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# INTERNATIONAL BUSINESS PLAN EVENT

South Salem DECA  
South Salem High School  
1910 Church St. SE  
Salem, OR 97302

Duncan Everson  
Belen Chavez Valencia  
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## Boshi Viaggio

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## I. EXECUTIVE SUMMARY

**Our Company:** Boschi Viaggio is a new form of booking luxury travel that caters to your own personal needs without creating stress. Its target market is wealthy Japanese golfers who are seeking to get a way from the crowded fields of Japan. With Boschi Viaggio, they can pick the golf course they would like to visit, what food they would like to eat during their visit to Oregon, and any other activities or amenities they would like to enjoy for the duration of their trip.

**Mission Statement:** We seek to not only provide luxury golf experiences and concierge treatment to our customers, but to surpass all expectations of pleasure and leisure.

**Problems in Japan:** Japan is an extremely densely populated country. As of 2011, Japan had 10 million golfers playing on 2,450 golf courses. Compared to Americas 25 million golfers playing on 13,600 golf courses, Japan's golfer to golf course ratio is very high. Golfers within Japan face three pressing problems in regard to their golfing experience:



Level of Focus	Problem	Effect
<b>Primary</b>	Individuals often play on the same course they normally play on due to lack of options.	Causes boredom. Repeated usage of the same golf course leads to a desire for a new, different golf experience.
<b>Secondary</b>	Smaller average size of courses due to high density of population.	Causes the courses to feel overcrowded
<b>Tertiary:</b>	Short intervals between beginning of tee time due to supply and demand	Causes the courses to feel overcrowded

<b><u>Solution</u></b>		
<b>Primary</b>	<b>Secondary</b>	<b>Tertiary</b>
Fly customers to Oregon to experience not only a new course, but an entirely new environment	Fly customers to Oregon for its inherently large, spacious, and beautiful golf courses	The company will book a 2 hour block of tee times around the customer's tee time

<b><u>Selected Location – Japan</u></b>	
<b>Key Features</b>	<b>Benefit to the Company</b>
<ul style="list-style-type: none"> <li>• High population density</li> <li>• High concentration of wealthy individuals</li> <li>• Tokyo is the most populated city within Japan</li> </ul>	<ul style="list-style-type: none"> <li>• Creates a problem of being a crowded culture <ul style="list-style-type: none"> <li>◦ Also allows for easy virality within marketing function</li> </ul> </li> <li>• Allows for easy targeted marketing</li> <li>• Allows for easy expansion of the product into new sections of the city</li> </ul>

<u><b>Selected Location – Oregon</b></u>	
<b>Key Features</b>	<b>Benefit to the Company</b>
<ul style="list-style-type: none"> <li>• Spacious</li> <li>• Has some of the top rated golf courses in America</li> <li>• Surrounded by nature and by woodland</li> <li>• Filled with activities to do</li> <li>• America is often seen as the golfer's paradise by many Japanese</li> </ul>	<ul style="list-style-type: none"> <li>• Feels less crowded to the customer</li> <li>• High ranked selection for the customer to choose from</li> <li>• Creates an atmosphere of green and calmness. Also provides for an objectively beautiful view</li> <li>• Allows for the customer to have more than enough activity options to pass the down time between golfing</li> <li>• Government will likely give grants to use because we are bringing the wealthy Japanese here to spend their money <ul style="list-style-type: none"> <li>○ This also has the effect of being beneficial to the local economies that we will be taking part in</li> </ul> </li> </ul>

<u><b>Promotion Plan</b></u>	
<b>Pre-opening promotional Period</b>	Boschi Viaggio will target promotional efforts to the wealthy citizens of the Minato ward of Tokyo <ul style="list-style-type: none"> <li>• Utilizing Hideki Matsuyama for advertising</li> <li>• Place advertisements through google</li> <li>• Emails and postcards</li> <li>• Social Media</li> </ul>
<b>Grand opening promotional period</b>	This period focuses around the concept of virality <ul style="list-style-type: none"> <li>• Utilize a bounty system <ul style="list-style-type: none"> <li>○ States that whoever brings the most press to the company gets \$5,000 dollars</li> </ul> </li> <li>• Continue with Hideki Matsuyama ads and google ads</li> </ul>
<b>Post-opening promotional period</b>	This period takes advantage of the 2020 Olympics to capitalize on internet virality <ul style="list-style-type: none"> <li>• #FlightforFriends system</li> <li>• Continue with Hideki Matsuyama ads, email, and postcards</li> </ul>
<b>Standard Promotional Strategy</b>	Our standard promotional plan revolves around direct mail and our bridge into the Japanese market, Hideki Mastuyama, with a touch of google ads <ul style="list-style-type: none"> <li>• Continue with Hideki Matsuyama ads, google ads, emails, and postcards</li> </ul>

<u><b>Boschi Viaggio -- Key Metrics</b></u>				
<b>Metric</b>	<b>Purpose</b>	<b>Calculation</b>	<b>Benchmark</b>	<b>How to Improve</b>
A Funnel Metric	Measure quantitative data of how much value each customer gives to each feature of the product	Quantitative data of the journey through the product funnels.	50% of customers reach the end of the funnels.	Determine where the fall off points are, and then work to solve those points
Effectiveness of Marketing	Give us an idea of which marketing tactics are reaching our customers	The responses to survey prompts	0.5% conversion rate	Test new marketing strategies.

Quality of Service	Measure qualitative data of how much value the customer gives to each feature of the products. Also allows for customers to recommend features.	The responses to survey prompts	90% of customers respond with beneficial feature suggestions	Record the qualitative data about the customer's perception of value from being around the customer
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**Financial Projections:** Boschi Viaggio requires **\$69,868** startup capital to cover the startup cost and cash reserve for the first month of operations. We expect to be able to pay for all future expenses with gross profit from customers. By the end of our first year of operations, Boschi Viaggio is projected to make a profit of \$3,529,340. By the end of year three, assuming a 20% growth year over year, Boschi Viaggio is projected to make a profit of \$5,082,250, a 69% increase from the first year.

**Financial Request:** We will each provide \$10,000 of personal investing for the startup of Boschi Viaggio. We are asking for a \$69,868 loan at 8% interest over a 5-year period. This loan will cover all of our startup expenses for the 1st month. The remaining portion of the loan and our personal investment will serve as a cash reserve for the business during the first month of operations.

