

# Enterprise development plan assignment



The purpose of this report, using Dragonhead town as the location, is to develop an idea for a new tourism enterprise/business and essentially create a proposal including a written business and marketing plan for the tourism enterprise. The authors have decided on the business plan of creating a Package Tour programmer with an office situated in Dublin alongside a website where tourists can see full details what is on offer, including pricing and contact details.

There will also include an eye-catching brochure, which will briefly illustrate and explain what the company, “Dragonhead Tours Ltd” has to offer on behalf of Dragonhead. The employers will buy rooms in the local hotels to accommodate tourists and package them with a guided tour from our expert history and culture loving Tour Guides. As well as the brochure and website for advertisement, we will use other Marketing Tools and PR (Public Relations) such as Social Media i.e. Facebook and Twitter. In relation to the Dublin based office, the plan would be to expand and develop the company's office facilities to Belfast and

Athlete once we have proceeded to bring in revenue and make profits in the foreseeable future. It would be a great project to invest in so that Dragonhead itself will in turn benefit and profit from increased tourist numbers. The main target market for the business will be on Northern Ireland and other parts of the United Kingdom (U.K), domestic tourists and those living in and around Dublin. The reason the company chose to focus on the U.K market segment is due to the fact that Dragonhead is bursting with history of the battle of the Boyne and Cromwell, being a part of both Irish and English history.

Business Plan Executive summary Dragonhead Tours will begin operations this year and provide heritage and adventure/ travel packages to people in Dublin, Belfast and England area. An opportunity for Dragonhead Tours success exists because the national and International tourism and travel Industry is growing at 4%, and adventure travel at annually. (REFERENCE FIGURES) Further, the Woodpile adventure travel market is growing at least 12% annually and there are no providers who specialize in adventure travel in the greater competition with an experienced staff, excellent location, and effective management ND marketing.

The company's goals over the next three years are: Sales of € 1 50, 000 by year three. Achieve 15% of sales from the Internet. Develop strategic marketing with service providers nationally and internationally, In order to achieve these goals Dragonhead Tours needs to focus on the three key areas of: ; Effective segmentation and targeting of group tour within the larger travel market. ; Successfully position ourselves as adventure travel specialists. Agent for car and bus hire Organized events in Dragonhead, Ireland Communicate the differentiation and quality of our offering through personal interaction, media, and regional marketing. ; Develop a repeat-business base of loyal customers in order to create sufficient sales.

Dragonhead Tours will be a sole proprietorship owned and operated in Dublin Ireland. The founder and employees of Dragonhead Tours is experienced travel industry professionals and are passionate about the activities will promote and offer. Dragonhead Tours total start-up capital requirement is approximately € ????.

Start-up will be financed through the owner's personal investment and a long-term note of \$1,000,000 Secured from the Bank. The travel agency market is competitive, and technology, namely the Internet and Computerized Reservation Systems (CARS), has changed the way travel agencies operate. The Internet gives agencies and individuals the ability to perform travel related research. Discount airfare brokers have taken advantage of the Internet by offering tickets online at discounted rates. This has increased price competition.

Computerized Reservation Systems(CARS) have increased the speed and efficiency of the agency-to- customer transaction. They have also increased the start-up costs for travel agencies who wish to be competitive. One notable trend in the travel industry is increased deregulation. Deregulation has increased the need for differentiation and has, in many cases, lowered the prices of airfare and other travel-related services. Additional trends include caps on agency commissions by many of the larger airlines, increases in adventure travel, and reduction of profit margins.

The travel industry is highly fragmented. There are large national chains, small home-based businesses, consolidators on the Internet, etc.

Membership numbers in some of the travel-related associations give some indication of the number of participants in this market. The Irish Society of Travel Agents (ISTA) and The Europe Society of Travel Agents (ESTAs) Reports (2000) Members in 2000 Countries, most of whom are small businesses. Dragonhead Tours has approximately 100 Immediate competitors in the greater Dublin area, including two agencies that are branches of national travel agency chains.

Dragonhead Tours is researching the market to identify potential opportunities for future sales in this rapidly changing environment.

Dragonhead Tour's long-term goal is to establish itself as an internationally recognized provider of top-of-the-line adventure travel. This goal does not prohibit Dragonhead Tours from participating in additional segments. It does, however, provide a corporate focus and a differentiated offering.

Dragonhead Tours target customers are health-conscious couples and individuals, with median household incomes of approximately Euro ???.

They are interested in popular target customers, however, will be married couples, ages 25-35, with children and household incomes over € 50, 000.

The Dragonhead has a large concentration of outdoor recreation enthusiasts.

These health-conscious individuals, couples, and groups interested in

popular adventure sports, such as skiing, kayaking, trekking, etc. , are

Dragonhead Tour's primary customers. Dragonhead Tour's target market is

an exploitable niche, and Dragonhead Tour will provide a specialized and

thus differentiated service.

Dragonhead Tour will try established relationships with providers of travel-

related products and services. Based on believe that corporate

communication Professionals may usefully reflect on the precepts of total

corporate communications in taking a leaf out of corporate marketing – the

responsibility of the whole organization, and that means it is the responsibility

of all organizational members. Makes developments in corporate marketing

or does communicates(Lila and Blamer, 2012). Three major Travels agent

have been selected as our primary products providers.

This allows us to capture the 5% – 10% margin on products sales that was for many years the industry standard. Market research has enabled us to identify and establish working relationships with service providers around the world. Dragonhead Tour has been able to identify opportunities to capture margins of up to 25% from certain parties. Sourcing will be continuously evaluated. Dragonhead Tour will take advantage of trade shows, travel industry publications, and other sources of industry- related information to monitor the quality of its offering.

Also, by reflecting on these two perspectives, corporate communications and corporate marketing practitioners and, importantly, senior managers should realize the significance of uncovering a firm's multiple identities and in particular appreciate the efficacy of uncovering an organization's distinctive institutional traits – in other words its corporate identity (Lila and Blamer, 2012) Dragonhead Tour has a number of major monitors that the company will seek to acquire market share from. They are: ; Abbey Travel Club Travel; streamlined. E None of these competitors have the combination of price, scope, or local focus that Dragonhead Tour will be able to offer. Dragonhead Tour's pricing strategy will be a major consideration. Much of it will be determined by market standards. Dragonhead Tour will attempt to maintain margins of 10% on all airline travel. Margins on all other products and services vary depending upon the provider but are expected to average 20%. Dragonhead Tour's will make every effort to maintain a competitive pricing policy.

However, as Dragonhead Tour's builds its reputation as the premier provider of adventure travel, it expects to earn the ability to charge a premium for its

services. The company will also pursue an aggressive marketing campaign. During Dragonhead Tour's first year of operation it will hold a grand opening and will organize and sponsor several athletic events. All Dragonhead Tour employees promote Dragonhead Tour's services to local athletic clubs. Negotiations with area health clubs have begun and additional promotions will likely occur through these strategic alliances.

Specialty, rather than large national publications, will serve as media vehicles for Dragonhead Tour advertising. Local radio stations will also be used. Personal selling will station sales personnel in locations around Woodpile such as shopping malls. Dragonhead Tour goal is to develop personal familiarity between its employees and the community. Dragonhead Tour's will be a small organization and its employees will share in management duties and decision making. .... Will act as the General Manager, but it will be important for each member of the team to be capable in all aspects of the cuisines.

Prerequisites for all Dragonhead Tour employees include at least five years travel industry experience, knowledge and ability in the types of activities Dragonhead Tour will promote, and Certified Travel Counselor (CT) certification for applicable positions. The CT designation can be obtained through the Institute of Certified Travel Agents (ACTA). Prices will be competitive with the remainder of the market. The company's estimated sales for the first year of operations are approximately B? increasing 10% annually for the next two years. Dragonhead Tour's will begin operations with four full-time positions.

The positions are as follows; general manager and president: . . .; marketing and advertising director: ; accountant: .... And one travel agent. The company does not expect any problems with expenses or cash flow within the next three years. Annual cash flow for the first year of operation becomes positive in the second quarter of operation. Start-up Summary

Dragonhead Tour's total start-up capital requirement is approximately ₪? ..... Start-up will be financed through the owner's personal investment and government found. Start-up details are located in Table 1.

EXPENSES: These will be rent, office supplies, consultant's fees, insurance, utilities, etc. The largest start-up expense will be for computers. ASSETS: Primarily cash and computers. Grant from Government ₪? INVESTMENT: ₪? The bulk of the investment will come from a loan from personal savings. LOANS: An ₪?..... Loan has been secured from bank??? Legal Stationery etc. Brochures Consultants Insurance Rent Equipment Other Total Start-up Expenses Start-up Assets Cash Required Other Current Assets Long-term Assets Total Assets Total Requirements Start-up Funding Start-up Expenses to Fund Start-up Assets to Fund

