**Presentation Slide**

Good morning everyone. I am Antoine, CEO of Vulcanix and this is Adrien, our chief marketing officer. We are here to present to you our business plan.

**Introduction**

Team building seminars market is in constant growth. Indeed, it has become a growing evidence that happy people are productive people. Many different seminar concepts saw the light of day as years went by, each of them with pros and cons. But let us explain to you, with this short presentation how our vision of team-building is different.

**Market Analysis**

Team building seminars can emphasize on different aspects, may it be manual and sportive activites as archery, fun activities as water slides or trust exercises. But they all have one, main default: focusing on only one of these aspects. We, at Vulcanix, put forward all of these aspects, as a good team is a team that can collaborate in many different contexts.

Is that a difficult equilibrium to reach ? Yes, surely. Is it impossible ? Not if you give people the opportunity to build their own race car together. We propose companies to

**Market Analysis 2**

The team building market is a market full of opportunities, as their advantages are indisputable for the productivity of companies. It has a consistent potential, as It represents over 2.2 billion euros of sales for 2016. Besides, it is still on the increase, as overall teambuildings organizers profits grew from 1.3% in 2016. It shows that the demand is still increasing, making it the perfect time to enter the market.

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As we plan to enter the market, it is important to be aware of how we will position ourselves compared to our concurrents and where we can make the difference. To make a difference against the competition, we will insist on the originality of our product, as it is by far one of our biggest advantages. The main challenge in launching our brand will be to grow our awareness and start to get customers coming in, as it is a very challenging market with a lot of newcomers.

**Strategy Timeline**

Developing properly, according to a clearly established plan, is vital to stand the test of time. It also allows us to focus on the right things at the right time so the company can prosper. We organised our development strategy around three phases. The first one will consist in launching the activity, and bringing in our first customers. To do so, we will first organise our launching party, and invite targeted persons via prospection in order to grasp their attention.

We will also seize all the opportunities during our first months of existence to participate in showcases, interviews in reviews in order to grow our awareness among our target customers as quickly as possible during our first year.

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The next years will be dedicated to retain our customers and make them loyal to our seminars. To do so, we will have to create deep customers relations, and tailor the seminars to their wills by discussing the organisation.

The first step in transforming our activity will be to switch for electric vehicles to be more environment-friendly, and match the society’s values and interests. It should also make it more easy for us to sell our seminars to the different companies we will be targeting.

Finally, once the brand is established, we will use our profit to develop internationally and put new concepts in place in order to keep our customers’ curiosity

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But this development strategy will have to rely on heavy communication campaigns to be successful. Off course, we will be using social media to increase our reach on Facebook, Instagram etc. But as we will start a small structure, we have to find a way to diffuse our brand to the largest amount of people as possible. Therefore, our communication strategy will rely on our clients’ established networks to grow our awareness. Besides, using their accounts and networks will allow us to reach a greater amount of people potentially interested in our activities at no expense.

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Also, to be as efficient as possible in our prospects, we will have to target our audience very precisely. To do so, we will use mail campaigns at the beginning to gain in fame, but mainly use relevant ads on websites related to motorsports or likely to attract people interested in our activities. Another very important step to develop our awareness is to be featured in TV shows or interviews, watched or read by most of our target audience, as it would give our business a leap forward.