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Managing Enterprise in the 21st Century

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Business Plan



www.goaserenitycottages.com (under development)

Executive Summary

This business plan proposes a premium holiday cottage rental venture in Goa, India. The project will offer private, fully serviced boutique cottages for domestic tourists, international travellers, remote workers, and long-stay guests. Goa remains a leading tourist destination, known for its beaches, nightlife, culture, and heritage (Goa Tourism Department, 2024).

Post-pandemic, travellers prefer private accommodations over large hotels for greater safety, comfort, and privacy. This shift has increased demand for boutique cottages, creating a scalable, profitable opportunity (Airbnb, 2024). Goa Serenity Cottages will launch with three to five cottages near popular North Goa beaches, with expansion into South Goa planned by Year 3.

The business will operate as a boutique holiday cottage brand offering:

- Fully furnished private cottages
- Swimming pool access
- High-speed internet for remote workers
- Optional breakfast service
- Airport transfers and local tours
- Event hosting for small private gatherings

Goa Serenity Cottages will combine high-quality accommodation, personalised services, and prime locations to serve travellers seeking a premium, private holiday experience.

Overview of the Business Idea

Goa Serenity Cottages will operate as a boutique accommodation provider in North Goa, offering private holiday cottages. The primary goal is to deliver high-quality accommodation that combines privacy, comfort, and personalised service.

The cottages will be situated in popular areas such as **Candolim, Calangute, and Anjuna**, which attract domestic and international visitors year-round for their beaches, nightlife, restaurants, and attractions.

The business will operate as a **Private Limited Company, providing limited liability for owners and facilitating future investment.**

The cottages will be marketed through multiple distribution channels to reach a broad audience, including:

- Airbnb
- Booking.com
- Direct website bookings
- Travel agents and tour operators

Each cottage will be designed to ensure a comfortable and independent stay.

Product Description

Each cottage will include:

- One or two bedrooms
- Kitchenette facilities
- Air conditioning
- High-speed internet
- Housekeeping services
- 24-hour security

These services will create a more personalized guest experience and generate additional revenue streams.

Market Research

Environmental Analysis (PESTEL):

Political Factors

The government of Goa strongly supports tourism through various policies and initiatives aimed at attracting both domestic and international travellers.

Economic Factors

The growth of the Indian middle class and the rise in international tourism have significantly increased demand for holiday accommodations. Tourism continues to play a vital role in Goa's economy (Airbnb, 2024). Economic indicators for this sector are favourable. A larger segment of the Indian middle class, along with a rise in international visitors, drives sustained demand for quality accommodations. Thus, tourism remains a crucial component of Goa's economic landscape.

Social Factors

Since the COVID-19 pandemic, travellers increasingly prefer private accommodations such as cottages and villas over large hotels. Demand for unique and personalised travel experiences is also rising.

Technological Factors

Online booking platforms, such as Airbnb and Booking.com, provide small hospitality businesses with the opportunity to connect with a global customer base.

Furthermore, social media plays a significant role in influencing travel decisions, as highlighted by Mariotti and Glackin (2017).

Technological advancements have enabled small enterprises to effectively reach customers worldwide. Online booking systems and social media channels are essential tools for acquiring new guests and establishing a strong brand presence. Moreover, environmental sustainability is particularly important in coastal areas like Goa. The business will adhere to local regulations and implement sustainable practices whenever feasible to minimize its ecological impact.

Environmental Factors

Goa's coastal environment attracts tourists, but businesses must comply with coastal regulations and environmental protection policies.

Legal Factors

The business must comply with property registration laws, tourism licensing requirements, and Goods and Services Tax (GST) regulations.

Competition:

- Airbnb hosts offering private rooms or villas.
- OYO holiday homes and Booking.com listed villas.
- Local boutique resorts in North Goa.

Competitive Advantage:

- Unique offering of fully private cottages with personalised services.
- High-quality amenities tailored to digital nomads and long-stay guests.
- Affordable premium pricing compared to larger boutique resorts.

Target Market Segments (STP)

Segmentation

The target market includes domestic tourists from cities such as Mumbai, Delhi, and Bangalore; international travellers from the UK, Germany, and Russia; digital nomads; couples; families; and small event guests.

Targeting

The primary target segments are international leisure travellers and digital nomads seeking longer stays and comfortable remote work environments. Secondary segments include couples and families seeking holiday accommodation.

Positioning

The brand will position itself as a **premium boutique cottage provider, offering privacy, comfort, and personalised hospitality in North Goa.**

Marketing Communications

Goa Serenity Cottages will build brand awareness and attract customers through online and offline promotional activities. **marketing mix strategy (4Ps)** to reach its target market effectively.

Product

The core product is a private boutique cottage experience offering comfort, privacy, and convenience. Each cottage includes modern amenities such as Wi-Fi, air conditioning, and housekeeping. Additional services like breakfast packages, guided tours, and airport transfers will further enhance the guest experience.

