

## **Globetrotter Travel**

*Travel Agent*

About the Business - Randy loved to travel. His family, being rather well off, took him to many places as a child. Now, well into his 30's he found himself in an industry that at first he thought was intriguing, but no longer held its luster. When Randy found himself with a substantial inheritance from his great grandmother (also an avid traveller), he decided it was time to follow his passion and start a custom travel agency.

With today's do-it-yourself booking capabilities, Randy felt that the success of his business relied on his ability to create custom travel packages that took visitors off of the beaten path and brought them to lesser known, but more interesting destinations. These custom packages could be sold as both guided and self-guided versions, but both would include Randy's unique take on the sites.

Challenges / Needs - While Randy was confident that he can drum up a significant starter business with his personal network, those contacts would not be enough to grow the business to its fullest potential. He needed to advertise his business on the web and showcase the destinations that he intended to highlight. He wanted to show the countries to which clients can travel along with images he captured during his own travel. A contact form on the site would serve as a means of visitor inquiry.

Current Assets - Aside from the plethora of images that he has captured, he has developed a logo and has some idea of the countries and destinations that he will offer first. Over time, he expects that the list will grow with his business.