



# - Exploring Tainan - - Finance view -

## Company basic informations

*Activity : visits of Tainan and it surrounding by bus tours.*

### *Tour informations :*

- 1 tour costs : 18 000 – 20 000 NTD
- 1 tour last 3 hours
- Spot visited : 3 - 4
- An average of 5 customer per tour

## Financial estimations

### *Launch investment*

- License fee : 1,000 NTD
- Registration fee : 1/1000 NTD invested
- Security deposit of 1,500,000 NTD
- Insurance fees : 4,600 NTD / year

### *Costs :*

- Office rent : 2000/ month NTD
- Site entry fees : 0 (NCKU's notoriety)
- Expert costs : 1000/h NTD
- Transportation : fuel costs

## Recommandations

### *Reduce costs*

- Partnership and sponsors which help
- Scale economy strategy for long run

### *Earn money more efficiently*

- Financial help sfrom association or subsidies or government
- Innovation for competiton (set of activities, invest on material)
- Invest on marketing for a better brand communication

## Tools to use

Bill

Budget

# Strategy Proposal 'Exploring Tainan'



GIC Group 2

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## Analysis of the current strategy- Porter's 5 force analysis

### ✓ Threat of Entry:

- Currently low
- Market highly competitive
- Strict rules

### ✓ Threat of Substitutes:

- Quite high : other travel agencies/apps/booklets
- Need for differentiation

### ✓ Customers' Bargaining Power:

- Quite high
- Need for adaptation
- Demand for niche travel experience will grow

### ✓ Suppliers' Bargaining Power:

- Relatively low

### ✓ Competitive Rivalry:

- Large number of travel agencies
- Strong competition from online travel agencies

## Insights from analysis

Strengthen

- Expertise of tour operators

Eliminate

- Delete certain activities to refocus on others more related to our target

Implement

- Different target customer
- Tours appealing to different groups

## Strategy Proposal

### Differentiation

To specialise in 'private route', with expert guiding the tour.

### New target customer

New parents, parents of teens

### Different marketing approach

New target customer  
→ R&D and Marketing teams ideas

### Customization possibilities

New ideas and activities

## Plan of Action

### ✓ Marketing

Create a campaign to attract our new target customer (instagram, TV, etc)  
Carry out a study to figure out consumers' expectations

### ✓ Research & Development

Find a way to update and renovate exploring taiwan facilities (New chairs, new building, more comfort for clients), find a way to provide "a la carte services" in order to have a trip who fit with customers's willingness

### ✓ Finance

Cut unnecessary costs in fields such as Human ressources or transport to get lower prices and create a budget forecast

# Research and Development

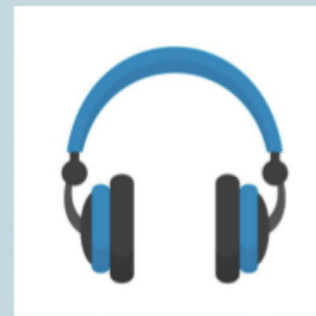


## Improvement suggestions

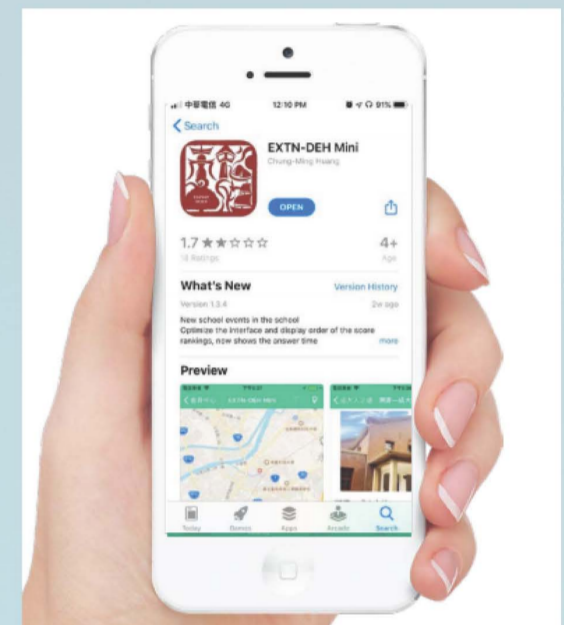
Shorter presentations



Focus on activities and visits



Communication



## New tours proposal



Food Tour



Temple Tour



Family Tour



Special events Tour



Souvenirs



Sport tour



# MARKETING ANALYSIS

## STP



## PRODUCT



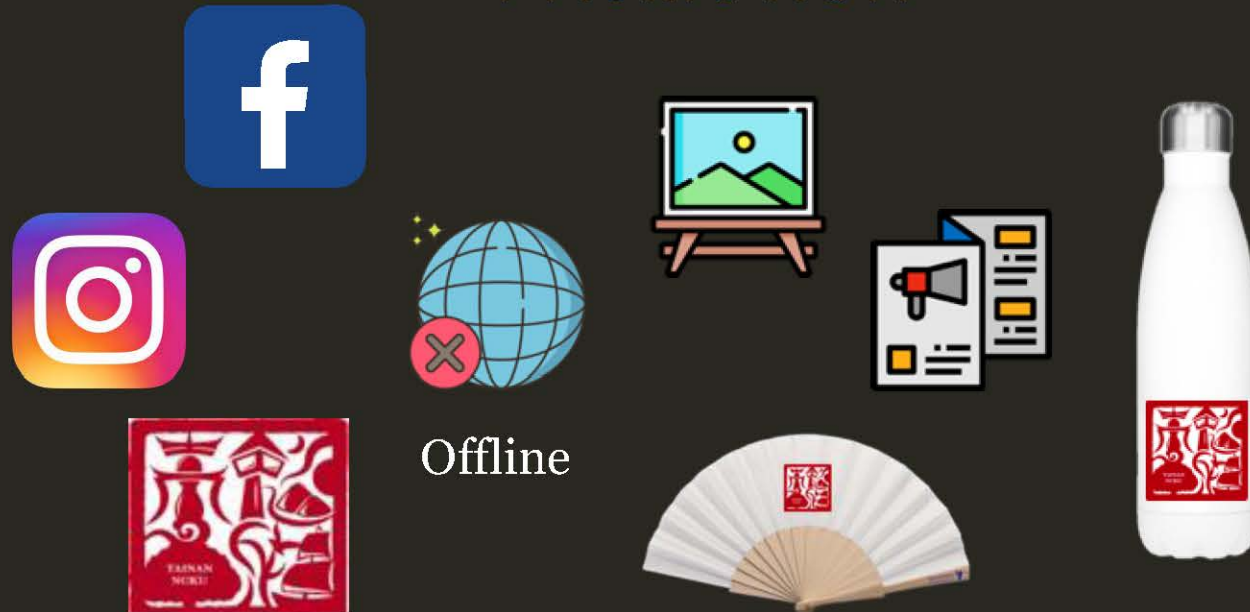
## PLACE



## PRICE



## PROMOTION



## SWOT

**S**

- New panel of tours.
- Expanded to Taiwan
- Activities adapted to each target
- Good communication
- Customized experience

**W**

- Resources
- Limited number of tourists per tour
- Not enough staff
- Low english level of partners

**O**

- Partnerships with tourism office
- Vertical expansion
- Creation of physical selling point

**T**

- Competitive market
- Profitability
- Sustainable partners
- External and unpredictable events
- Loss of partners