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# OVERVIEW

Service

Strategy

Survey Results

Travel Packages

Competition

SWOT Analysis

Marketing Budget

# SERVICE

❖ What do we offer?

❖ What is our objective?

❖ How it works?

# STRATEGY

- ❖ Activity #1: Surveys
  - Marketers will organize surveys and also send out promotional ads while collecting the data through these forms. These activities will be accomplished in about a month's time.
- ❖ Activity #2: Analyze Data
  - Decide potential themes and specific destinations. This should take two and a half months.
- ❖ Activity #3: Sponsorship
  - We will have hired staff attending specific gatherings that host clients of our interest. They will be responsible for informing these potential clients about VIPme. Our goal is for them to partner with us/sponsor our service.
- ❖ Activity #4: Facilitation
  - Contact hospitality organizations as well as transportation agencies. This should take roughly six months.
- ❖ Activity #5: Promotion
  - Continue promoting and advertising on all platforms. Start building a customer base. This should take about a month for us to start receiving clients.
- ❖ Activity #6: Revisions
  - Make the necessary changes once we receive feedback from our customers. Positive or negative all feedback is good. There's no specific time frame as we will consistently focus on our revisions.

# SURVEY RESULTS

Of the 193 Respondents:

- ❖ The majority of them prefer family or relaxing vacations.
- ❖ Nearly 33% said they'd be willing to spend 10%-20% of their income for travel.
- ❖ Most of them use Expedia and TripAdvisor to plan their travel.
- ❖ Roughly 37% said that they travel 1-10 times per year.

# TRAVEL PACKAGES



Singer Castle- New York, USA

Turtle Island- Fiji



# TRAVEL PACKAGES



**ROMANCE**

Monaco- Europe

Kwandwe Private Reserve- South Africa



**ADVENTURE**

# TRAVEL PACKAGES

**SPORT**



Chalet Eden Rock- Austria

Private Yacht- Dubai, UAE

**PARTY**



# COMPETITION



# COMPETITION



VIRTUOSO.  
SPECIALISTS IN THE ART OF TRAVEL



PROTRAVEL  
INTERNATIONAL

A logo icon for Zicasso, consisting of a red circle with a yellow dot in the center.  
**zicasso**

# SWOT ANALYSIS

## ❖ Strengths with Opportunities

- Our services are a form of stress relief.
- There's opportunity for growth if we satisfy customers who have influence on society.

## ❖ Weaknesses with Threats

- It is difficult to reach our customer base.
- Mistakes can tarnish our reputation, especially in the beginning.
- Existing companies are already established in the market.
- If other travel agencies take notice of our success, they will expand their services and saturate our specific market.

# MARKETING BUDGET

<b>First Year Marketing Budget</b>		
Total Marketer Salaries (18)	\$630,000	
Website Expense	\$5,000	
<b>Advertising Expenses</b>		
Online	\$5,000	
Print	\$5,000	
Research Costs	\$7,000	
Miscellaneous	\$25,000	
<b>Total</b>		<b>\$677,000</b>