



Strategia



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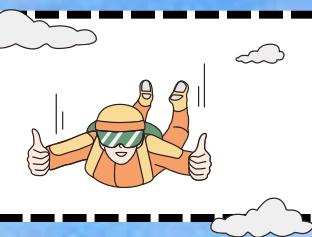


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“All Stars”

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Go to Market Strategy



Pre-Launch Preparation

Dec 2023- Jan 2024

Launch & Initial Operations

Feb 2024 - May 2024

Full scale Launch & Marketing campaign

June 2024 - August 2024

Expansion, Evaluation & Future Planning

Sept 2024 - Dec 2024

Pre-Launch Preparation (Dec, 2023 - Jan, 2024):

Regulatory Approvals:

- Initiate the process of obtaining regulatory approvals and permits.
- Affiliation with DGCA-approved organization, such as the Aero Club of India (ACI).



Local Partnerships:

- Establish partnerships with local tourism boards, hotels, and travel agencies.
- All equipment, such as parachutes, aircraft, and emergency equipment, must meet DGCA standards.

Marketing Collateral:

- Showcase unique skydiving experiences at each location.

Launch and Initial Operations (February, 2024 - May, 2024):

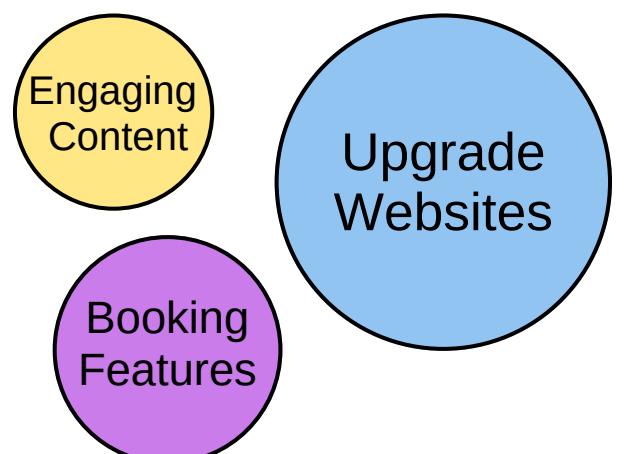
Infrastructure Setup:

- Set up drop zones, equipment, and safety measures at each location.
- Ensure all safety protocols are in place.

Soft Launch Events:

- Conduct soft launch events with local influencers and media.
- Generate initial buzz and excitement in each community.

Online Presence Enhancement:



Full scale Launch & Marketing campaign (June 2024 - Aug 2024):

Social Media Campaigns:

- Execute targeted campaigns on Instagram, Facebook, and Twitter.
- Create excitement and attract a broader audience.



Local Advertising:

- Invest in local advertising, including billboards and radio spots.
- Partner with local influencers for increased visibility.

Mobile App Launch:

- Release the mobile app with booking capabilities.
- Implement a loyalty program for repeat business.

Expansion, Evaluation & Future Planning (Sep 2024 - Dec 2024):

Expansion Initiatives:

- Explore additional marketing channels and expansion initiatives.
- Solidify Altitude Ascend's presence in each market.
- Foster positive relationships within each location.

Data Analysis and Planning:

- Conduct comprehensive data analysis for the year.
- Gather insights for strategic planning in the following year.

Continuous Improvement:

- Seek opportunities for improvement, innovation, and customer satisfaction.
- Position Altitude Ascend as a leader in the skydiving industry.

