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INTRODUCTION

The transformation of the electric power sector towards a more sustainable form of energy production based on renewable energies is a key measure to fight climate change and resource depletion (Ari and Koksai, 2011, IPCC, 2007). This business is a trailblazing enterprise in the field of sustainable business, skillfully fusing recreation, education, and renewable energy. Energy improvements often bring additional advantages through non-energy benefits (Krutwig & Starosta, 2017). This assignment tells the tale of Seashore Oasis, a fascinating waterfront haven created to showcase nature's power while also offering thrilling water sports opportunities. By incorporating wave motion for hydropower generation into its pools, Seashore Oasis is at the forefront of environmentally aware projects. Furthermore, the strategic alliance established with nearby schools advances this project towards an even greater social effect. This assignment provides a thorough analysis of this innovative project, addressing the gap in the market, justification of proposed location and legal entity, SWOT analysis, strategies to capture target market and the budgeting of the business plan.

I. Business Overview

HAZALDI SEASHORE OASIS - A Sustainable Recreational Haven

The innovative concept HAZALDI SEASHORE OASIS aims to provide a distinctive leisure destination along the UK coast. The analysis of types of city beaches explores three key factors shaping their production: the kinds of sites used, the development context and the kinds of material components they are assembled from (Stevens, 2020). This creative endeavour sets new benchmarks for environmentally conscientious entertainment by fusing thrilling water-based sports with a sustainable energy effort. Seashore Oasis, split into separate areas for adults and kids, has a range of water sports, such as volleyball, handball, and football. For an extra adrenaline boost, the adult portion also has occasional waves.

Modern hydropower generating technology is included into the project, showcasing its dedication to clean energy and environmental care. By using the kinetic energy of waves, this system will provide a workable strategy for sustainable energy solutions. Along with enjoying the activities, guests may experience the food and beverages inside the plot and feel good about helping to

create a more environmentally friendly future. By combining excitement with environmental responsibility in a harmonic way, Seashore Oasis is set to transform the leisure sector.

As one of the key issues enterprise has the choice of location, that supports the company's strategy and survival in future competition(Ruohomaa, H. and Salminen, V., 2020). The business location is defined as the location of the store or retailer at a certain strategic location to maximize profit (Swastha, 2000). Cardiff has been chosen to establish the business initiative after thorough evaluation. Cardiff, capital of Wales, provides Cardiff Bay's lovely waterfront location. This neighbourhood is a center for entertainment and recreation and has witnessed substantial reconstruction in the recent past. HAZALDI SEASHORE OASIS finds Cardiff's mix of local and tourist customers to be a desirable market.

The simple diagram of HAZALDI SEASHORE OASIS is below:



-  Car parking and company area
-  Pool section for kids
-  Pool section for adults
-  Ticket section
-  Store room
-  Male/female changing rooms
-  Kids/changing room
-  Gallery
-  Food and beverage

Cost Estimation:

Construction and Infrastructure:

Artificial seashore development, pools, galleries, and wave generation system as well as expense of land acquisition or lease – £2,100,000

Let out rooms, Changing rooms, showers, toilets, etc – £20,000

Gaming Equipment and Facilities:

Football, handball, and volleyball equipment - £10000

Seating, umbrellas, and other amenities - £50,000

Hydropower Generation System:

Hydropower generation equipment and installation - £300,000

Operating Expenses (First Year):

Staff salaries (lifeguards, maintenance, administrative staff) - £300,000

Marketing and advertising - £75,000

Utilities - £75000

Legal and Regulatory Costs:

Business registration and licensing - £5,000

Permits for water usage, safety, and environmental compliance - £20,000

Liability insurance - £20,000

Miscellaneous Costs:

Contingency and unforeseen expenses - £100,000

Total Estimated Initial Investment: £3075000

Licenses and permits needed

Business license: Fundamental necessity for conducting any kind of lawful business operations.

Planning Permission: In order to utilise land or structures for the particular purpose, must obtain permission from the local planning authority.

Environmental licenses: Want permits pertaining to water quality and safety since the business incorporates recreational water activities.

Licenses in health and safety: Might need them to protect the wellbeing of the clients and staff.

License for Entertainment: Want to host live performances, events, or any other type of entertainment.

Music license: To perform music protected by copyright.

Parking Permits: To offer parking services.

Employer Identification Number (EIN): Must have one to recruit staff

Public liability insurance: Essential for safeguarding your company and clients even if it does not require a license.

