



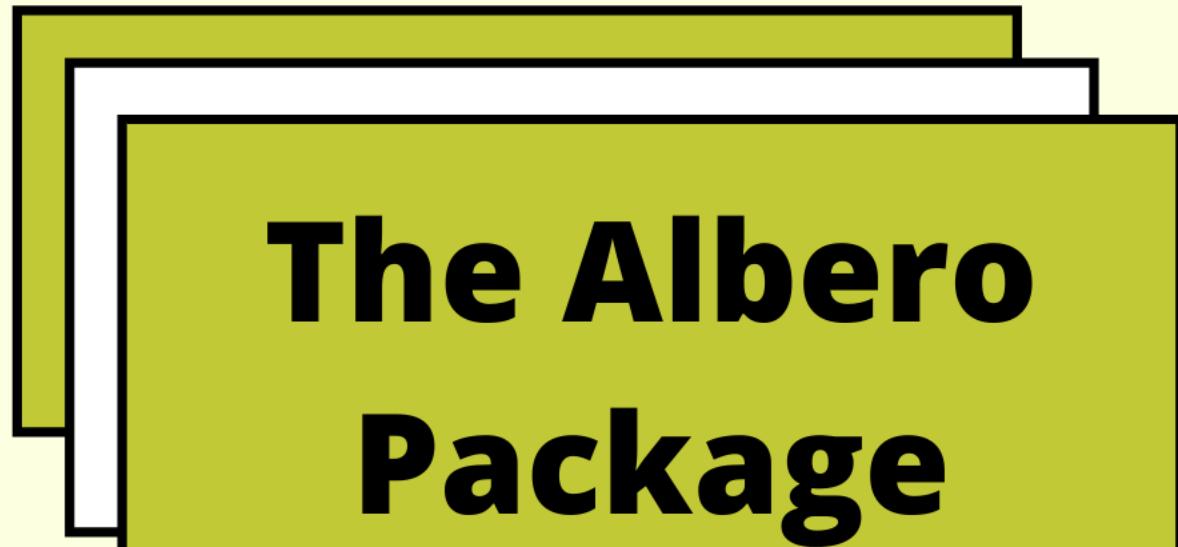
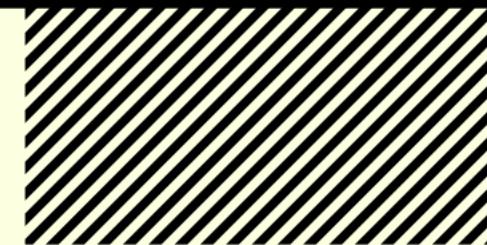
# BOSCHI VIAGGIO

A TRAVEL AGENCY DESIGNED FOR  
GOLFERS, BY GOLFERS

A Financial Request of \$69,868



# The Albero Package

- 
- 
- 
- New form of booking luxury travel
  - Designed for wealthy Japanese golfers
- 

# Business Model





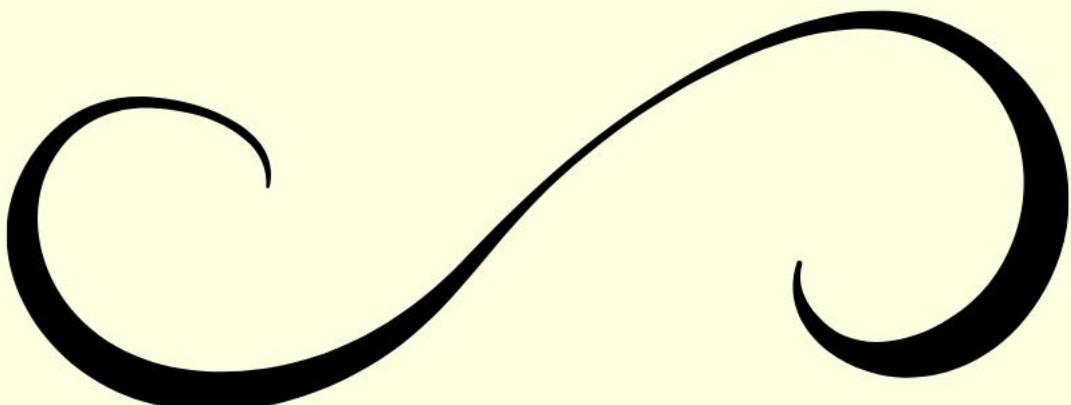


# Problems and Solutions

Primary	Secondary	Tertiary
<b>Lack of Course Variety</b>	<b>Smaller Average Size of Courses</b>	<b>Short Tee Time Intervals</b>
<b>Fly to Oregon</b>	<b>Fly to Oregon</b>	<b>Company Cushion</b>



# Albero Journey



Boschi Viaggio



THE CUSTOMERS LUXURY GOLF EXPERIENCE

## Pre-Purchase



Social Media



Celebrity Endorsement



Direct Mail

## Purchase



Albero Package



2 week trip



Website

## Post-Purchase



Feedback



Referral to friends



Customer Retention

# The Boschi Website

Landing Page

The screenshot shows the homepage of the Boschi Viaggio website. At the top left is the logo, which is a yellow oval containing a stylized tree. To the right of the logo is the brand name "Boschi Viaggio". Below the header is a large, scenic photograph of a golf course with green fairways, bunkers, and a rocky cliffside. Navigation links are positioned at the bottom of this image: "Home", "About Oregon", "Packages", "Memberships", and "Contact Us". A secondary banner below features the text "Your Golfing on Your Terms" and a paragraph describing the unique experience of golfing in Oregon. On the left side of this banner is a smaller image of a golfer in action.

