

BUSINESS PLAN

AD Tours of Egypt



A&D tours
Egypt

A&D Tours of Egypt

Vision Statement

Our vision is to specialise in Egypt

Mission Statement

To deliver the best Egyptian holiday experience through unparalleled customer service, deals and knowledge.

The Company

A specialist Egyptian Travel and Tour Operation, moving head office to UK. Delivering unparalleled customer service in the pursuit of the best Egyptian holiday experience.

The Product

Tailored Excursions and trips for the UK Holiday Maker.

The Market

Marketing designed to highlighting the benefits of an Egyptian English travel business.

The Competition

In the main competitors are generalists rather than specialists, whilst their marketing budget will be superior, AD Tours of Egypt will focus on providing the best customer service and genuine value for money, no matter which price bracket.

Operations

Providing all year around service, with operations based in the UK and Egypt to ensure customer satisfaction, we work 24/7 365 days.

The Company

Company History

25 years experience in Egyptian excursions and customer service. From tailor made excursions, Diving in the only under water museum, Diving Safari, Safari, sleeping under the stars on Moses Mountain to finding the most tranquil locations for some R&R.

Company Goals and Objectives

relocating head office to UK, the company intends to focus on UK holiday makers.

Company Ownership Structure

AD Tours is family owned, with an Egyptian and English partnership.

Company management structure

AD Tours management structure includes 2 partners Egyptian MD who makes the decisions and negotiates the best deals in Egypt, and an English Customer Service Director who is responsible for making sure all excursions and trips are suitable for the UK Holiday Maker

The experience & training of each of the Company owners & principals

The MD - AD Tours of Egypt has 20 years in the travel and customer service business.

The organizational time line

Business negotiations with hotels and excursions in Egypt take place April to June 2012. A website is to be developed during this time, and will be the main method of communication with customers and business trading. Head office location and furnishings to be finalised qtr 3 / 4 2012

The Company Assets UK & Egypt

Company assets are its employees, furnishings and fixings £50,000

Company Summary

A specialist Egyptian Travel and Tour Operation, moving head office to UK. Delivering unparalleled customer service in the pursuit of the best Egyptian holiday experience.

The primary product of the Company

AD Tours products include excursions to and around Egypt, tailored to the UK Holiday Maker

Patents, trademarks or proprietary rights held by our business

" We serve you as 1 of us "

Future products we develop

Excursions and trips to be reviewed on an annual basis following the trend of the UK Holiday Maker

Product Summary

Tailored Excursions and trips for the UK Holiday Maker

Our target market

UK Holiday Marker comfortable booking holidays via internet

Our business location

Head Office is location in the Midlands, however it services whole of the UK.

Our pricing strategy

Holiday packages cater for:

- Family mass market
- diving enthusiastic and novices
- Luxury spa and relaxing

Profit margins vary from 20 to 70%

Our advertising strategy

AD Tours of Egypt will use search search engine with a website that is developed utilising Search Engine optimisation.

Local advertising in newspapers and magazines

Linked in

Facebook

Marketing Summary

Marketing designed to highlighting the benefits of an Egyptian English travel business.

Our competitors

High Street Travel Agents and Tour Operators

Online Travel Agents and Tour Operators

Hotels offering direct bookings

Airlines offering direct bookings

Niche Travel Agents



Compare competitor strategies

Whilst competitors operate in the Egyptian holidays, most do not specialise Travel Agents and Tour Operators with large marketing budgets.

AD Tours will be distinguished from our competitors through the customer centric culture and unparalleled Egyptian experience and expertise.

Once we launch our company it expected that competitors will increase their marketing budget on Egyptian holidays.

To combat this focus will be on providing the best customer service and genuine value for money, no matter which price bracket

Competitor Summary

In the main competitors are generalists rather than specialists, whilst their marketing budget will be superior, AD Tours of Egypt will focus on providing the best customer service and genuine value for money, no matter which price bracket.

Strengths of our product or business

Expertise

Customer service

Employees

Arabic speaking

Weaknesses of our product or business

Marketing Budget

Lack of company awareness

No high street presence

Opportunities for our product or business

Expansion

- open up High Street



- develop multi media applications
- look to specialise in other countries

Build customer loyalty and repeat business

Customer service experience - encourage customers to recommend

Networking

Business travel to Egypt

- Staff / group bookings
- Customer events

Threats that might affect our venture

Marketing company to wide enough audience

New business with lack of awareness

Limited to online

Our daily operations

24/7 - 365

Daily operations include answering email enquiries

Liaising with holiday makers, hotels, excursion companies in Egypt

Our operational facilities

Maintaining Website

Our staffing requirements

Freelance Web Developer

Accountant

Customer Service Director

Egyptian holiday Rep

Egyptian Manager



Our suppliers

Hotels

Cruises

Airline

Excursion agents

Suppliers

Operations Summary

Providing all year around service, with operations based in the UK and Egypt to ensure customer satisfaction.

Are you ready to travel with us

With best wishes

Amr Hegazy
Managing director
AD Tours of Egypt



A&D tours
Egypt