*Thank you in advance for considering our proposal. We look forward to future discussion of the exciting opportunity to launch Boschi Viaggio*

## II. ANALYSIS OF THE INTERNATIONAL BUSINESS SITUATION

### A. Economic, governmental and legal analysis of the trading country

#### 1. Describe the trading country's economic system, economic information important to your proposed business/service, and the level of foreign investment in that country

Japan has a highly developed free market economy and has the 3rd largest economy in the world based on nominal GDP, and 4th largest in purchasing power. Because Japan has a high-ranking economy, it is an optimal gateway into other Asian markets, the second largest economy in the world being China. Its GDP during 2018 was \$5.5 trillion. Japan also has a real growth rate of 0.8%. Japan's economy has little corruption, and a per capita GDP that is ranked 22nd in the world at \$40,847 as of 2019. Japan has a consumer price index growth rate of 0.2%. The unemployment rate within Japan is 2.4%, Japan is primarily a highly dense urban zone. Foreign direct investment, or FDI, flow into Japan is relatively small and unstable with the FDI flow reaching 9.9 billion in 2018, down from 17.75 billion in 2016. The sudden drop in FDI flow manifests primarily from a massive amount of divestment within Japan's retail and communication sectors. FDI stock in Japan in 2018 was estimated to be 213.754 billion dollars, which is increased from the estimated FDI stock of 196,614 million in 2016. The FDI into Japan primarily comes from the United States, the United Kingdom, France, and South Korea. Japan's strength in the international market comes from its position as a leader in advanced technology and R&D. The number of greenfield investments within Japan in 2018 was 253, which was increased from 213 in 2016.



#### 2. Describe the trading country's governmental structure and stability, how the government controls trade and private business

Japan's form of government is a Unitary Parliamentary Constitutional Monarchy. The country is led by its legislative, executive, and judicial branches of government. The risk for corruption in Japan is extremely low, with the exception of land administration due to the burden of the documentation required to purchase land in Japan. The government in Japan is very stable, with the current Prime Minister Shinzo Abe being the longest reigning Minister in the nation's history and having a large influence on the country.

Japan has been a member of the World Trade Organization since January 1st, 1995. As a member of the World Trade Organization, Japan adheres to the modern

standards of trade. The most important aspects of the modern standards of trade include: a rein in anti-import tariffs, an ease of customs procedures, discouragement of domestic laws and taxes that may be classified as protection, and a reduction of quotas and subsidies. Both America and Japan's membership in the WTO not only suggests that the business situation between America and Japan is stable now, but it also suggests that for the foreseeable future, Japan and America will continue to have positive international relations.

### **3. Describe laws and/or governmental agencies that affect your business/service**

Because Japan and America have good relations, tourists and travelers from either country don't need to have a visa in order to travel to Japan or America. All that an individual needs to travel to either Japan or America for 90 days is a Passport. Our service will require that our customers hold a passport

In order to operate within Japan for longer than a 90 day period, we must get a visa. We will be working as the managers of Boschi Viaggio. The specific visa that we will be applying for is a five year Business Manager visa.

### **B. Trade area and cultural analysis**

#### **1. Geographic and demographic information, important customs and traditions, other pertinent cultural information, competitive advantages and disadvantages of the proposed service**

The islands of Japan total 387,973 square km in area. The population of Japan is 126.8 million people. Japan does not have the same population density all around the country. 7.3% of the Japanese population lives within Tokyo, with an average population density of Tokyo being 4,234 people per square kilometer. The population of Tokyo's ward of Minato as of 2015 was 243,283, with an average density of 12,588 people per square kilometer.

Japan's population is 98.1% ethnic Japanese, the largest minorities being Chinese and Korean, making up about 0.9% of the population. The competitive advantage of our service relative to the culture of Japan is that it provides a convenient form of organizing travel. The Japanese value convenience very highly, as shown by the abundance of convenience stores and vending machines selling an abundance of snacks and quality drinks. The vending machines lining the streets have become a key part of Japanese culture due to their convenience while going to work. With our service being convenient, easy, and quick to utilize, it gives us a competitive advantage in this convenience oriented Japanese culture.

Portland Oregon and Sapporo Japan are sister cities, having come to a social and legal agreement with the purpose of promoting cultural ties. Because of this strong relationship between the two and the purpose of the appointed sisterhood, travel to Oregon will strengthen the already strong relationship between Japan and Oregon, while also boosting the Oregon economy and many of Oregon's major businesses

#### **2. Analysis of the potential location—importance and requirements of each trade document required by the origin country and the country of choice.**

Our selected city, Tokyo, is an urban metro city with an area of 622 square km. The chosen ward, Minato, has an area of 20 square km. Due to the city's population density being high, a problem for the avid golfer arises, given that objectively small and crowded golf courses do not present an enjoyable golf experience. The decision to base our office within Minato was made in order to be close to the specific customer segment that we are targeting. This will allow us to schedule meetings with any clients that request. It will also save time on the drive to their home to pick them up. As we scale beyond the ward of Minato into the entire city of Tokyo and then the rest of Japan, we will not need to set up additional physical locations, due to the fact that we already have our base of operations as well as a means of storing our cars, we don't need to expand to any other specific locations as we scale within the country, due to the fact that it takes a little over 13 hours to send a car from one end of Japan to the other.

#### **3. Analysis of competition and other possible solutions to the presented problem that could affect the service.**

The biggest alternative solution to Boschi Viaggio is for customers to travel to the Japanese countryside where they can play at objectively larger golf courses and can get away from the cramped and crowded feeling that the large density in the city provides. This solution proves repetitive as the golfers are stuck in the same experience.

Another alternative solution is for individuals to book out an entire afternoon of tee time in order to set up their own cushion. This does not circumvent the lack of variety in the course selection

Another alternative is for the individual to book and organize a trip to another country themselves in order to utilize inherently large and spacious courses. Individuals on average spend six to eight months planning an international trip. One of the foundations of the Boschi Viaggio relies on the prospect of creating an excursion in a matter of six to twelve hours.

## **III. PROBLEM**

### **Primary Problem:**

- Individuals often play on the same course they normally play on due to lack of options
  - Causes boredom. Repeated usage of the same golf course leads to a desire for a new, different golf experience

### **Rationale:**



Due to the distance between the cities to the more open countryside, many Japanese golfers need to travel several hours to reach the nearest high-end golf course. From this, we can determine that the amount of golf courses any given Japanese individual would even consider traveling to are relatively small, thus the amount of options a golfer in Japan has is accordingly small.

**Secondary Problem:**

- Smaller average size of courses
  - Causes the courses to feel overcrowded

***Rationale:***

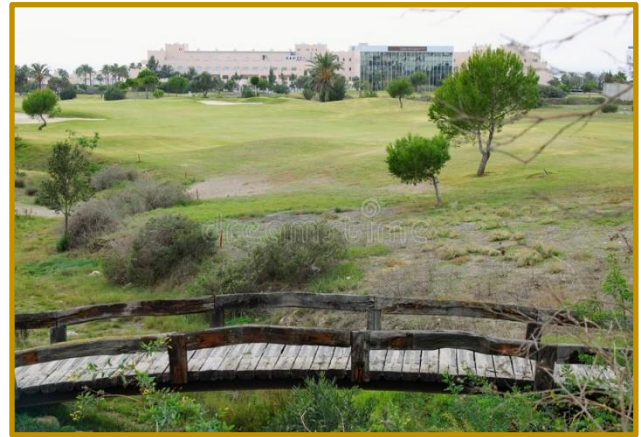
Because Japan is a densely populated country, boasting an impressive 126.8 million people all on an island slightly smaller than California, the demand for land is high. This causes the prices for land to be high. This has the effect of encouraging construction around the golf courses which contributes to a feeling of being cramped. We can also reason that the density has the effect of forcing the size of the golf courses to be objectively small, compared to America's golf courses.

