

Business Plan for

Timeless Adventure

Produced By:

Angelika Jasnos

Dated: 04/07/2025

Student Number: 2308967

Module Name: Entrepreneurship

Module Code: BMIH5012

CONTENTS

	PAGE
1. Executive Summary	2
2. The Business Idea	2-4
3. The Team	5- 6
4. Market Research	7-12
5. Marketing Plan	12-14
6. Key Resources	14-15
7. Finances & Start-Up Support	15-17

APPENDICES:

Appendix A	SWOT Analysis
Appendix B	PEST Analysis
Appendix C	Copy of Pitch Supporting Material

1. EXECUTIVE SUMMARY

Timeless Adventure is a boutique travel agency based in Wales, offering personalized trekking experiences in the heart of the Nepalese Himalayas. Founded by Angelika Jasnos, the company provides expert-guided journeys to iconic destinations such as Everest Base Camp, Annapurna Base Camp, and the Annapurna Circuit. Each trip blends physical challenge, cultural immersion, and emotional connection—making the experience not just a trek, but a transformative adventure.

Our services are built around one-to-one consultations, customized fitness and packing plans, pre-trip meetups, and post-trip reunions to foster a strong sense of community. Angelika personally accompanies every group, ensuring clients receive hands-on support and care from preparation through return. Local guides in Nepal bring cultural knowledge and deep terrain expertise, creating a balanced and enriching experience for our clients.

Timeless Adventure is uniquely positioned to serve the growing demand for meaningful, small-group adventure travel. Our strengths lie in our specialized focus, pre-trip support, and personal approach. Though we are a new business, we mitigate startup risks by building strong partnerships in Nepal, maintaining low overheads, and leveraging trends in wellness, eco-conscious travel, and life milestone tourism.

In our first year, we project an income of £45,250, with carefully managed expenditures totalling £9,890, creating a strong foundation for reinvestment and future growth. We are currently self-funded and not seeking external investment at this stage.

Short-term goals include increasing brand visibility through strategic partnerships, launching off-season training and events in Wales, and expanding our client base through targeted marketing and word-of-mouth referrals.

With a deep commitment to safety, sustainability, and personal transformation, Timeless Adventure offers not just a holiday—but a journey that lasts a lifetime

2. THE BUSINESS IDEA

2.1 The Product/Service

Company name: Timeless Adventure.

Travel agency organising trekking experience to the heart of Nepalese Himalay's including Everest Base Camp, Annapurna Base Camp and Annapurna Cricut.

Timeless Adventure is a boutique travel agency rooted in the serene landscapes of Wales and driven by a passion for high-altitude exploration. We specialize in curating transformative trekking experiences in Nepal, guiding adventurers through some of the world's most iconic trails — from the legendary Everest Base Camp to the Annapurna ranges.

With local expertise, responsible partnerships in Nepal, and a deep commitment to cultural respect and environmental sustainability, we don't just offer treks — we deliver life-changing journeys.

Key features include:

- Each client receives a one-to-one consultation with Angelika (Founder & UK-based Guide), either over coffee locally or via Teams. This meeting helps assess fitness levels, answer questions, and build rapport before booking.
- Clients are provided with tailored training plans, gear checklists, and advice on where to buy or rent reliable trekking equipment—especially useful for first-time high-altitude trekkers.
- Small group clients will be invited to a casual pre-trip meet-up (e.g., in Swansea, Cardiff, or online) for introductions, final briefing, and to help build trust and camaraderie before flying to Nepal.
- One of a unique selling points of Timeless Adventure is that Angelika personally accompanies every trip. She acts as a dedicated group host, ensuring each traveller feels safe, supported, and valued throughout. While local Nepalese guides lead the trail with deep cultural and terrain knowledge, Angelika focuses on client experience, group dynamics, logistics, and emotional wellbeing.
- Each trip integrates cultural touchpoints such as visits to monasteries, local tea houses, village walks, and insights into Nepali customs—giving clients more than just a physical challenge.
- After returning home, clients are invited to a reunion or photo-sharing session (in-person or online) to reflect, celebrate achievements, and stay connected with the Timeless Adventure community.

Customer Motivations:

- Fulfilling a personal goal or challenge (e.g. “I want to reach Everest Base Camp by 30!”)
- Seeking meaningful and transformative travel, not just sightseeing
- Building confidence, especially for younger adults or those stepping outside their comfort zone
- Joining a like-minded community of nature lovers and adventurers
- Eco-conscious travel with minimal impact and ethical practices
- Spiritual or mental reset — finding clarity and peace in nature

Value Proposition:

- Comprehensive support (fitness plan, gear rentals etc.)
- Cultural immersion
- Tailored trekking experience

USP:

- Local expertise

- Small group-personalized attention
- Customizable packages for all levels

2.2 SWOT Analysis Summary

Timeless Adventure’s key strengths lie in its local expertise in Nepal, offering authentic and safe trekking experiences, combined with a UK-based presence that fosters trust and enables comprehensive pre-departure support. This aligns with research showing that destination-specific expertise and pre-trip engagement are crucial in building customer confidence in adventure travel (Pomfret, 2006; Buckley, 2007). The business differentiates itself by offering personalized services, such as fitness plans and gear rental, and focusing on small group treks, which enhance client satisfaction through tailored attention and community bonding (Björk & Kauppinen-Räsänen, 2012).

However, as a new and relatively small enterprise, it faces typical startup challenges including limited brand recognition and seasonal income variability (Morrison, 2006). The dependency on external partners in Nepal, while necessary, introduces risk regarding consistency and service quality (Hudson & Hudson, 2013).

