organization Information

4.4 Viewing Information Regarding State and Municipal Property for SME

In **Property Support** section, select **State and Municipal Property for SME** (Figure 76).

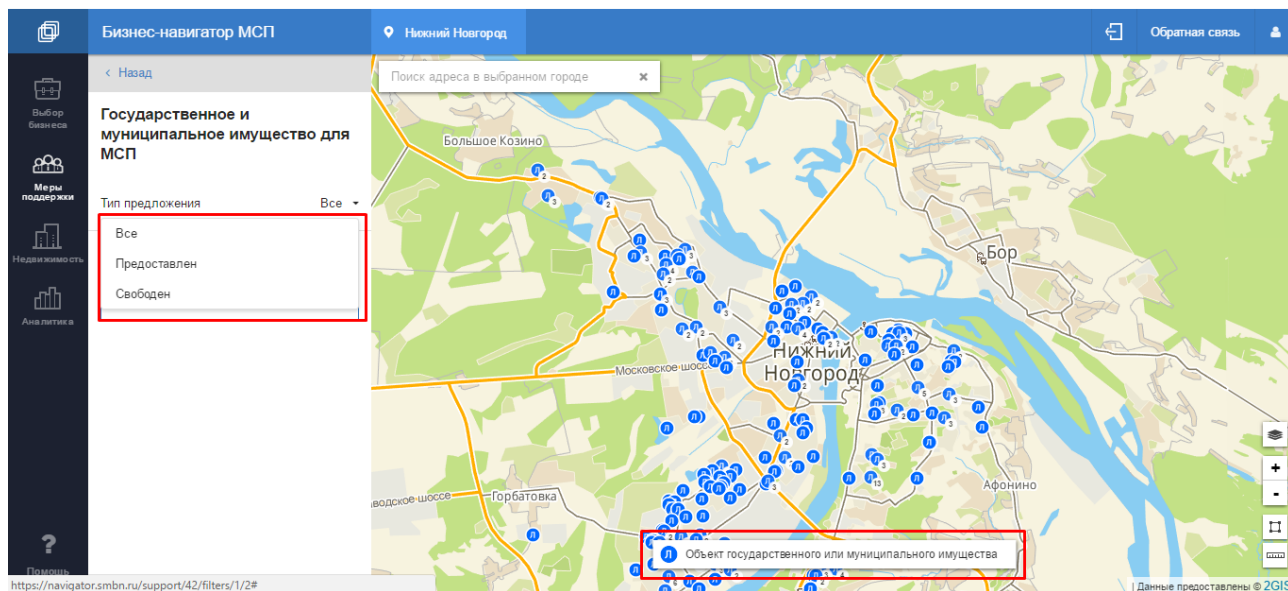


Figure 76 State and Municipal Property for SMB

The map will display markers of organizations specified in the filter in the main information bar. To change filtering parameters, select the corresponding filter from the pull-down list (Figure 76), and click on **Применить**. Objects displayed on the map will change according to specified parameters. In order to reset object displaying to default, click on **Очистить** with LMB.

In order to learn information about the object, click on the object marker on the map with LMB (Figure 77).

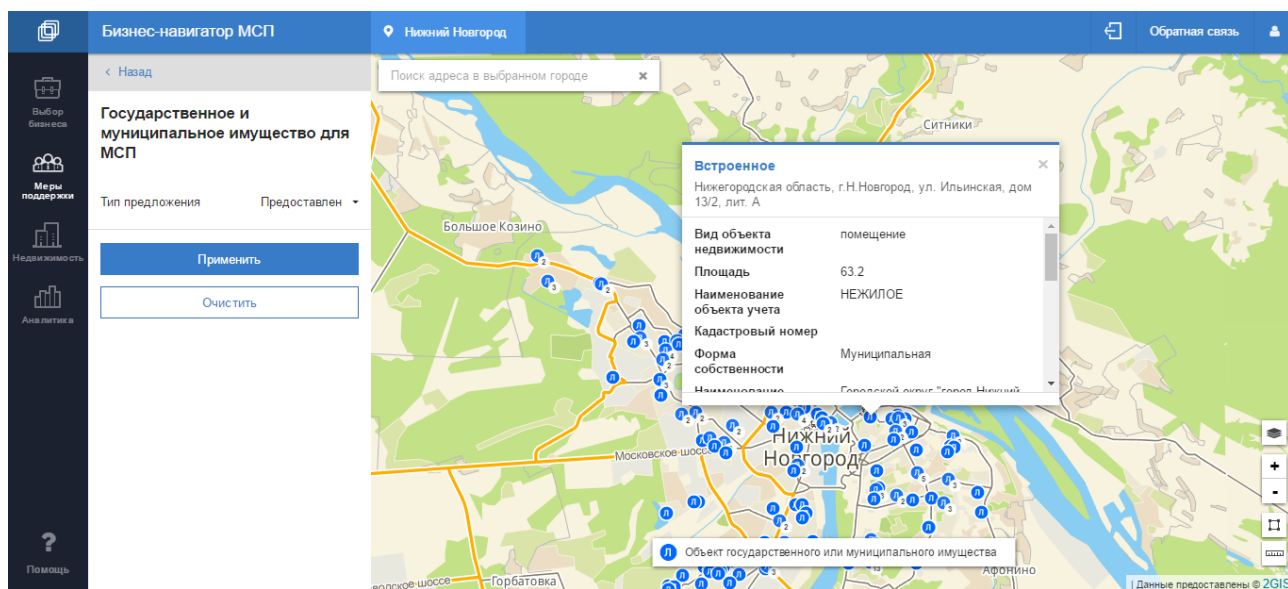


Figure 77 Viewing Object Card

5 Property Section

In the main side menu, select **Property** Section. This section provides viewing of the following layers:

- Commercial Property;
- State and Municipal Property for SMEs;
- Business for sale;
- Land plots (Figure 78).

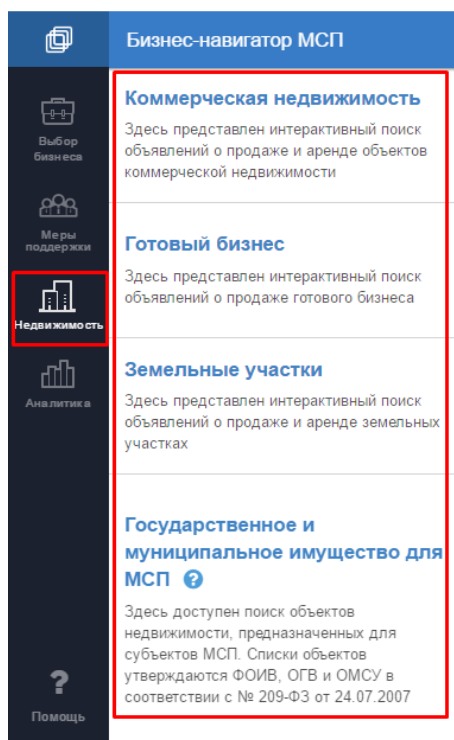


Figure 78 **Property** Section Layers

5.1 Viewing State and Municipal Property for SME Layer

State and Municipal Property for SMB section displays the same information regarding property objects as the previous subsection of **Property Support** section (see Paragraph 4.4).

