

Managing Enterprise in the 21st Century

Business Plan



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Executive Summary

La Dolce Vita is an online travel consultant that creates personality trips for peoples that wants to visit Italy. The service offers online and face to face consultations to understand clients' preferences such: city to visit, badge and duration. Based in these preferences, a customized itinerary is provided. The business aim to lunch within two months, gain fifteen clients initially and build a strong brand presence while expanding partnership in the travel industry.

Business Concept

Business Description/ Product Description

La Doce Italy

La Doce Italy is an online travel consultancy that provides a personalised trip for people who have a dream of visiting Italy. The business offers online and face-to-face consultations to understand clients' preferences such as budgets, how many days they want to stay and their dreamer Italian cities. The consultancy will customise the travel plan, including everything that the client wants, such as:

- Itineraries
- Cost-effective options
- Local experiences- best hotels, beaches areas, tourist points
- Transport and Tickets options

With over the five years of experience travelling and living in Italy, I have visited more than 20 Italian cities, and I have and have a strong cultural connection to Italy. The consultancy will deliver travel guidance to enhance each client's experience.

Business Objectives (SMART Objectives)

Short-Term Objectives (less than a year)

- To launch the business within the next 2 months.
- To sell the services and gain followers on social media within the first 3 months.
- To achieve at least 15 clients in 2 months.

Long-Term Objectives (More than a year)

- To increase the customer base by 15% within 10 months.
- To building a strong brand presence in the travel market with 3 years.
- To expand services by offering partnership with influencers, hotels, cafes, restaurants.

Market Analysis and Marketing Plan

Market Analysis (Competitors, Customers, Target Groups)

Competitors:

La Dolce Italy competes with:

- Well-known travel agencies.
- Independent travel planners.
- Social media influencers who work with popular travel brands.

Well-known travel agencies usually offer standard package, but La Dolce Italy provides personalised travel consultancy, based on real experiences in Italy. This creates a competitive advantage through authentic recommendations.

Customers

La Dolce Italy will have an ideal people who are:

- Dream of visiting Italy but need help creating a travel plan.

- Want cost-benefices travel options.
- Look for authentic local experiences.
- Customers who value unique experience.

Target Groups

- Adults aged 24 – 60.
- Families Planning.
- Love Italian culture.
- Solo travellers.

PESTEL Analysis

Political

Travel regulations such as visa and government policies between the UK and Italy may affect the customers' ability to travel. Changes in international agreements or public health policies can affect tourism. Changes in travel requirements or documentation rules can create barriers for some La Dolce Italy customers.

Economic

Economic condictiones can affect customers budgets. Changes in income may affect the amount people are willing to spend on travel. Inflation and exchange rates income may impact travel expenses. La Dolce Italy offers personalised services that help customers plan their trips by providing flexible solutions that match their financial situation.

Social

Travelling to Italy is becoming popular as people look for personalised experiences. Many travellers prefer unique and cultural trips instead of standard tourism. Social media platform strongly influence travel decisions, as users are inspired by recommendations sheered online. Travellers value experiences that provide personal satisfaction.

Technological

Technology allows online consultation, marketing, digital searches, booking and sales through social media. Technology also helps promote services, manage booking and build good relationships with customers through easy communication.

Environment

La Dolce Italy provides suggestions for eco-friendly travel choices that respect local communities and natural environments. The responsible tourism can improve the business image and attract conscious customers who value sustainability.

Legal

The business must follow UK business regulations, data protection law (GDPR), and consumer protection laws. Following legal regulations helps build trust with customers .

SWOT Analysis

Strengths

- Personal solo travel experience.
- Flexible and fully online business.
- Personalised services.
- Low operational cost.
- Authentic travel recommendations.

Weaknesses

- Small business.
- Small budget.
- Organic grow on social media.
- Dependence on personal network.
- Limited financial resources.

Opportunities

- Growth of social media marketing
- Partnership with influencers.
- Increase sales in personalise travel guides.
- Opportunity to create digital products.

Threats

- Change in travel regulations.
- Competition from well-known travel agencies.
- Changes in social media algorithms.
- Economic instability.

Marketing Mix (4Ps)

Product

- The services for a personalised travel consultancy for Italy include:
- Transport guidance.
- Suggestions for local experience.
- Online and face- to -face consultations.
- Recommendations for hotel and tourist locations.

Price

The pricing strategy is based on the value personalised services. Prices will depend on:

- The cities the customers want to visit.
- The length of the trip.
- The level of customisation required.

Place

The services will be offered mainly online, allowing customers to access consultancy from anywhere. The communication will be made through:

- Video calls.
- Emails.
- Social Media.
- Website.

Promotion

Marketing Strategies:

- Partnership with influencers.
- Customers reviews.

Management Team and Legal Format

Management Team and Their Background

1- CEO (owner)

- Makes key decisions.
- Manages finances and budgets.

2- Business Strategy

- Implements business strategies.
- Identifies opportunities for growth in the market.
- Supports decision- making processes.

3- Assistant Sales

- Communicates with clients.
- Assists in preparing travel plans.

4- Social Media Assistant

- Manages social media platforms.
- Engages with followers and replies to messages.

