



The Koba's Luxury Rentals Business Project

By Amber B Wells



HISTORY

The Koba's Luxury Rentals was established in May 2021 by Amber Wells and Ernest Nguatem. After three years of working for one of the most top corporate industries, we decided to take a leap of faith and move forward with pursuing our own business. We started a short-term housing solution business, where we lease properties from homeowners on a 12-month basis to provide a stay to business professionals, friends, travelers, etc. After acquiring our first unit, we knew we wanted to grow the business and eventually expand into having our real estate firms in the future. The Bigger Picture is for our business to blossom into a successful business that provides job opportunities to our local community and gives back to the less fortunate. In the future, our goal is to become one of the most successful black realtor firms across the globe. We believe that representation is important, to break down stereotypes that can be detrimental to individuals' standpoints. As well as strengthen the outcome of having more minorities become more business owners and homeowners in the future.

BRAND LOGO



Mission Statement

At ***The Koba's Luxury Rentals*** our mission is to satisfy our customer's needs for short-term and temporary housing accommodations. Our desire is to provide a luxurious experience for our clients, friends, and families by offering premium stays at prime location within the Center City of Philadelphia. We take pride in providing superior service to our customers. By providing a euphoric amplified experience in each rental unit. Along with accommodating our customers with top-tier amenities that will make their stay more enjoyable. We want every client to feel at home while being away from home!



Our Service

At The Koba's Luxury Rentals, we offer a luxurious rental experience at our Philadelphia Loft Unit. Located Downtown in the heart of the Central City of Philadelphia. It is walkable to restaurants, bars, and shopping centers and just a short walk away from attractions such as The Philadelphia Art Museum, Selfie Studio, Franklin Institute, Temple University and so much more. We offer a 24-hour virtual assistant who is here to assist our customers at any time. In addition, we also offer SKYLINE ROOFTOP ACCESS with immaculate city views. This loft rental unit includes two fully furnished luxury bedrooms, a fireplace, an island kitchen fully equipped with kitchen appliances, complimentary wine bottle, three 60 inch Flat Screen TVs, Wifi, a full bath with shower and tub with jacuzzi jets and free parking.



Meet Our Competitor- HiPower Management LLC

HiPower Management LLC is a short-term rental solution business founded on June 8th, 2020 by Chi Oriji. Chi is a 26-year-old entrepreneur who started his business after graduating college at Temple University. He started his short-term rental business during the pandemic to generate different streams of income. In the short-term rental business, Chi essentially leases properties from homeowners on a 12-month basis to provide a stay to clients (business professionals, friends, travelers). The first unit he acquired on the market was located in Burlington, New Jersey. Since the apartment was vacant, Chi remodeled and furnished the whole apartment into a more luxurious unit. Shortly after seeing how well business was going with this unit, he eventually acquired more units over time. He currently has fifteen units in South and Central Philadelphia that all have been remodeled and furnished. Chi has also structured a team that facilitates ideas and improvements for the business. His team consists of an *assistant, Interior Designer, two Investors, and Maintenance team.*

HiPower Management LLC

STRENGTHS

- They have created an effective system that covers the day to day task of the business; that allows the business to solve problems efficiently and provides constructive insight for growth and development.
- They take pride in luxurious customer experience while minimizing cost.
- They have an assistant that sends out daily inquiries and responds back within less than hour time frame.
- Units are located near popular attractions in South Philadelphia
- Some Units offer up to 3 month stays.

WEAKNESSES

- Lack of Investors
- Lack of Income Predictability
- No Official Business Website
- Some units are located near underdeveloped communities that require more effort than others to occupy.
- Some units are very costly

HiPower Management LLC

OPPORTUNITIES

- Newly developed company
- Business can expand to thriving neighboring cities.
- Can potentially gain more investors

THREATS

- Hotels/Motels
- Certain Landlords may not subleasing
- Other Short Term Rental Businesses
- Landlords can sell property at any given time, since the company is renting the property.
- Clients that steal/destroy property.
- Guest Injuries

OUR STRENGTHS

- Our Business is fully funded by our investors. Our agreement indicates that we don't have to pay back until 2024.
- Newly developed Hi-Tech building
- FULL Rooftop Access
- Located in the central city attractions of Philadelphia
- Business Page has 10k Followers
- It's a Global Network Business
- 24/7 Virtual Assistant
- Offer affordable rental service rather than hotels

OUR WEAKNESSES

- Lack of Income Predictability
- Newly developed business
- Only 1 Bathroom in the entire unit
- Lack of quality control for host

OUR OPPORTUNITIES

- Increase guest community
- Global expansion
- Gain more investors
- Newly developed business
- Grow a bigger team



OUR THREATS

- Hotels/Motels
- Other Short Term Rental Businesses
- Landlords can sell property at any given time, since we are renting the property
- Guest Injuries
- Clients who steal or destroy property
- Decreased Travel demand

“Threats are the last resort of a man with no vocabulary.”