Analogical filtering and object card viewing is provided (see Paragraph 4.4).

5.2 Viewing Commercial Property Layer

Commercial Property section displays the same information regarding property objects as on the corresponding layer available for viewing when selecting business type (see Paragraph 3.5.2).

This section also provides filtering of objects by the following parameters:

- Premises Status;
- Purpose;
- Area (m²);
- Price per 1 m² (RUB).

The map will display markers of organizations specified in the main information bar (Figure 79). In order to change filtering parameters, choose the corresponding filter from the pull-down list, and click on **Применить**. Objects displayed on the map will change according to specified parameters (Figure 80). In order to reset object displaying to default, click on **Очистить** with LMB.

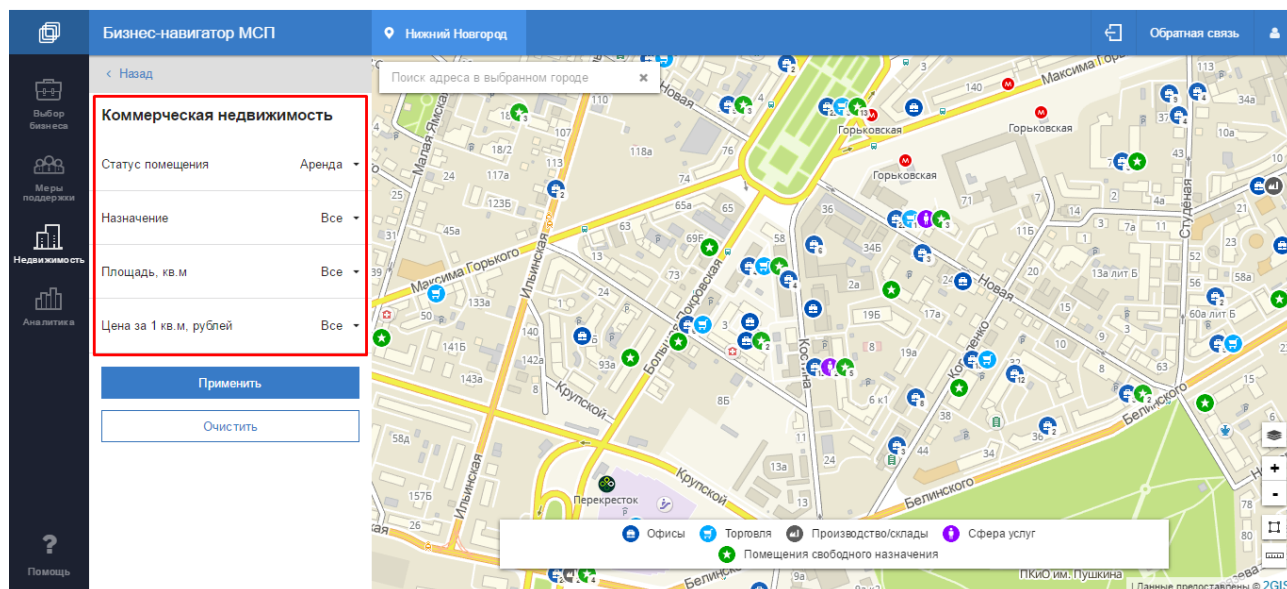


Figure 79 Viewing Commercial Property Information

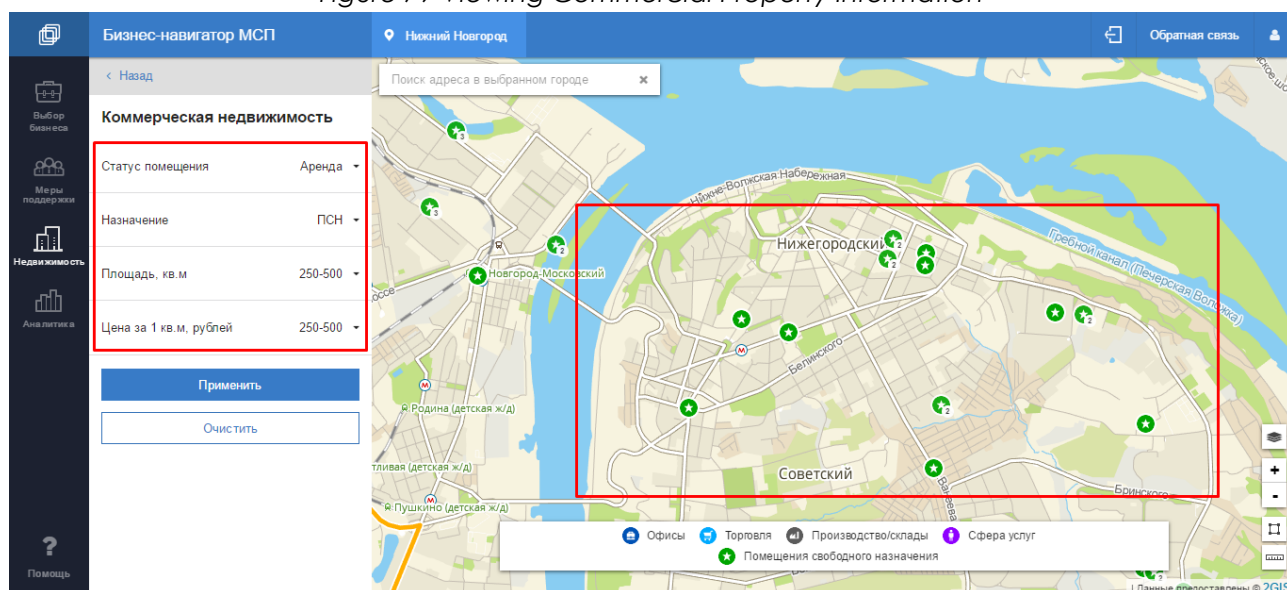


Figure 80 Viewing Commercial Property Information

To view object information click on the object marker on the map with LMB. The object card will be displayed and contain the following information:

- Object Type;
- Date of Last Update;
- Purpose;

- Area (m²);
- Price per 1 m² (RUB).
- Price of the whole object;
- Operation Type;
- Address.

