

[NAME OF COMPANY]

MARKETING PLAN

[date plan issued]

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Confidentiality Agreement

The undersigned reader acknowledges that the information provided by [NAME OF COMPANY] in this marketing plan is confidential. Therefore, the undersigned reader agrees not to disclose any of such information without the express written permission of [NAME OF COMPANY].

It is hereby acknowledged by the undersigned that the information to be furnished in this marketing plan is in all respects confidential in nature (other than such information which is already in the public domain through other means) and that any disclosure or use of same by the undersigned may cause serious harm or damage to [NAME OF COMPANY].

Upon request, this document is to be immediately returned to [NAME OF COMPANY].

Signature

Print Name

Date

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I. Executive Summary

[NAME OF COMPANY] (the "Company") is a full service travel agency located in _____ and is a/an _____ Travel Service Representative. The Company has ____ full-time agents, ____ affiliate offices and ____ associates. The Company will be managed by [_____ (name of owner/operator) / a team of _____ individuals] with a total of _____ years experience as travel industry professionals, a chief financial officer with _____ years of accounting and administrative experience, and _____ [list].

The Company will offer our customers superior customer service, travel selection and value for their travel dollar. We are committed to building and maintaining strong relationships with our suppliers so that we can secure the best rates on destination packages, hotels, car rentals, airfares, cruises and more. We are committed to building and maintaining strong relationships with our customers through our highly experienced and knowledgeable staff.

II. Situation Analysis

[market research will be required to complete this section - provide an overview of the current state of the travel and tourism industry]

The travel market is highly competitive, and recent world events have significantly impacted the way many people make their travel plans, including the frequency of trips and the destination points, particularly those outside of North America. In addition, the Internet and computerized reservation systems have changed the way travel agencies operate. The Internet gives people the ability to perform travel related research. Discount airfare brokers offer tickets online at the lowest prices, which has increased price competition. Computerized systems have increased the speed and efficiency of transactions, but have also increased start-up costs for travel agencies. *[discuss any other significant market factors]*

2.1 Market Summary

The travel and tourism market is comprised of two main categories - business and leisure travel, each of which contribute about ____% to total revenues. The remainder of revenues are generated from combined business / leisure travelers. The market is further broken down into domestic and international travel. Domestic travel accounts for approximately ____% of total revenues.

Business travel comes from one of two sources: the mid-sized to large corporate account, and the small business / sole proprietor.

Leisure travel is broken down into four principal groups, by type of trip, income or age:

- (i) special interest, honeymoon, sight-seeing, package tours, etc (____% of revenues);
- (ii) high income travelers (____% of revenues);
- (iii) discount / budget travelers (____% of revenues);
- (iv) families, students, seniors (____% of revenues).

2.2 Target Markets

The Company's target customers can be profiled as follows:

- Businesses in the _____ area with travel requirements resulting in sales of at least \$_____ annually;
- Individuals, aged _____;
- Newlyweds;
- Retirees;
- Families with children aged _____;
- Household income of at least \$_____;
- Education level: _____;

- [other demographic info]

2.3 Market Needs

The Company is able to provide our customers with complete international travel service at the lowest possible prices. Our staff will take the time to get to know our customers, to ensure that we know their needs and preferences so that we can offer them a personalized level of service they will not get with the large chains or Internet consolidators. We can issue airline tickets on almost any airline in the world and through [SABRE] can make car and hotel reservations throughout the world. Our reservations system is upgraded with third party software to search for the lowest possible airfares, giving us an advantage over many of the small agencies and independent operators. Through our consortium affiliations, our reservation system is upgraded to obtain discounted hotel rates nationally and worldwide. Through our affiliation with _____, we are also authorized to deal in foreign currency. We offer our customers a full range of services, at the best prices, in a fast, efficient, professional and personalized manner.

2.4 Market Trends

The travel industry is continuously reinventing itself. New destinations, new technology and new concepts all contribute to a fascinating future. The Company will be part of that evolution with an ongoing focus on ways of improving the products we sell and the way in which we sell them, while maintaining our superior customer service. Making a positive impression through our services, choosing products that suit our customer's requirements involves research, knowledge and professional guidance on an ongoing basis. We are currently conducting market research to identify potential opportunities for future sales in this rapidly changing environment.

2.5 Market Forecast

[market research will be necessary to complete this section, to gather relevant information regarding industry growth and change]

2.6 SWOT Analysis

The following SWOT analysis sets out the key strengths and weaknesses within the Company, and describes the opportunities and threats facing the Company.

(a) *Strengths*

- our management / personnel team of dedicated, knowledgeable, experienced professionals
- superior level of personalized customer service
- strong relationships with suppliers, strategic allies, others in the travel and tourism industry
- *[set out any other strengths the company has]*

(b) *Weaknesses*

- the Company is a start-up company and currently has no brand equity
- *[set out any other weaknesses]*

(c) *Opportunities*

- our website gives us the opportunity to market our services and obtain sales from a wider market - nationally and internationally

THIS IS A 10-PAGE TEMPLATE.