*Your Golfing on Your Terms*

*With stunning forests and lush green grounds, Oregon has a golf experience unlike any other. Boschi is committed to showcasing the very best of Oregon, while giving you the concierge treatment you deserve throughout your trip. With many opportunities to personalize your experience to your taste, we guarantee that you will leave wanting more.*

*Boschi Viaggio will fly you to Oregon where you can golf on your own terms. You will be able to golf to your hearts content in an environment that is not only spacious, but inherently luxurious as well. With Boschi Viaggio, you also need not worry about being rushed or waiting for the people in front of you to move faster. We supply a 1 hour cushion both before your tee time, and after your tee time, in order*

# About

# Packages

*Begin Your Golfing Excursion*

**Packages**

The standard bundle includes lodging and a booked tee time cushion for a golf course of your selection. If all you desire is to golf, get your tee time done and give us a call, and we'll get you home in no time. But if you have fallen in love with Oregon and would like to see more of all the beauty Oregon has to offer, you can upgrade to a Boschi Viaggio membership, which allows you to contact us with any Boschi supported activities you would like to do. We do however require a six hour notice for any activity you would like to do at a time not outlined by the itinerary.

The standard package includes...

- Private flight to Oregon
- Two hour cushion around your tee time
- Three day trip
- Decent selection of spacious and scenic golf courses located within Oregon
- Beverage services all throughout your trip

[PURCHASE](#)

2020 by Boschi Viaggio

[Home](#) [About Oregon](#) [Packages](#) [Memberships](#) [Contact Us](#)

*Mountain and Forest Galore*

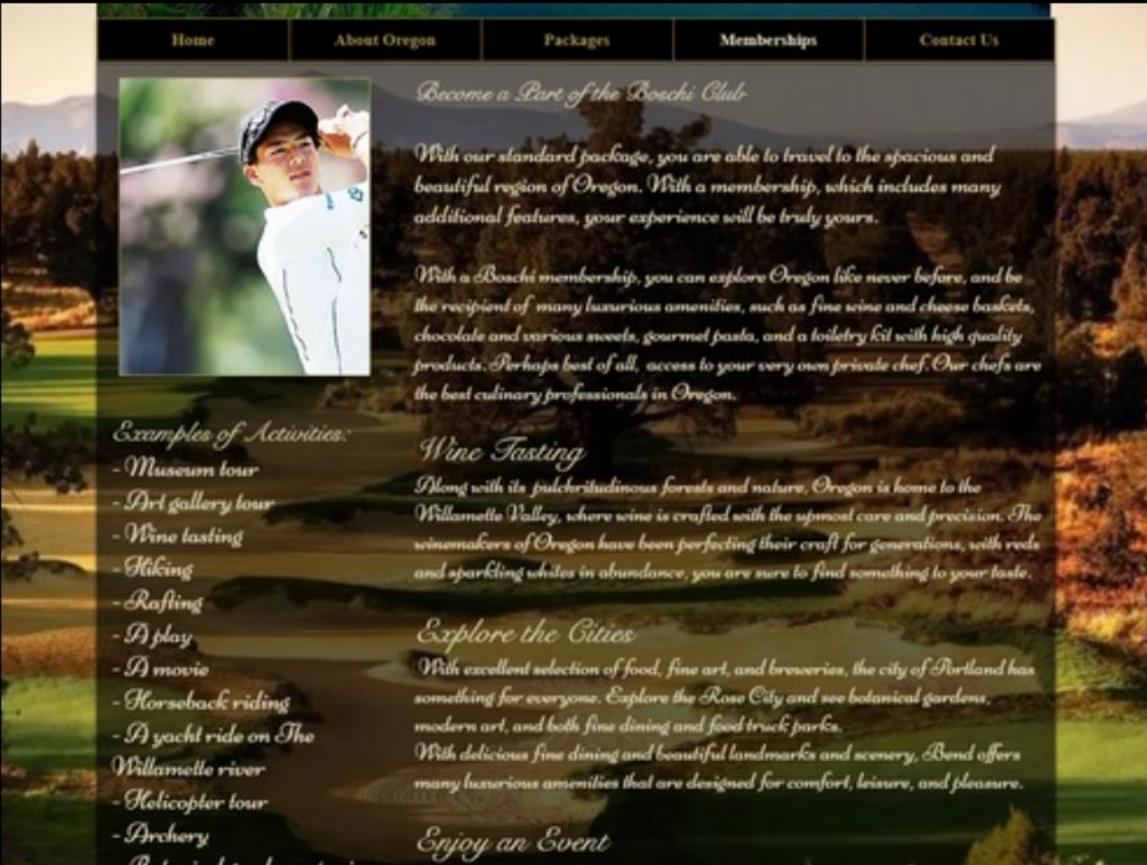
Oregon has a superb selection of 18 hole golf courses, with luxurious grounds that are sure to be remembered. With golf courses in the top 100 of the nation, quality and a brilliant experience is sure to be delivered.