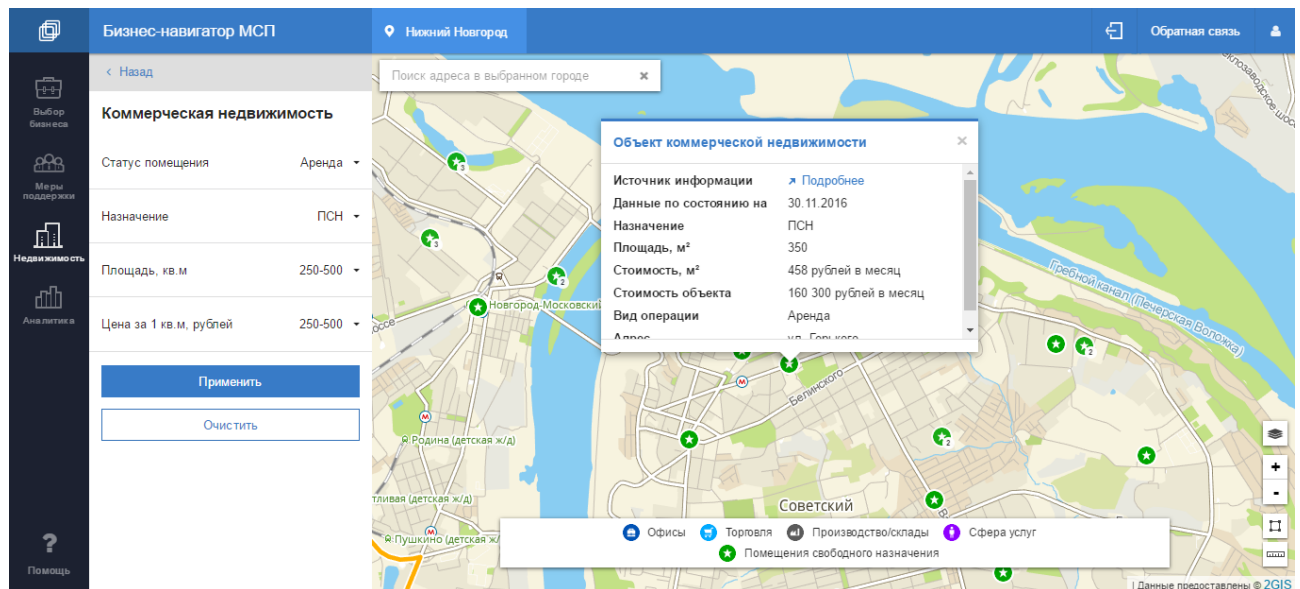


Figure 81 Viewing Commercial Property Object Card

5.3 Viewing Land plots Layer

To view **Land Plots** section, user has to select the name of the corresponding subsection in **Property** section.

The map will display markers of objects specified in the filter in the main information bar (Figure 82). To change filtering parameters, choose the corresponding filters from pull-down lists, and click on **Применить**. Objects displayed on the map will change according to specified parameters (Figure 83).

To reset object displaying to default, click on **Очистить** with LMB.

To view the object card, click on the object marker on the map with LMB. The land lot card will be displayed containing the following attributes:

- Address (Location) of Land Plot;
- Rights to Plot;
- Initial Selling/Rent Right Selling Price;
- Area;
- Land Category;
- Reference to Information Source;
- Date of Information Collection;

— Link to TASS Business Information System.