**Tertiary Problem:**

- short intervals between beginning of tee times
  - Causes the courses to feel overcrowded

***Rationale:***

Because the intervals of the tee times are set by the companies that own the courses, companies can set their tee time intervals to be as short as they want. Because there is such a large demand for golf courses due to density of population and lack of a available golf course options, Japanese golf companies will often lower the tee time interval policy in order to fit more reservations into the day in order to take in more money. The short intervals between tee times causes the golfers on the courses to be less spread out and more densely packed. This causes the golfers to feel cramped, overwhelmed, and condensed.



## IV. CUSTOMER SEGMENTS

**Primary Target Market:**

**Estimated Number of Individuals Within the Customer Segment:**

Wealthy Japanese	
<b><i>Demographic Data:</i></b> <ul style="list-style-type: none"> <li>• Males</li> <li>• 30-50-year olds</li> <li>• Holding at least \$1,000,000 in assets</li> <li>• Earning \$300,000 annually</li> </ul> <b><i>Geographic Data:</i></b> <ul style="list-style-type: none"> <li>• Currently living within the Tokyo's ward of Minato</li> <li>• Have at least a two-hour commute to their nearest choice of high-end golf courses</li> </ul>	<b><i>Psychographic/Behavioristic Data:</i></b> <ul style="list-style-type: none"> <li>• Golfer</li> <li>• Generally Happy</li> <li>• Perceive that their regular golf options are too overcrowded</li> <li>• Tired of their regular golf courses</li> <li>• Not hesitant to spend on convenience and comfort</li> </ul>

75,000 people

***Primary Target Market Rationale:*** Males were chosen because as of 2018, men made up 77% of all golfers, while women made up only 23%. The age range was chosen because this market makes up 35% of all American golfers, and it stands to reason that Japan follows a similar statistic. We decided to target individuals in this economic range because individuals around this economic range hold enough wealth to be able to pay the fee for our service, while also not being put into a difficult financial position after usage of our service, assuming they buy with moderation throughout the year. These individuals will also be potentially able to utilize our services again. Individuals within this economic



range also fall within the top 1% of Japan's economy. There are around 1.3 million people in Japan within this economic range. The ward of Minato was selected because it is one of the wealthiest neighborhoods within the wealthiest city in all of Japan. Minato holds 248,071 people. We are targeting generally happy individuals because when people are happy, they are keener to spend money on products/services that are not necessary for basic survival and comfort.

## V. UNIQUE VALUE PROPOSITION

A selection of large and spacious golf courses without the crowds, available to use at the push of a button.

**Slogan:** No crowds, no problem

**Mission Statement:** We seek to not only provide luxury golf experiences and concierge treatment to our customers, but to surpass all expectations of pleasure and leisure.

**High Level Concept:**

- Booking.com for luxury golf experiences
- Meriwether National Golf Club for intercontinental luxury golf experiences
- Lyft for luxury golf experiences
- Hometown Buffet for spacious golf courses within Oregon

## VI. SOLUTION

Within Japan, golf has become cramped, crowded, and monotonous. Land has become expensive due to low supply and high demand, and golfers are becoming increasingly agitated with the crowds. Through Boschi Viaaggio's Albero package, wealthy golfers can alleviate their stress and boredom through a flight to Oregon. The customer will be able to choose from a selection of three of the top courses in the west coast. All meals will be provided via the most luxurious venues available. When tee time arrives, we will rent out a 2-hour tee time block around the tee time (1 hour before and after the customer's tee time). All throughout the customer's trip, they will be given concierge treatment in order to meet with their standards of living. To utilize our services, customers will be able to place their orders through our website or app. Customers will then be picked up by a car within a matter of 6-12 hours, with a notification 1 hour before we pick you up. Customers



will then be taken to an airport where they then board a luxury plane that takes them to Oregon. The trip will last for 2 weeks, from the moment they step foot on the plane travelling to Oregon, to the moment they step foot back in Japan.

In order to supplement the barren day that awaits the customer after their golfing, we will offer the opportunity to upgrade to a membership status, thus receiving an opportunity to do any activities they might wish to do. With a membership status, customers will be able to switch golf courses to one of our other options whenever they want, with the trip itself lasting however long the customer wants to stay in Oregon.

**Problems and their corresponding solutions:**

- Problem: Individuals often play on the same courses
  - Solution: Fly customers to Oregon to experience not only a new course, but an entirely new environment
- Problem: Smaller average size of courses
  - Solution: Fly customers to Oregon for its inherently large, spacious, and beautiful golf courses
- Problem: Short intervals between beginning of tee times
  - Solution: The company will book a 2 hour block of tee times around the customer's tee time

## VII. CHANNELS

**Distribution channel**

Once they become aware of our company website and app via the activities of the promotional plans, potential customers will travel to our website or app where they can view all of the aspects of our product and company. After viewing the landing page of the website, customers will be able to travel to the payment section of the page. After the customer pays, we will send a message to them notifying them that a car will be at their residence in 24-72 hours.



### Location analysis

Within Tokyo, we will lease a 12,000 square foot private office space in the Shibadaimon area within Tokyo's ward of Minato. The monthly lease on the office costs \$1,500 per month. We will have a conference room in this office. We will begin leasing of the property one month prior to the start of our marketing plan in order to set up operations.

Within Portland, we will be leasing an 8,000 square foot private office space in Portland Oregon. The monthly lease is \$2,000 per month. We will have a conference room in this office as well. We will begin leasing the property one month prior to the start of the marketing plan in order to set up operations.

### Proximity to market:

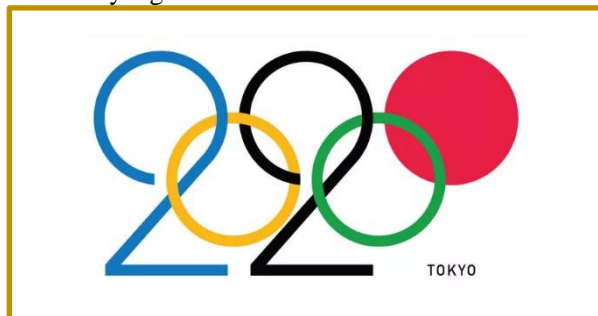
The office in Japan's location was chosen because it is a quality option that is available for a relatively low price. The office is close to where our target market resides. This will allow us to schedule meetings with any clients that request. It will also save time on the drive to their home to pick them up.