Oregon offers an inherently luxurious and stylish environment. Whether it is the massive amounts of forestry, or the beautiful hills and mountains, Oregon offers both residents and travelers alike a spacious space with an excellent view.

Boschi Viaggio offers high end golf courses within Oregon's crown jewel of Portland, as well as within the luxurious and high end area of Bend. Golf is a staple of Oregonian pride. With some of the best 5-star courses in the America, you can guarantee that you will never be disappointed.

2020 by Boschi Viaggio

# Memberships



Home    About Oregon    Packages    Memberships    Contact Us

*Become a Part of the Boschi Club*

*With our standard package, you are able to travel to the spacious and beautiful region of Oregon. With a membership, which includes many additional features, your experience will be truly yours.*

*With a Boschi membership, you can explore Oregon like never before, and be the recipient of many luxurious amenities, such as fine wine and cheese baskets, chocolate and various sweets, gourmet pasta, and a toiletry kit with high quality products. Perhaps best of all, access to your very own private chef. Our chefs are the best culinary professionals in Oregon.*

*Examples of Activities:*

- Museum tour
- Art gallery tour
- Wine tasting
- Hiking
- Rafting
- Fly
- Movie
- Horseback riding
- Yacht ride on The Willamette river
- Helicopter tour
- Archery
- Relaxation

*Wine Tasting*

*Along with its pulchritudinous forests and nature, Oregon is home to the Willamette Valley, where wine is crafted with the utmost care and precision. The winemakers of Oregon have been perfecting their craft for generations, with reds and sparkling whites in abundance, you are sure to find something to your taste.*

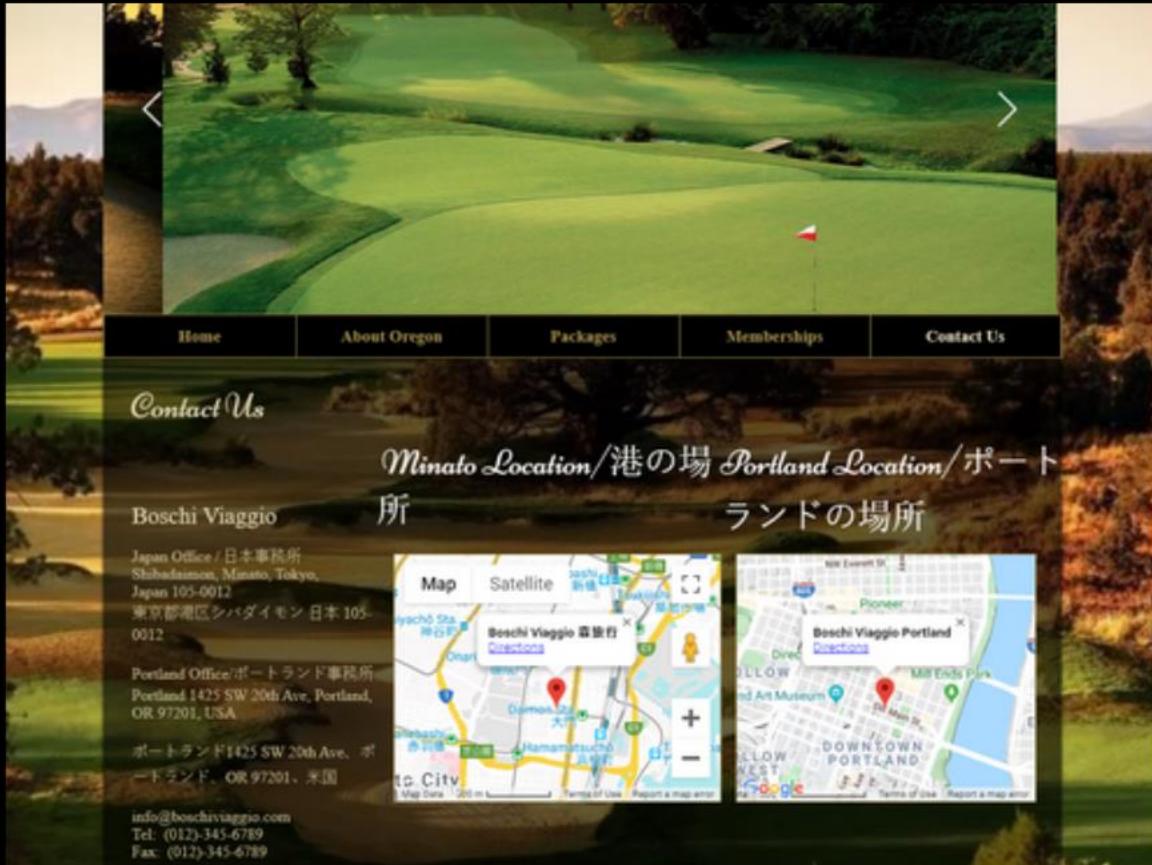
*Explore the Cities*

*With excellent selection of food, fine art, and breweries, the city of Portland has something for everyone. Explore the Rose City and see botanical gardens, modern art, and both fine dining and food truck parks.*