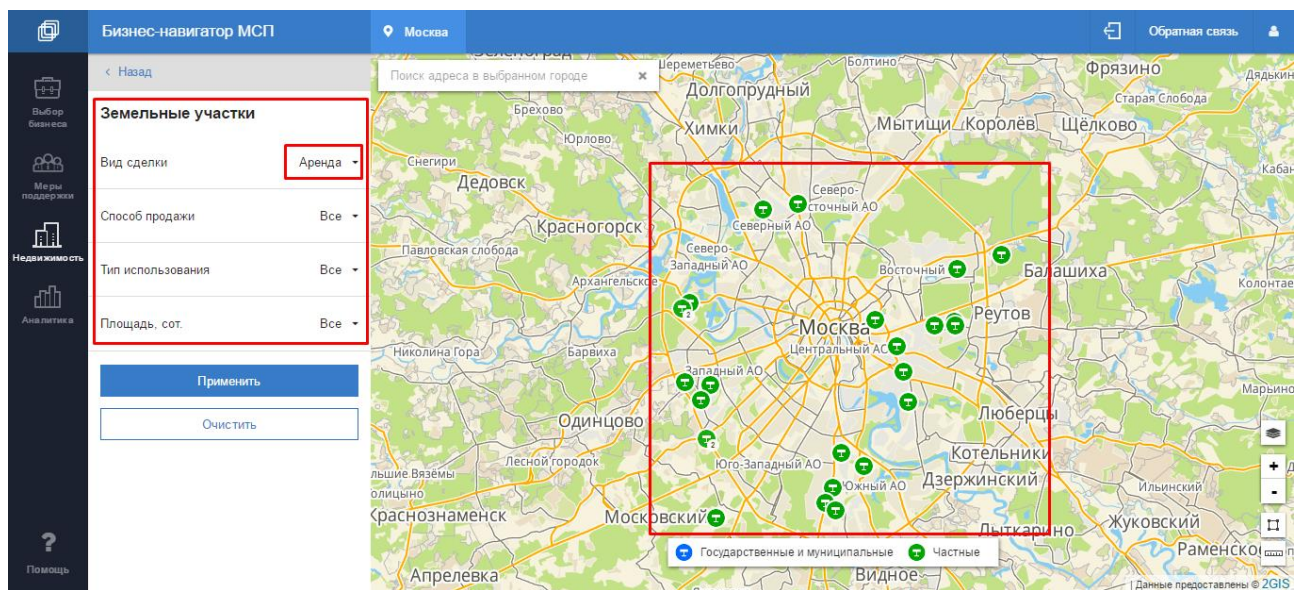


Figure 82 Viewing Offers of Selling or Renting of Land Plots

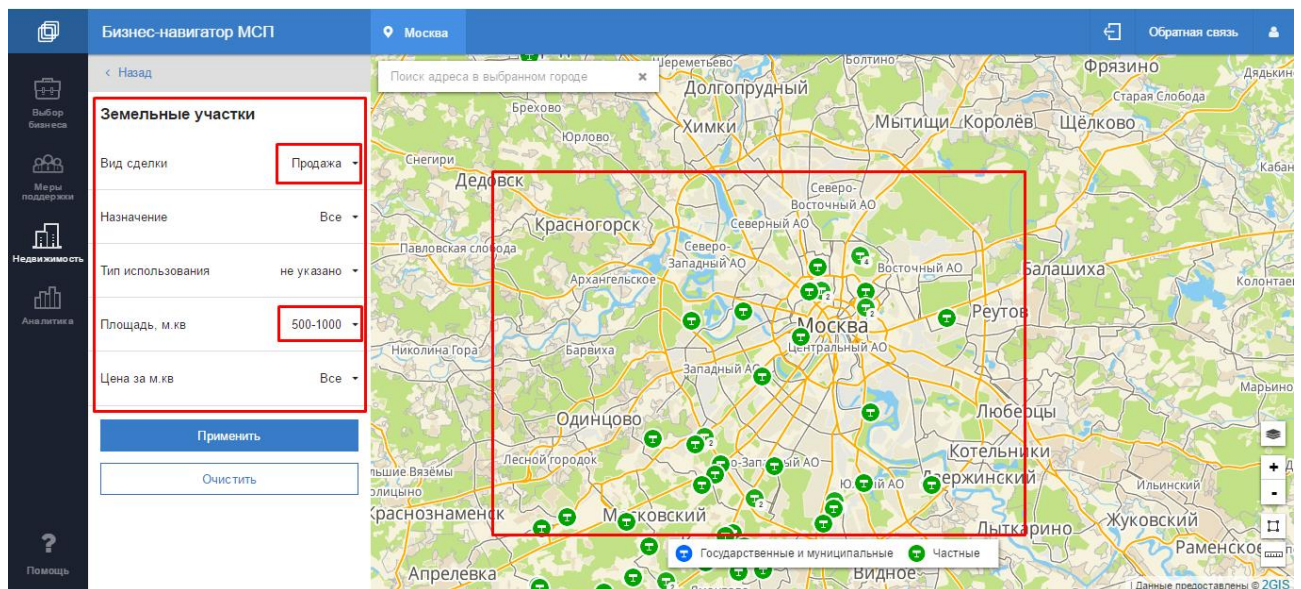


Figure 83 Filtering of Offers of Selling or Renting of Land Plots

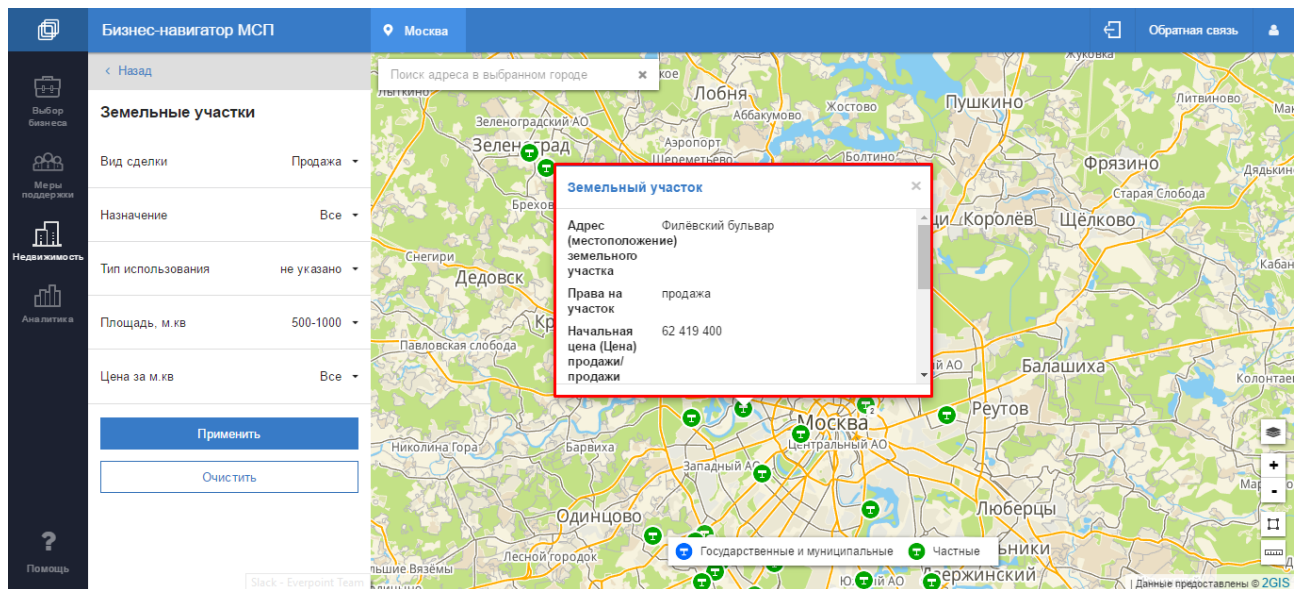


Figure 84 Viewing Card of Selling or Renting of Land Plots

5.4 Viewing Business for Sale Layer

In order to view **Business for sale** layer, user has to choose the name of the corresponding subsection in **Property** section.

Calculation bar will be replaced by filter bar for specification of data regarding offers for ready business (Figure 85).

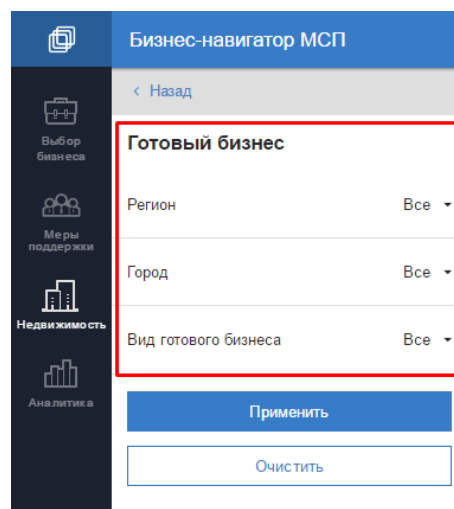
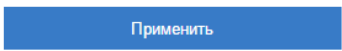



Figure 85 Filters for Offers for Business Selling

After specification of parameters for searching offers for business selling, click on . At the right of the screen, the list of offers corresponding to specified search parameters will be opened. In order to reset displaying of the list of offers for ready business selling to default, click on  with LMB (Figure 86).

#2 Оптовая и розничная торговля, ремонт автотранспортных средств, мотоциклов, бытовых изделий и предметов личного пользования, Розничная торговля автомобильными деталями, узлами и принадлежностями Печать		
Автозапчасти и аксессуары Алтайский край, Барнаул		Продажа 40 000 руб.
Система получения заявок и продажи контрактных запчастей для любых легковых, грузовых иномарок и спецтехнику (двигатели, коробки передач, кузовные элементы, машины под разбор и т.п.) ===== Суть бизнеса: ===== 1) полная схема работы бизнеса «от» и «до»; 2) проверенная за 3 года реальными заказами...		
Показать описание		
Доля в бизнесе: 1.0%	Оборот: 0руб./мес.	Срок окупаемости: месяца
Число сотрудников: чел.	Чистая прибыль: 0руб./мес	Телефон продавца:
Долговые обязательства:	Срок существования: месяцев	Ссылка на источник
Данные по состоянию на: 31.05.2016		
#3 Гостиницы и рестораны, Деятельность ресторанов и кафе Печать		
Шашлычные и кебабы Алтайский край, Барнаул		Продажа 250 000 руб.
Продаётся раскрученная шашлычная "СЫТЫЙ ВОЛК". В стоимость входит оборудование более, чем на 200 тыс. руб. Аренда 35 тыс руб. в мес Помещение 65 м.кв. Из преимуществ: 1. Реально вкусная кухня, объективно самые вкусные шашлыки среди конкурентов 3. Работает доставка, огромные перспективы роста и расширения 4....		