Despite these weaknesses, market trends present significant opportunities. There is a rising demand for adventure, wellness, and transformative travel, particularly among young adults and outdoor enthusiasts seeking more meaningful experiences (UNWTO, 2021; Reisinger, 2013). Furthermore, potential exists in offering off-season training events in Wales, and building strategic partnerships with gyms or outdoor brands, which are effective expansion strategies for niche tourism operators (Beirman, 2003; Middleton et al., 2009).

Key threats include global travel disruptions (e.g., pandemics, political instability), economic downturns, and inherent safety risks related to high-altitude trekking, all of which could affect client confidence and operational continuity (Gstaettner et al., 2016; Page, 2019). Proactive risk communication and strong health-and-safety protocols are essential for maintaining trust in such environments.

3. THE TEAM

3.1 Key Personnel

<i>Name and Company Position:</i> Angelika Jasnos - Founder & Director
<i>Skills and Experience:</i> Angelika has a few years of experience in international travel, project coordination, and outdoor adventure planning. She has completed high-altitude treks in

Nepal-Everest Base Camp, giving her firsthand knowledge of the routes and logistical requirements. She is adventure leadership, and has a strong background in customer service, fitness training, and cultural engagement. Her passion for adventure and detail-oriented approach make her well-suited to lead the business.

Role and Responsibilities:

Oversee all aspects of the business, including:

- Trip planning and itinerary design
- Liaising with local partners and guides in Nepal
- Marketing, social media, and customer engagement
- Booking management and client communication
- Financial planning and budgeting
- Leading some treks and pre-departure training workshops

3.2 Skills Gaps & Key Partners

3.2.1 Additional Staff Requirements (Roles and Responsibilities):

To be hired- Freelance Digital Marketing Assistant (part-time)

Skills and Experience: A skilled freelance marketer with experience in adventure travel or lifestyle branding. Proficient in social media strategy, content creation (Instagram, TikTok, YouTube), and digital tools like Canva, Mailchimp, and Meta Ads Manager.

Role and Responsibilities:

- Create and schedule social media content
- Manage digital advertising and analytics,
- SEO/blog writing for website traffics
- Grow online community and engagement
- Support lead generation and newsletter campaigns
- Maintain consistent brand voice and visuals
- Building email campaigns

Pros:

- Better marketing consistency and reach
- Frees up Angelika's time for logistics/guiding
- Speeds up brand growth and visibility

Cons:

- Added cost
- Requires trust and alignment on tone/brand

3.2.2 Training and Development:

- **Outdoor First Aid Course (Angelika):** £150-£250 (renewed every 3 years). Course can be taken at Plas Y Brenin- National Outdoor Centre. More information and references available at: <https://pyb.co.uk/course/rec-outdoor-first-aid/>

Angelika will complete a 16-hour Outdoor First Aid course from a certified provider (such as Plas y Brenin) in line with Mountain Training requirements. This is vital for risk management and legal compliance when leading treks or conducting pre-departure training.

3.2.3 Outsourced Support / Key Partners:

To ensure the professional and compliant operation of Timeless Adventure, a number of key services will be outsourced to trusted specialists:

- **Accountant:** A qualified accountant (e.g. via AAT or ACCA) will be hired to support with bookkeeping, tax returns, and financial compliance. This is particularly important for managing seasonal income, travel-related expenses, and VAT. Estimated cost: £30–£50/month for basic self-employed accounting ([Crunch Accounting, 2024](#)).
- **Solicitor / Legal Advisor:** A solicitor will be consulted to review liability waivers, terms and conditions, and ensure compliance with package travel regulations and consumer law. This is crucial for mitigating legal risk in a high-risk travel sector. Estimated cost: £100–£200/hour, or fixed-fee packages available for small businesses (Source: Law Society UK).
- **Nepalese Trekking Operators:** The business will partner with licensed local trekking agencies in Nepal, who provide experienced guides, porters, logistics, permits, and safety measures. These partnerships ensure safe, culturally authentic, and legal operation in the Himalayas. Average cost per client: £800–£1,200, depending on trek length and services (based on market rates from [Trekking Team Group Nepal](#) and [Trekking Planner Nepal](#)).

4. MARKET RESEARCH

4.1 Market Information, Trends and External Factors

Extensive research into the UK and global adventure travel industry provides a strong foundation for Timeless Adventure's business model. The adventure tourism market was valued at \$288 billion globally in 2021 and is projected to grow at a CAGR of 15.2%, reaching over \$1 trillion by 2030 (Allied Market Research, 2022). In the UK, over 3.6 million people regularly participate in hiking and trekking, particularly among the 25–45 age group (Statista,

2023). This reflects a growing interest in outdoor, active, and wellness-focused travel experiences—key pillars of Timeless Adventure’s offer.

According to VisitBritain (2023), 66% of UK adults plan to spend more on experiential travel post-COVID, especially trips that focus on personal growth, nature, and physical challenge. Timeless Adventure directly responds to this trend by offering high-altitude trekking experiences that combine fitness, culture, and transformation. Furthermore, sustainable and small-group travel are becoming more desirable, especially among Millennials and Gen Z, who prioritise ethical tourism and seek deeper connections with local cultures (Booking.com, 2023).

