



TRAILFINDERS



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Students

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A. Introduction of the project

The idea of this project is to launch a tour operator, offering tailor-made holidays, to build and train a team of highly specialized travel experts.

We will start with a handful of countries with a big travel potential: Brazil (diverse and complex), Madagascar (unique), Saint Lucia (beach is always popular) and Kenya (safari). Further on, thinking about growth, to add some more complex destinations such as Borneo, Japan, Chile etc.

There are a lot of small quality hotels which offer a better experience than the impersonal big chain hotels. We want to support quality travel products and work directly as much as possible, cutting out the middleman, which makes travel expensive.

A.1. Project Description

Problem and Solution: there is no good representation of authentic tailor-made travel in countries with a huge tourism potential. Specifically when talking about quality high standard travel products. The solution is to promote these destinations in the best possible way by offering a wide range of tailor-made holidays.

Customers: Families traveling with children, who have a good budget, disposable income. They love authentic experiences, they are passionate about culture, nature and adventure. They are usually looking to have a good service and someone to design their holiday from A to Z. Initial target is European customers, interested in the Nordic countries who are eager to discover tropical destinations, but also open to worldwide customers. They are more adventurous than the average, eager for unique experiences.

A.2. Team project organization

Considering the main challenges that may impact the course of collaboration throughout the development of the project we defined couple of major factors that can affect the flow of the actions:

- Time zone difference
- Working schedule roster
- Availability in the weekend
- Days Off



A.3. Team project Gantt diagram

	February	March	April	May	June	
Preliminary Assesment - Idea						Elena & Gabriela
Business Setup Strategy						Elena & Gabriela
Built and train a team						Team Leader - Elena
Select Countries						Manager - Gabriela
Validation&Testing						All Team Members
Product Launch						All Team Members
Deveopment						All Team Members

A.4. Market analysis

As of 2020, 65% of revenue in the global travel and tourism market came from online sales channels.

The travel industry is competitive. Companies are continuing to enter the space and the Online Travel Agencies must put in the work to stay relevant and stand out in an increasingly fast-paced industry by employing innovative strategies to help them build a competitive edge and bring in more revenue.

The biggest competitors are the OTAs: Tripadvisor, Trivago, Expedia, Airbnb, etc.

A.5. Business opportunity

The increasing focus of customers to direct booking platforms that enable them to make a tailored booking for their travel and accommodation from anywhere at any time, using their smartphone makes such platforms attract a greater number of customers. The direct booking services through different platforms such as apps, websites, social media, and others offer an opportunity for players in the online travel agent market to engage with a greater number of customers and build positive customer relationships to be recommended.

To take advantage of the opportunities, the online travel agent companies should focus on travel trends, smartphone users, and launching direct booking platform, expanding in emerging and developed markets, focus on merger and acquisitions, offer competitive and dynamic pricing, focus on marketing through SEO activities, use DTC advertising, increase visibility through high performance websites, focus on solo travelers, and millennials.

Solo traveling is becoming increasingly popular due to changing lifestyles; with many people partnering and settling down later in life, young people taking gap years to travel independently,

high divorce rates in many countries and the growing acceptance of solo travel. The demand from solo travelers is rising which is increasing opportunities for the travel industry.

Adventure travel is a growing segment of the travel industry. Activities most commonly participated in during adventure vacations: camping (85%), hiking (74%), skiing (51%), snorkeling or scuba diving (30%), sailing (26%), kayaking or white-water rafting (24%), and biking trips (24%).

B. Strategy adherence

B.1. Mission statement

Mission

Make authentic tailor-made holidays accessible.

Vision

Become the most beloved travel company in our niche.

Values

Honest advice, transparency, continuous support, transparency, resourcefulness, knowledge.

B.2. Strategic drivers

- Offer good prices in our niche
- Market validation: need to have qualitative travel product in our niche
- Product: travel packages, responsible travel
- Price: direct competitive prices
- Place: online
- Promotion: word of mouth, tourism events, online, website, social media
- Strategic plan validation: based on proved practices in the travel business

B.3. Stakeholder mapping

The primary stakeholders are its initial creators, the travel experts that join the venture, customers, and collaborators & suppliers at the destinations. To succeed it is needed to have a supportive team and many repeat clients. If clients come back, it means we are doing things right.

C. Project economical and technical evaluation

C.1. Project location

Online. Travel agents are located all over the world and work remotely, in different time zones. This way they gather a lot of first hand experience.

C.2. Project detailed scope

Become a favorite travel company for the Nordic customers, primarily, and also conquer new markets year by year.

C.3. Technical design

The project will incorporate three parts: a set Plan Designed to follow up by each agent when creating and developing their destination page, the website that incorporates CRM structure that integrates all destinations and information available to customers with easy access and the backstage interface available directly to the travel experts to access and update the database permanently.

C.4. Project financing

The project will be personally financed.

C.5. Risk analysis

The potential risks are external factors such as: war, Covid, computer/phone theft, cyber attacks, natural disasters or terrorism. Internally the risks could arise from the lack of follow up with the clients, negative reviews and potential loss of travel experts along the way.

These risks can impact short term or long term business processes.

C.6. First year budget (P&L)

5000 EUR spent on computers, fam trips, website cost, credit card service cost, licenses, ads

C.7. Production curve 5 years

Add new destinations (3 new destinations each year), acquire new customers (at least 10-15 per each new market).

C.8. Pricing analysis

2k per person for a 7-10 day holiday with all services except flights. Competitive in our niche.

C.9. Capex detail and 5 years forecast

Expenditures

- Licenses public insurance 1500 a year
- ABTA 500 GBP a year
- AITO 1500 GBP
- ATTA 2000 GBP
- Personal computers purchase and maintenance



C.10. Opex detail and 5 years forecast

- Ads 500-2000 GBP a month
- Travel related expenses during the FAM trips admin cost (5-7k per trip per person)
- Payment for credit card service providers (800 a year)
- Opportunity cost (hard to say)

C.11. NPV calculations

This is hard to say at this moment, due to covid

D. Execution

Each team member will have clearly marked their responsibilities through their initial contract of collaboration. Permanent contact and communication will be done by emails, whatsapp and phone.

D.1. Project Gantt diagram

	February	March	April	May	June	
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Business Setup Strategy	■	■				Elena & Gabriela
Built and train a team		■	■			Team Leader - Elena
Select Countries			■			Manager - Gabriela
Validation&Testing			■	■	■	All Team Members
Product Launch					■	All Team Members
Deveopment		■	■	■	■	All Team Members

D.2. Project organization

Regular meetings with the team members in a virtual format. Clear goals set in Jira and followed up.

D.3. Supply chain details

Each destination is developed according to a set plan, focusing on boutique hotels and including most interesting activities, tailored to specific needs. Therefore a long, specific and accurate research for all the potential activities and attractions, hotel boutiques and accommodation by contacting directly the local suppliers and verifying the accuracy and veracity of their products will be done prior to launching the destination.

D.4. Operational model

Franchise model with clear processes in place for the travel experts that will do the destination research before launching a travel product, as well as during the live phase of the product.
Online and direct field research.

F. References

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E-Business for Tourism - Practical Guidelines for Destinations and Businesses.

Legal contracts and bindings for the actors implicated in the process.