Figure 86 List of Offers for Business Selling

6 Analytics Section

In the main side menu, select Analytics section. This section provides viewing of the following reports:

- Marketing Research Results;
- ROMIR Analytics;

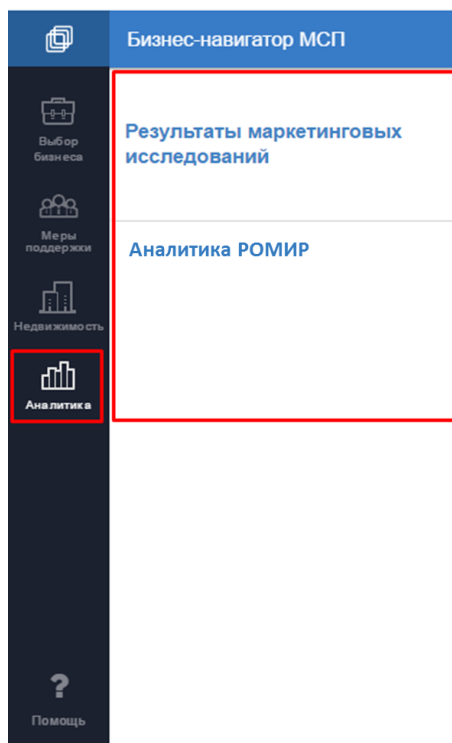


Figure 87 Information Subsections of **Analytics** Section

Marketing Research Results subsection contains analytical reports prepared by JSC RSMB Corporation for the following subjects:

- Consumer Segmentation
- Factors for Outlet Selection
- Unsatisfied Demand
- Eating Habits
- Economy Missions
- Communication Channels

Reports are available for viewing only by authorized users on the right screen of SMBN. To view a report, click on the corresponding report in the calculation bar menu with LMB (Figure 88).

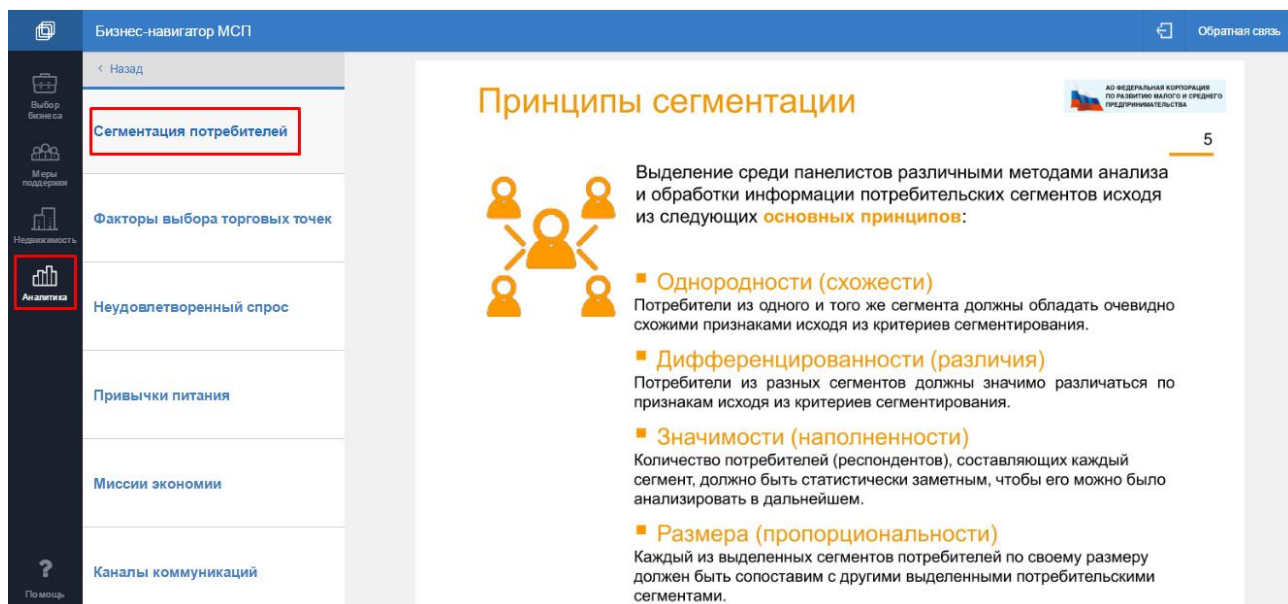


Figure 88 **Consumer Segmentation Report**

ROMIR Analytics subsection contains the set of widgets featuring consumption of various goods and services throughout the territory of the Russian Federation. To compile a report, user has to select a territory (Figure 89) and product group or particular product/service (Figure 90).

Territory selection is available for federal regions or cities grouped by population number:

- More than 1 mln people,
- 0.5-1 mln people,
- 0.25-0.5 mln people.

Live search through the reference book is also available.

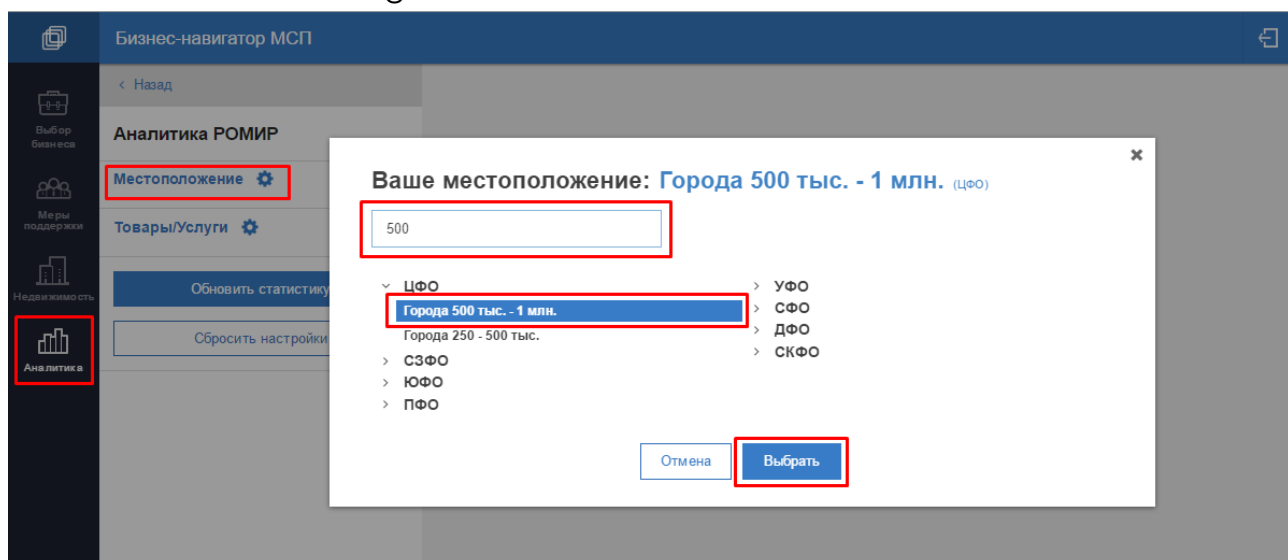


Figure 89 Territory Selection for **Consumption. Goods** Report Compilation

When selecting a product, user may compile a report for a group of products of any classifier level, or for a certain product.

