



ADVENTURE TRAVEL TRADE ASSOCIATION

TASK 1: Setting your company Vision.

Purpose

BUSINESS PLAN Exercise Purpose:

During the ATTA EDU Business Management course you will work through the main elements needed to create a working plan for an Adventure Travel business. In practical sessions you will be asked to complete sections outlined below.

It is intended that these working sheets can be retained and used to create a plan for your business or for a new product offering.

Task One – Personal Goals.

What do you hope to achieve from your business?

List your top 5 ambitions ranked with 1 as most important)

(Examples: Wealth, Prestige, 'Be my own boss', Travel, Outdoor work, Early retirement, Free time, Support to my community).

1. _____
2. _____
3. _____
4. _____
5. _____