Total Funding Required Assets Non-cash Assets from Start-up Cash Requirements from Start-up Additional Cash Raised ₪? 0 Cash Balance on Starting Date Liabilities and Capital Liabilities Current Borrowing Long-term Liabilities Accounts Payable (Outstanding Bills) Other Current Liabilities (interest-free) Total Liabilities ₪? 85, 000 Capital Planned Investment Owner ₪? 18, 000 Investor Additional Investment Requirement Total Planned Investment Loss at Start-up (Start-up Expenses) (₪? 23, 575) Total Capital



(B? 5, 575) Total Capital and Liabilities B? 79, 425 Total Funding B? 103, 000

## Introduction

For the purposes of this assignment the authors have chosen to focus on a existing product, its services, current performance, and marketing activities as well as recommendations made by the authors themselves. The report covering is to provide an overview on this report will show in detail the results as well steps that should be taken to better the flow and structural path of the operation as a whole. The main question for management in any organization is how well are they doing, and can they better their operation.

I The authors believe it is essential to investigate and outline current concerns in order to be able to evaluate this existing hospitality product. These steps will involve investigating its marketing perspective, and suggest areas for improvement. Furthermore, the author believes that La Gondola Restaurant as a hospitality business operation can be better promoted through networking with national tour operators, as Temple Bar is a tourist Hub, it is believed La Gondola can generate almost twice its weekly intake.

Hence, the author aims to clarify some of the reasons why this particular establishment isn't working to its full capacity. The resources used and articles, Conclusion References Laura ' Lila, John M. T. Blamer, (2012) " Corporate communication and corporate marketing: Their nature, histories, differences and similarities", Corporate Communications: An International Journal, Volvo. 17 Sis: 4, up. 41 5 - 433 Total communication Heritage Walking Tour, Trip from Dublin Itinerary: 8: 00 Am.

Trinity College Dublin and Temple Bar Starts at Trinity College main gates, It takes in the grounds of Trinity College, Old Irish Parliament, Dublin Castle, City Hall, the Medieval and Viking quarter centered around Christ Church Cathedral and finishes in the old port of Temple Bar on the banks of the River Liffey. 10: 00 Am. Guinness Storehouses 1 hour walking tour of the historical Ireland's number one visitor attraction, providing an unforgettable welcome and a magical Journey deep into the heart of the world famous GUINNESS brand and company. 1 : AMA. County of Math Stop first in the County of Math to explore the passage tombs at Laughr with your expert guide and view the 6, 000-year-old artistic stone carvings that hold considerable historical importance for Ireland. Then head to the Hill of Tara deep in the Irish countryside. A thousand years ago, the High Kings ruled the country from these grounds because a quarter of Ireland's landscape can be seen from a panoramic viewpoint here, making it the royal center of Ireland. 1 5: pm.

Angering tomb Travel farther to the famous Angering tomb, which is older than the pyramids in Egypt and predates Stonehenge by about a thousand years. The Boone Valley offers beautiful surroundings and is one of Ireland's most fertile and wooded landscapes. 16: pm Dragonhead Town The final stop of your tour is the historical town of Dragonhead, where you will get a walking tour of the city. Afterwards, spend some free time exploring the meandering trees and check out the local shops and street stalls before relaxing on a scenic drive back to Dublin.

Races are synonymous with top class racing, wonderful summer evenings, There will be plenty of fun and entertainment over the 3 days and Friday is ' Best Dressed Day' where top prizes are on offer for whoever catches the

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Judge's eye. Thursday 13th July Full-day Celtic trip from Dublin to Boone Valley, Visit some of the oldest sites in Ireland with an expert local guide. See 6, 000-year-old artwork carved in the passage tombs at Laughier. Stop in County Lout to view the Celtic High Cross of Unhurried in Monasteries.

Travel to the Hill of Tara from where the High Kings ruled the entry 1, 000 years ago, Explore Trim Castle (entry included) and take a walking tour of the historical town of Dragonhead. Friday 4th July After an early breakfast guests can all enjoy the excitement of great evenings racing whilst dining and being entertained by our celebrity tipster. Flowstone offers a great day's entertainment with full bar facilities, great food, dancing, tote betting and the very best of racing.

Return to the hotel late afternoon. Sees an all Flat card Saturday 5th July 2014 entrants Join with walkers in customer spend the day at the showground browsing the stalls and other attractions. First Race 5. Pm First Race 5. Pm all National Hunt. Sunday 6th July 2014 First Race 2. Pm Day 5- Monday Return to Dublin for a coach tour of the capital city and enjoy commentary from your guide about its rich cultural history. First, visit several galleries and museums to view the superb collections.