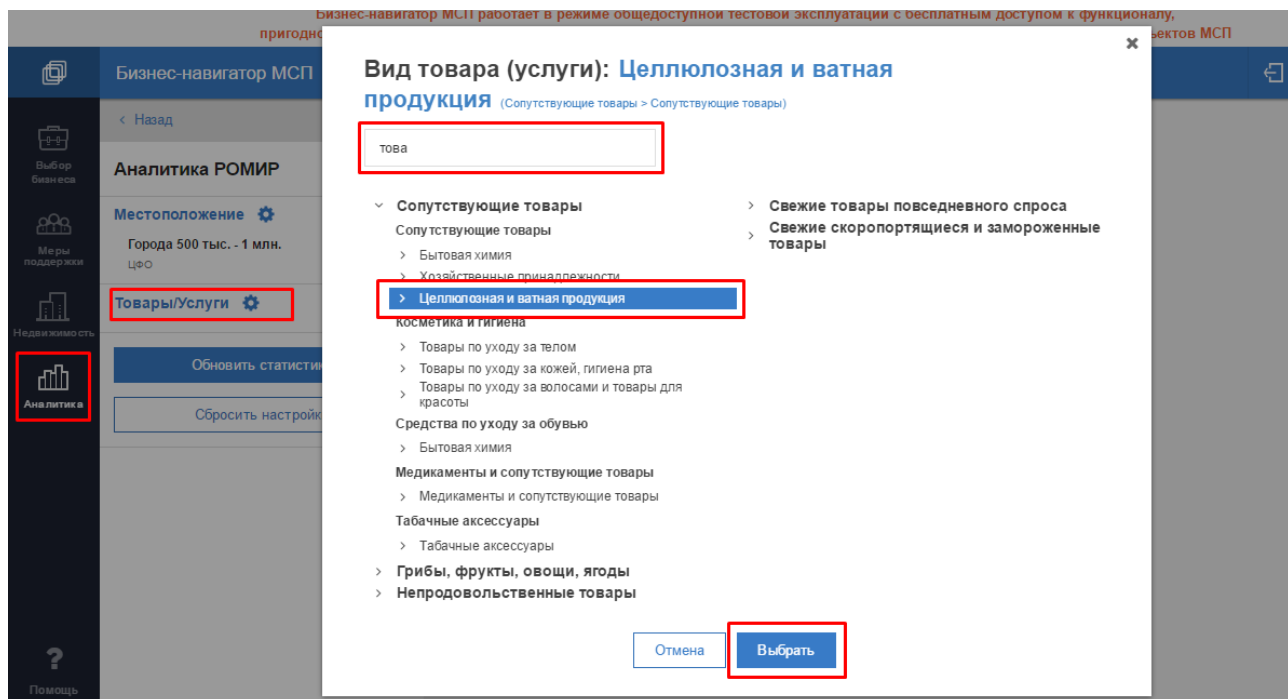


Figure 90 Group of Products Selection for **Consumption. Goods** Report Compilation

After selection of report compilation parameters, click on **Обновить статистику** in the left parameters bars, and report widgets will be displayed on the right screen (Figure 91 - Figure 96).

In order to reset report parameters to default, click on **Сбросить настройки**.

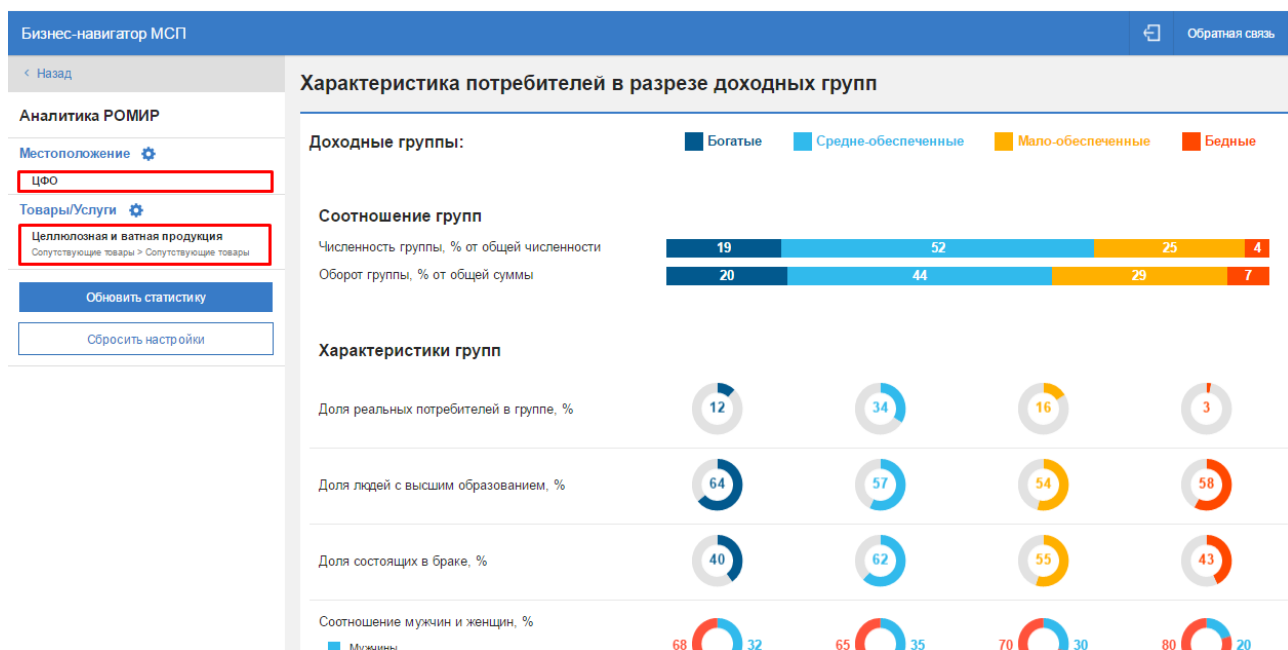


Figure 91 Widget of **Income Groups Consumers Features** Report (Federal Region – Group of Products)



Figure 92 Widget of **Consumption. Goods. Features of Outlets** Report (Federal Region – Group of Products)

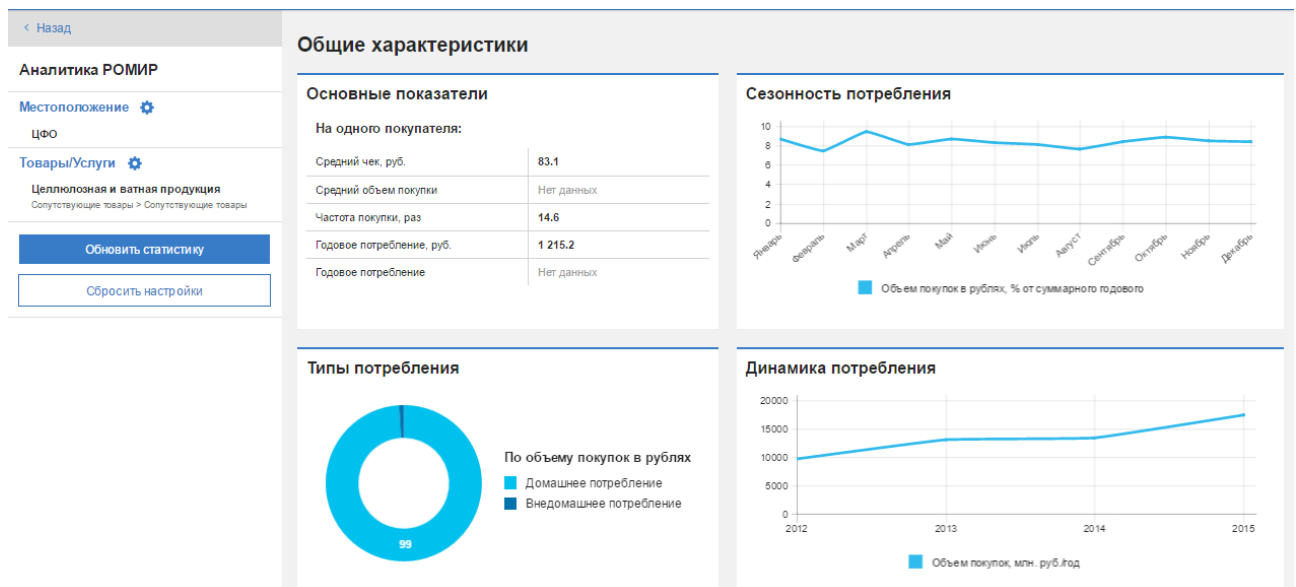


Figure 93 Widget of **Consumption. Goods. General Features** Report (Federal Region – Group of Products)

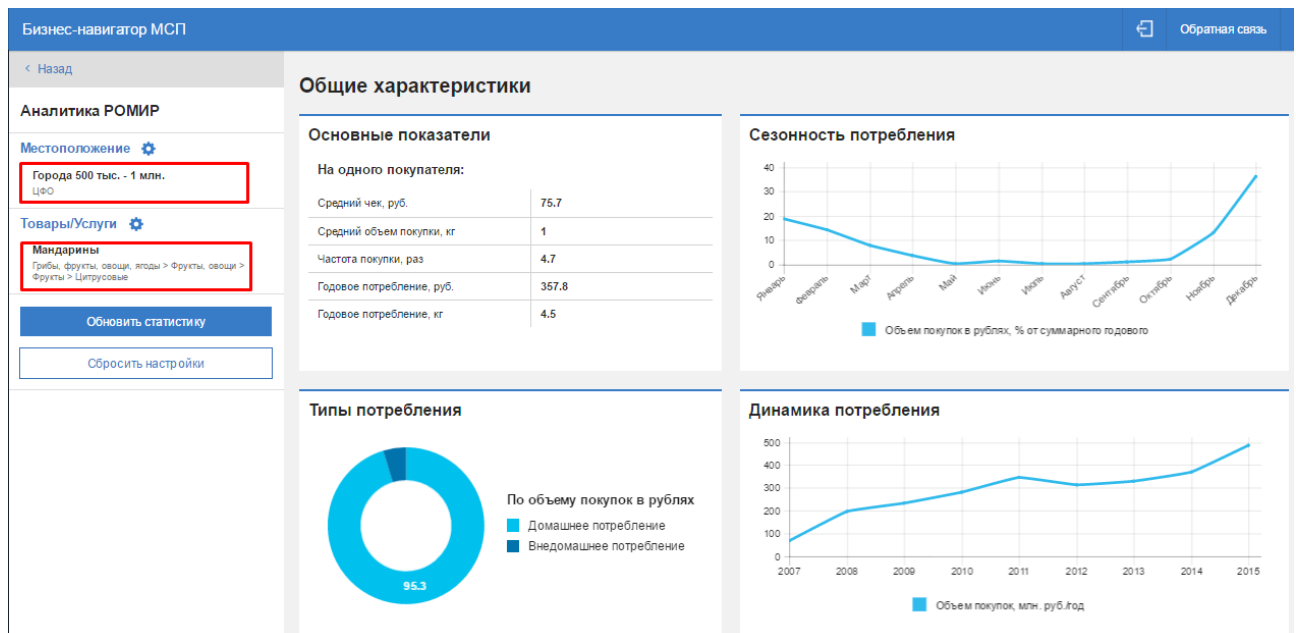


Figure 94 Widget of **Consumption. Goods. General Features** Report (Group of Cities – Product)



Figure 95 Widget of **Consumption. Goods. Features of Outlets** Report (Group of Cities – Product)

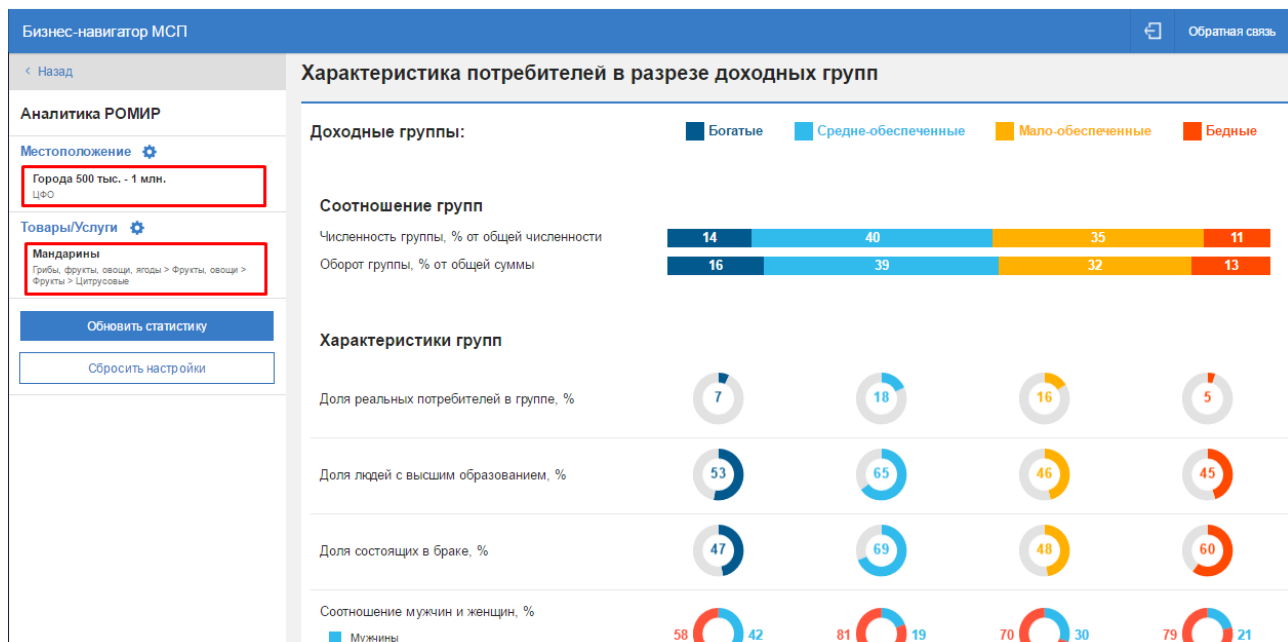


Figure 96 Widget of **Income Groups Consumers Features** Report (Group of Cities – Product)

7 Help Section

This section contains information materials to help SMBN users.

