

Business Plan for

EcoQuest

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1. EXECUTIVE SUMMARY

EcoQuest will be an exciting business in the hospitality industry. The exciting and tricky activities turns participants into detective ecologists that aim to solve puzzles and accomplish tasks related to important ecological concerns. In form of escape room experience, the guests will gain knowledge on a specific theme, which is sustainability, the need to conserve resources amongst other activities which will promote team work and problem-solving skills. The market analysis reveals a large potential in eco-tourism and adventure tourism, particularly with young people, couples with children, and business travelers interested in packaged team building exercises. By deploying these trends, EcoQuest wants to become the leading company in the sphere of eco-education entertainment and differentiate from similar offerings based on unique educational value proposition. EcoQuest will assemble a professional team in operations, marketing, and creative direction and the team will ensure that the vision of an interesting and environmentally friendly play is realized. As for the marketing plan, EcoQuest intends to seek out strategic alliances, foster awareness about the environmental responsibility for the company relying on them, as well as ensure people get an enjoyable, fun experience.

2. THE BUSINESS IDEA

2.1 *The Product/Service*

EcoQuest will be a unique, fully interactive place in the centre of London and will be running in the spheres of hospitality and leisure. This business will be directed at individuals, families, and corporate teams with activities' search that correlates with environmental sustainability.



At EcoQuest, guests will be detective ecologists, who are going to solve diverse quests and tasks connected with the most urgent environmental problems. Concerning the intervention, the participants will attempt to ‘escape’ from a constructed room by solving tasks that are connected with such topics as sustainability and saving the environment, reduced usage of resources, and manufacturing of ecological products.



Main activities of EcoQuest will involve solving of the puzzles, creating an interactive story and emphasizing on actual environmental issues. The value proposition will be in achieving entertainment while making the concept of sustainability relatable for clients and enjoyable through the personalised ISS facilities arranged by EcoQuest. Thus, EcoQuest will seek to entertain its participants in a way that will make them want to become responsible environmentally- friendly citizens in their respective societies.

2.2 SWOT Analysis Summary

EcoQuest will offer a unique value proposition for the hospitality industry since it will be an innovative company that integrates sustainability messaging with entertainment and leisure. The key strength will be a central idea which would appeal to environmentally sensitive customers, and an engaging method that fosters group effort. It will unveil opportunities for EcoQuest in regard to the increasing prospects of eco-tourism, and chances of cooperation with educational establishments (Okamuro *et al.*, 2022). However, risks like rigid completion from other established centres for entertainment and the shocks in the economic cycles will influence success.

3. THE TEAM

3.1 Key Personnel

Name and Company Position:

Alexandru Alin Minea

Operations Manager

Skills and Experience:

Carmen has previous experience in quality control and several management experiences in food companies, a good interpersonal skills and good critical thinking skills.

Role and Responsibilities:

Carmen will also be such a coordinator in that she will monitor and supervise day to day management of the hotel and employees as well as overseeing the coordination and flow of guests in the hotel.

Name and Company Position:

Johnson

Incharge of marketing

Skills and Experience:

Johnson has plenty of experience in digital marketing and brand management and he is passionate about sustainable products. In past positions, he has cultivated and implemented effective marketing strategies.

Role and Responsibilities:

Johnson will be managing the marketing, social media marketing and any promotional campaigns that will be in the organization.

Name and Company Position:

Sarah

Creative Director

Skills and Experience:

Sarah has prior experience in the design of experiential spaces and management, in short events, events immersion. She has participated in organizing several successful themed events in the entertainment field.

Role and Responsibilities:

Sarah will be specially in charge of creating the escaperoom, the puzzles, and challenges.

3.2 Skills Gaps & Key Partners

3.2.1 Additional Staff Requirements (Roles and Responsibilities):

- EcoQuest will hire an Escape Room Facilitator whose role will be to explain the rules and assisting participants in the game if they get stuck. This role will address the shortage of talent in dealing with customers and managing some events, therefore improving the guests' experience (Cain, 2019).
- Sustainability consultant will be employed, whose role will be to monitor and recommend the usage of sustainable resources as well as ecological strategies of conducting the business (Dogru et al., 2020).