*With delicious fine dining and beautiful landmarks and scenery, Bend offers many luxurious amenities that are designed for comfort, leisure, and pleasure.*

*Enjoy an Event*

# Contact Us



Home    About Oregon    Packages    Memberships    Contact Us

*Contact Us*

*Minato Location/港の場所    Portland Location/ポートランドの場所*

Boschi Viaggio

Japan Office / 日本事務所  
Shibadaien, Minato, Tokyo,  
Japan 105-0012  
東京都港区シバダイモン 日本 105-0012

Portland Office/ポートランド事務所  
Portland 1425 SW 20th Ave, Portland,  
OR 97201, USA  
ポートランド 1425 SW 20th Ave, ポートランド, OR 97201, 米国

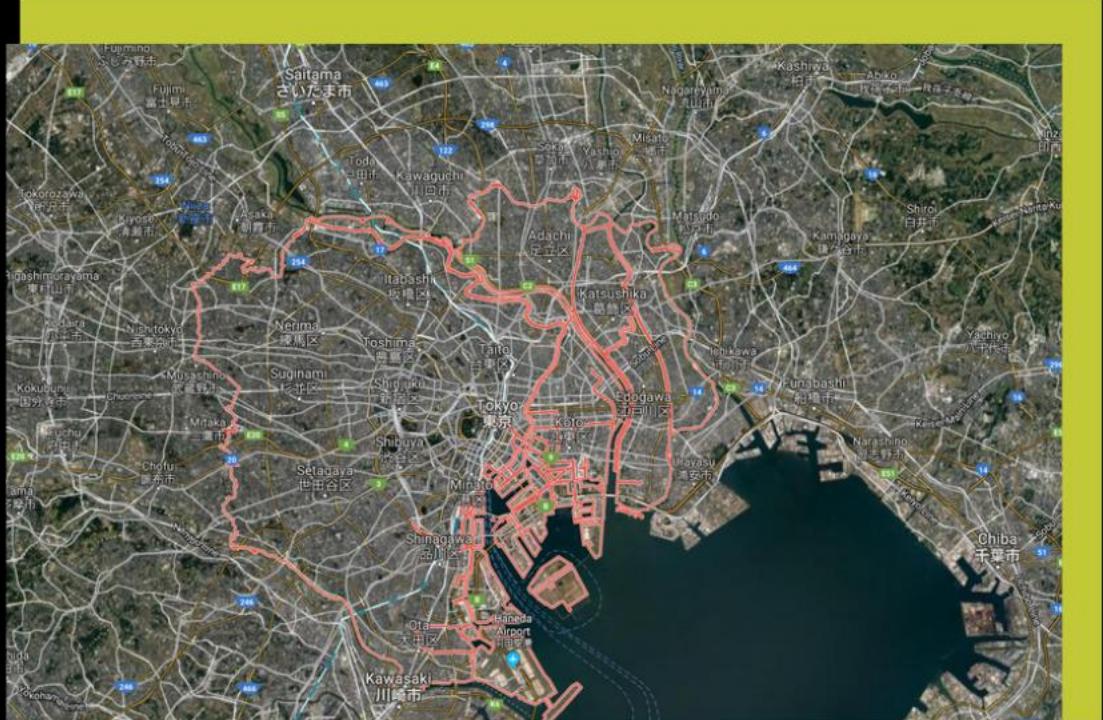
info@boschivaggio.com  
Tel: (012)-345-6789  
Fax: (012)-345-6789

[Map](#)    [Satellite](#)

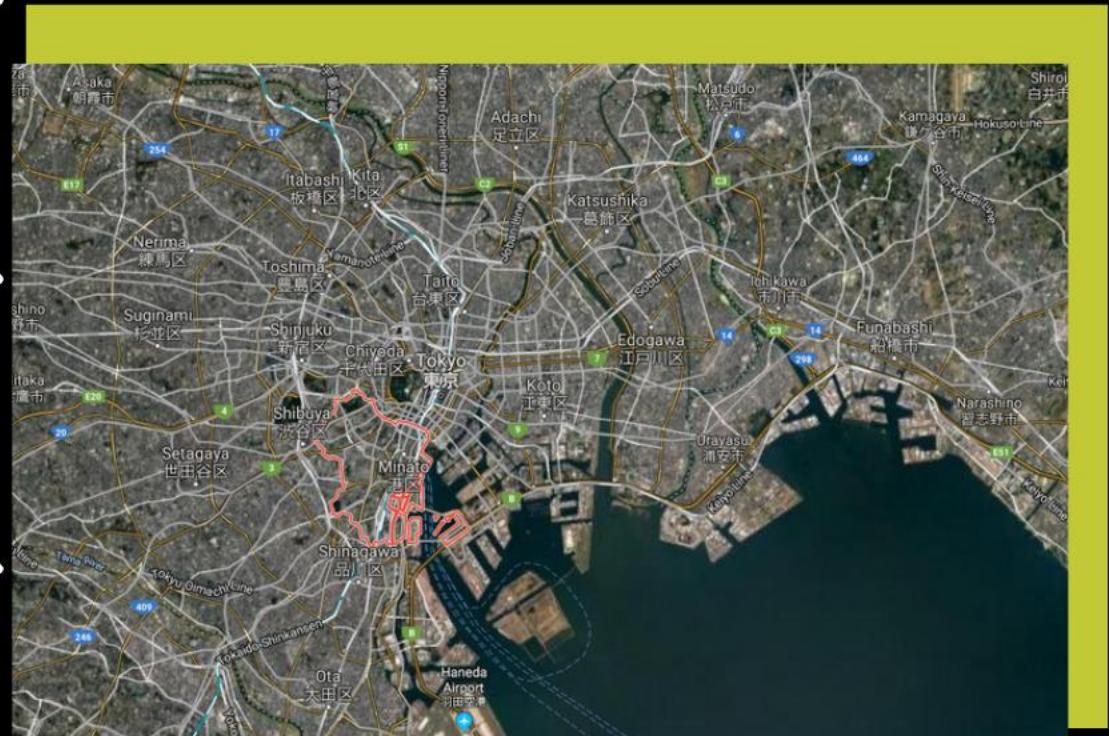
[Boschi Viaggio 東京](#) [Directions](#)