Key PEST Insights-Appendix B

- **Political:** The UK’s continued access to Nepal under favourable visa agreements and strong diplomatic ties make international travel logistically feasible. However, political instability or unrest in Nepal could impact travel dates—flexibility and travel insurance policies will be clearly communicated to clients.
- **Economic:** Cost-of-living concerns in the UK may reduce short-term spending on luxury travel, but the ‘bucket list’ mindset remains strong post-COVID, especially for once-in-a-lifetime adventures like Everest Base Camp. Offering affordable, staged payment plans and value-rich packages will help maintain appeal.
- **Social:** There is growing public interest in mental health, physical fitness, and meaningful travel, particularly after the pandemic. Timeless Adventure will position trekking as a form of wellbeing travel, supported by preparation plans, personal guidance, and post-trip engagement.
- **Technological:** The use of digital booking platforms, social media marketing, and video storytelling (e.g., via Instagram Reels or TikTok) offers cost-effective ways to reach niche adventure markets. Tools like Meta Business Suite and Canva Pro support in-house marketing, while client communication will be enhanced via WhatsApp, Zoom, and Google Workspace.

How will we stand out?

- Private trek with dedicated guide (solo trekking)
- Meals included during the trek
- Fitness plan (how to prepare 3 months before trekking)
- Smaller group 6-8 people
- Luxury service (spa treatment in Kathmandu after trekking)
- Collaborations with charity
- Professional photo package after the trip

Target Market:

Demographics:

- Age: Primarily 18+, with trips open to 16–17-year-olds accompanied by a responsible adult.
- Location: Primarily UK-based (starting in Wales), with potential outreach to broader English-speaking markets (Ireland, Europe, North America).
- Income Level: Middle to upper-middle income. Willing to spend on meaningful, high-quality travel experiences.
- Travel Experience: From first-time trekkers with solid fitness to experienced hikers looking to conquer new terrain.

Psychographics:

- Outdoor enthusiasts. People who enjoy hiking, nature, national parks, or spend weekends exploring trails and mountains.
- Adventure seekers. People looking for physical and mental challenges, bucket-list experiences, and iconic destinations like EBC and ABC.
- Cultural explorers interested in learning about Nepalese culture, Buddhism, local traditions, and travel that offers personal growth.
- Those looking to unplug from technology, fast-paced jobs, and digital life — seeking mindfulness, nature, and presence.
- Fitness travellers. Individuals who already incorporate physical activity into their lifestyle and are motivated by fitness goals.
- Solo travellers and group trip. Ideal for solo adventurers, couples, or friends seeking a structured, safe, and social experience.

Who It's Not For:

- Travelers seeking high luxury, low-effort holidays
- Those with significant mobility or health limitations (without tailored programs)
- Tourists uninterested in physical exertion or cultural engagement

4.2 Customer Profiles

1. The Active Young Professional (Age 25–35)

Demographics:

- Age: 25–35
- Gender: Mixed
- Location: Urban areas (e.g., Cardiff, Bristol, London)
- Income: £25k–£40k
- Occupation: Early- to mid-career professionals (healthcare, education, IT, creative industries)

Psychographics & Behaviour:

This group enjoys fitness, hiking, and meaningful travel. They often look for personal challenges (e.g., climbing mountains, completing treks) and seek adventures that combine physical activity with cultural learning. They're active on Instagram and Facebook, research experiences online, and often travel solo or with a friend. They value sustainability, authenticity, and are likely to join small group tours for safety and social connection. They may be new to high-altitude trekking, so value pre-departure support.

2. The Experienced Trekker (Age 40–60)**Demographics:**

- Age: 40–60
- Gender: Mixed, slightly more male
- Location: UK-wide (including rural areas and outdoor hotspots like the Lake District, Snowdonia)
- Income: £35k+
- Occupation: Professionals, self-employed, or recently retired

Psychographics & Behaviour:

Often experienced hikers, this group has likely completed treks in the UK or Europe and is now looking for more ambitious international challenges like Everest Base Camp or Annapurna Circuit. They value quality, trust, and strong safety records. They prefer small group sizes and expect a well-organised service. They are more likely to book in advance and are loyal to brands that provide clear communication and value for money.

3. The Parent-Teen Duo (Adult 35–50 with teen 16–18)**Demographics:**

- Age: Adult (35–50) and child (16–18)
- Location: Suburban and family-based areas
- Income: £40k+ household
- Occupation: Parents in education, healthcare, or professional services

Psychographics & Behaviour:

This customer group seeks meaningful shared experiences, especially before teenagers go off to university or into work. They are health-conscious, family-oriented, and see adventure travel as an opportunity for bonding and growth. The presence of a supportive guide and structured preparation will be crucial for their decision-making. They are likely to be influenced by positive reviews, recommendations from friends, and social proof via blogs or YouTube.

4.3 Competitor Profiles

1. G Adventures

Overview: A well-established global adventure travel company offering small group trips, including treks to Everest Base Camp and Annapurna regions.

Strengths:

- Strong global brand recognition and trust.
- Experienced local guides and logistics support.
- Well-developed website and booking system.

Weaknesses:

- Meals not included on many trekking packages, which increases hidden costs for customers.
- Less personalised experience due to larger customer base and standardized itineraries.
- Limited pre-departure support (e.g., no fitness plan or gear rental).

How Timeless Adventure Competes:

Timeless Adventure provides greater value by offering inclusive packages (including more meals), fitness guidance, UK-based support, and smaller groups for personalised attention. Angelika's presence on every trip ensures a consistent point of contact from booking to completion.

2. Exodus Adventure Travels

Overview: UK-based adventure travel company offering group holidays, including trekking experiences in Nepal.

Strengths:

- UK brand with strong customer service and safety credentials.
- Wide variety of adventure trips.
- Clear and user-friendly website.

Weaknesses:

- Only breakfast included on many treks; lunch and dinner are extra, which can be expensive in remote areas.
- Less flexibility in itinerary or group sizes.
- No individualised preparation or training support.

How Timeless Adventure Competes:

Timeless Adventure's small group size and flexible itineraries give it a competitive edge. The inclusion of custom fitness plans, personal pre-trip consultations, and gear support appeals to first-time trekkers who value preparation and guidance. The constant presence of a UK-based assistant guide (Angelika) also offers unique reassurance.

