

Business Plan Template

Business Concept

- Why do you want to start this new business?
- Where are the opportunities and which gap will your product/s fill in the market?
- What is your vision for the future of your business?
- What are your core values?
- How can you create positive impact in the destination/ your community/ your guests?

Market Analysis

- Is there a demand for your product/s in the specific market or community?
- Why do people want, and pay for, your product/s?
- Is there a problem/ gap in the market, that your product/s can solve?
- Which state is the market at (increasing/ decreasing/ steady)
- When considering a particular market/ destination:
 - How many visitors?
 - How many overnights?
 - What is the purpose of their stay?
- Who is your customer? (think about all the possibilities – is it a traveller, a company that works with you, etc)
- What kind of products or activities are they looking for?
- How many visitors book tours?
- How much \$ is spent on tours?
- Are there key environmental, socio-economical and/or cultural challenges in your market that can be addressed with your product/s? How?

Competitor Analysis

- Are there competitors?
- What is their size, market share, product quality?
 - Name
 - Listings (own website/ OTA etc)
 - Reviews
 - Cost
 - Inclusion
 - Availability

Goals & Objectives

- Year 1 – 3
- Each segment should include a timeline/ implementation plan (Who/ What/ How/ When)



Product

- Summary of planned products
- Is there a certain style/ type of products?
- Sustainability related to products
- Quality of products
- Planning calendar for review/ updates etc

Distribution Plan

- Which platforms (online and offline) can the products be sold on?
- Pricing strategy (seasonality/ discounts)

Local Impact Plan

- Which impact will you make in the destination? (negative/ positive) How do you know?
- What plans can you make in the future to change/ improve your impact?
- How are you choosing the suppliers you work with?
- Is there access to clean drinking water?

Marketing

- Social Media
- Local PR
- Reviews
- Content

Team

- Your current Organisational Chart
- Who is doing what
- How and when to grow the team
- What are the strengths, weaknesses, threats and opportunities

Business Operation Costs

- Insurance
- Licenses
- Salaries
- Office space
- Technology costs
- Marketing materials
- Uniform
- Required training
- Taxes



Financial

- Investment required
- Estimated revenue/ profits/ loss
- Passenger forecast in total/ per tour/ average trip fill
- Commissions/ Discounts/ Promotion budget
- How much money will you/ your business partners need monthly/ yearly to make this happen
- How can you monetize your business idea

Risk Analysis



SMART Goals



Think Big | Be Good & Do Good With It

