

Business Plan Outline

Accreditation
Program



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Introduction

This Business Plan Outline has been crafted to help Indigenous tourism operators in developing a strategic roadmap for achieving and maintaining The Original Original mark of excellence. It provides a structured framework for outlining your organization's goals, strategies, and operational plans within the context of The Original Original Accreditation Program.

With this template, you can create a compelling and basic business plan that aligns with The Original Original Accreditation Program's ISO standards, helping you on your journey towards Indigenous tourism excellence and authenticity.

Basic Business Plan Outline

1. Executive Summary

- Business name and location
- Brief description of the tourism services or products
- **Mission statement:** what you aim to achieve
- **Vision statement:** where you see the company in the future

2. Business Description

- More detailed description of services or product
- Your role in the local tourism market
- What makes your business unique or special

3. Market Analysis

- Who are your customers (tourists, locals, business travellers, etc.)
- Understanding of local tourism trends
- Identification of local competitors and what they offer

4. Organization and Management

- Your business structure (sole proprietor, partnership, etc.)
- Key personnel and their roles
- How tasks and responsibilities are divided

5. Services

- Detailed overview of your tourism services or product
- How these services meet tourist needs
- Any special aspects of your services (unique tours, local knowledge, etc.)

6. Marketing and Sales Strategy

- How you plan to attract tourists or customers (website, travel agencies, social media, etc.)
- Pricing structure for your services
- Partnerships with local businesses or attractions

7. Financial Considerations

- **Budget:** costs and how they will be met
- Projected income and expenses for the next year
- Break-even analysis

Example Business Plan for Nature Echo Walks (Not a real company)

1. Executive Summary

- **Business Name and Location:** Nature Echo Walks, British Columbia (BC), Canada.
- **Brief Description of the Tourism Services:** Guided nature walks focusing on Indigenous culture and local flora and fauna.
- **Mission Statement:** To provide authentic, immersive experiences that foster a deeper understanding of Indigenous culture and Canada's unique natural environment.
- **Vision Statement:** To be the leading choice for eco-conscious tourists seeking meaningful, educational outdoor experiences in BC.

2. Business Description

- **Description of Services:** Nature Echo Walks offers a variety of guided nature walks suitable for all ages and physical abilities. Each walk, led by a knowledgeable guide, combines scenic beauty with stories of the local Indigenous culture and information about local wildlife and plants.
- **Role in Local Tourism Market:** Our business offers a unique blend of cultural immersion and eco-tourism, contributing to the diversification of the local tourism market.
- **Unique Aspects of the Business:** All of our guides are Indigenous, offering authentic storytelling and deep connections to the land. We also have a strong commitment to sustainability, operating in a manner that respects and protects our environment.

3. Market Analysis

- **Customers:** Eco-conscious tourists, school groups, locals interested in learning more about their Indigenous history, and corporate groups looking for unique team-building experiences.
- **Local Tourism Trends:** There's a growing trend toward eco-tourism and authentic cultural experiences. Visitors are seeking more than just sightseeing—they want experiences that educate and inspire.
- **Local Competitors:** Other outdoor and adventure tourism businesses and generic city tours. Nature Echo Walks' combination of cultural and environmental education sets it apart.

4. Organization and Management

- **Business Structure:** Partnership between two Indigenous guides, with additional guides hired on a contract basis during peak tourism season.
- **Key Personnel:** Founding partners handle day-to-day management, marketing, and lead the majority of walks. Seasonal guides provide additional capacity and bring unique knowledge and storytelling skills.

5. Services

- **Overview of Services:** Nature Echo Walks offers half-day and full-day guided walks in several beautiful locales in British Columbia. Each walk includes Indigenous storytelling, identification of flora and fauna, and teachings about traditional Indigenous respect for nature.
- **Meeting Tourist Needs:** Our walks offer a unique, immersive experience that educates tourists on Indigenous culture and promotes environmental stewardship.
- **Special Aspects:** Our commitment to authenticity and sustainability, combined with our knowledgeable Indigenous guides, make our walks a one-of-a-kind experience.

6. Marketing and Sales Strategy

- **Attraction Strategy:** Nature Echo Walks will maintain a user-friendly website with stunning photos, testimonials, and detailed information about the walks. We will also use social media to share beautiful images, stories from our walks, and Indigenous lore. We plan to partner with local hotels, B&Bs, and travel agencies to reach tourists.
- **Pricing Structure:** Pricing will be competitive with other guided tour experiences in the region, with discounts offered for large groups, families, and local residents.
- **Partnerships:** We will seek partnerships with local Indigenous artisans, restaurants, and other businesses to offer package deals and cross-promotion.

7. Financial Considerations

- **Budget Information:** As an established business in its second year, Nature Echo Walks has already covered its initial startup costs. The budget for the second year will focus on the following key areas:

Marketing and advertising	\$8,000
Equipment maintenance and upgrades	\$5,000
Staff training and development	\$3,500
Insurance renewals	\$4,000
Website updates and maintenance	\$2,500
Adventure tour supplies	\$6,000
Miscellaneous expenses	\$2,000

Total second-year budget	\$31,000

Nature Echo Walks will fund these expenses through the profits generated during its first year of operation and ongoing revenue.

- **Projected Income and Expenses:** Based on the success of the first year and insights from customer feedback, Nature Echo Walks anticipates continued growth in its second year. Here are the projected income and expenses:

» **Projected Annual Revenue:**

Adventure tour fees	\$180,000
Additional services (photography, souvenirs)	\$15,000

Total Projected Income	\$195,000

» **Projected Annual Expenses:**

Guide salaries and benefits	\$55,000
Marketing and promotion	\$8,000
Website maintenance and online marketing	\$4,000
Insurance premiums	\$5,000
Licensing fees	\$2,500
Equipment maintenance and replacement	\$6,000
Administrative costs	\$6,500
Miscellaneous expenses	\$3,000

Total projected expenses	\$90,000

Net projected income (Revenue - Expenses)	\$105,000

- **Break-even Analysis:** Based on the projected income and expenses, Nature Echo Walks has successfully achieved a break-even status during its first year of operation. In its second year, with a projected net income of \$105,000, the business continues to perform strongly, covering all expenses and generating a substantial profit.

As with any real business scenario, these financial considerations are purely fictional and provided for illustrative purposes. In reality, an established business's budget, projected income, and break-even analysis would be based on actual financial data and careful analysis of the company's performance during its first year of operation.