II. Identification of the gap market and strategies to address it

The absence of a creative and sustainable leisure destination that skillfully combines the production of renewable energy with water-based activities is the recognized market gap. Current recreational facilities frequently don't take a holistic approach to environmental sustainability and don't provide customers with a distinctive, environmentally friendly experience. Buzzell, Gale and

Sultan (1975) classify business strategies into three broad groups: building, holding and harvesting. The following crucial tactics will help the HAZALDI SEASHORE OASIS close this market gap:

Recreational and Sustainable Innovation:

Offering a unique recreational experience that blends thrilling water activities with a state-of-the-art hydroelectricity system, HAZALDI SEASHORE OASIS sets itself apart. This ground-breaking strategy fits with the expanding need for environmentally responsible alternatives to entertainment.

Unification of Renewable Energies:

Seashore Oasis adds to sustainable energy generation in addition to offering entertainment with the integration of a hydropower producing system. This distinctive feature attracts ecologically aware customers and distinguishes the enterprise from traditional leisure facilities.

Segmenting Customers Based on Target:

In recent years, the search for possibilities to identify the pro-environmental consumer segment has intensified (Ukenna, Nkamnebe, Nwaizugbo, Moguluwa, & Olise, 2012). The distinct areas of HAZALDI SEASHORE OASIS are designed with each group's unique preferences and security needs in mind. This focused strategy guarantees that every group gets an area all their own for maximum enjoyment, increasing aggregate client happiness. Thus, they need to evaluate the value of customers and select customer segmentation methods in order to design and establish different strategies to maximize the value of customers (Chen, Zhang, Hu, & Fu, 2007).

Intriguing Wave Experience:

Intermittent waves are a fresh and exciting addition to the adult area, giving customers a realistic experience that is evocative of pristine seashores. This element makes for an unforgettable experience and amplifies the pleasure of water activities.

Choose a Strategic Spot:

Seashore Oasis enhances the likelihood of being a hit by recognizing possible places like Cardiff, Wales. These locations provide a solid basis for the company because to their blend of natural beauty, current tourist flow, and local demand.

Environmental consciousness:

In the Netherlands a scientific tradition of nearly two decades exists concerning environmental consciousness-research (Nelissen and Schreurs, 1975; Ester, 1979; Van der Meer, 1981; Nelissen et al., 1987; Scheepers and Nelissen, 1989; Wolsink, 1990; Tellegen & Wolsink, 1992) Visitors to HAZALDI SEASHORE OASIS are also expected to learn about preserving the environment and alternative energy sources. This instructional element enhances the customer's experience and supports the increasing global understanding of sustainable practices.

Gaining a Competitive Edge via Branding:

Novel recreational activities, eco-friendly operations, and educational programs all work together to establish HAZALDI SEASHORE OASIS as a unique and progressive brand in the tourism sector. This distinctive value offer has the potential to draw in a devoted clientele.

III. Justification for the proposed location and legal entity

The location has the power to strengthen or weaken the company's strategic business (Heizer & Render, 2011). The bustling waterfront location in Cardiff Bay is the reason Cardiff, the capital of Wales, was chosen. After extensive reconstruction, the region is now known as a center for entertainment and recreation. Cardiff provides HAZALDI SEASHORE OASIS with a varied and possibly profitable market because it combines a continuous incursion of tourists with a mix of locals. Furthermore, the social and economic importance of the city attracts a diverse population, offering a chance to serve a large audience.

A Limited Liability Company is the suggested legal form for HAZALDI SEASHORE OASIS (Ltd.). The owners of the company will profit from limited liability protection as a Ltd. As well offers flexibility by making it simple to transfer ownership through the purchase and sale of shares. An LLC can provide tax benefits and financial affairs structure options for the business. This can be especially helpful when it comes to tax-efficient management of profits and dividends. Since the Ltd. form offers a standardized and transparent framework for ownership, profit distribution, and making choices, it is frequently more enticing to potential investors. Openness and conformity to regulations can be enhanced by adhering to specific legal and fiscal reporting obligations when operating as an LLC.

IV. SWOT ANALYSIS

The acronym SWOT analysis, which stands for strengths, weaknesses, opportunities, and threats, is a corporate strategy method used to evaluate an organization's competitive position. The framework of SWOT was originally invented for business and marketing analysis and has been broadly adopted in other research fields including energy management (Terrados et al., 2007).

STRENGTHS:

HAZALDI SEASHORE OASIS combines the production of renewable energy with water sports to provide a distinctive and cutting-edge recreational experience. This distinguishes it from other recreational centers and draws in customers who care about the environment.

A hydropower generating system's inclusion demonstrates an undying dedication to sustainability which contributes to a positive environmental impact apart from eco-consciousness.

This business serves a diverse range of patrons by offering distinct areas designated for adults and children. This focused strategy guarantees a secure and pleasurable experience for all ages while also improving consumer contentment.

The company wants to teach guests about environmental preservation and renewable energy sources. This enhances the guest experience and fits well with the increasing worldwide awareness of sustainable methods.

WEAKNESSES:

For this business, the anticipated initial investment is high. This could be financially difficult, particularly if it takes some time for revenue generating to reach its peak.