The office in Portland is near to the Pumpkin Ridge golf course, while being 3 hours away from the Pronghorn course and the Broken Top golf course. This distance between Bend and Portland will require a minimum of 6 hours notice before they put in a request to travel to any other location at a time not outlined by the general itinerary. The 6 hour notice is necessary to handle any variations in the time it takes to travel between Bend and Portland, such as traffic, snowy roads, etc.

### Promotion Plan:

Boschi Viaggio is a business to consumer service. Our Promotional plan is divided into three separate parts. Our major hook for the reclusive and static Japanese market is to employ advertising by Hideki Matsuyama throughout all promotional stages. We have partnered with him and have given him 10% equity in return for his aid on the promotional front and access to his unique connections within the Japanese golf industry. The first pre-opening promotional period is primarily geared toward raising awareness about our brand. The grand-opening promotional period is geared around the concept of virality. By issuing an incentive for individuals to build press and awareness for Boschi Viaggio, we are effectively stimulating viral growth, due to the inevitability that individuals who are made aware of the company will also be made aware of the bounty. The bounty is being targeted into the Toshima ward, the densest ward in all of Tokyo, due to the inherently higher viral coefficient within denser areas. The Virality of this will cause the brand to bubble up from the lower

income 99% into to higher income 1%. The post-opening promotion plan is focused around virality through the lens of social media. The Olympics offers a unique opportunity for advertising. Through the #FlightforFriends program, individuals will be made aware not only of our brand and service, but also of our Line account. Due to the fact that the winners are only being posted on the Boschi Viaggio website, news outlets and media companies will link to the website, thus causing Boschi Viaggio's search engine optimization rank to climb significantly.



Pre-opening promotional Period: (5/10/20-- 6/9/20)	<ul style="list-style-type: none"><li>• Boschi Viaggio will place advertisements through google on websites accessed by individuals within the ward of Minato related to the key search phrases "Luxury" and "golf,"</li><li>• Boschi Viaggio will begin to send out weekly Emails to people living within the ward of Minato</li><li>• Boschi Viaggio will send out one batch of postcards to people living within the ward of Minato</li><li>• Boschi Viaggio will create Line, Twitter and Facebook accounts that will post promotional content that will include, but is not limited to, discount events, Pictures of the golf courses, and pictures of the different activities and food options that are available with the membership.</li><li>• Have Hideki Matsuyama advertise on his social media, as well as to have his friends shout out our business</li></ul>
Grand opening promotional period: (6/10/20-- 7/9/20)	<ul style="list-style-type: none"><li>• Boschi Viaggio will place a bounty out that states whoever generates the most press and attention for the company, will receive a \$5,000 reward.<ul style="list-style-type: none"><li>○ We will generate awareness through billboards, stapled flyers, and emails and postcards, all centered around individuals within the Toshima ward.</li></ul></li><li>• Boschi Viaggio will also continue to place advertisements through google on websites related to luxury golf that are accessed by individuals within the ward of Minato</li><li>• Continue to have Hideki Matsuyama advertise on his social media, as well as to have his friends shout out our business</li></ul>

Post-opening promotional period: (7/10/20--8/9/20)	<ul style="list-style-type: none"> <li>Employ the #FlightforFriends system. Everytime a Japanese olympic golfer begins their golfing event, Japanese individuals will have the opportunity to make a post on Line, Twitter, or Facebook describing why a friend should be able to fly out to America and golf. Individuals will need to use the #FlightforFriends hashtag in their post, tag Boschi Viaggio in their post, and follow the Boschi Viaggio Line account. The person who posts and the person nominated will, if selected by us as the winner, both receive a free standard package alongside a free upgrade to membership status. A pair of individuals will be selected one day after the Japanese player completes their event. The winners will be announced on the Boschi Viaggio website. We will only select winners from the Line, Twitter, and Facebook social media service. <ul style="list-style-type: none"> <li>We will generate awareness of this event through advertisements on Line, Twitter, and Facebook, as well as through website advertisements</li> </ul> </li> <li>Continue to email individuals within the ward of Minato.</li> <li>Continue to mail postcards to individuals within the ward of Minato</li> <li>Continue to have Hideki Matsuyama advertise on his social media, as well as to have his friends shout out our business</li> </ul>
Standard Promotional Strategy: (8/10/20-->)	<ul style="list-style-type: none"> <li>Email individuals within the ward of Minato</li> <li>Mail postcards to individuals within the ward of Minato</li> <li>Continue to place advertisements on websites related to luxury golf that are accessed by individuals within the ward of Minato</li> <li>Continue to have Hideki Matsuyama advertise on his social media, as well as to have his friends shout out our business</li> </ul>

## VIII. REVENUE STREAMS

**Revenue model:** The revenue for Boschi Viaggio will come from the sale of the Albero package, as well as the upgrade to membership status, to wealthy Japanese individuals. We will be selling the Albero package for \$90,000 as well as a one time \$130,000 fee for an upgrade to a membership status. The Albero service as well as the perks of the membership upgrade are all variable cost, thus the contribution per package bought is \$0.

**Lifetime value:** A chart of the lifetime values can be found below. The Lifetime Value was calculated only using the Albero Package purchase, and thus does not include the possibility of the customer upgrading to a membership status.

Lifetime Value	
Customer Term Estimate (t)	10 years
Customer Expenditure (s)	\$90,000
Customer Cycle / Month (c)	0.33
Profit Margin (p)	20%
Customer Lifetime Value (CLV)	\$

Formula:  $t(52 \times s \times c \times p)$

**Projected revenue:** The Projected Revenue table reflects the per month Albero Package revenue combined with the revenue from the optional luxury upgrade to a membership status. The table of the projected revenue for the 1st month, the 6th month, the 12th month, and the 36th month can be found below. (These estimates are very conservative)

Timeline	Projected Revenue
1st Month	\$1,030,000
1st year	\$21,010,000

3rd year	\$30,254,400
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We expect a growth rate year over year of 20%.

**Gross Margin:** The Gross Margin for Boschi Viaggio in the first year of operation will be **22.22%**. This margin was calculated by determining the profit divided by the sales and expressing it as a percentage.

## IX. COST STRUCTURE

**Customer Acquisition Cost:** The customers of Boschi Viaggio are wealthy retirees within the Minato ward of the city of Tokyo. To target these customers, we will be utilizing a standard arsenal of awareness generators. We will be emailing wealthy individuals within Minato. The cost with this activity comes from the one time email lists that include the email addresses of the individuals within the customer segment. The next activity that we will do is mail postcards to individuals within the ward of Minato. The cost with this activity comes from the post stamps, as well as the printing of the postcard. The final activity of the standard awareness generators is to place advertisements through google on websites relating to the phrases “luxury” “golf.” The cost with this activity comes from the fee that google charges to place the advertisement.