[Boschi Viaggio Portland](#) [Directions](#)

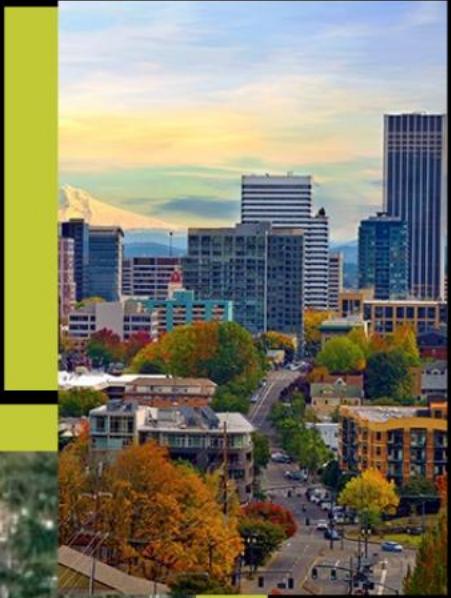
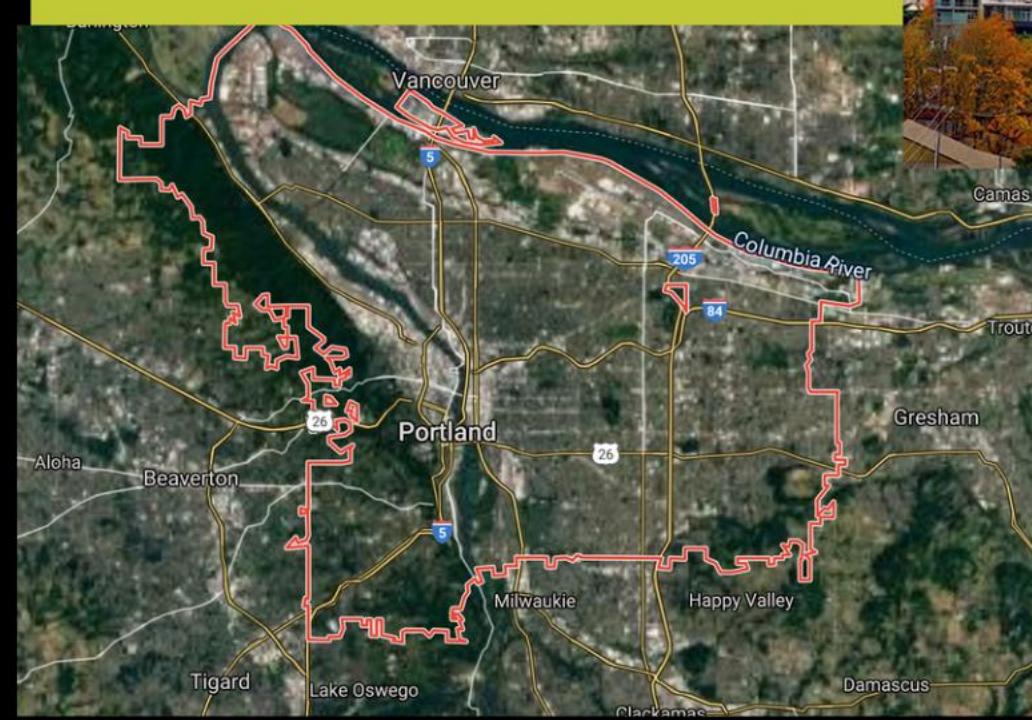
# Selected Location - Tokyo, Japan