New potential locations for skydiving operations



Mysuru

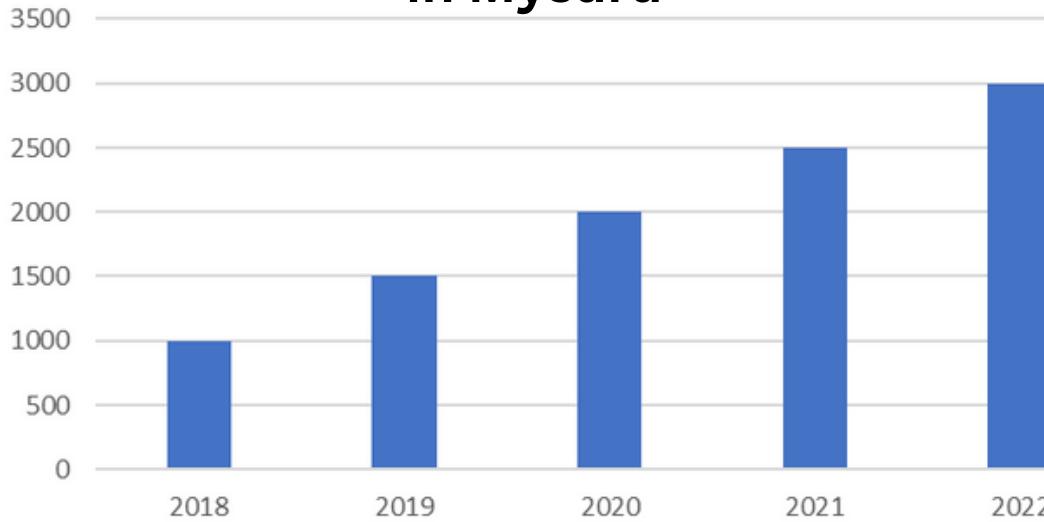
TAM
33,92,274
People

Total number of tourists in 2022/23

SAM
10,000
People

Total skydiving operations in 2022/23

Number of online skydiving searches in Mysuru



Competitors:

- Eagle Sky Adventures
- Skydive India
- Ultimate Skydiving
- Nirvana Adventures
- Skydive Mysore

Major cities near Mysuru:

- Bengaluru - 200 Kms
- Mangluru - 270 Kms
- Coimbatore - 250 Kms

Kevadia

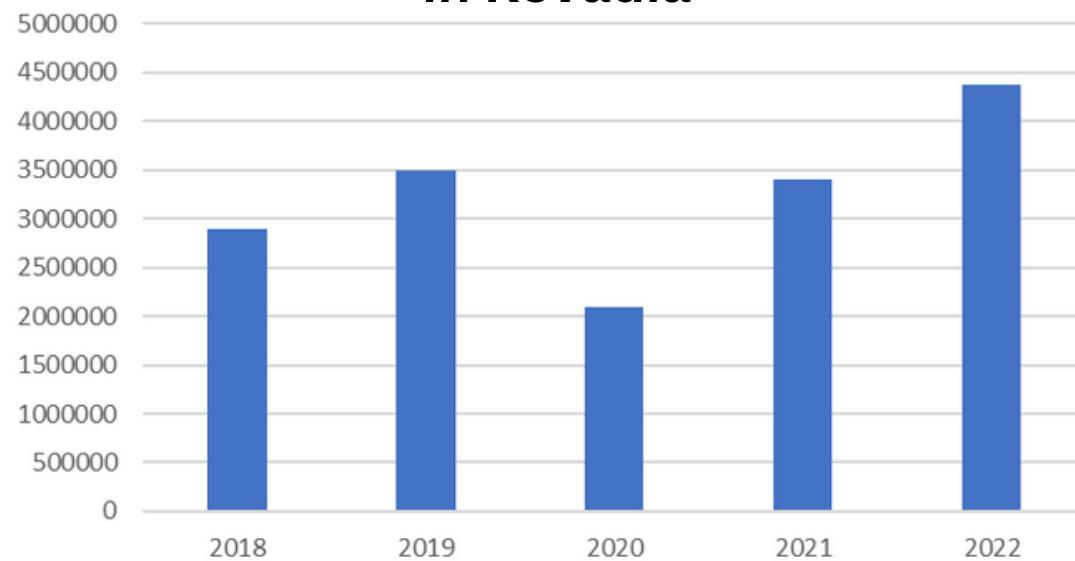
TAM
46,00,000
People

Total number of tourists in 2022/23

SAM
12,000
People

Expected skydiving operations in 2022/23

Number of online skydiving searches in Kevadia



Competitors:

- No Competitors

Major cities near Kevadia:

