



## **Cabin in the Clouds**

### *Vacation Rental*

About the Business - Claude has a cabin high in the Smoky Mountains. While he has spent many a season admiring the vistas and the beauty of nature, he has not been able to spend as much time as he would like in the mountains. He has decided to start renting out the property to make some extra cash.

Being an amateur photographer, Claude has documented the way the surrounding area changes during the seasons. While each season offers its own form of beauty, it is the Fall, with the changing of the trees and the vivid colors, that is the most stunning. As such, he knows that he can charge a premium for rentals in October, when the demand is highest.

Challenges / Needs - Claude wants to develop a web site where potential clients can learn about the property and the rental rates. Claude believes that through his imagery, he can show how magnificent the property can be year-round. He also would like to allow customers to contact him via the web site about availability and rentals.

Current Assets - Claude has a wealth of photographs of the property, and has developed a logo. He's started working on the rental rates, but doesn't expect to have them finalized until his web site is closer to being complete.