Customer acquisition cost per month for year 1:

Time Period (Month)	Amount of Money Spent on Promotion	Amount of New Customers for the Month	Customer Acquisition Cost
0-1	\$75,416	10	\$7,541.60
2	\$25,788	11	\$2,344.36
3	\$17,128	12	\$1,427.33
4	\$17,128	13	\$1,317.54
5	\$17,128	14	\$1,223.43
6	\$17,128	15	\$1,141.87
7	\$17,128	16	\$1,070.50
8	\$17,128	17	\$1,007.53
9	\$17,128	18	\$951.56
10	\$17,128	19	\$901.47
11	\$17,128	20	\$856.40
12	\$17,128	21	\$815.62

**Service Variable Cost:** Boschi Viaggio’s cost for both the standard package and the membership extension are made up entirely of variable costs. Most of the costs comes from the tee time cushion, the commercial round trip flight cushion, and the chauffeur in Oregon.

The Costs of implementing the Albergo package per customer (2 weeks)				
Aspect of Service	Amount of Time we are in possession	Cost per unit	Amount	Cost
Attorney for Contract with the Customer			1	\$1,000
Food Options		\$200	42	\$8,400

18 Hole Golf Reservation		\$75	14	\$975
18 Hole Tee Time Cushion		\$825	14	\$11,550
Rent 3 Bed House Rental in Oregon	1 month		1	\$1,951
Cleaning Service	1 day		1	\$400
Attorney for House			1	\$1,000
1st Class Commercial Flight (round trip) Cushion		\$2,000	4	\$8,000
Service Manager				
Rent a Car in Oregon	1 day	\$222	14	\$3,108
Rent a Car in Tokyo	1 day	\$400	2	\$800
Chauffeur in Tokyo		\$300	5	\$600
Chauffeur in Oregon		\$300	54	\$16,200
Gas Money				\$1,000
<b>Running Total</b>				\$56,984
Variable Cost Cushion (23%)			1	\$13,016
<b>Albero Variable Cost Total: \$70,000</b>				

Some of these costs may not need to be paid. If we have spare houses that we have rented from past customers, we will not need to rent a new house. This applies to the house rental and the cars. A good example of this scenario is if we have 4 customers utilizing our service, and only 4 houses in our possession, then we will need to purchase a new house for the new customer; however, if there are 4 customers utilizing the albero package at the moment and we are in possession of 5 houses, we will be able to send a new customer to the additional unoccupied house. The business can then pocket the additional cash.

We also will likely not need to consistently commission an attorney for the house or for the customer because we will have a standard template for the contract we will have them sign.

<b>The cost of the amenities given through the membership per customer (2 additional weeks scenario)</b>				
<b>Additional Aspect of Service</b>	<b>Amount of time we are in possession</b>	<b>Cost per unit</b>	<b>Amount</b>	<b>Cost</b>
Food Options		\$200	42	\$8,400
Activity Options Cushion			28	\$50,000
3 Bed House Rental in Oregon	1 month		1	\$1,951
Cleaning Service	1 day		1	\$400
Attorney for House			1	\$1,000
18 Hole Golf Reservation			14	\$975
18 Hole Tee Time Cushion		\$825	14	\$11,550

Rent a Luxury Car in Oregon	1 day	\$222	14	\$3,108
Gift Baskets		\$100	4	\$400
Tablet			1	\$2,000
Personal Chef		\$600	7	\$4,200
Chauffeur in Oregon		\$300	52	\$16,200
Gas Money				\$1,000
<b>Running Total</b>				\$101,184
Variable Cost Cushion (9%)			1	\$8,816
<b>Membership Upgrade Variable Cost Total: \$110,000</b>				

The \$50,000 estimate for the activity options is a cushion for us to draw from for future Albergo purchases from the customer. If the customers do not book an additional Albergo Bundle within 12 months, we will pocket the additional cushion money that has not been used. These costs are worst case scenario costs for the additional amenities the member will receive during their stay in Oregon. Many of these costs will not be utilized by the member, and thus the business will be able to pocket the additional money.

**Human Recourse Cost:** We will hire 1 office manager for the office in Tokyo, earning a monthly salary of \$4,583, totalling a salary of \$55,000 a year. We will also hire 1 office manager for the office in Portland, earning a monthly salary of \$4,583, totalling a salary of \$55,000 a year. We will also hire employees with the job title “service managers”. The service managers will be assigned a customer, and will manage all of the elements of their trip, as well as be a liaison with the customer, effectively socializing and creating a relationship with the customer. The service managers will be working in Oregon. We will be employing an amount of service managers equal to 15% of the total amount of predicted customers per month. A single service manager will earn a monthly salary of \$5,417, totalling a salary of \$65,000 dollars per year. We will be acting as the CEO and CFO, as well as additional service managers, with each of us taking a salary of \$6,500 per month, totalling \$13,000 each month. We will each be making a total of \$78,000 a year, with the total owner's salary for the first year will be \$156,000.

**Overhead Costs:** Overhead costs for Boschi Viaggio can be found below

Cost Name	Rationale	Cost to Business in First year
Bookkeeper expenses	A bookkeeper is necessary in order to track our cashflow every day. A bookkeeper costs \$40 dollars per hour. We will be having a bookkeeper come in for 8 hours each friday of the month.	\$16,640
Accounting expenses	Accounting expenses are necessary to track monetary flow within the company. The cost of an accountant is \$300 per hour. We will have the accountant come in for 4 hours a quarter.	\$4,800
Attorney expenses	We will need an attorney to set up and manage the legal aspects of the business.	\$1,000
Shared office within Portland	The shared office within Portland costs \$2,000 per month. This cost includes utilities.	\$24,000



Shared office within Minato	The shared office within Minato costs \$1,500 per month. This cost includes utilities. This is lower than the cost of rent in portland because we have more desks and employees that are going to be in portland at any given time	\$18,000
Utilities	In regards to utilities, all we need is work computers for all 4 employees plus us, which will cost \$1000 dollars each. We will also be utilizing cell phones for our phone service. \$300 dollars a month for all 6 of us. We will also have internet costs which will be around \$300.	\$13,200
Flight to Japan	As of 12/12/19, the cost to fly out to Japan one way costs \$900	\$1,302
Liability insurance	The Liability insurance cost is \$400 per month.	\$4,800

### **Startup Expense List**

<b>Name of Expenses</b>	<b>Cost</b>
Attorney for setting up business	\$1,000
Pre-Opening Promotional Period	\$15,788
Pre-Opening Tokyo Office Rent	\$1,500
Pre-Opening Portland Office Rent	\$2,000
Office Supplies	\$100
Our Salary	\$13,000
Service Managers Salary	\$10,834
Office Managers Salary	\$9,166
Payroll Expenses	\$13,200
Computers	\$6,000
Phone Service	\$300
Internet	\$300
Flight to Japan	\$1,302
Liability Insurance	\$400
<b>Running Total</b>	<b>\$74,890</b>
Cash Flow Protection	20%
<b>Total</b>	<b>\$89,868</b>

