

2015

Travel Agency Business Plan



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1. Core results

1.1. Project Essence

The project contemplates creation of a travel company with headquarters in Dubai in order to provide following services:

- **Agency services.** Sale of long-time round-the-world tours to wealthy clients of the RF, Ukraine, Belarus, Kazakhstan and Turkmenistan. The main emphasis will be done on support of tourists wishing to travel different modes of transport with a high level of service, and stay at deluxe hotels. The company under creation has already got preliminary orders totaling to about *,* million USD for the next * months. A service provider is one of the largest tour operators, registered in Belize.
- **Tourist activities.** Resale of round-the-world voyages. The planned sales volume for the next * months is equal to * million USD.

Partners of the company under creation are leaders of tourist services in CIS. They are:

1.2. Effectiveness of the Project implementation

The results of calculations have shown that activity of the company under creation is effective, profitable, and highly paying. Set of performance indicators testifies to the positive prospects for realization of this project.

1.3. Sources of funding

Activities of the company under establishment are funded by its organizers.

2. Information about the Project initiator

The project is implemented by professionals with relevant experience in similar projects.

3. Brief description of the market

According to data from the United Nations World Tourism Organization (UNWTO), world tourism capacity has undergone a multi-rate increase during the last decades (see annex – *Ошибка! Источник ссылки не найден. Retrospective dynamics and world tourism capacity in regions*). Positive dynamics was observed in all regions. People began to travel more, spend more on vacation away from home. The world tourism is expected to continue its trend to grow. According to UNWTO's estimate, the number of received foreign tourists in all the world countries will grow twice by **** in comparison with the number registered in ****. In the current environment the project has favourable prospects for its implementation.

4. Marketing concept

Services being delivered under this project are related to costly elite-class type, and considered to be high-income-audience oriented.

Partners of the company under creation are leaders of tourist services in CIS. They are: There are preliminary arrangements made in regard to the service rendering and its promotion.

While implementing travel products within the considered project, the company uses methods practiced in realization of costly elite-class services, in particular the following: personal sales; direct marketing, sales promotion through clients' participation in different bonus programs; organization of events involving mass media; participation in charity; lobbying of the company's interests in administrations at various levels.

Especially for the Project we've developed a promotion and PR budget amounting to ** thousand USD per year. This amount was adopted on the basis of the data taken from similar projects. Moreover, the company's revenues of **% are allocated to payment of middle men's (agents') work.

5. Organizational structure

The main office and top management are located in Dubai (U.A.E.). The additional office in Saint Petersburg is ruled distantly from the headquarters.

6. Sales plan

Index	Value	Comment
Sales of agency services during the first half of the year, USD	** **	Preliminary orders totaling to *,* million USD, *% of which is a fee.
Sales of voyages during the first half of the year, USD	** **	Planned volume is * million USD, ** % of which is a fee.
Monthly sales growth since the second half of the year	**%	Planned indicator.

Table 1. Assumptions made to the sales plan

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Chart *. Schedule of revenues

7. Material resources

7.1. Investment costs

The Project investment costs make funds, directed for financing of a working capital of the company under establishment. Total need for funding is **, * thousand USD. Investment expenses are supposed to be held during the first seven month of the Project implementation. External investments are not required in the future periods, the Project is going to be under self-financing.

7.2. Current costs

Index	Unit of measurement	Value
Rates of direct costs		
Payments for the services of intermediaries (agents)	% of revenue	**%
Rates of indirect costs		
Rent of the office in U.A.E.	USD per month	* **
Promotion and PR	USD per month	* **
Payroll fund	USD per month	* **

Table 2. Rates of current expenditure

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Chart 1. Schedule of costs

8. Financial plan

8.1. Cash flow budget analysis

As you can see from the data provided in the annex (see **Ошибка! Источник ссылки не найден. Ошибка! Источник ссылки не найден.**), the project has no shortage of money during the forecast period: amount of funds at the beginning and at the end of the period does not accept negative value.

8.2. Income and expenditure budget analysis

As you can see from the data provided in the annex (see **Ошибка! Источник ссылки не найден. Ошибка! Источник ссылки не найден.**), the Company's activity is profitable starting from the eighth month.

8.3. Budgeted balance analysis

As you can see from the data provided in the annex (see **Ошибка! Источник ссылки не найден. Ошибка! Источник ссылки не найден.**), total assets correspond to total liabilities. All money costs are secured by cash inflow.

9. Project effectiveness

Index	Unit of measurement	Value
Breakeven rates		
Break-even point, %	%	**%
Break-even point, monthly sales	USD	** ***
Operating lever	%	**%
Financial rates		
Operating profit ratio	%, average for the year	**%
Net profit ratio	%, average for the year	**%
Performance rates		
Present value (PV)	USD	** ***
Internal rate of return (IRR), % per year	%	***, %
Net present value (NPV)	USD	** ***
Payback period, month	month	**
Discounted payback period, month	month	**
Index return on investment for the planning period		*, *

Table 3. Project effectiveness indices

The totality of the listed indicators shows positive prospects for the realization of this project.

10. Risk analysis

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11. Annex

11.1. Retrospective dynamics and world tourism capacity in regions

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Chart 2. Retrospective dynamics and world tourism forecast in regions, million of welcomed foreign tourists

11.2. Projected statement of cash flows

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Table 4. Projected statement of cash flow, USD

11.3. Income and expenditure statement projection

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Table 5. Projected statement of cash flow, USD

11.4. Budgeted balance

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Table 6. Budget, RUR