Unusual weather trends and seasonal fluctuations may have an effect on tourism and profitability.

It can be difficult and time-consuming to comply with strict regulations for water consumption licenses, environmental compliance, and safety. Getting around these requirements could be difficult.

OPPORTUNITIES:

With its advantageous location, HAZALDI SEASHORE OASIS can capitalize on the growing demand for environmentally friendly and sustainable entertainment options and even set new standards for the leisure sector.

Establishing partnerships with nearby educational institutions, environmental organizations, and producers of renewable energy could improve the business's standing and foster community involvement.

If the initial venue succeeds, there might be chances to grow to other coastal regions or add more amusement options, which would increase revenue possibilities even further.

THREATS:

There can be fierce rivalry from already-existing recreational facilities, such as classic pools and entertainment complexes. It needs to set itself out and sell its special products and services.

Decreased consumer spending on recreational endeavors might result from economic slumps or depressions. To handle unforeseen financial circumstances, the business must have backup strategies in place.

Changes in environmental laws and policies may have an effect on the hydropower generation system's viability and operational characteristics. It will be essential to keep up with changes in the regulatory setting and to remain flexible.

Overall, HAZALDI SEASHORE OASIS has the capacity to pave the way for other resorts in the sustainable leisure sector. The company can set itself up for long-term success by capitalizing on its strengths and taking proactive measures to address its shortcomings and dangers. The company should also continue to be on the lookout for and seize emerging markets.

V. Explanation of target market and strategies adopted to capture it

Every market is different. This is evident from observation and from the proliferation of popular books describing the heterogeneity of local and global markets. Consider, for example, *The Nine Nations of North America* (Garreau, 1982), *Latitudes and Attitudes: An Atlas of American Tastes, Trends, Politics and Passions* (Weiss, 1994) and *Mastering Global Markets: Strategies for Today's Trade Globalist* (Czinkota et al., 2003). HAZALDI Seashore Oasis is intended to serve a wide variety of customers. The overall objective of any promotional activity is to communicate information to the 'buyer' to influence their behaviour (McCarthy and Perreault, 1987). A sizeable portion of the population, families with kids between the ages of 6 and 16, are looking for family-friendly and risk-free entertainment options. This group places a high importance on safe

surroundings and outdoor pursuits for their kids. The 17–30 age group known as young adults and millennials, which includes college students and recent graduates, is another important group. These people are distinguished by their desire for an active and social lifestyle, their environmental consciousness, and their spirit of adventure. Furthermore, it wants to attract environmentally conscious customers of all ages who place a high value on environmental sustainability. This market is looking for experiences that are consistent with their beliefs and is especially interested in projects that involve the production of renewable energy and environmental education.

Market segmentation is an important element of target marketing (Witt and Moutinho 1989, Morrison 2002) as it may assist marketers in creating the ideal product for each target market. In order to successfully cater to these varied markets, HAZALDI SEASHORE OASIS will employ a multipronged strategy. This entails tailoring offerings to each demographic's requirements and interests. For example, offering family-friendly zones and kid-friendly activities, as well as exhilarating water sports and adventures for the younger generation. Marketing initiatives that are specifically designed to appeal to each target audience will be implemented, making use of channels including influencer alliances, social media, and specific ads. In order to explicitly appeal to environmentally sensitive consumers, educational efforts will be interwoven, such as workshops on renewable energy and environmental conservation.

With features like interactive displays that explain the hydropower system, mobile apps for easy reservations, and augmented reality aspects for more participation, the application of interactive technology could improve the visitor experience. Seashore Oasis will provide customized packages and discounts to further tempt families, promoting group travel and celebrations of significant occasions. In order to raise brand awareness and establish Seashore Oasis as a destination for leisure and education, cooperative efforts will be made to plan field trips and educational visits with nearby educational institutions. Furthermore, the company will aggressively advertise its dedication to environmental stewardship across a variety of platforms, enhancing its attractiveness to environmentally concerned customers who value eco-friendly experiences.

HAZALDI SEASHORE OASIS is dedicated to feedback methods and ongoing improvement, with the goal of comprehending guest preferences and areas that require better. We'll use this feedback to improve our offerings and provide customers a truly great experience. In order to establish itself as a sustainable and cutting-edge leisure destination, the company wants to reach

its target market by offering experiences that are customized to each demographic's particular interests and values.

VI. Budgeting or financial plan, funding requirements and potential external source of funding as well as justification of it's choice

1. Start-up Costs:

- Property acquisition/lease
- Construction and renovation
- Equipment and pool installation
- Licensing and permits
- Initial marketing and advertising
- Legal and professional fees

2. Operational Expenses:

- Staff salaries and wages
- Utilities
- Marketing and advertising
- Miscellaneous expenses

3. Revenue Streams:

- Hourly fees for pool usage
- Rental income from food and beverage services
- Potentially, income from additional services like room rentals and parking

4. Cash Flow Projections:

- Forecasted income and expenses on a monthly and yearly basis for the first few years.