- Tamora Pierce, Lady Knight

PRICING

Our rate starts at \$250 per night from Mondays-Thursdays.

We typically increase our prices during the weekends or holidays.

Weekend rates start at \$280

Holiday rates start at \$350

Additional Fee's Also Included in pricing are:

Cleaning Fee & Service Fee which is \$80.



FINANCIAL FORECAST

Business Name:	<i>The Koba's Luxury Rentals</i>				
Balance Sheet					
Products	Ingredients, Fabrics, Materials	Cost per unit	y needed based on Monthly project	Monthly Cost	
Furniture	Couches, Bedframes, Mattresses, Coffe	\$3,146.00			
Household Items	Brooms, Vacuum, Bedsheet, Coffee M	\$912.34			
Interior Designing	Labor + Materials (Plants, Paint, 3D Pa	\$2,500.00			
Insurance	Liberty Mutual	\$25.00			
Wifi	Xfinity	\$40.00			
IT Hardware	3 TVs, Projector, Alexa	\$1,100.00			
Kitchen Appliances		\$100.00			
Bathroom Supplies		\$80.00			
Cleaning & Maintenance		\$250.00			
Total		\$8,153.34			1
Anticipated Weekly Sales	Units	Cost Per Unit	Retails Units Sold		
\$2,400 - \$3,010	1	\$8,153.34		\$0	
Daily Rate Per Night	Additional Fees	Anticipated Sales			
\$250 (weekday)	\$80 (cleaning fee + service fee)	$(\$250 + \$80) \times 4 = \$1,320$			
\$280 (weekend)	\$80 (cleaning fee + service fee)	$(\$280 + \$80) \times 3 = \$1,080$			
Anticipated Weekly Sale		\$1,320 + \$1,080 = \$2,400			
Anticipated Monthly Sales		\$2,400 x 4 = \$9,600			
Holiday Seasons Per Night	Additional Fees	Anticipated Weekly Sales			
\$350 flat rate	\$80 (cleaning fee + service fee)	$(\$350 + \$80) \times 7 = \$3,010$			

FINACIAL FORECAST CONTINUATION

Business Name:	<i>The Koba's Luxury Rentals</i>					
Profits & Loss Statement		December	January	February	March	Total
Net Sales		\$5,800	\$6,790.00	\$6,800.00	\$8,367.00	\$27,757
Cost of Goods		\$8,153.34				
Gross Profit		(\$2,353.34)	\$6,790.00	\$6,800.00	\$8,367.00	\$19,604
Operating Expenses						
Rent		\$1,575.00	\$1,575.00	\$1,575.00	\$1,575.00	
Cleaning Fees		\$703.00	\$683.00	\$650.00	\$600	
Insurance		\$25.00	\$25.00	\$25.00	\$25.00	
Electric		\$82.00	\$47.85	\$65.85	\$48.89	
Gas		\$25.00	\$26.97	\$29.67	\$26.79	
Wifi		\$40.00	\$80.00	\$70.00	\$60.00	
Mgmt Fee		\$143.00	\$143.00	\$143.00	\$143.00	
Virtual Assistant		\$60.00	\$60.00	\$60.00	\$60.00	
Replenishment Budget/Maintenance		\$250.00	\$174.43	\$185.00	\$169.00	
Total Expense		\$2,903.00	\$2,815.25	\$2,803.52	\$2,707.68	\$11,229.45
Total Cost		\$11,056.34	\$2,815.25	\$2,803.52	\$2,707.68	\$19,382.79
Net Profit Before Taxes		-\$5,256.34	\$3,974.75	\$3,996.48	\$5,659.32	\$8,374.21
Taxes			\$794.95	\$799.30	\$1,131.86	\$2,726.11
Net Profit After Taxes			\$3,179.80	\$3,197.18	\$4,527.46	\$10,904.44

PROMOTION

We promote the business through numerous professional and social platforms such as Expedia, Airbnb, Vrbo, Trip Advisor, Bookings, Instagram, Tik Tok, Youtube, Facebook, Corporate Housing, etc.



CONTACT US @

The Koba's Luxury Rentals: Short Term Housing

@TheKobasLux