3. Intrepid Travel

Overview: Another global adventure travel operator with a strong emphasis on responsible travel and local experiences.

Strengths:

- Sustainability and ethical travel practices.
- Large network of destinations and strong infrastructure.
- Appeals to conscious, independent travellers.

Weaknesses:

- Larger groups (up to 16 people) reduce personal attention.
- Offers fewer tailored experiences—one-size-fits-all itineraries.
- Limited UK-based interaction before the trip.

How Timeless Adventure Competes:

While also supporting responsible tourism, Timeless Adventure focuses on quality over quantity. By maintaining smaller groups (4–8 people), offering UK-based support, and building close relationships with local Nepali partners, the experience is more intimate and customised. This appeals to adventurers seeking a supportive, guided, and immersive experience.

Timeless Adventure's Competitive Edge

- **Personalised Service:** Angelika personally assists with every trip—from initial consultation to returning home—creating a sense of trust and connection.
- **Tailored Preparation:** Fitness plans, gear support, and detailed pre-trip coaching reduce anxiety for first-time trekkers.
- **Meal Inclusions:** Packages are clearer and more inclusive, reducing unexpected expenses.
- **Small Groups:** More flexibility, better group dynamics, and personal attention during the trek.
- **Local + UK Presence:** Combines local Nepali expertise with the assurance of a UK-based guide and operator.

Together, these advantages position Timeless Adventure as a boutique, high-support trekking provider for adventure-loving travellers who want a life-changing experience with expert care throughout.

5. MARKETING PLAN

5.1 Price

Pricing Strategy:

- Average price per person: £1,700–£1,900 (inclusive of Nepal-side logistics)
- Based on value pricing – high-touch service, personal attention, and curated experience
- Flexible payment plans (deposit + instalments) to reduce barriers to entry
- Discount opportunities:
 - Early bird booking
 - Group or referral discounts
 - Loyalty discounts for returning clients

Cost Positioning:
 Mid-range, positioned between low-budget group treks and luxury adventure operators.

5.2 Product

What we offer:
 Timeless Adventure offers guided trekking experiences in Nepal, including the Everest Base Camp, Annapurna Circuit, and Annapurna Base Camp routes. These are designed for adventure-seeking adults (18+) and 16+ with guardian, combining physical challenge, cultural immersion, and expert support.

Key Product Features:

- Small group sizes (max 10) for personalized experience
- UK-based preparation support (fitness advice, gear lists, Zoom briefings)
- Partnerships with trusted local Nepalese guides
- Optional add-ons: fitness training, gear rental, merchandise
- Safety-focused: first aid certified leadership & itinerary planning

The Timeless Adventure logo features a minimalist mountain design that symbolizes the majestic Himalayan treks the company offers, such as Everest Base Camp and the Annapurna Circuit. The clean lines and natural colours reflect a connection to the outdoors, while the professional layout communicates trust and reliability. With a modern font and scalable vector format, the logo is versatile for use across digital platforms and printed materials. It captures the essence of adventure, personal growth, and guided exploration—perfectly aligning with the brand’s mission to offer safe, meaningful trekking experiences led by a UK-based expert



5.3 Placement

Timeless Adventure will primarily use direct-to-customer sales through its official website, supported by a strong presence on social media platforms such as Instagram, Facebook, and TikTok to build engagement and reach adventure-minded audiences. Marketing efforts will also extend to outdoor expos and travel events in the UK, particularly in Wales, to connect with potential customers face-to-face. The business will seek strategic partnerships with fitness clubs, hiking groups, and outdoor gear retailers for cross-promotions, as well as collaborations with travel influencers and bloggers to enhance brand visibility. The geographic focus will be on UK-based customers, with a particular emphasis on outdoor enthusiasts from Wales, England, and Scotland. While the business operates from the UK, the trekking experiences will be delivered in Nepal through established partnerships with trusted local guides and service providers.

5.4 Promotion

Promotion will focus on visual storytelling, informative content, and word-of-mouth referrals. Additional outreach will include partnerships with hiking groups, fitness professionals, and participation in outdoor events. With a geographic focus on UK-based clients, especially in Wales, the business aims to build strong community connections and a loyal client base through transparent, adventure-driven marketing.

Marketing Strategy:

- Social media marketing: Engaging visuals, reels from treks, testimonials
- Content marketing: Blog and email newsletter with trek prep tips, cultural insights
- SEO: Optimise website to rank for "EBC trek from UK", "trekking Nepal small group"
- Word of mouth: Referral scheme and testimonials from first clients
- Partnerships: Work with fitness trainers or yoga instructors to co-host prep events
- Influencer collaborations: Send a blogger/influencer on a trek at discounted rate in exchange for content

6. KEY RESOURCES

6.1 Premises

Timeless Adventure will be operated from a home office in Swansea to minimise overheads during the startup phase. This space will be used for administrative tasks, virtual client communication, and online marketing coordination. As the business does not require a physical retail presence, operating from home allows flexibility and reduces initial fixed costs. According to UK government guidelines, home-based sole traders typically do not need to pay business rates if only one room is used for work (GOV.UK, 2024).

Should the business expand or require occasional professional workspace, co-working facilities such as Indycube Swansea offer affordable and flexible options. Hot-desking packages at Indycube start from £10/day for regular access (Indycube, 2025), providing a cost-effective alternative to traditional office leasing.