## City Zoom: Minato Ward



# Field Office: Portland, Oregon



Customer Segment



Wealthy Japanese  
Golfers in Minato

# Primary Problem Competition Map

Low Luxury

Lack of Course Variety

Little Amount of Wait Time

Travel Abroad

Large Amount of Wait Time

Travel to a Nearby Course



High Luxury

# Secondary Problem Competition Map

**Small  
Course Size**

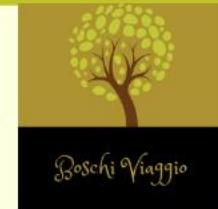
**Smaller  
Average Size of  
Courses**

**Little  
Amount of  
Wait Time**

**Large  
Amount of  
Wait Time**

**Travel to the  
Countryside**

**Travel  
Abroad**



**Large  
Course Size**

# Tertiary Problem Competition Map

**Short  
Intervals**

**Short Tee Time  
Intervals**

**Spacious  
Feeling**

**Join an  
Exclusive Club**

**Crowded  
feeling**

**Buy Out Tee  
Time Cushion**

**Large  
Intervals**



# Standard Promotional Strategy

## CONTINUOUS INSERTION

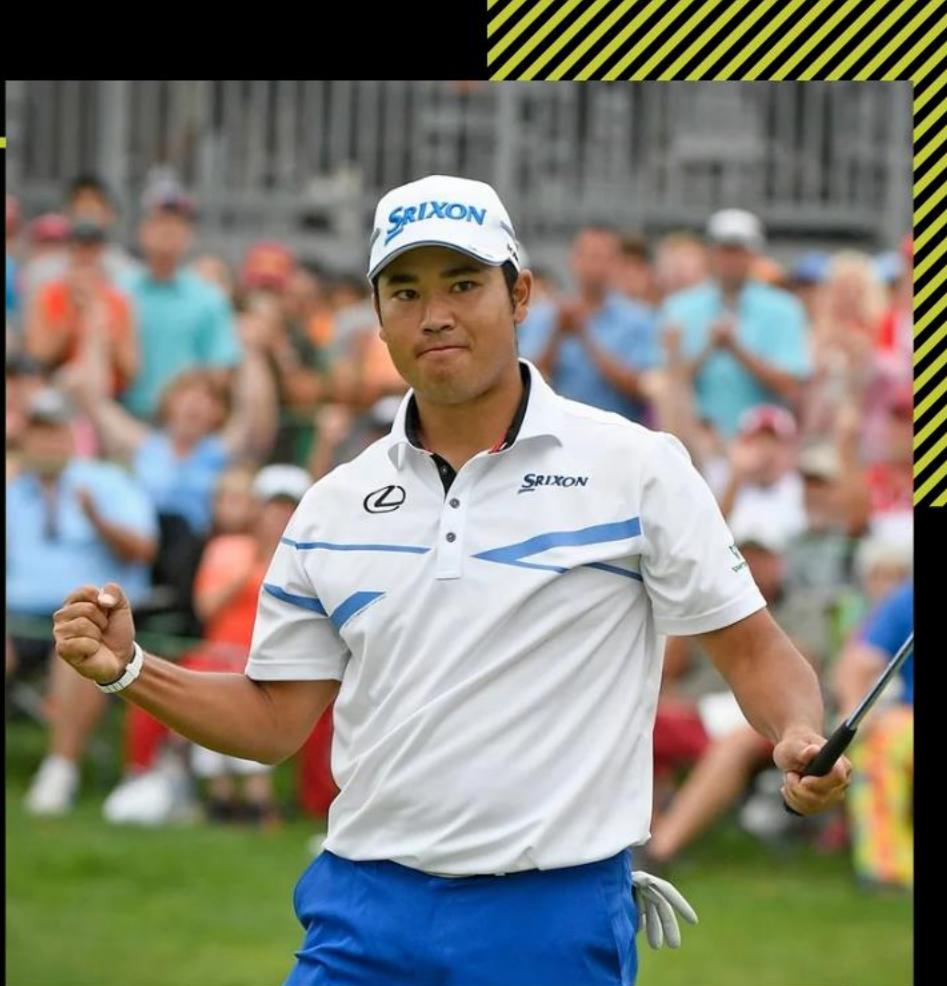
Vital to continuously dig deeper into the static Japanese market

## GENERATION OF AWARENESS

Aim to get the word out about our solution to their problems

## UPHOLD THE BRIDGE

Ensure that the bond with the customers is maintained



# Hideki Matsuyama



# Pre-Opening



BOSCHI VIAGGIO PRESENTS

## LUXURY GOLF WITHOUT THE CROWDS

New Courses and New Experiences

Golf with us TODAY!

Visit [www.boschiviaggio.com](http://www.boschiviaggio.com)

### GET IN TOUCH

Tel: (012)-345-6789

BoschiViaggio@gmail.com

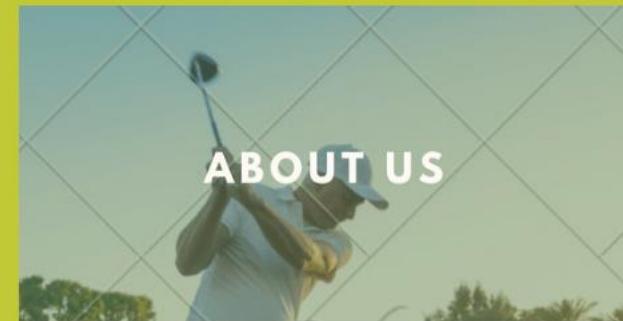
Shibadaimon, Minato, Tokyo, Japan 105-0012



NO CROWDS, NO WORRIES

[WWW.BOSCHIVIAGGIO.COM](http://WWW.BOSCHIVIAGGIO.COM)

LUXURY GOLF TRAVEL AGENCY



ABOUT US

Boschi Viaggio will fly you to Oregon where you will be able to golf to your hearts content in an environment that is not only spacious, but inherently luxurious as well. With Boschi Viaggio, you also need not worry about being rushed or waiting for the people in front of you to move faster. We supply a 1 hour cushion both before your tee time, and after your tee time, in order to ensure that you have the most enjoyable experience possible.