## X. DETAILED FINANCIALS

### A. Projected income and expenses

#### Projected income statements by month for the first year's operations

<b><u>Assumptions:</u></b>		<b>Employee</b>	<b>Monthly Rate</b>
<b>Initial Monthly Travelers</b>	<b>10</b>	<b>Office Manager</b>	<b>\$4,583</b>
<b>New Customer Growth Rate</b>	<b>5%</b>	<b>Service Manager</b>	<b>\$5,417</b>
<b>Albero Revenue/Customer</b>	<b>\$90,000</b>	<b>Owner</b>	<b>\$6,500</b>
<b>Membership Revenue/Customer</b>	<b>\$130,000</b>		
<b>Repeat Customer Rate</b>	<b>15%</b>		
<b>Membership Rate</b>	<b>10%</b>		
<b>Business Cost for Each Trip</b>	<b>\$70,000</b>		
<b>Business Cost for Each Membership</b>	<b>\$110,000</b>		
<b>Service Managers Rate</b>	<b>15%</b>		

	Jun 2020	Jul 2020	Aug 2020	Sep 2020	Oct 2020	Nov 2020	Dec 2020	Jan 2021	Feb 2021	Mar 2021	Apr 2021	May 2021	1 Yr Total
New Customers	10	11	12	13	14	15	16	17	18	19	20	21	186
Repeat Customers	0	0	0	2	2	2	2	2	2	2	3	3	20
Total Customers	10	11	12	15	16	17	18	19	20	21	23	24	206
Trip Revenue	\$900,000	\$990,000	\$1,080,000	\$1,350,000	\$1,440,000	\$1,530,000	\$1,620,000	\$1,710,000	\$1,800,000	\$1,890,000	\$2,070,000	\$2,160,000	\$18,540,000
Membership Purchases	1	1	1	1	1	2	2	2	2	2	2	2	19
Membership Revenue	\$130,000	\$130,000	\$130,000	\$130,000	\$130,000	\$260,000	\$260,000	\$260,000	\$260,000	\$260,000	\$260,000	\$260,000	\$2,470,000
Total Net Revenue	\$1,030,000	\$1,120,000	\$1,210,000	\$1,480,000	\$1,570,000	\$1,790,000	\$1,880,000	\$1,970,000	\$2,060,000	\$2,150,000	\$2,330,000	\$2,420,000	\$21,010,000
Trip Cost	\$700,000	\$770,000	\$840,000	\$1,050,000	\$1,120,000	\$1,190,000	\$1,260,000	\$1,330,000	\$1,400,000	\$1,470,000	\$1,610,000	\$1,680,000	\$14,420,000
Membership Cost	\$110,000	\$110,000	\$110,000	\$110,000	\$110,000	\$220,000	\$220,000	\$220,000	\$220,000	\$220,000	\$220,000	\$220,000	\$2,090,000
Total Cost of Service	\$810,000	\$880,000	\$950,000	\$1,160,000	\$1,230,000	\$1,410,000	\$1,480,000	\$1,550,000	\$1,620,000	\$1,690,000	\$1,830,000	\$1,900,000	\$16,510,000
Gross Profit/Loss	\$220,000	\$240,000	\$260,000	\$320,000	\$340,000	\$380,000	\$400,000	\$420,000	\$440,000	\$460,000	\$500,000	\$520,000	\$4,500,000
Number of Service Managers	2	2	2	2	2	3	3	3	3	3	3	4	4
Service Manager Salary	\$10,834	\$10,834	\$10,834	\$10,834	\$10,834	\$16,251	\$16,251	\$16,251	\$16,251	\$16,251	\$16,251	\$21,668	\$173,344
Office Manager Salary x 2	\$9,166	\$9,166	\$9,166	\$9,166	\$9,166	\$9,166	\$9,166	\$9,166	\$9,166	\$9,166	\$9,166	\$9,166	\$109,992
Owner Salary x 2	\$13,000	\$13,000	\$13,000	\$13,000	\$13,000	\$13,000	\$13,000	\$13,000	\$13,000	\$13,000	\$13,000	\$13,000	\$156,000
Payroll Total	\$33,000	\$33,000	\$33,000	\$33,000	\$33,000	\$38,417	\$38,417	\$38,417	\$38,417	\$38,417	\$38,417	\$43,834	\$439,336
Gross wages (exact withdrawal)	33,000	33,000	33,000	33,000	33,000	38,417	38,417	38,417	38,417	38,417	38,417	43,834	439,336
Payroll expenses (taxes, etc.)	13,200	13,200	13,200	13,200	13,200	15,367	15,367	15,367	15,367	15,367	15,367	17,534	175,734
Supplies (office & oper.)	100	100	100	100	100	117	117	117	117	117	117	133	1,333
Promotion	59,628	25,788	17,128	17,128	17,128	17,128	17,128	17,128	17,128	17,128	17,128	17,128	256,696
Phone Service	300	300	300	300	300	350	350	350	350	350	350	400	4,000
Internet Service	300	300	300	300	300	300	300	300	300	300	300	300	3,600
Accounting	1,280	1,280	2,480	1,280	1,280	2,480	1,280	1,280	2,480	1,280	1,280	2,480	20,160
Rent office (Portland)	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	24,000
Rent office (Tokyo)	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	18,000
Insurance	400	400	400	400	400	400	400	400	400	400	400	400	4,800
Interest	466	459	453	447	440	434	427	421	414	407	400	394	5,162
Loan Principle	951	957	964	970	976	983	990	996	1,003	1,009	1,016	1,023	11,838
Miscellaneous	500	500	500	500	500	500	500	500	500	500	500	500	6000
Total Expenses	113,625	79,784	72,325	71,125	71,124	79,975	78,775	78,775	79,975	78,774	78,774	87,626	970,660
Net Income/Loss	\$106,375	\$160,216	\$187,675	\$248,875	\$268,876	\$300,025	\$321,225	\$341,225	\$360,025	\$381,226	\$421,226	\$432,374	\$3,529,340