6.2 Equipment

Key equipment includes a high-performance laptop (£800–£1,200, Currys UK, I'll use mine at the start), a smartphone for client communication (£400–£700, I'll use mine at the start), and a reliable internet connection (approx. £25–£40/month via BT or Virgin Media). Software includes a website builder (e.g., Wix or Squarespace, £10–£20/month), Google Workspace for business email and storage (£4.60/month), and accounting software like FreeAgent or QuickBooks (£12–£24/month). For marketing, tools like Canva Pro (£13/month) and Meta Business Suite (free) will support content creation and campaign management.

6.3 Key Suppliers

The most critical suppliers are the Nepal-based trekking agencies that will deliver the local aspects of the experience, including licensed mountain guides, porters, permits, accommodation, and meals. Timeless Adventure will partner with a trusted local agency, such as Good Vibe Adventure, as I did EBC with them, in a past. Costs vary depending on the route and season, averaging £900–£1,200 per client for EBC and Annapurna Circuit packages. Equipment rentals for clients (sleeping bags, jackets, etc.) can also be sourced through local partners or UK-based outdoor retailers like Cotswold Outdoor or OutdoorHire.co.uk.

7. FINANCES AND START-UP SUPPORT

INCOME	Year 1 £
<i>Sales A (EBC)</i>	15,200
<i>Sales B (ABC)</i>	14,400
<i>Sales C (Annapurna Cricut)</i>	13,600
<i>Additional Services (gear rental, prep. Sessions)</i>	2,050
<i>Funding</i>	
<i>Loans/Borrowing</i>	
Total Income	£ 45,250

EXPENDITURE	Year 1 £
<i>Company Registration</i>	50
<i>Rent/Rates</i>	0
<i>Staff Wages</i>	3,600
<i>Travel/Accommodation</i>	1000
<i>Telephone (mobile) & Broadband</i>	240
<i>Utilities</i>	
<i>Marketing and materials</i>	2250
<i>Insurance</i>	350
<i>Capital Expenditure/Equipment</i>	
<i>Training & Development</i>	200
<i>Accounting/Legal</i>	200
<i>Outside Services</i>	2000
<i>Stock/Materials Purchases</i>	
<i>Bank Charges</i>	
<i>Office Consumables</i>	
<i>Loans Repayments</i>	
Total Expenditure	£

7.1

YEAR ONE PROFIT/LOSS	£
Total Income	45,250
Total Expenditure	9,890
Profit/Loss	£35.360

Financial Summary

Timeless Adventure projects a strong and sustainable first year, driven by three core trekking packages to Everest Base Camp, Annapurna Circuit, and Annapurna Base Camp. Each trek is designed for small groups of up to 8 clients, allowing for a highly personalized and premium experience.

Income Projection – Year 1

Trek Type	No. of Trips	Clients/Trip	Total Clients	Price/Client	Total Income
Everest Base Camp	1	8	8	£1,900	£15,200
Annapurna Circuit	1	8	8	£1,800	£14,400
Annapurna Base Camp	1	8	8	£1,700	£13,600
Subtotal – Treks			24		£43,200

In addition to trek revenue, £2,050 is expected from add-on services such as gear rental and preparatory sessions. This brings the total projected income for Year 1 to £45,250.

Estimated Gross Profit

Assuming **40% margin** after Nepal partner costs:

- **Trek Profit: 40% of £43,200 = £17,280**
- **+ Additional Services: £2,050**
- **Total Gross Profit: £19,330**

Marketing and materials

- Logo & Brand Design (freelancer or Canva Pro): £100–£300
- Social Media Ads (Instagram, Google Ads, etc.): £100/month = £1,200/year
- Website & SEO setup: £500–£1,500 (one-off)
- Email marketing platform (e.g., Mailchimp): Free–£30/month

Insurance

- Public Liability Insurance (UK): £100–£300/year
- Professional Indemnity Insurance: ~£150/year

-

Staff Wages

- Estimated Rate: £20/hour (typical for UK-based freelancers with travel/digital content experience)
- Hours per month: 15
- Monthly Cost: £300

Other operational costs include travel, accounting, legal, outside services, and materials, amounting to a total estimated expenditure of £9,890 in Year 1.

With low fixed costs and a targeted, high-margin service offering, Timeless Adventure is positioned to operate profitably in its first year. The business will be self-funded initially, with no borrowing or outside investment planned. Year 1's performance will provide the basis for strategic growth, including expanding trip offerings, increasing marketing reach, and building brand awareness.

APPENDICES

Appendix A – SWOT Analysis



ANALYSIS

PREPARED BY ANGELIKA JASNOS

3

WEAKNESS

- New Brand: Lacks recognition and social proof in a competitive travel market.
- Limited Immediate Resources: Smaller scale operation may limit trip frequency, marketing budget, or contingencies.
- High Dependency on External Partners: Reliance on Nepalese logistics, weather, and permit systems can introduce unpredictability (Buckley, 2010).
- Seasonal Business: Trekking in Nepal is seasonal (spring and autumn), creating cash flow gaps in off-season months.
- Potential Fitness Barrier: Physical difficulty of treks may limit the customer base or require extra screening/training.



4

OPPORTUNITY



- Growing Adventure Travel Market: Increasing demand for meaningful, active, and eco-conscious travel among millennials and Gen Z (UNWTO, 2019).
- Health & Wellness Trends: Fitness-focused travel is booming; treks can be positioned as wellness experiences (Expedia Group Media Solutions 2020).
- Digital Marketing & Social Media: Visual storytelling on Instagram, YouTube, and TikTok can rapidly build brand identity.
- Group/Corporate Retreats: Opportunities to target group trips (e.g., team building, charity challenges, gap year programs).
- Partnerships with Outdoor Brands/Gyms: Collaborations can expand visibility and credibility.
- Off-Season Offerings in Wales/UK: Pre-trek training hikes, workshops, or wellness weekends could provide income year-round.

