



VIPme Marketing Plan

Group #4

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Executive Summary

VIPme is a travelling agency that prides itself in offering its clients the highest form of personalised and exclusive travel experiences. Our main objective is to cooperate with agencies globally as well as our elite clientele to make each and every endeavor unique and memorable. All that we ask is that our customers provide us with brief information regarding their expected travel dates, preferred theme as well as their expected destinations. We require a down payment of 30% of the total trip cost with \$100,000 being the minimum price per travel experience. To ensure the quality of our services, our prices are roughly 50% higher than our competitors'. We plan on marketing ourselves through email, social media and most importantly word of mouth. Over time we expect our reputation to speak for itself and prove to ourselves that VIPme is the leader in this field.

Examples of Travel Packages

- Singer Castle
 - Location: New York, USA
 - Theme: Family



- Turtle Island
 - Location: Fiji
 - Theme: Relaxation
 - To ensure the privacy, there will be roughly no more than 28 people (including staffs), for our clients to enjoy their vacation.



- Monaco
 - Location: Europe

- Theme: Romance



- Kwandwe Private Reserve
 - Location: South Africa
 - Theme: Adventure



- Chalet Eden Rock
 - Location: Austria
 - Theme: Sports



- Private Yacht
 - Location: Dubai, UAE
 - Theme: Party



Themes and destinations above are selected based on the preferences of our respondents.

A destination is not limited by a certain theme. With adaptations of decoration, special events, different period of time and so on, a destination is able to serve for more complex demands.

Environmental Analysis

- Competitive forces-
 - competition in this industry definitely exists
 - there are companies that provide luxury personalized travel services such as Virtuoso, Zicasso, others.
- Economic forces-
 - because we only offers luxury vacations, our company might struggle to find a large number of clients, but there will still always be an interest in luxury travel
- Political forces-
 - tourism and politics go hand in hand, politicians can affect destination related opinions
 - politicians have the ability to destabilise the travel industry with decisions that they make
 - potential threats/war in a specific region
- Legal and regulatory factors-
 - there may be legislation which can prevent advertisement through email which is one of our main forms of reaching our market
 - people may think that our advertisements are junk mail
- Technological forces-
 - no form of technology will hurt us
 - if we decide to create an app later, technology will be for our benefit
- Sociocultural forces-
 - successful products are convenient and easy to use
 - if the product doesn't save time and isn't easy to use, people will ignore it.
- Target Markets
 - Our target market is for anybody who is willing to spend money on personalised luxury travel but they don't have the time/energy to plan it themselves. We provide services based on a specific theme that you are interested in and we develop a regional plan related to that theme.

- Current Marketing Objectives and Performance
 - Objectives
 - Our current objective is to reach as broad of a range of potential clients as possible. We first want to understand who our market is as well as their preferences. We will then go through our own research process to find the destinations that satisfy their desires.
 - Performance
 - While comparing ourselves with our competitors, we decided that we would like to earn revenues of \$2 million after the first year. We would also like to increase our total number of customers annually. This would result in an increase in annual revenue.

SWOT Analysis

- Strengths-
 - We are different because we provide the customer with a preferred theme as well as a region that you'd prefer to travel to.
 - As long as we understand your preferences as well as your available travel schedule, we will make it easy and organize the trip for you.
 - If we provide satisfactory services to people with a high social status, their word of mouth holds high value.
- Weaknesses-
 - We have a small target market.
 - It is difficult to reach the potential customers in our target market.
 - Since we are a new organization, we have to build our reputation and establish our credibility.
 - It is also difficult to build relationship with potential hospitality organizations.
- Opportunities-
 - The potential for growth through email advertisements is significant in this market.
 - People have increased stress because of the way technology has increased the pace of their life. We can decrease that stress by providing them our service.

- If we find ways to build an honest relationship with our customers, they will be more likely to use us again in the future and also recommend our services to people they know.
- There is a trend that is growing today that is making people crave luxury travel. (social media)
- Because we are a global travel company, reaching foreign markets is advantageous.
- Threats-
 - Competition from established companies.
 - We don't know the risks of entering this market and we aren't capable of planning ahead.
 - If we create a successful and new market in this industry, our competitors will take notice and try to force their way into our market. It won't be easy stopping them from doing so.
 - If we don't provide satisfactory services, our reputation is at risk.
- Matching Strengths with Opportunities & Weaknesses with Threats
 - Strengths with Opportunities
 - Our luxury services can meet our client's expectation of stress relief.
 - We have the opportunity to grow if we satisfy an influential customer. Their recommendation can create a chain reaction of future clients. This can be anybody who's willing to use our services.
 - Weaknesses with Threats
 - It is hard to reach our customers and it makes it more difficult because there are already established companies in this market.
 - Considering that we are a new organization, one mistake will tarnish our reputation. Bad feedback is difficult to rebound from this early in the process.
 - If a larger travel agency notices our success, they will expand their service and do what they need to do to run us out of business.

Marketing Objectives

- We want to have roughly 100 employees
- These positions include:
 - Regional marketers based on travel destinations
 - On-site hospitality staff
 - Travel agents
 - Budgeting accountants
 - Security
 - Secretaries
- After 5 years we expect to be recognized in this industry based on our total revenues, market share as well as our total customer base.
- Over these next 5 years we plan to have revenue growth of 43% annually to bring our revenue to \$12 million after the fifth year.
- After 5 years we also would like 25 total celebrities/influencers to recommend our service via social media.

Marketing Strategies

- A future target market would be for us to reach more celebrities and influencers on a global scale.
- Marketing Mix
 - Product: The product includes the vacation itself, the intangible service, the personalized experience, as well as the memories.
 - Price: Price is situational based on the number of people that you are travelling with, the destination, type of activities, the number of days, as well as the amount of work we have to put in towards scheduling specific vacations.
 - Distribution: First we use direct email advertising. Word of mouth promotion follows this.
 - Promotion: First we will market ourselves through email. This will create our first flood of customers. After this we plan to promote our company through celebrity/influencer recommendations as well as word of mouth. Any remaining promotional dollars can be directed towards current and future services.

Marketing Implementation

- Functions
 - We will have staff that organizes the destinations as well as a marketing staff. We will also have staff that specifically guides you while you're away on vacation. These guides include, travel services, security, tour expert, client support, etc.
- Products
 - The product includes the vacation itself, the intangible service, the personalized experience, as well as the memories.
- Regions
 - Across 6 continents
- Types of customers
 - We offer themes that include: family, romance, holiday, relaxation, education, adventure, sports, anniversary, party
- Activity #1: Surveys
 - Marketers will organize and send out promotional ads and collect the data through that form. 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 and 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.

Evaluation and Control

- Evaluation
 - We will measure the number of customers which indicates their appreciation.
 - The feedback can be a measurement of their experience which relates to the quality of our service.
 - The information they provide us as well the total number of sales, percentage of market share and the increase in revenue will determine how successful we are.
- Control
 - A project management concept will be used to evaluate the implementation of the marketing plan by establishing time requirements, human resource needs, and financial or budgetary expenditures.
 - Each project team is responsible for determining what changes must be made in procedures, product focus, or operations as a result of the studies conducted in its area.
 - We should make a seasonal conference to summarize our achievements and failures and collect feedback monthly in order to make revisions.