3.2.2 Training and Development:

- EcoQuest will use a local hospitality training organization to train the customer services. This training will improve the customer service delivery by all staff through estimated £500 per each session for approximately 10 employees.
- Staff will attend awareness creation sustainability workshops by Eco-Consult that will enable them to learn about sustainable practices and why they should embrace sustainability (Makri et al., 2021). The expenses incurred have been estimated at £300 for a half day for up to fifteen participants.
- EcoQuest will enroll some of its staff in a financial management course from websites like Coursera or LinkedIn Learning. It will facilitate the enhancement of the team's financial literacy and cost approximately £200 per employee.

3.2.3 Outsourced Support / Key Partners:

- EcoQuest will engage the services of a local marketing company known as Green Marketing Solutions dealing in eco-brands. This agency will create and execute marketing communication to increase brand equity and consumers' patronage. They will offer them a package of their services, and they are expected to cost £1,000 every month.
- For the legal services, contracts, compliance, and intellectual property, advisors, EcoQuest will employ a local law firm. It is anticipated that the referrals to legal consultants will cost £200 per hour.
- Tech Solutions based in the business jurisdiction will be hired to handle the IT services; this entails management of IT infrastructure, web maintenance, and protection. The duration for the support and maintenance will cost £500 per month.

4. MARKET RESEARCH

4.1 Market Information, Trends and External Factors

EcoQuest will be situated and run in the hospitality industry niche market, more specifically catering for the burgeoning eco-tourism market. Global market for eco-tourism currently is already at 24.7 billion British pounds, and it is expected to grow up to 33% (Statista, 2024). The UK alone has found out that seventy percent of the tourists, who visit the region, prefer to engage in or stay in environments that are deemed to be environmentally friendly (Luo et al., 2022).