5

THREATS

- Political Instability or Natural Disasters in Nepal: Earthquakes, strikes, or health crises can severely impact operations (Ritche, 2004).
- Global Travel Disruptions: Events like pandemics, fuel prices, or airline strikes can affect customer confidence and logistics.
- High Competition: Competing with well-established trekking and adventure companies requires standout branding and service.
- Economic Downturns: Travel is often the first expense cut during financial uncertainty.
- Customer Safety Incidents: Any mishap (altitude sickness, injuries) could affect reputation if not managed with clear protocols.



REFERENCES

- Pomfret, G. (2006) "Mountaineering adventure tourists: A conceptual framework for research." *Tourism Management*, 27(1), 113–123. Available at: <https://www.sciencedirect.com/science/article/abs/pii/S0261517704001736?via%3Dihub>. (Accessed on: 10.05.2025)
- Pine, B. J., & Gilmore, J. H. (1998). "Welcome to the experience economy." *Harvard Business Review*, 76(4), 97–105.
- Thomas, R., Shaw, G., & Page, S. J. (2011). "Understanding small firms in tourism: A perspective on research trends and challenges." *Tourism Management*, 32(5), 963–976.
- Buckley, R. (2010). "Adventure tourism management." Routledge.
- UNWTO (2019). "Global Report on Adventure Tourism." United Nations World Tourism Organization. Available at: <https://www.unwto.org/archive/global/press-release/2014-11-04/unwto-and-adventure-travel-trade-association-release-global-report-adventur> (Accessed on: 10.05.2025)
- Expedia Group Media Solutions (2020). "The Rise of Purposeful Travel."
- Hall, C. M., & Page, S. J. (2014). "The Geography of Tourism and Recreation: Environment, Place and Space." Routledge. Available at: <https://www.taylorfrancis.com/books/mono/10.4324/9780203796092/geography-tourism-recreation-michael-hall-stephen-page> (Accessed on: 10.05.2025).
- Ritchie, B. W. (2004). "Chaos, crises and disasters: a strategic approach to crisis management in the tourism industry." *Tourism Management*, 25(6), 669–683. Available at: <https://www.sciencedirect.com/science/article/abs/pii/S0261517703001845> (Accessed on: 10.05.2025).

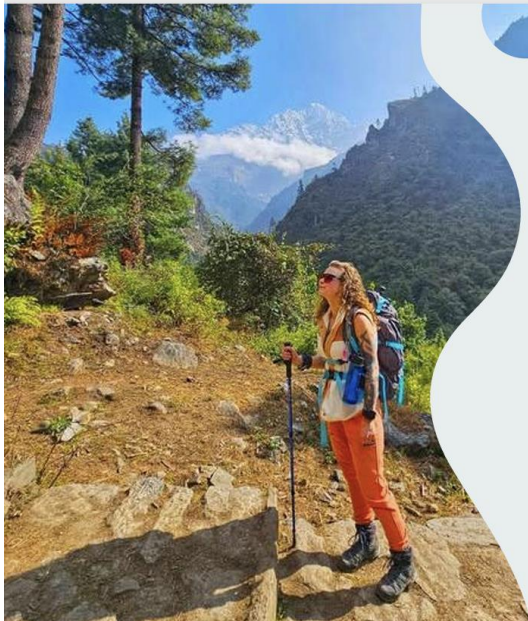
Appendix B – PEST Analysis

PEST Competitive Analysis

			
POLITICAL	ECONOMIC	SOCIAL	TECHNOLOGICAL
• UK and Nepal visa/travel regulations: British nationals need a visa for Nepal; changes in entry rules, passport requirements, or bilateral agreements could affect ease of travel (NTB,2020). • Political stability in Nepal: While relatively safe, periods of unrest, strikes, or government policy changes can disrupt logistics and tourism operations (Hall,1994) • Tourism regulation and compliance: Adherence to UK and Nepalese laws on insurance, liability, and travel safety is crucial. • Environmental and trekking permits: Trekking areas (like Everest and Annapurna) require permits (e.g., TIMS card, conservation fees), regulated by the Nepalese government.	• Exchange rate volatility: Fluctuations between GBP and Nepalese Rupee (NPR) can impact pricing and profitability. • Cost of living/travel: As inflation or airfare rises, long-haul adventure trips may become less accessible for budget travelers. • Post-pandemic travel rebound: Adventure tourism is recovering strongly, especially among younger and experience-focused travelers. • Disposable income levels: UK consumers' ability to spend on international adventure travel depends on economic stability, interest rates, and inflation.	• Adventure and wellness travel trends: Strong growth in demand for purposeful travel, physical challenges, and nature-based experiences. • Shift in travel values: Younger generations prioritize sustainability, authenticity, and cultural immersion over mass tourism. • Demographic fit: The 18–35 market is highly engaged with trekking and gap-year style travel; older age groups also seek adventure and personal achievement. • Post-COVID lifestyle changes: Many people are more interested in health, self-discovery, and travel as a form of personal renewal.	• Online booking and digital marketing tools: Social media, SEO, and influencer marketing are essential to reach the adventure travel demographic. • Fitness tracking and trek preparation apps: Tech-savvy customers often use tools to train and track their progress ahead of treks. • Communication platforms: Reliable communication between UK office, Nepalese partners, and clients (via WhatsApp, Zoom, etc.) is essential for seamless coordination. • Safety and navigation technology: Use of GPS devices, satellite phones, and medical tech in high-altitude environments enhances credibility and safety.

Appendix C – Copy of Pitch Supporting Material





Welcome to **Timeless Adventure**, gateway to unforgettable mountain adventures. Specializing in trekking experiences to some of the world's most iconic mountain destinations.

