

service:

- services of ordinary travel agencies
- drawing up and booking of a individual itineraries
- booking of cultural- or sportive-activities,
- contact is possible by email and phone, after that there will be a private meeting
- our homepage contains all important information
- the number of holiday bookings is increasing every year
- the quantity of free time is decreasing at the same time the working hours are increasing - that is the reason for our idea

target group and market:**target group**

- from 30 years
- minimum salary 3500 Euros per month gross
- got higher education or an university degree
- like to travel and have many other interests, our Service is to combine these interests.
- they are very busy and have no time
- are prepared to spend more money on more quality and spend less time on organizing their holiday
- All in all: very individual, but they have in common: age, income, qualification, interest in travelling
- We can meet our customers in: railway/bus stations, restaurants, shops in order to do marketing
- increasing income in Germany: more customers
- at the moment: customers meet their needs in ordinary travel agencies but we offer them the added benefit of saving time.

market

- Travel agencies in a middle position (10.370)
- Online- agency portals (36)
- 95% of the travels booked in normal travel agencies, 5% online- agency portals
- every year 49,0 million people travel in Germany → potential customers
- people travel 1,3 times per year
- customers like: safety, flexibility, optimal control, reliability
- passenger volume decreases in cruises & airplane → decrease of potential customers
- economic production value of tourism = constant → safe



Competition:

- Many competitors. Especially online pages like tui.com, booking.com and trivago.de have to be mentioned as already existing services.
- But our focus on a special range of customers is a strong advantage.
- Customers get the alround package, an almost unique service
- In addition to the general competitors there are also direct competitors with a similar service: "iTravel" and "Chinatours" which you can consult if you require a personal service for you trip. But there you certainly don't get the specific main focus on special needs and wishes
- Taking into account our tailor-made services and the variety of special destinations the competition will mainly take between our competitors

Location:

- industrial estate
- good infrastructure
- usually there are no customers in the office



breakeven-point**description of costs:**

monthly costs:

	costs
employer's salary	2.912,54 €
rent	208,32 €
power	26,27 €
phone	53,89 €
company's third party insurance	10,98 €
web hosting	9,99 €
total	3221,99 €

variable costs:

	costs
office supplies	5,00 €
costs for gas (5,6l/100km – 1,50€/l) per travel 2x150km radius	25,20 €
total	30,20 €

description Break-Even-Points: