

### 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.	
5.	



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#### Task Two - Visualising success.

Briefly describe your business in five or ten years from now. Where will you be based? How many employees? What offers? Which customers? How many customers? What will you be famous for? (Imagine that you are reading an article about your company in a travel trade journal, listing why your company is a leader in it's field or destination)



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#### Task Three - Vision statement

Attempt to distil the most important elements from Task two into a short inspitarional statement that summarizes the future objectives of your company. Your vision statement should be a guide to make decisions that help you achieve your goals. It helps to be clear, concise, set a time period and also to challenge your company. Ideally your company vision should be decided in consultation with your colleagues and staff, also note that you can always change your vision at a future date.

Some examples of a company vision include:

- McDonald's "To be the best quick service restaurant experience. Being the best means
  providing outstanding quality, service, cleanliness and value, so that we make every customer in
  every restaurant smile."
- Gadventures Our passion for travel is rivaled only by our commitment to those we serve. From helping our travellers choose the perfect trip, to providing them with the most authentic lifechanging adventure possible, we go out of our way to ensure a travel experience unlike anything they've ever imagined."
- Row Adventures "To provide life-changing travel experiences that have a positive impact on our guests, our guides and the people and places we visit."