- Vadodara - 94 Kms
- Surat - 152 Kms
- Ahmedabad - 189 Kms

Aamby Valley

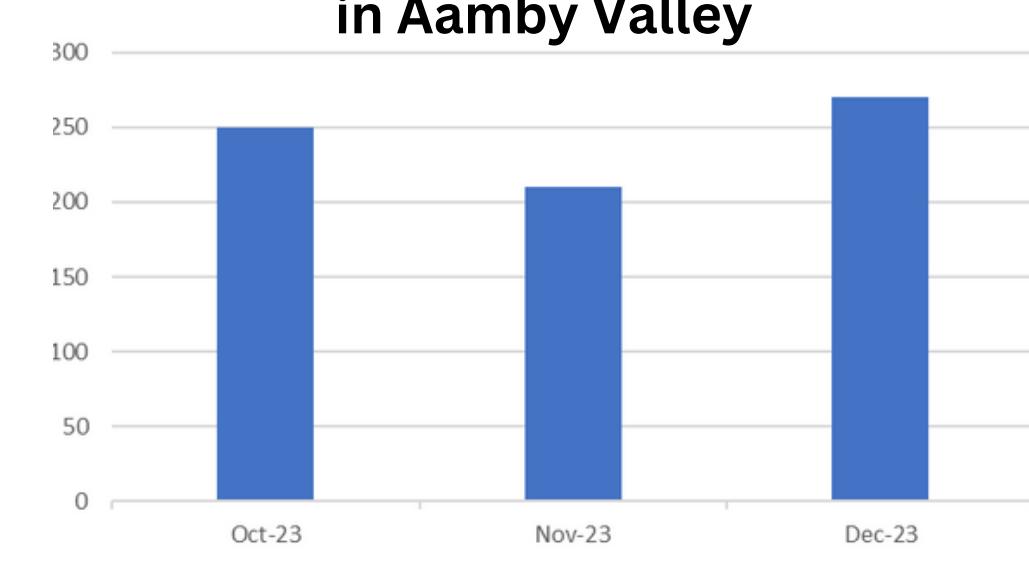
TAM
1,00,00,000
People

Total number of tourists in 2022/23

SAM
8,000
People

Total skydiving operations in 2022/23

Number of online skydiving searches in Aamby Valley



Competitor:

- Skydive Aamby Valley (International skydiving unit)

Major cities near Aamby Valley:

- Lonavala - 23 Kms
- Pune - 87 Kms
- Mumbai - 120 Kms

Enhancing Online & Offline Presence



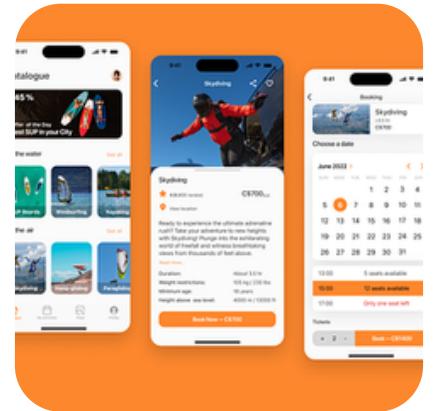
Website Upgrades



- Improved User Interface and User Experience (UI/UX)
- Enhanced Functionality
- Search Engine Optimization (SEO)

Timeline: Website upgrades: 3 months

Mobile App Launch



- Develop a user-friendly mobile app
- Integrate key features from the website
- Offer exclusive deals and promotions
- Implement push notifications

Timeline: Mobile app launch: 3-6 months

Social Media

- Post user-generated content (UGC): Encourage customers to share their skydiving experiences using branded hashtags and mentions. This builds trust and authenticity.



- Partner with relevant influencers in the adventure sports or travel industries: This could include adventure athletes, travel bloggers, or social media personalities with a focus on adrenaline-pumping activities.



Expected Results

- Increase website traffic and online bookings by 20% within the first year
- Grow their social media following by 30% and boost engagement by 20%
- Achieve a 30% increase in customer engagement within a year

Metrics for success

- Track website traffic
- Analyze data to understand which strategies
- Continuously monitor customer feedback
- **Customer satisfaction score:** Conduct surveys or collect feedback to understand customer satisfaction with their skydiving experience.