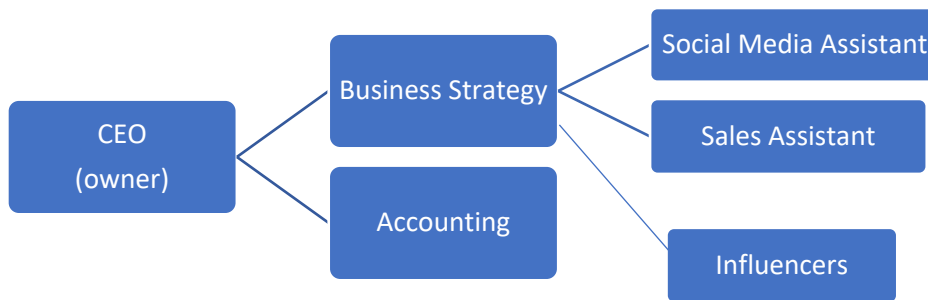
5- Influencers

- Promote La Dolce Italy on social media platforms such as Instagram and TikTok.
- Create posts, reels and stories mentioning the brand.

6- Accounting

- Manage financial records and transitions of the business.

Organisational Chart



Key Milestones

1st month:

Specific: Register the business legally.

Measurable: Create social media account and start online services.

Achievable: Use digital tools and personal knowledge to start the services.

Relevant: Ensure the business is ready to start and attract clients.

Time-bound: 1st month completed.

2nd month:

Specific: Buy equipment with essential tools such as laptop and software.

Measurable: Business ready to start online consultations.

Achievable: Minimal initial investment.

Relevant: Create professional environment to deliver quality services.

Time-bound: 2nd month completed.

3rd month:

Specific: Obtain £4000,00 in sales.

Measurable: Reach £4000,00 through paid the personal travel planning services.

Achievable: Use social media to attract clients.

Relevant: ensures early financial sustainability for the business.

Time-bound: 3rd month completed.

Legal Format

Legal Ownership Structure- Sole Trader

La Dolce Italy will be registered as a Sole Trader.

A sole trader is a business owned by one person- the owner. The owner is responsible for all profits, decisions and losses.

A sole trader is the best option for La Dolce Italy because it is a small and new business, which makes it easier to be managed by one person. In the future, the business may become a Limited Company as it grows.

Advantages:

Inexpensive to register in UK.

Simple taxes process

Self- assessment tax returns every year.

Complete authority over all the business activity.

Disadvantages

Raising funding can be difficult.

One person has the full control.

The owner has unlimited liability.

Financial Plan (One Year)

Sources of Finance

La Doce Italy will be financed through the personal savings, allowing the business with to start with low financial risk. The income will be generated from the first clients. In the future, the brand plans will establish partnerships with travel companies to support growth.

Cash Flow Forecast

In the first two months, La Dolce Italy has a significant loss. From the third month, the business starts to increase sales, which results in growing profit. The cash inflow becomes higher than the cash outflow, showing business growth. By December, the business profit is stable. (Find Table 1 - Cash Flow Forecast - Appendix page 12).

Sales Forecast

The sales forecast shows the numbers of customers and expected income during the first year of La Dolce Italy. The sales grow because of marketing and social media, which bring more customers. The number of customers increase in the summertime, showing positive business growth and higher revenue.

(Find Table 2 - Sales Forecast - Appendix page 12).

Cost of Production Forecast

La Dolce Italy provides online services; the main cost include: (Find Table 3- Cost of Production Forecast- Appendix page 12).

- Internet
- Design Tools (Canva Pro)
- Three Employees Salary Account

- Internet
- Calls Apps Subscriptions
- Website Subscription

The estimated per annual of cost of production is £1725.

Break Even Analysis

This break- even point shows the number of customers needed to ensure La Dolce Italy cover its expenses, supporting stability and long -term profit through consistent demand for services.

The business needs to cover all cost yearly:

Estimated costs per year: £20,700.

Price per services dependent of the season and area: £150

Break even calculation:

$£20,700 / 150 = 138$ clients

The business needs approximately 138 clients per year to cover all costs.

Reference List

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Appendices:

Table 1– Cash Flow Forecast

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Fixed Cost	£1725	£1725	£1725	£1725	£1725	£1725	£1725	£1725	£1725	£1725	£1725	£1725
Variable Cots	£310	£1420	£470	£475	£520	£570	£590	£660	£660	£710	£720	£770
Total Cost	£2035	£3145	£2195	£2200	£2245	£2295	£2315	£2385	£2385	£2435	£2445	£2495
Revenue	£0	£1500	£2500	£4000	£4000	£4000	£6000	£6000	£6000	£8000	£8000	£8000
Profit/loss	-£2035	-£1645	£305	£1800	£1755	£1705	£3685	£3615	£3615	£5565	£5555	£5505

Table 2- Sales Forecast - £150 per person.

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Clients	10	10	10	15	15	15	35	35	35	30	30	30
Balance	£1500	£1500	£1500	£2250	£2250	£2233	£5250	£5250	£5250	£4500	£4500	£4500

Table 3 – Cost of Production Forecast

Cost of Production- Fixed	Per Month
Internet	£30
Design Tools - Canva Pro	£15
Three Employees	£1500
Calls Apps Subscription	£15
Website Subscription	£15
Accountant	£150
Total	£1725

Variable Cost

Variable Cost	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Marketing Adds	£100	£210	£ 210	£ 210	£250	£300	£300	£350	£350	£350	£350	£400
Payment Fees	£10	£10	£10	£15	£20	£20	£40	£60	£60	£60	£70	£70
Partnership	£200	£200	£250	£250	£250	£250	£250	£250	£250	£300	£300	£300
Total	£310	£420	££470	£475	£520	£570	£590	£660	£660	£710	£720	£770