The first investment needed to establish the Seashore Oasis in Cardiff would be as follows, based on the budgeting above:

- Start-up expenses (lease, building, machinery, permits, etc.)
- Working capital to pay for monthly operating costs until income begins to come in.

External source of funding

Business loans or bank loans:

These can supply a significant amount of the needed funding. They are a popular option for newly established businesses.

Venture capitalists or investors:

Venture capitalists or investors may be keen on contributing funds as a trade for equity if your company plan has significant prospects for development and profits.

Joint ventures or partnerships:

Think about forming alliances with companies or people who are willing to lend money in return for equity in the company.

Crowdsourcing:

You may utilise crowdfunding websites such as Indiegogo to get money from lots of people who are interested in your business concept.

Subsidies and Government grants:

Investments from friends or family or personal savings:

Investing using own funds or borrowing money from relatives and friends might be a good choice, particularly in the beginning.

"School tie-up funding" is something I'm choosing, and it usually comes under partnerships or joint ventures. This kind of agreement might entail the school contributing a portion of the initial cost in return for specific advantages or benefits, such student discounts or other advantageous conditions for both. and I want to offer £50,000 in yearly student discounts. I'm making this decision by laying forth precise terms and conditions and since there will be no requirement to split the profit—just the perks and discounts. Moreover, the partnership with educational institutions fosters learning opportunities outside of the classroom. It offers pupils a special

chance to partake in enjoyable extracurricular activities that foster social connection, cooperation, and physical fitness as well as helps to embrace a healthy lifestyle from very young age which is in line with the educational institute objectives. The business may improve its reputation by forming partnerships with educational institutes. It demonstrates a dedication to education and community well-being, which may promote favourable word-of-mouth and brand awareness.

The financial statements of the HAZALDI SEASHORE OASIS for 5 years is follows:

Assumptions:

Initial Investment: £3,075,000 (half of the initial funding from school tie-up)

Average Hourly Fee: £770

Operating Hours per Year: 3,000 (10 hours a day for 300 days)

Revenue Growth Rate: 10% annually

Operational Expenses (First Year): £450,000 (as previously discussed)

Operational Expenses Growth Rate: 5% annually

Student discount: 50000 annually

INCOME STATEMENT					
	YEAR				
	1	2	3	4	5
Income:					
Income from Activities	2310000	2541000	2795100	3074610	3382071
Rental income	50000	50000	50000	50000	50000
Total Income (A)	2360000	2591000	2845100	3124610	3432071
Expense:					
Operating Expenses:					
Staff salaries	300000	315000	330750	347288	364652
Marketing and Advertising	75000	78750	82688	86822	91163
Utilities	75000	78750	82688	86822	91163
Other Expenses:					
Student discounts	50000	50000	50000	50000	50000
Total Expense (B)	500000	522500	546126	570932	596978
Net profit before tax (A-B)	1860000	2068500	2298974	2553678	2835093

BALANCE SHEET					
	YEAR				
	1	2	3	4	5
ASSETS:					
Cash and Equivalents	1860000	2068500	2298974	2553678	2835093
Property, Plant, Equipment	3075000	3075000	3075000	3075000	3075000
Total Assets	4935000	5143500	5373974	5628678	5910093
LIABILITIES AND OWNER'S EQUITY:					
LIABILITIES:					
Accounts payable	0	0	0	0	0
Long term provision	1537500	1537500	1537500	1537600	1537500
Total Liabilities	1537500	1537500	1537500	1537500	1537500
OWNER'S EQUITY:					
Initial investment	1537500	1537500	1537500	1537500	1537500
Retained Earnings	1860000	2068500	2298974	2553678	2835093
Total liabilities and owner's equity	4935000	5143500	5373974	5628678	5910093

CONCLUSION

Scholars found that especially established companies often struggle to innovate their business model, which is still profitable, but whose future potential is likely to be undermined by changes in technology or the external environment (Sosna et al., 2010). HAZALDI SEASHORE OASIS is positioned to completely rethink the concepts around recreational business by providing a real commitment to sustainability in addition to an exciting water-based experience. This dedication is embodied in the hydropower generation that uses the kinetic energy of the waves, turning Seashore Oasis into a shining example of environmentally responsible innovation. This project represents a group effort towards a sustainable future, as does a strategic partnership with nearby schools. HAZALDI SEASHORE OASIS is an excellent example of how enterprises may have a positive social and economic effect in addition to being profitable by offering an immersive platform for education, physical well-being, and renewable energy discovery. This ambitious project highlights the infinite possibilities of combining leisure, learning, and renewable energy sources in the quest for a better tomorrow as advancements flow through it.

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