Offline Strategy

- Organize demo jumps or static line demonstrations: These events can showcase the thrill and safety of skydiving to a broader audience.
 - Host open house events at the dropzone: Allow potential customers to tour the facilities, meet the team, and ask questions in a relaxed environment.



HR Policies & Strategies



Talent Identification

- **Collaborations and Partnerships:** Forge partnerships with adventure sports clubs, associations, and aviation schools across India.
- **Recruitment Drives:** Organize recruitment drives, workshops, or seminars in collaboration with these institutions to attract talent.
- **Internship Programs:** Offer internships or apprenticeships to students or enthusiasts interested in adventure sports or aviation, fostering early identification of potential talent.



Performance-based Incentives and appreciation

- **Variable Compensation:** Implement performance-based bonuses or profit-sharing models that consider economic conditions.
- **Employee Spotlights:** Showcase stories of employees who have effectively adapted to challenges.

[“Performance-Based Incentives: A Boon or Bane for the Adventure Industry?”](#) (Adventure Travel Trade Association, 2021)

The study concludes that such incentives can significantly increase employee engagement, productivity, and overall performance.



Customer Service Skills Evaluation

- **Role-play Scenarios:** Create role-play scenarios during interviews to assess candidates' customer service skills, focusing on problem-solving and interpersonal communication.
- **Case Studies:** Present case studies related to customer service scenarios in the skydiving industry and evaluate candidates' approach to handling them.



Adaptation to Local Market Shifts

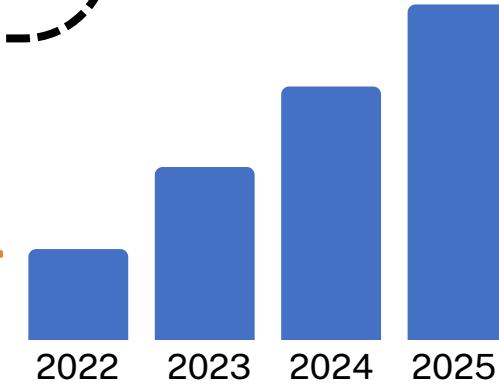
- **Performance Metrics:** Include metrics in the performance evaluation that specifically assess an employee's contribution to adapting strategies to local market shifts.
- **Special Recognition Programs:** Create special awards or recognition categories focusing on successful adaptation to changing market trends or customer preferences in specific regions.

Technological Investments



Mobile Applications

- **Booking and Scheduling App:** A mobile app that allows users to book skydiving sessions and make payments conveniently.
- **Training and Safety App:** Create an app for customers to access training modules, safety guidelines, and real-time updates on weather conditions.



Global Tourism Industry Mobile Applications Market 2022-2027 report estimates CAGR of 21%
Skydiving Dubai increased investment in app development.



Training and Development Tools

- **E-Learning Platforms:** Partner with e-learning platforms or develop an in-house e-learning system to deliver training modules, safety protocols, and skill enhancement programs for employees.
- **Augmented Reality (AR) Training:** Explore AR-based training modules that provide hands-on simulations for employees, enhancing their learning experience and skill development.



Customer Engagement Platforms

- **Social Media Integration:** Invest in social media tools or platforms that enable seamless integration with popular Indian social media networks. Use these platforms for marketing, customer engagement, and user-generated content sharing.
- **Virtual Reality (VR) Experiences:** Collaborate with tech firms to develop VR experiences that simulate skydiving, giving potential customers a preview of the exhilarating adventure. This can be used both for marketing purposes and customer engagement.



Data Analytics and Customer Relationship Management (CRM)

- **CRM Software:** Implement a CRM system tailored to the Indian market that helps in managing customer interactions, preferences, and feedback across diverse regions. This can aid in personalizing experiences and tailoring services based on customer data.
- **Analytics Tools:** Invest in analytics tools that gather data on customer behavior, preferences, and market trends across different regions in India. This data can guide decision-making, marketing strategies, and service improvements.