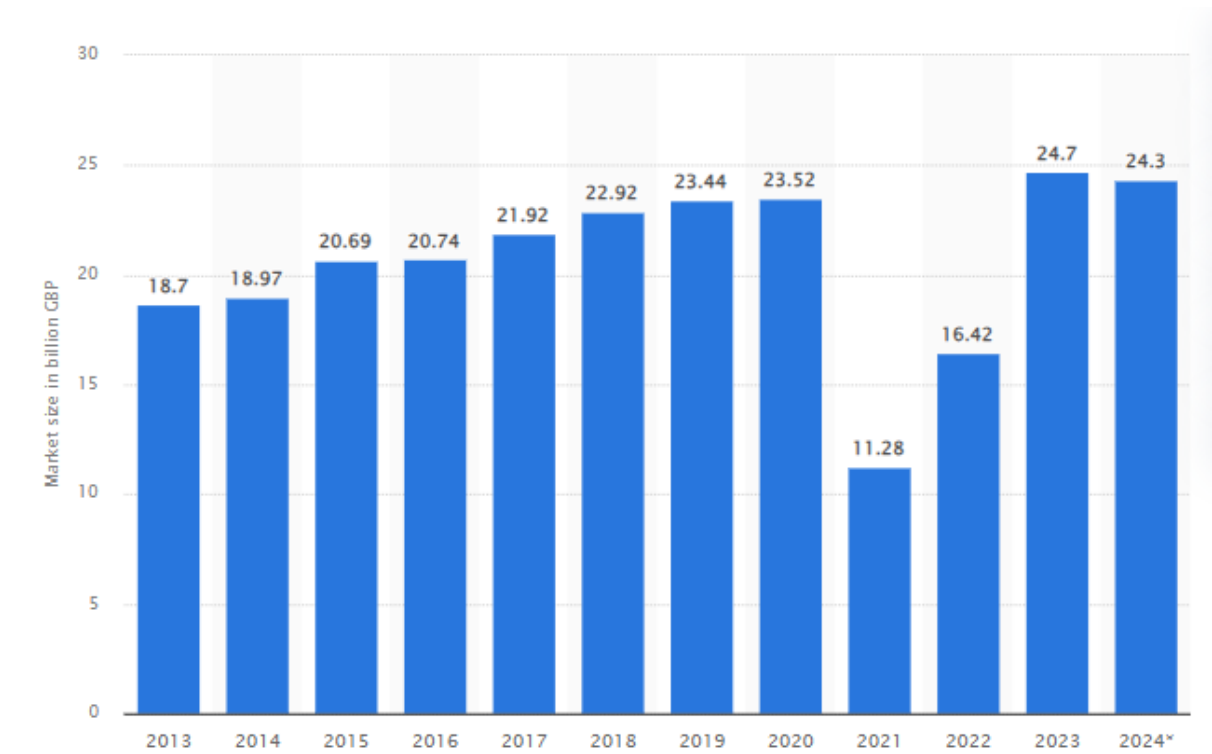


Figure 1: Market size of the hotel industry in the United Kingdom from 2013 to 2023, with a forecast for 2024
(Source: Statista, 2024)

Primary characteristics that were outlined as critical to the market research include growth of interest in experiential tourism and activities. UK hospitality advocates the use of experiential tourism from the result that in the last five years, unique experience visitor numbers have risen by 33% (Hämäläinen *et al.*, 2020). Also, the issue of the environment is now receiving much attention, especially among the young people that are now much concerned with the business that support the protection of the environment (Kumar *et al.*, 2024).

4.2 Customer Profiles

- 1. Eco-Conscious Millennials

Age range: 25- 35 years

They are urban dwellers, educated, and are mostly Tattooed Gen-X and millennial techies. They are particular about sustainability and materialism and have a raw impulse that seeks green activities (Worimegbe et al., 2020).

2. Families with Children

Age: 30-45 years with children 6-15 years

These families seek entertaining and, at the same time, informative activities that indicate fun for both the parents and the children (Ntounis et al., 2022). They will opt for eco-tourism products with low cost that will also provide learning on nature and the environment.

3. Corporate Groups

Age: 25-50 years

Companies know that it is vital for people to have different work experiences that enhance team orientation (Casal-Ribeiro *et al.*, 2023). They care about professionalism and can count on a reliable events organization which puts them among the potential clients with demand for EcoQuest's services.

4.3 Competitor Profiles

Competitor	Differences from EcoQuest	Strengths	Weaknesses	Unique Selling Proposition (USP)	EcoQuest's Competitive Edge/Advantage
<i>Escape Hunt</i>	Escape Hunt focuses on various themes but lacks a dedicated environmental theme (Escape Hunt, 2024), whereas	Strong brand recognition and established customer base.	Limited emphasis on eco-friendly practices, which cannot appeal to sustainability-minded customers.	EcoQuest combines immersive entertainment with eco-education, engaging guests on environmental issues.	EcoQuest's unique eco-focused themes and educational components attract environmentally conscious customers.

	EcoQuest centers on sustainability and education.				
<i>Wildlife Adventures</i>	Wildlife Adventures specializes in outdoor eco-tours, while EcoQuest provides an indoor immersive experience centered on puzzles and challenges.	Strong focus on real-world environmental education and nature interaction.	Limited indoor offerings may restrict participation during bad weather or appeal to those preferring indoor activities.	EcoQuest offers a unique indoor escape room experience with eco-themed challenges suitable for all weather.	EcoQuest can provide a year-round, engaging indoor experience, making it accessible regardless of outdoor conditions.
<i>The Crystal Maze Experience</i>	The Crystal Maze emphasizes a game show format without a sustainability focus, while EcoQuest integrates eco-friendly themes and education.	Popular and entertaining format that appeals to a wide audience.	Lack of a clear sustainability message, which may deter eco-conscious guests.	EcoQuest offers a fun, educational adventure that raises awareness of environmental issues through interactive gameplay.	EcoQuest differentiates itself by focusing on sustainability, creating a niche market that appeals to eco-conscious consumers.

5. MARKETING PLAN

5.1 Price

The target market will consist individuals, families and corporate teams interested in a fun and educational activities related to environmental conservation EcoQuest will set a competitive price to appeal to such customers (Přivara and Kiner, 2020). Standard tickets will be offered at a range of £30-£45 per head in order to represent the uniqueness of the experience on offer while remaining affordable. The following pricing will therefore place EcoQuest at a premium, educational product offering versus other experiences in the market.

5.2 Product

The appearance of EcoQuest will be calling, evolving, and appealing to reflect on the company's core values of sustainability. The specific focus will be made on natural wooden furniture, plants and other nature-inspired decorations to make people appreciate ecological atmospheres. Logo design will involve a more modern and natural color scheme which complements the company's focus of the EcoQuest brand (Ezzeldin Alfuly, 2023).

5.3 Placement

EcoQuest will be established in a central location which people will easily access through common means of transport hence more traffic flow. Ticket sales will be on the EcoQuest site and other major social networks that offer easy ticket bookings, such as Eventbrite. Such a location will enable customers who walk in to buy tickets on the spot. After booking, customers will be able to complete their check-in process in a very smooth way thus improving the experience acquired.

5.4 Promotion

For marketing, a variety of marketing strategies will be used as a means of creating awareness for the business. Social media marketing strategies will involve create campaigns on Instagram, Facebook and TikTok focusing on the participant's experiences (Osinaike and Thomas, 2023). More high-quality content will be created for the site and will include behind the scenes videos and additional testimonials. Also, the business will use email marketing informing subscribers of the events, promotions, and product information regarding sustainability concerns.



6. KEY RESOURCES

6.1 Premises

EcoQuest will transform into an eco-themed attraction, the business will need a separate premises to become more effective. However, to house escape rooms, waiting areas, as well as administration offices, the area of about 1,500 to 2,500 squares will be required. According to the analyses of the current market trends the average rental value of the commercial premises in the central London runs from £ 40 to £ 70 per square meter per year. This means, on average, costs between £60,000 and £175,000 per annum for rent based on locations and its additional features.

6.2 Equipment

The business will require props and pieces of furniture and equipment integrated into the surroundings to provide guests with highly engaging, instructive scenarios. But, technology for the booking system and customers will also be indispensable such as tablets or computers to check in or pay (Khatter, 2023). Other fixtures suppliers are likely to be local companies such as The Prop House which deals in thematic furnishings with a start up investment

6.3 Key Suppliers

EcoQuest will rely heavily on several sensitive suppliers so that operations can continue as planned. Among these will be companies in the production of environmentally friendly raw materials for any merchandise sold on site such as packaging materials for sold merchandise or souvenirs. Further, new cooperation with local environmental NGOs for content and events will improve the guest experience and increase sustainability (Tercanli et al., 2021; Teare, 2022). Development of these relationships will guarantee that EcoQuest strongly embraces its mission and provides the best and quality experiences to customers.

7. FINANCES AND START-UP SUPPORT

EXPENDITURE	Year 1 £
<i>Company Registration</i>	<i>100</i>
<i>Rent/Rates</i>	<i>70,000</i>
<i>Staff Wages</i>	<i>90,000</i>
<i>Travel/Accommodation</i>	<i>2,000</i>
<i>Telephone (mobile)</i>	<i>600</i>
<i>Broadband</i>	<i>600</i>
<i>Utilities</i>	<i>2500</i>
<i>Marketing and materials</i>	<i>15,000</i>
<i>Insurance</i>	<i>2,500</i>
<i>Capital Expenditure/Equipment</i>	<i>20,000</i>
<i>Training & Development</i>	<i>3,000</i>
<i>Accounting/Legal</i>	<i>2500</i>
<i>Outside Services</i>	<i>3,000</i>
<i>Stock/Materials Purchases</i>	<i>4,000</i>
<i>Bank Charges</i>	<i>200</i>
<i>Office Consumables</i>	<i>1500</i>
<i>Loans Repayments</i>	<i>0</i>
Total Expenditure	£ 315,700

YEAR ONE PROFIT/LOSS	£
Total Income	420,000
Total Expenditure	315,700
Profit/Loss	£ 104,300

INCOME	Year 1 £
Sales from Escape Room Experiences (2,500 guests at £30 each)	250,000
<i>Merchandise sales</i>	50,000
<i>Capital Introduced</i>	50,000
<i>Funding</i>	50,000
<i>Loans/Borrowing</i>	20,000
Total Income	£420,000

7.1 Financial Summary

The principal costs will concern rental cost and wages paid to the employees. Choosing a central location in London will attract higher rent, but this will be compensated by higher traffic that flows with the area. Staffing will consist of both full and part time employees responsible for running the immersive experiences, and interacting with the guests. This is well supported by the business model that emphasizes customer experience and interaction (Singh and Kumar, 2024). Marketing costs will refer both to the online and offline campaigns meant to increase the visibility and drive traffic to the innovative services in the scope of eco-detection. This investment will not only create its demand and bring traffic to the business, but also enhance income.