The section is available from the left side bar, and opened in the pop-up window (Figure 97).

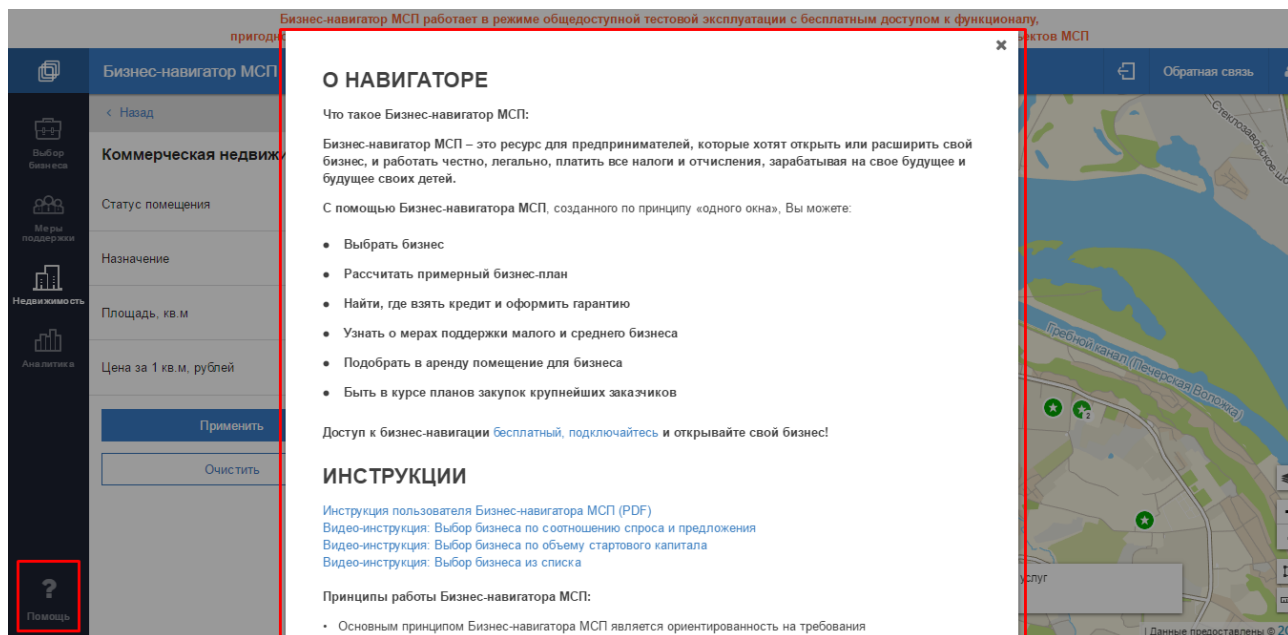


Figure 97 Help Section

The section contains the following information blocks:

- About:
 - Select Business Type;
 - Calculate Business Plan;
 - Find where to Get Loan and Apply for a Guarantee;
 - Learn about Means of Support of Small and Medium Business;
 - Select Premises for Rent for Business;
 - Be Aware of Procurement Plans of Major Buyers;
- Guides:
 - User Guide;
 - Video Guides;
 - Feedback Form;

8 Feedback

There are two methods for opening a feedback form:

1. Click on **Feedback** button in the top bar (Figure 98).

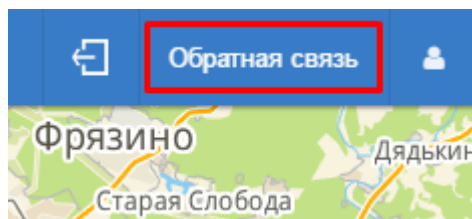


Figure 98 **Feedback** Button in Top Bar

2. Click on **Feedback Form** hypertext in **Help** section (Figure 99).

В настоящее время Бизнес-навигатор МСП и Портал информационных ресурсов для предпринимателей АО «Корпорация «МСП» работают в режиме общедоступной тестовой эксплуатации с бесплатным доступом к функционалу, пригодному для использования при принятии решения об открытии (расширении) своего бизнеса, для физических лиц и субъектов МСП.

Мы готовы к постоянному совершенствованию Бизнес-навигатора МСП и ждем предложений по улучшению работы системы и ее сервисов.

Ваши вопросы, предложения и замечания по работе сервисов Бизнес-навигатора МСП Вы можете направить посредством [формы обратной связи](#).

КОНСУЛЬТАЦИИ

Консультацию по работе с Бизнес-навигатором МСП Вы можете получить по бесплатному многоканальному телефонному номеру 8-800-100-1-100.

Figure 99 Feedback Form in **Help** Section

After completion of one of above actions, the feedback dialog window will open (Figure 100).

Обратная связь

Данная форма обратной связи предназначена для Ваших предложений по улучшению работы Бизнес-навигатора МСП и его наполнения, а также сообщений о неработоспособности системы.

В случае обнаружения неточностей или ошибок, просим Вас сообщить об этом через форму обратной связи для внесения корректив, которые будут учтены в работе Бизнес-навигатора МСП по 76 крупнейшим городам, а с декабря 2016 года – по 169 крупным городам России.

Мы обязательно сообщим Вам об итогах работы над полученными конструктивными замечаниями и предложениями, относящимися к работе Бизнес-навигатора МСП.

АО Корпорация «МСП» оставляет за собой право не отвечать на сообщения, не относящиеся к указанной тематике.


* Фамилия	* Ваш E-mail
<input type="text"/>	<input type="text"/>
* Имя	<input type="checkbox"/> Получить ответ на email?
<input type="text"/>	* Текст обращения
Отчество	<input type="text"/>
<input type="text"/>	
* Регион	
-- Выберите --	
* Сервис	
-- Выберите --	* Код на картинке <input type="text"/>
	 J 2 В А
<input type="button" value="Отправить"/>	

Figure 100 Feedback Form

The screen feedback form is displayed over the current screen. To send, user has to fill out required fields, and then click on **Send**.