With stunning forests and lush green grounds, Oregon has a golf experience unlike any other. Boschi is committed to showcasing the very best of Oregon, while giving you the concierge treatment you deserve throughout your trip. With many opportunities to personalize your experience to your taste, we guarantee that you will leave wanting more.

**BOSCHI  
VIAGGIO**

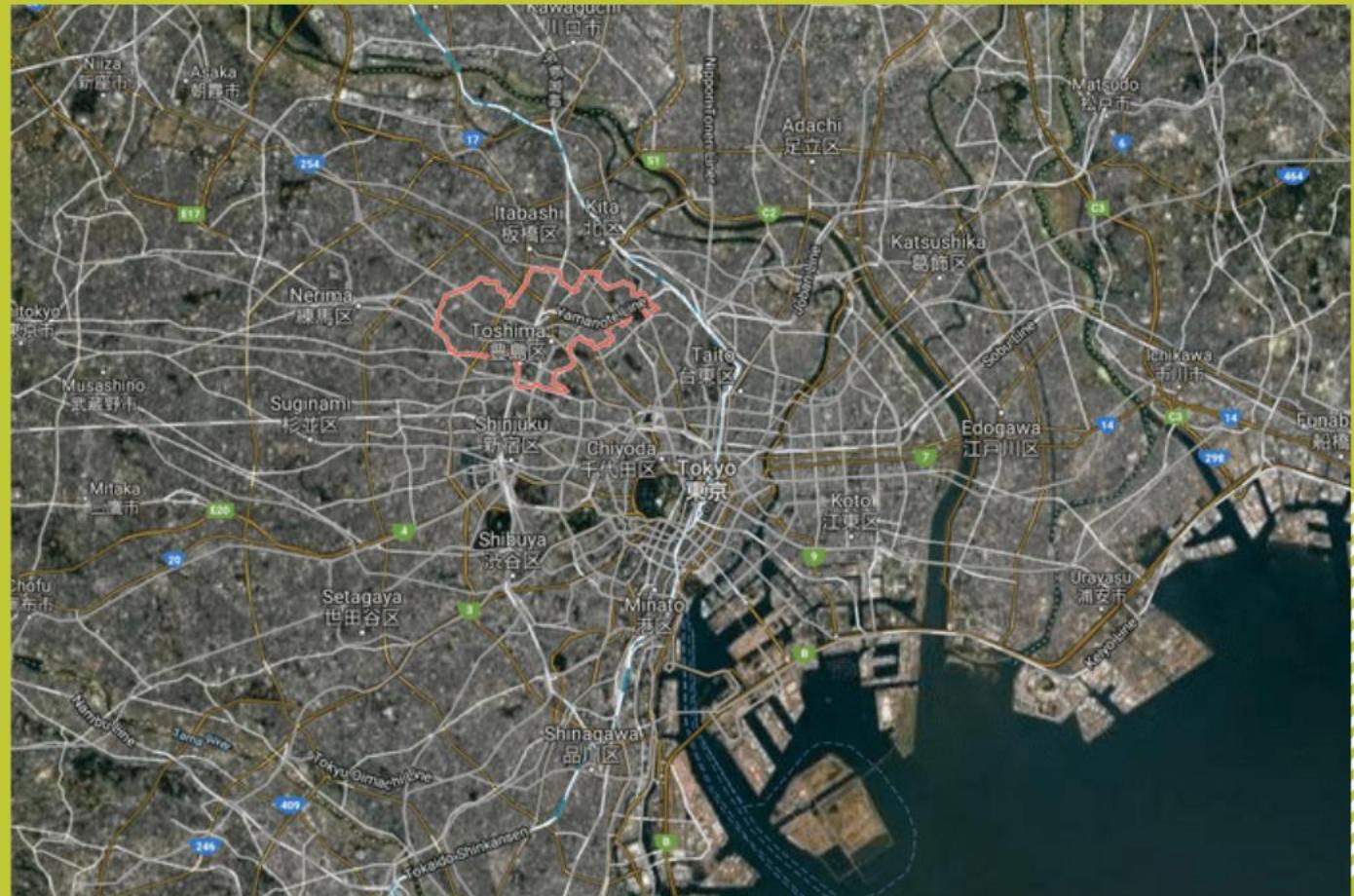
STANDARD PACKAGE  
\$90,000

MEMBERSHIP UPGRADE  
\$130,000



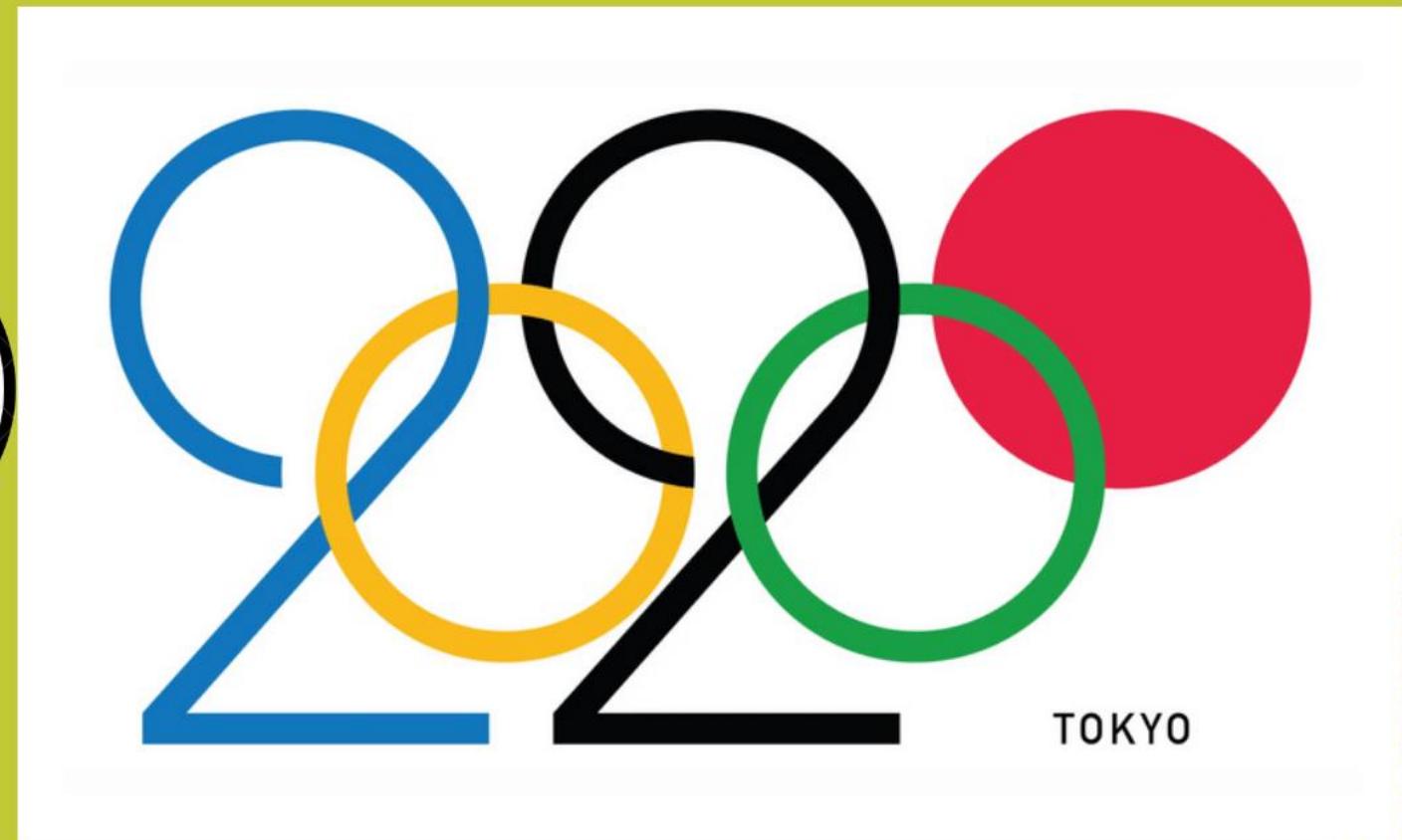


# Grand Opening





# Post-Opening

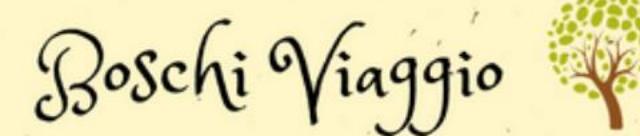


# Key Metrics

THE SERVICE JOURNEY  
THE CUSTOMER TRAVELS  
THROUGH

EFFECTIVENESS OF  
MARKETING

THE QUALITY OF THE  
SERVICE



THE CUSTOMERS LUXURY GOLF EXPERIENCE

## Pre-Purchase



Social Media



Celebrity Endorsement



Direct Mail

## Purchase



Albero Package



2 week trip



Website

## Post-Purchase



Feedback



Referral to friends



Customer Retention



## Year One Financials

**SALES**

**\$21,010,000**

**EXPENSES**

**\$17,480,680**

**PROFIT**

**\$3,529,340**

# Three Year Profit Forecast

**EXPECTED  
PROFIT Y1**

\$3,529,340

**EXPECTED  
PROFIT Y2**

\$4,235,208

**EXPECTED  
PROFIT Y3**

\$5,082,250



Tadashi Yanai



# Risk Mitigation

**HIDEKI  
MATSUYAMA**

The Contract

**FINANCIAL  
RISK**

Tadashi Yanai

**WEATHER**

Pebble Beach and  
Torrey Pines

**UNEXPECTED  
PROBLEMS**

Malleability  
of the Service





# Financial Request

Loan of  
**\$69,868**

at 8% interest over 5 years





**Thank You!**

QUESTIONS?

Thank You!  
QUESTIONS?