

The Business Opportunity

What problem are you solving?

- Major problems that most travellers face.

What challenges and pain will you resolve for users?

- safety, particularly in transportation
- harassment (touts, scammers, pickpockets, etc.)
- internet access
- food poisoning
- language barrier and cultural differences

Company Description

What does your company do?

- Provide a hassle-free travel experience.

What Challenge(s) does your company solve?

- To help our client plan, choose and arrange their holiday by suggesting our budget friendly travel package.
- Offer advice and opinions on where to go and local tourist attractions.
- Capturing moments. Creating memories. We take photos and videos during the trip while our clients are busy making memories.

Industry Analysis

Who are your competitors?

- Travel agencies

What are some key factors related to being successful in your industry?

- We make the travel experience more personal and cost-effective. Unlike traditional travel agencies, we look forward to building a community for people who love to travel.

Implementation Timeline

Briefly, how will you roll out the business?

- We will create a travel destination package that corresponds to our tour types (Student Group, Small Group & Solo Traveller). Our trip will run from 15 days, 12 days and 10 days depending on the travel destination package.

Which plan will be involved?

- The travel window is from November to April. At the moment, our target is at least 2 travel destinations per month.
- Depending on trip length, we will organize a trip for our client. Our client can book their desired travel destination. We will pick them up from the airport and will be the tour guide for the whole trip.
- Our client will get a perk for choosing to travel with us. Our adventurers will get a t-shirt with their name in it, id, and a keychain. We will call it a “pasalubong” (Filipino term similar to “souvenir”, traditionally a gift you bring home to family from travel).

Financial Summary

What is your cost structure and what are your revenue streams?

- Value centered approach. We want to focus on maximising worth for our client. Revenue streams will be booking fees and percentage from hotel/resort partners.

Describe your fixed variable costs and how you will make money?

- Team salary, IT infrastructure. Money made with booking fees and profit sharing with hotel/resort partners.

Consider your sales goals for the near future and long term.

- Near future with initial infrastructure: Around 100 clients in one season (November - April).
- Long term assuming complete success and expanded infrastructure: Around 3000 in one season.

Team

Who is involved in this endeavour?

- The resorts and hotel
- The travel team (Travel manager, driver, travel executives (Photographer & media associate)
- CEO

Who is on your team and why are you the right person / people to build this business?

- I have a lot of contacts within the hotel, resort and transport business in the Philippines, which makes me uniquely suited to establish the partnerships required to make a project like this work.
- Likewise, I already have contacts who are well-suited for roles in IT infrastructure etc.

Target Market

Who are you targeting?

- Students
- People who love travelling, tourism, vacations and adventure.
- Solo travellers who want to meet solo travellers

Who makes up your target audience?

- 18-65yrs old.

Who are your target segments, buyer personas and ideal customers?

- Students and people who love to travel.

Marketing Plan

Which channels and platforms will you use to reach and convert your target audience?

- Social media (Facebook, Instagram & Twitter)
- Our own website (blog posts)

Where will you meet your target audience?

- Social media
- Word of mouth (KEA students)
- Company Website