Price

The pricing strategy will use a **seasonal model** based on tourism demand in Goa.

Peak Season (November – February): £80–£120 per night

Off-Season (Monsoon Period): £40–£60 per night

The average daily rate is estimated at approximately **£70 per night**.

Place

The cottages will be located in North Goa near popular tourist areas. The cottages will be located in North Goa near popular areas such as Candolim and Calangute, providing easy access to beaches, restaurants, nightlife, and attractions. customers:

- Social media marketing through Instagram and Facebook
- Influencer collaborations with travel bloggers
- Listings on online travel agencies such as Airbnb and Booking.com
- Google search advertising
- Partnerships with travel agents and tour operators

The business will also develop a **direct booking website** to encourage reservations and reduce commission fees from online travel platforms.

Promotion

Social media marketing will be central to brand promotion.

Platforms including Instagram and Facebook will feature high-quality images and videos of the cottages, amenities, and local attractions. Regular content will highlight guest experiences, travel advice, and seasonal promotions to engage prospective customers. Paid advertising campaigns will target specific demographics, such as international travellers and digital nomads.

Influencer collaborations will further strengthen brand visibility. Partnerships with travel bloggers, content creators, and lifestyle influencers will allow the business to reach a wider audience

The business will list its properties on major online travel agencies (OTAs), including Airbnb and Booking.com. These platforms offer global exposure and access to a broad customer base.

Financial Plan

The total investment required to establish Goa Serenity Cottages is estimated at **£200,000**.

Sources of Funding

The funding will come from three main sources:

Owner Investment: £80,000

Bank Loan: £100,000

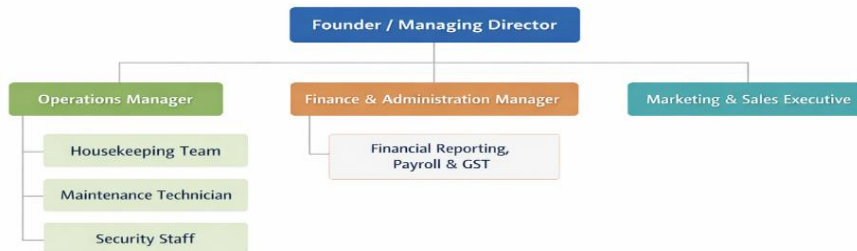
Private Investors: £20,000

This financing mix will provide sufficient capital for construction, operations, and marketing during the initial stages.

An organisational chart of a Goa Serenity Cottages



Organisational Chart



Start-up Expenses

Start-up Cost	Amount
Land / Lease	£70,000
Construction	£80,000
Furnishing & Interiors	£20,000
Licenses & Legal	£5,000
Marketing Setup	£5,000
Working Capital Reserve	£20,000
Total	£200,000

Fixed Costs

Fixed Costs	Per month
Salaries (3–4 staff)	£4,000
Utilities	£1,000
Maintenance	£1,000
Marketing	£1,500
Loan repayments	£2,000

Insurance and licenses	£500
Miscellaneous	£500
Total cost	£10,500

Variable Costs

Variable Costs	Jan	Feb	Mar	Apr	May	June
Utilities	£200	£200	£250	£250	£300	£300
Housekeeping and Laundry	£150	£200	£250	£300	£350	400
Consumables / Supplies	£150	£200	£250	£250	£300	300
Marketing Costs	£200	£250	£300	£300	£350	400
Total Variable Costs	£700	£850	£1,050	£1,100	£1,300	£1,400

Cash Flow Forecast	Jan	Feb	Mar	Apr	May	June
Fixed	£10,500	£10,500	£10,500	£10,500	£10,500	£10,500
Variable cost	£700	£850	£1,050	£1,100	£1,300	£1,400
Total cost	£11,200	£11,350	£11,550	£11,600	£11,800	£11,900
Revenue	£6,000	£8,000	£12,000	£13,500	£14,500	£15,500
Profit/loss	-£5,200	-£3,350	£450	£1,900	£2,700	£3,600

Total Investment

£200,000 +8,550 = £208,550

The cash flow forecast indicates the business will operate at a loss during the first two months due to low occupancy and the time needed to establish market presence. From March, increased bookings from marketing, improved online visibility, and seasonal demand will drive profitability.

The steady revenue increase from March to June reflects higher occupancy and growing brand recognition, demonstrating the business's ability to achieve profitability quickly while controlling costs.

Conclusion

Goa Serenity Cottages offers a strong investment opportunity by targeting the growing demand for private, boutique accommodations in Goa. With a unique combination of comfort, privacy, and personalised services, the business is well-positioned to attract domestic and international tourists, digital nomads, and long-stay guests.

With careful financial planning, phased growth, and a robust marketing strategy, the business expects to become profitable by the third month and achieve sustainable growth. The proposed £200,000 funding will support the establishment of initial cottages, cover operational costs, and fund marketing to build a loyal customer base.

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