Revenue will be based on estimates from the sales of the escape room experiences, merchandise and the organizing of corporate events. EcoQuest will be able to achieve a constant stream of revenue owing to its focus on different clients. Accompanying tools for start-ups which include local business grants and mentorship that focus on startup green businesses will help the business financially and strategically place it appropriately during the first's year of its operation. Through this all-encompassing strategy, EcoQuest will obtain profitability objectives together with the prosperous execution of sustainability in hotel industry.

APPENDICES

Appendix A – SWOT Analysis

SWOT Analysis for EcoQuest

Strengths	Weaknesses
• Unique concept combining fun and education • Focus on sustainability appeals to eco-conscious consumers • Engaging, interactive experience that fosters teamwork • Potential for partnerships with schools and eco-organizations	• Initial setup costs and investment
	• Limited awareness and brand recognition in the early stages
	• Dependence on physical location and local foot traffic
	• Seasonal variations in customer turnout
Opportunities	Threats
• Growing market for eco-tourism and sustainable experiences • Potential for expansion into corporate team-building events • Collaborations with environmental organizations for promotion	• Competition from other escape rooms and entertainment options
	• Economic downturn affecting discretionary spending
	• Changes in consumer prefer

Appendix B – PEST Analysis

External Factors	Impact
<i>Political</i>	Increased government support for sustainable initiatives can provide grants and funding opportunities for eco-friendly businesses.
<i>Economic</i>	Economic fluctuations can affect discretionary spending; EcoQuest can offer affordable pricing and promotions to attract customers.
<i>Social</i>	Growing consumer preference for sustainable experiences presents an opportunity for EcoQuest to attract eco-conscious guests.
<i>Technological</i>	Advances in technology can enhance the immersive experience through augmented reality and interactive elements, attracting more participants.

Appendix C – Copy of Pitch Supporting Material

Title: A Business Plan for “EcoQuest”



The Business Idea

EcoQuest will be a unique, fully interactive place in the centre of London and will be running in the spheres of hospitality and leisure. This business will be directed at individuals, families, and corporate teams with activities' search that correlates with environmental sustainability.



SWOT Analysis Summary

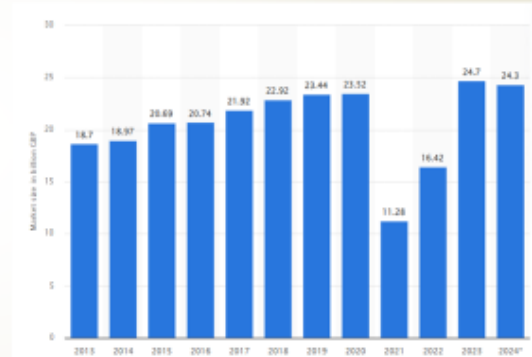
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MARKET RESEARCH

- ❑ EcoQuest will be situated and run in the hospitality industry niche market, more specifically catering for the burgeoning eco-tourism market.
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- ❑ The UK alone has found out that seventy percent of the tourists, who visit the region, prefer to engage in or stay in environments that are deemed to be environmentally friendly (Luo et al., 2022).

MARKET RESEARCH

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PEST Analysis

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Customer Profiles

- ❑ Eco-Conscious Millennials
- ❑ Families with Children
- ❑ Corporate Groups

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Marketing Plan - Promotion and Advertising



- ❑ For marketing, a variety of marketing strategies will be used as a means of creating awareness for the business.
- ❑ Social media marketing strategies will involve create campaigns on Instagram, Facebook and TikTok focusing on the participant's experiences.
- ❑ More high-quality content will be created for the site and will include behind the scenes videos and additional testimonials.

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