**Business Plan**

| 1–2 | | | | |  |  |  |  |
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| **WHAT + HOW + WHO** | **WHAT do we do?** | |  | We organize multi-destination trips in Jordan through renting yachts and bikes in Aqaba and Hot air balloons and buggies in wadi rum. | | | | |
| **HOW do we do it?** | |  | Several activities are launched on our website for customers to pick and book. | | | | |
| **WHO do we serve?** | |  | tourists and local people who like extreme sports and entertainment trips. | | | | |
| **WHY** | **DEFINE CUSTOMER PROBLEM** | |  | Aqaba city is lacking in scheduled entertainment programs | | | | |
| **DEFINE SOLUTION PROVIDED** | |  | Your tour gathered and and scheduled the trips in one website | | | | |
| **REVENUE** | **PRICING + BILLING STRATEGIES** | |  | Visa , Paypal and mastercard | | | | |
| **INCOME STREAMS** | |  | Playing middleman role between shops and customers so we get paid from both parties | | | | |
| **MARKETING** | **CUSTOMER REACH STRATEGY** | |  | E-commerce , Ministry of tourism and antiquities, brochures | | | | |
| **REFERRAL GENERATION STRATEGY** | |  | Build loyalty and trust-wothy relationships with current customers to share their experience with new customers | | | | |
| **COMPETITION** | **TOP COMPETITORS** | |  | Entertainment and tourism companies | | | | |
| **OUR COMPETITIVE ADVANTAGE** | |  | Gathering multiple activities in one website making it simple and fast for the users | | | | |
| **METRICS** | **SUCCESS MILESTONE MARKER 1** | |  | Building a database and gaining loyal customers | | | | |
| **SUCCESS MILESTONE MARKER 2** | |  | Adding more partners to the company and widening the range we work on. | | | | |
| **SITUATIONAL ANALYSIS (SWOT)** |  | **INTERNAL FACTORS** | | | | | | |
| **STRENGTHS ( + )** | | | |  |  | **WEAKNESSES ( – )** | |
| we are 4 web developers working on the project | | | |  |  | Lack of fund | |
| we work on all the aspects the project needs ourselves | | | |  |  |  | |
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|  | **EXTERNAL FACTORS** | | | | | | |
| **OPPORTUNITIES ( + )** | | | |  |  | **THREATS ( – )** | |
| Rare in the market | | | |  |  | Customers stealing/ miss using the equipment | |
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