**Projected cash flow by month for the first year's operation**

Cash Flow (12 months)	Boschi Viaggio												Fiscal Year Begins: Jun-20
	Pre-Start-up EST	Jun-20	Jul-20	Aug-20	Sep-20	Oct-20	Nov-20	Dec-20	Jan-21	Feb-21	Mar-21	Apr-21	May-21
Cash on Hand (beginning of month)		12,498	118,873	279,089	466,764	715,639	984,515	1,284,589	1,605,863	1,947,137	2,307,211	2,688,486	3,109,761
<b>CASH RECEIPTS</b>													
Cash Sales	0	220,000	240,000	260,000	320,000	340,000	380,000	400,000	420,000	440,000	460,000	500,000	520,000
Loan/ other cash injection	89,868												
<b>TOTAL CASH RECEIPTS</b>	89,868	220,000	240,000	260,000	320,000	340,000	380,000	400,000	420,000	440,000	460,000	500,000	520,000
<b>Total Cash Available (before cash out)</b>	89,868	232,498	358,873	539,089	786,764	1,055,639	1,364,515	1,684,589	2,025,863	2,387,137	2,767,211	3,188,486	3,629,761
<b>CASH PAID OUT</b>													
Travel to Japan	1,302	0	0	0	0	0	0	0	0	0	0	0	0
Computers	6,000	0	0	0	0	0	0	0	0	0	0	0	0
Gross wages (exact withdrawal)	33,000	33,000	33,000	33,000	33,000	33,000	38,417	38,417	38,417	38,417	38,417	38,417	43,834
Payroll expenses (taxes, etc.)	13,200	13,200	13,200	13,200	13,200	13,200	15,367	15,367	15,367	15,367	15,367	15,367	17,534
Attorney	1,000	0	0	0	0	0	0	0	0	0	0	0	0
Supplies (office & oper.)	100	100	100	100	100	100	117	117	117	117	117	117	133
Internet Service	300	300	300	300	300	300	300	300	300	300	300	300	300
Promotion	15,788	59,628	25,788	17,128	17,128	17,128	17,128	17,128	17,128	17,128	17,128	17,128	17,128
Phone Service	300	300	300	300	300	300	300	300	300	300	300	300	300
Accounting	2,480	1,280	1,280	2,480	1,280	1,280	2,480	1,280	1,280	2,480	1,280	1,280	2,480
Rent office (Portland)	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000
Rent office (Tokyo)	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500
Insurance	400	400	400	400	400	400	400	400	400	400	400	400	400
Interest		466	459	453	447	440	434	427	421	414	407	400	394
Miscellaneous		500	500	500	500	500	500	500	500	500	500	500	500
<b>SUBTOTAL</b>	77,370	112,674	78,827	71,361	70,155	70,148	78,943	77,736	77,730	78,923	77,716	77,709	86,503
Loan principal payment		951	957	964	970	976	983	990	996	1,003	1,009	1,016	1,023
<b>TOTAL CASH PAID OUT</b>	77,370	113,625	79,784	72,325	71,125	71,124	79,926	78,726	78,726	79,926	78,725	78,725	87,526
<b>Cash Position</b>	12,498	118,873	279,089	466,764	715,639	984,515	1,284,589	1,605,863	1,947,137	2,307,211	2,688,486	3,109,761	3,542,235

### **Projected Three-Year Plan**

	Year 1	Year 2	Year 3
Net Sales Revenue	\$21,010,000	\$25,212,000	\$30,254,400
Trip Cost	\$14,420,000	\$17,304,000	\$20,764,800
Membership Cost	\$2,090,000	\$2,508,000	\$3,009,600
Salaries	\$439,336	\$527,203	\$632,644
Payroll Expenses	\$175,734	\$210,881	\$253,057
Accounting	\$20,160	\$20,160	\$20,160
Promotion	\$256,696	\$205,536	\$205,536
Loan Repayment	\$17,000	\$17,000	\$17,000
Office Supplies	\$1,333	\$1,600	\$1,920
Insurance	\$4,800	\$4,800	\$4,800
Phone Service	\$4,000	\$4,000	\$4,000
Internet Service	\$3,600	\$3,600	\$3,600
Rent Office (Tokyo)	\$18,000	\$21,600	\$25,920
Rent Office (Portland)	\$24,000	\$28,800	\$34,560
Miscellaneous	\$6,000	\$7,200	\$8,640
Business Profit/Loss	\$3,529,340	\$4,347,620	\$5,268,164

### **A brief narrative description of the planned growth of the proposed business, including financial resources and needs**

During our first year of operations we are projected to sell 206 Albergo Packages and 19 membership upgrades. We are projecting a net sales revenue of \$21,010,000 within the first year. From the first year to the second year, we project that we will have a 20% growth to achieve a net sales revenue of 25,212,000. From the second year to the third year, we are expecting to have a 20% growth to achieve a net sales revenue \$30,254,400. Our projected profit in year one is \$3,529,340. From year one to year two we are projecting that our profit will grow to be \$4,347,620. In our third year, we are projecting that our profit will grow to be \$5,268,164. The growth is reasonable, because of the improved marketing strategies, the word of mouth virality of the customers and their friends, and our solidified presence in the market.

### **B. Proposed plan to meet capital needs**

#### **Personal and internal sources**

We are each going to put in \$10,000 dollars, which will bring down the amount needed in the loan to \$69,868. After the initial startup, we expect Boschi Viaggio to be able to fund itself from its own profits.

#### **Earnings, short-term and long-term borrowing, long-term equity**

The startup expense for Boschi Viaggio comes primarily from employee salaries and payroll expenses, as well as promotion. We are asking for \$69,868 loan at 8% interest over a 5-year period. This is the only expected external finance for Boschi Viaggio.

#### **Plan to repay borrowed funds or provide return on investment to equity funds**

We plan to pay back the loan over a 5-year period. The collateral for the loan will be any equipment at our offices. We have lowered the risk of the loan by getting wealthy Japanese businessman Tadashi Yanai to sign a preliminary



contract, formed by an attorney, stating that he will purchase the Albero Package as well as the membership upgrade, earning us \$40,000 dollars on the first day of being open.

## XI. KEY METRICS

To evaluate the success of Boschi Viaggio, three metrics will be used:

**The Funnel that the Customers Travel Through** for both the Albero Package and the membership upgrade will be used to gauge where key product fall off points are; measure fluctuations in usage between days more effectively; measure what people do, when they do it, and how fast they do it; and measure a basic idea of user perception of value (specifically their journey through the funnel, and how many make it to the end stage of each respective funnel).

**The Effectiveness of Marketing** will be monitored to estimate how many people came from each type of promotion. We will send out an optional survey to customers that have just purchased a package or membership upgrade, asking them to mark a check by which promotional efforts alerted them to the service. We will have a list of all our promotional efforts, along with an option of 'other.' If the customer chooses 'other,' then they will also have the option of giving a brief description of how they heard about this experience.

**The Quality of the Service** is the final metric that we will be monitoring. We will offer customers the option to fill out responses to prompts that will be distributed to them. The surveys will be centered around the customer experience on the trip. This will give us qualitative data. This qualitative data represents the customer's perception of the quality of product. The data will give us ideas for future features that customers would like, or knowledge of features that we currently have that do not add value to the customer's experience.

## XII. COMPETITIVE ADVANTAGE

- Boschi Viaggio is the first company to provide the service of golf-oriented luxury travel to the niche market of wealthy Japanese individuals. While there are other travel companies within Japan, none have narrowed in on this specific niche market. This allows us to establish ourselves and develop a strong and loyal customer base before potential competitors. Any company that decides to enter into this niche market will find difficulty due to the virality of the brand throughout wealthy social circles. By the time new competition arises, we will already have begun scaling to the rest of Japan and to new markets around Asia.
- We are from Oregon, which gives Boschi Viaggio special knowledge about the culture, atmosphere, environment, and the people of Oregon. This allows for differentiation from companies that are run by Japanese businessmen.
- The Japanese market is hard to penetrate and even harder to fully enter. Through our partnership with Hideki Matsuyama, we already have established connections to the Japanese golfing world.