We offer expert-led tours to places like **Everest Base Camp, Annapurna Base Camp and Annapurna Circuit**. Whether for a seasoned hiker or someone seeking the adventure of a lifetime, we provide personalization and support to make the journey smooth and memorable.

This business is more than just a venture- it's my passion.



Value Proposition & USP

Value Proposition:

- Comprehensive support (fitness plan, gear rentals etc.)
- Cultural immersion
- Tailored trekking experience

USP:

- Local expertise
- Small group-personalized attention
- Customizable packages for all levels

Market Opportunity

- Rising interest in adventure travel and trekking
- Nepal's popularity as a trekking destination



Business Model

- Primary-selling trekking packages
- Additionally- commissions from local partners in Nepal (spa treatment, gear, etc.)



Marketing Strategy

Our Go-To-Market strategy include:

- Digital marketing
- Influencer partnership
- Word-of-mouth and referrals
- Special offers



Competitive Analysis

<https://www.gadventures.com/trips/everest-base-camp-trek/ANE/>

G Adventures
Destinations
Travel Styles

- English-speaking local guide and assistants for the trek
- All necessary permits for trekking
- Porters included on the trek
- Trekking to Everest Base Camp
- Internal flights
- All transport between destinations and to/from included activities

Accommodations
Hotels/guesthouses (2 nts), teahouse lodges (12 nts).

Meals
No meals included
Allow USD360-470 for meals not included.

Transportation
Plane, bus, walking.

Staff & experts
CEO (Chief Experience Officer) throughout, trekking support staff.

Everest Base Camp Trek | 15 days - Kathmandu to Kathmandu - from £1149
<https://www.gadventures.com>

<https://www.exodus-travels.com/trips/nepal-holidays/walking/everest-base-camp-trek/tnt>

exodus
ADVENTURE TRAVELS
Destinations
Activities
Ways to Travel
Specials
Last Minute Tours
Sustainability

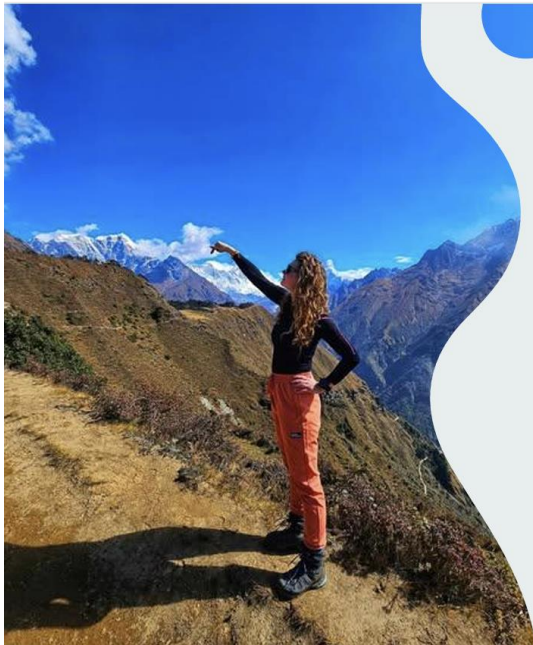
Overview
Itinerary
Gallery
Essential Info
Accommodation

WHAT'S INCLUDED

- ✓ All breakfasts included
- ✓ Morning bed tea on trek
- ✓ Welcome drink at each overnight lodge
- ✓ All transport and listed activities
- ✓ Tour leader throughout, plus local staff
- ✓ Free arrival and departure transfers for everyone
- ✓ Full portage throughout trek

WHAT'S NOT INCLUDED

- ✗ Travel insurance
- ✗ Single accommodation (available on request, Kathmandu only)
- ✗ Visas and vaccination

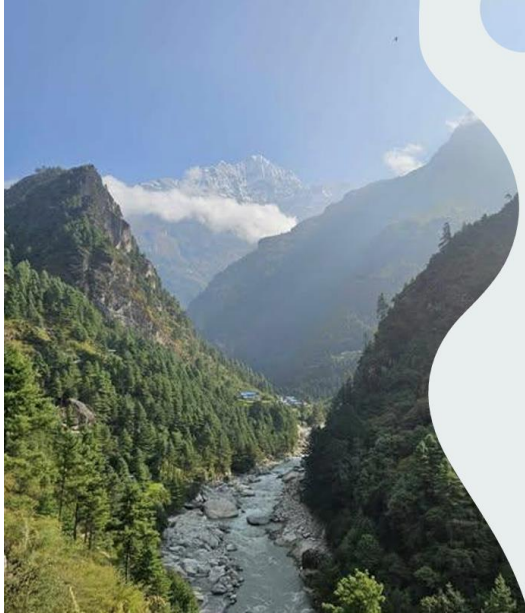


How to stand out from competitors?

- Private trek with dedicated guide (solo trekking)
- Meals included during the trek
- Fitness plan (how to prepare 3 months before trekking)
- Smaller group 6-8 people
- Luxury service (spa treatment in Kathmandu after trekking)
- Collaborations with charity
- Professional photo package after the trip

Team

- Local Nepalese Guides
- Marketing & Digital Specialist



All the content presented, including images are original and created by me.

Additionally, I have utilized AI tools to enhance certain aspects of the presentation to ensure the highest quality and clarity.

