



Fundusze
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Unia Europejska
Europejski Fundusz Społeczny



„Tus Vacaciones” Tourist Office

I. Business plan project

The purposed transaction of our venture is to open and operate the business economy in the form of a thriving and well-known tourist office. The choice of just such activities is related to our interests. We are passionate about getting to know about the interesting places of different countries and nationalities. We decided to make it available for residents of Granada, to get to know about countries all around the world due to open a tourist office. The "Yus Vacaciones" tourist office addresses extremely rich and diverse offer to its clients. Our goal is to enable clients to organize trips in good conditions and a nice atmosphere which we want to achieve thanks to qualified employees and our partners from other countries. We plan to organize various trips, e.g. local trips, national trips and international trips. We also cooperate with a airplane “NICE FLIGHT”.

This business plan has been prepared with the division into certain key parts. Among these can be mentioned:

- Presentation of the general characteristics of the company
- Presentation of the company's organizational structure
- Presentation of the organization of the activity

II. Company profile

1. General information about the enterprise:

Full company name: Tourist Office “Tus Vacaciones”

Legal form of the company: general partnership

Range of activities: tourism, enterprise

Projekt

„Ponadnarodowa mobilność uczniów”

Tytuł przedsięwzięcia: Międzynarodowe spotkanie młodzieży drogą do przedsiębiorczości i partnerstwa.



Company location: Granada 18010, ul. Reyes Católicas 20, Tel. (59) 822 72 54, fax (59) 521 82 36, website www.tus-vacaciones.pl, e-mail address: sushibar@wp.pl, tax identification number: 8413632853

2. Presentation of entrepreneurs:

a) Name and surname: Weronika Las

Address: Bytów 77-100, ul. Czarna 44a

b) Name and surname: Natalia Pietrasik

Address: Bytów 77-100, ul. Czarna 44b

c) Name and surname: Magdalena Majkowska

Address: Bytów 77-100, ul. Czarna 44c

d) Name and surname: Maria Sanchéz

Address: Granada 18010, ul. Gran Via 50b

3. Main business assumptions:

- The main goal of the enterprise is to conduct tourist services and strive to meet all needs and expectations on the part of clients

- Entry of the company into the local market

4. Offer

- local trips

- national trips

- international trips

III. Market description and marketing plan

1. Presentation of competition

There are not many economic activities in the area.

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i partnerstwa.



2. Customer characteristics

Customers will be created by people from all age groups. We want every customer to create a real opportunity to use our services.

3. Price strategy

We want to strive for our prices to be relatively low and we will strive to ensure that, despite the gradual development of the company and expanding the available offer, our prices remain unchanged. Travel costs are adjusted to the offer.

IV. Company organizational structure

Management staff:

Weronika Las - President

Natalia Pietrasik - Vice President

Magdalena Majkowska - Financial Manager

Maria Sánchez – Accountant

The remaining staff including other work positions: 3 cleaner, 1 accountant

Gross salary/position

- The president of the enterprise 1,000 euro
- Vice President 750 euro
- Financial manager 620 euro
- Accountant 500 euro
- Cleaner 250 euro

V. Organization of activity

1. Costs incurred for necessary investments

- Renovation and modernization of venue 2000 euro

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- Office furniture 700 euro
- Small household goods (coffee maker, electric kettle) 300 euro
- Office equipment (computer with software, laptop, bookcase, cupboard, printer, scanner, fax, telephone with answering machine, office supplies, desk, swivel chair) 2000 euro
- Sound and music equipment 1250 euro

TOTAL COSTS = 6250 euro

2. Methods of financing the undertaking

At the start of the business, the owners have their own financial resources of 20 000 euro. In addition to own contribution, investors also have borrowed capital in the amount of 10 000 euro. It is a long-term development credit taken out at the BBVA in Granada. As at the day of preparing the business plan, the company has a total amount of 30 000 euro, which will be used to cover basic expenses related to setting up and registering, as well as the initial operation of the tourist office. The company will bear the following costs in connection with the credit :

- bank commission for considering the application and granting the credit - 2% of the credit amount
- interest on the loan - 15% per year

3. Supply structure

- Leaflets
- Travel Guides
- Maps
- Catalogs

VI. Finance plan

1. Expenditures

- *Compulsory costs incurred in a month:*
- Gross salary– 3620 euro
- *Charges and bills:*

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- Electricity 75 euro, gas 50 euro, water 30 euro, telephone 80 euro, others 50 euro

All together – 3905 euro

2. Obtained revenues

- Tourist office 5000 euro
- All together 5000 euro

3. Profit achieved

- It is assumed that monthly income will be:

INCOMES - EXPENDITURES = PROFIT

5000 - 3905 = 1095 euro

VII. Assessment of the chances of success of the enterprise

Perspectives and possibilities:

- The company has an impeccable opinion and a positive image
- Perfectly qualified and competent staff
- Keeping prices on the same level
- High quality of services rendered

Risk and possible threats:

- Lack of own funds for the overall implementation of the investment
- Loss of existing regular customers
- The emergence of a new competition

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VIII. Summary

Our tourist office will enjoy undoubted advantages, i.e. a very favorable location, interior creating the right atmosphere, very good and competent service. The strategic business plan assumes that thanks to the application of means leading to acquiring clients the enterprise will turn out to be profitable.