## XIII. CONCLUSION

We are requesting a loan of \$69,868 at 8% interest over a 5-year period. This loan will cover all our startup expenses for the first month. We project that we will be able to finance our future expenses using profit from the customers. While we need \$89,868 to cover all of our startup expenses in addition to our cushion, we will each be investing \$10,000 of our own money. Boschi Viaggio is the ideal investment because of the facts that our business is primarily variable costs; we have a secured deal with Tadashi Yanai, one of the wealthiest men in Japan, stating that when we launch our service he will purchase an Albero Package alongside a membership; and we are projecting \$3,529,340 profit in the first year of sales. Boschi Viaggio solves existing problems the customer faces in a new and exciting way, creating a trip to the open fields and beautiful mountain ranges of the U.S.A centered around the luxury golf experience. Most of Boschi Viaggio's expenses are variable costs, which will help Boschi Viaggio perform better in the chance of a cash flow deficit during our operations. Finally, Boschi Viaggio is projecting \$3,529,340 profit in our first year of operations, indicating a large success for Boschi Viaggio.

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[https://www.tokyo-icc.jp/guide\\_eng/info/06.html](https://www.tokyo-icc.jp/guide_eng/info/06.html)  
<https://www.psprint.com/die-cut-flyers>  
<https://www.psprint.com/promotional-flyers>  
<https://www.bluelinemedia.com/billboard-advertising>

Turo Car Rental  
<https://turo.com/en-us/search?country=US&defaultZoomLevel=7&delivery=false&deliveryLocationType=googlePlace&endDate=12%2F04%2F2019&endTime=10%3A00&international=true&isMapSearch=false&itemsPerPage=200&location=Oregon%2C%20USA&locationType=City&maximumDistanceInMiles=50&northEastLatitude=46.299099&northEastLongitude=->

[116.463262&placeId=ChIJVWqfm3xuk1ORdrgLettlTH0&region=OR&sortType=RELEVANCE&southWestLatitude=41.9917941&southWestLongitude=-124.7035411&startDate=11%2F27%2F2019&startTime=10%3A00](https://www.zillow.com/bend-or/rent-houses/3-3-beds/?searchQueryState={%22pagination%22:{},%22mapBounds%22:{%22west%22:-122.0952192441406,%22east%22:-120.48846875585934,%22south%22:43.61082316975476,%22north%22:44.40297896334595},%22regionSelection%22:[{%22regionId%22:50962,%22regionType%22:6}],%22isMapVisible%22:true,%22filterState%22:{%22isForSaleByAgent%22:{%22value%22:false},%22isForSaleByOwner%22:{%22value%22:false},%22isNewConstruction%22:{%22value%22:false},%22isForSaleForeclosure%22:{%22value%22:false},%22isComingSoon%22:{%22value%22:false},%22isAuction%22:{%22value%22:false},%22isPreMarketForeclosure%22:{%22value%22:false},%22isPreMarketPreForeclosure%22:{%22value%22:false},%22isMakeMeMove%22:{%22value%22:false},%22isForRent%22:{%22value%22:true},%22isCondo%22:{%22value%22:false},%22isMultiFamily%22:{%22value%22:false},%22isManufactured%22:{%22value%22:false},%22isLotLand%22:{%22value%22:false},%22isApartment%22:{%22value%22:false},%22beds%22:{%22min%22:3,%22max%22:3}],%22isListVisible%22:true})

Cost of Bend homes for Rent

[https://www.zillow.com/bend-or/rent-houses/3-3-beds/?searchQueryState={%22pagination%22:{},%22mapBounds%22:{%22west%22:-122.0952192441406,%22east%22:-120.48846875585934,%22south%22:43.61082316975476,%22north%22:44.40297896334595},%22regionSelection%22:\[{%22regionId%22:50962,%22regionType%22:6}\],%22isMapVisible%22:true,%22filterState%22:{%22isForSaleByAgent%22:{%22value%22:false},%22isForSaleByOwner%22:{%22value%22:false},%22isNewConstruction%22:{%22value%22:false},%22isForSaleForeclosure%22:{%22value%22:false},%22isComingSoon%22:{%22value%22:false},%22isAuction%22:{%22value%22:false},%22isPreMarketForeclosure%22:{%22value%22:false},%22isPreMarketPreForeclosure%22:{%22value%22:false},%22isMakeMeMove%22:{%22value%22:false},%22isForRent%22:{%22value%22:true},%22isCondo%22:{%22value%22:false},%22isMultiFamily%22:{%22value%22:false},%22isManufactured%22:{%22value%22:false},%22isLotLand%22:{%22value%22:false},%22isApartment%22:{%22value%22:false},%22beds%22:{%22min%22:3,%22max%22:3}\],%22isListVisible%22:true}](https://www.zillow.com/bend-or/rent-houses/3-3-beds/?searchQueryState={%22pagination%22:{},%22mapBounds%22:{%22west%22:-122.0952192441406,%22east%22:-120.48846875585934,%22south%22:43.61082316975476,%22north%22:44.40297896334595},%22regionSelection%22:[{%22regionId%22:50962,%22regionType%22:6}],%22isMapVisible%22:true,%22filterState%22:{%22isForSaleByAgent%22:{%22value%22:false},%22isForSaleByOwner%22:{%22value%22:false},%22isNewConstruction%22:{%22value%22:false},%22isForSaleForeclosure%22:{%22value%22:false},%22isComingSoon%22:{%22value%22:false},%22isAuction%22:{%22value%22:false},%22isPreMarketForeclosure%22:{%22value%22:false},%22isPreMarketPreForeclosure%22:{%22value%22:false},%22isMakeMeMove%22:{%22value%22:false},%22isForRent%22:{%22value%22:true},%22isCondo%22:{%22value%22:false},%22isMultiFamily%22:{%22value%22:false},%22isManufactured%22:{%22value%22:false},%22isLotLand%22:{%22value%22:false},%22isApartment%22:{%22value%22:false},%22beds%22:{%22min%22:3,%22max%22:3}],%22isListVisible%22:true})

Car rental service

<http://www.premium-rent.com/en/>

Cost of Personal Chef

<https://readyseteat.net/personal-chef-services-standard/>

Section IX.

Cost of an attorney

<https://www.upcounsel.com/small-business-lawyer-cost>

Cost of a bookkeeper

<https://smallbusiness.costhelper.com/bookkeepers.html>

Cost of an accountant

<https://smallbusiness.costhelper.com/accountants.html>

Cost of a chauffeur

<https://www.thumbtack.com/p/chauffeur-prices>

Cost of a computer

<https://www.costco.com/laptops.html>

Cost of flying to Japan

<https://www.google.com/flights?safe=strict&lite=0#flt=PDX./m/07dfk.2019-12-28;c:USD;e:1;sd:1;t:f;tt:o>

Various Information

Average amount of time to plan a vacation

<https://www.mic.com/articles/192764/how-long-should-vacation-planning-take>