REFERENCE LIST

- Allied Market Research (2022) *Adventure Tourism Market Size and Forecast*. Available at: <https://www.alliedmarketresearch.com/adventure-tourism-market> (Accessed 15 May 2025).
- Beirman, D. (2003) *Restoring Tourism Destinations in Crisis: A Strategic Marketing Approach*. Wallingford: CABI Publishing.
- Björk, P. and Kauppinen-Räsänen, H. (2012) 'A netnographic examination of travellers' online discussions of risks', *Tourism Management Perspectives*, 2–3, pp. 51–57.
- Booking.com (2023) *Sustainable Travel Report 2023*. Available at: <https://globalnews.booking.com/sustainable-travel-report-2023/> (Accessed 15 May 2025).
- Buckley, R. (2007) 'Adventure tourism products: Price, duration, size, skill, remoteness', *Tourism Management*, 28(6), pp. 1428–1433.
- Buckley, R. (2010) *Adventure Tourism Management*. Abingdon: Routledge.
- Canva Pro (2025) *Pricing*. Available at: https://www.canva.com/pl_pl/informacie/ (Accessed 20 May 2025).
- Crunch Accounting (2024) *Self-Employed Accounting Packages*. Available at: <https://www.crunch.co.uk> [Accessed 15 May 2025].
- Expedia Group Media Solutions (2020) *The Rise of Purposeful Travel*.
- FreeAgent (2025) *Pricing*. Available at: <https://www.freeagent.com/pricing> (Accessed 15 June 2025).
- GOV.UK (2024) *Business rates: Working from home*. Available at: <https://www.gov.uk/introduction-to-business-rates/working-from-home> [Accessed 15 May 2025].
- Gstaettner, A.M., Lee, D. and Rodger, K. (2016) 'Visitor safety in recreational protected areas: Exploring risk perceptions of management and visitors', *Tourism Management*, 57, pp. 56–66.
- Hall, C.M. (1994) *Tourism and Politics: Policy, Power and Place*. Chichester: Wiley.
- Hall, C.M. and Page, S.J. (2014) *The Geography of Tourism and Recreation: Environment, Place and Space*. 4th edn. Abingdon: Routledge. Available at: <https://www.taylorfrancis.com/books/mono/10.4324/9780203796092/geography-tourism-recreation-michael-hall-stephen-page> (Accessed 10 May 2025).
- Hudson, S. and Hudson, L. (2013) *Customer Service for Tourism and Hospitality*. Oxford: Goodfellow Publishers.
- Indycube (2025) *Coworking Swansea Pricing*. Available at: <https://www.indycube.community> (Accessed 15 May 2025).
- Law Society UK (2024) *Find a Solicitor*. Available at: <https://solicitors.lawsociety.org.uk> (Accessed 15 May 2025).
- Middleton, V.T.C., Fyall, A., Morgan, M. and Ranchhod, A. (2009) *Marketing in Travel and Tourism*. 4th ed. Abingdon: Routledge.
- Morrison, A. (2006) 'A contextualisation of entrepreneurship', *International Journal of Entrepreneurial Behaviour & Research*, 12(4), pp. 192–209.
- Nepal Tourism Board (2020) *Tourism Policy and Strategic Planning*.
- Nepal Trekking Planner (2025) *Annapurna & Everest Treks Cost and Inclusions*. Available at: <https://www.nepaltrekkingplanner.com> [Accessed 15 May 2025].
- Page, S.J. (2019) *Tourism Management*. 6th ed. Abingdon: Routledge.

- Pine, B.J. and Gilmore, J.H. (1998) 'Welcome to the experience economy', *Harvard Business Review*, 76(4), pp. 97–105.
- Plas y Brenin National Outdoor Centre (2025) *REC Outdoor First Aid*. Available at: <https://www.pyb.co.uk/courses/rec-outdoor-first-aid/> (Accessed 20 May 2025).
- Pomfret, G. (2006) 'Mountaineering adventure tourists: A conceptual framework for research', *Tourism Management*, 27(1), pp. 113–123. Available at: <https://www.sciencedirect.com/science/article/abs/pii/S0261517704001736?via%3Dihub> [Accessed 10 May 2025].
- Reisinger, Y. (2013) *Transformational Tourism: Tourist Perspectives*. Wallingford: CABI.
- Ritchie, B.W. (2004) 'Chaos, crises and disasters: a strategic approach to crisis management in the tourism industry', *Tourism Management*, 25(6), pp. 669–683. Available at: <https://www.sciencedirect.com/science/article/abs/pii/S0261517703001845> [Accessed 10 May 2025].
- Statista (2023) *Number of people participating in hiking and hill walking in England 2007–2023*. Available at: <https://www.statista.com/statistics/416777/hiking-and-walking-participation-england/> [Accessed 15 May 2025].
- Thomas, R., Shaw, G. and Page, S.J. (2011) 'Understanding small firms in tourism: A perspective on research trends and challenges', *Tourism Management*, 32(5), pp. 963–976.
- Trekking Team Group Nepal (2025) *Trekking Packages and Prices*. Available at: <https://www.trekkingteamgroup.com> (Accessed 15 May 2025).
- UNWTO (2019) *Global Report on Adventure Tourism*. United Nations World Tourism Organization. Available at: <https://www.unwto.org/archive/global/press-release/2014-11-04/unwto-and-adventure-travel-trade-association-release-global-report-adventur> (Accessed 10 May 2025).
- UNWTO (2021) *Global Report on Adventure Tourism*. United Nations World Tourism Organization. Available at: <https://www.traveldailynews.com/associations/unwto-and-the-adventure-travel-trade-association-release-global-report-on-adventure-tourism/#:~:text=The%20UNWTO%20Global%20Report%20on%20Adventure%20Tourism%2C%20published,close%20relation%20between%20adventure%20tourism%20and%20responsible%20tourism.> (Accessed 01 July 2025)
- VisitBritain (2023) *Domestic Travel Trends Post-COVID*. Available at: <https://www.visitbritain.org> (Accessed 15 May 2025).