

# ONE-PAGE BUSINESS PLAN TEMPLATE

1-2

WHAT + HOW + WHO	WHAT do we do?	traditional local tourism		
	HOW do we do it?	*Communicate with people from the local community to find out what services they can provide for a financial return *Contact the tourist offices to arrange their tours		
	WHO do we serve?	Foreign tourists and the Foreign student		
WHY	DEFINE CUSTOMER PROBLEM	Exploitation - language - unfamiliarity with the nature of the region.		
	DEFINE SOLUTION PROVIDED	Specific prices - introducing the region - providing translators-Providing tours		
REVENUE	PRICING + BILLING STRATEGIES	Pay online, contact the service provider-Providing competitive prices in the market.		
	INCOME STREAMS	Percentage of profits from selling services and goods - advertisements		
MARKETING	CUSTOMER REACH STRATEGY	Convergent Marketing: A company-to-business partnership/organization that brings together people who share the same interests. Social media		
	REFERRAL GENERATION STRATEGY	Photography-offers		
COMPETITION	TOP COMPETITORS	Tourist offices - tourism websites		
	OUR COMPETITIVE ADVANTAGE	Points system - discounts on flights - offers		
METRICS	SUCCESS MILESTONE MARKER 1	Our website was approved by five people during the first month		
	SUCCESS MILESTONE MARKER 2	The ability to cover sunk costs within 6 months		
SITUATION				
	STRENGTHS ( + )			WEAKNESSES ( - )
	Familiarity with social media			Marketing

AL A N AL YS IS (S W OT )	All team members are web developers		We need a video editor and photographer
	We have a graphic designer		
	EXTERNAL FACTORS		
	OPPORTUNITIES ( + )		THREATS ( - )
	houses WITH aqaba identity		Community acceptance problem
	License from the Ministry of Tourism		New competitors appear

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