

BUSINESS MANAGEMENT PLAN



**** Please note: This plan is completely fictitious - it should give a good idea of how this template can be utilised in your business ****

NAME	DATE	SIGNED
Plan Prepared by		
Emma Bale & Johnathan Bale	28/03/2019	Emma Bale & Johnathan Bale
Plan Reviewed by	Annual Update / Review	
Emma Bale	28/03/2020	

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BUSINESS INFORMATION

Registered Business or Company Name	
Trading Name	Be Eco Tours Pty Ltd
ACN	1568 6216 Date of Issue: 15/12/18
ABN	54864 324 Date of issue: 15/12/18
Address	123 Fake St Gap Falls NT 8095
Telephone	(08) 3214 5678
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Email Address	beecotour@email.com
Website Address	www.beecotour.com.au
Owner's Name	Ms Emma Bale & Mr Johnathan Bale
Manager's Name	Ms Emma Bale

OVERVIEW

BUSINESS DESCRIPTION

We (Ms Emma Bale and Mr Johnathan Bale) founded Be Eco Tours as a family-owned business, and since 2018 have been establishing the business within the environmental tourism industry. Being a family business allows us to extend the warmth of a family to our guests that wish to join us on our guided tours. Having an open sense of connection between guests and ourselves creates a positive environment which we believe makes for an enjoyable experience on the tours.

Growing up, I (Emma) accompanied my father Johnathan on many sailing and trekking trips all around the world. As passionate wildlife and landscape photographers, we decided to set up Be Eco Tours to share our experiences with others and provide access to unique locations in an environmentally conscious way. Through our extensive experience and knowledge of trekking, we look to share what we know with our guests so they can have a full appreciation of the locations and what makes a happy, healthy and safe trekking journey. Since 2018, we have broadened our horizons from offering guided trek tours to sailing trips around Australia. We feel as though the combination of the two offers more to people who have a love for the sea and forests.

We take great pride in being able to offer our tours to people of all abilities. We offer tours for beginners through to advanced hikes so everyone can join. Our sailing trip explores the beautiful Whitehaven Beach which offers truly spectacular scenic views. The business also draws from over 60 years of combined experience.

PRODUCT/S DESCRIPTION

Be Eco Tours offers a variety of multi-day trek and sail trips all around Australia:

5 Day Larapinta Trek

This Trek is a challenging trek, suited to intermediate to advanced hikers. We begin from Alice Springs and end at Ormiston Gorge. There are open areas suitable enough for overnight set ups. Guests will be educated about the area during the journey along with the native flora and fauna that can be seen throughout. There are waterholes and dams through the trail, and the views along the way are nothing short of spectacular and definitely make this experience worth the effort. We will provide you with checklists, guides and tools that we recommend for this journey.

4 Day Great Ocean Road Trek

Start from the Cape Otway Lighthouse and walk 70kms to the 12 Apostles. Cape Otway has rugged terrain and is quite isolated. Each day will be roughly 13-16km. We will set up camp at Ryans Den the first night, then camp at Devils Kitchen the third and finish at the 12 Apostles. Highlights of the trip include koala and kangaroo spotting, lookouts, beaches, stunning views and of course the 12 Apostles. This trek is for intermediate hikers but also those who have had ample hiking experience of at least staying overnight on a trail. The terrain is challenging in some parts but easy enough in others.

Day Trip Sail Whitehaven

This sailing tour will be onboard our three tiered Darlington vessel and will begin from our port at Airlie Beach. We will then cruise to Daydream Island and continue from there to Whitehaven beach. A full guided tour explaining the nearby surroundings is included as well as morning tea and lunch.

3 Night Discover Murray River Sailing Cruise

This tour will be on board our Discover the Murray cruise ship, with the capacity to take a small group of up to 30 guests. Incredible views can be seen over the three days as we cruise past the golden sandstone cliffs, home to native Australian wildlife. Guests are educated on the native wildlife and landscape and the importance of environmental conservation of the area. Meals are fully provided.

Tasman Tread Lightly Trek

In the heart of Hobart lies Mount Nelson and the Truganini Conservation Area. Guests will be guided on a 2.1km trek through the park. This trek is recommended for more experienced hikers. The trek follows Cartwright Creek and passes through lush forest. This trek is fully guided and there is a heavy emphasis on education for guests on the tour of the area and its right to be protected.

Be Eco Tours exists to share amazing life changing natural moments with people who need to get back to nature as a way to unwind or put things in perspective. Be Eco Tours provide a range of trips for all ages and levels of experience as we feel learning the true beauty and fragility of the environment is a lesson all should learn.

ACCESSIBILITY

All booking applications require either the passenger (online bookings) or staff member (internal/over-the-phone bookings) to collect/record passenger information and any special passenger requirements, such as accessibility requirements.

Leading up to the tours, passengers are sent updates on the weather forecast, planned departure time, pre-tour meeting point, general directions to the departure area, where to park, facilities available and what to bring on their tours.

Accessible parking for the tours is available outside the office building and down by the port, only a short distance from the vessel, with a ramp available to assist passengers onto the vessel. Toilet facilities are available outside the office building, down by the port and then on the vessel – the toilet on the vessel is wheel-chair accessible, and fitted with hand rails.

Due to restrictions within the parks and conservation areas that our trekking tours operate in, it is not possible to access these sites with assistance animals, and the terrain is not suitable for wheel-chairs. Due to restrictions again, changing weather conditions, cruise longevity, allergies and safety management, it is also not possible to bring assistance animals onto any of our cruise tours.

Customer service training and awareness of our accessibility products are provided to staff during their induction, and ongoing training is given as they go through the vessel Safety Management System.

THE FUTURE**VISION STATEMENT**

To provide our guests with experiences that foster a desire to protect, respect, and conserve the natural environment. We share our understanding, passion and commitment to conservation with guests in return.

Be Eco Tours are joining industry leaders who pave the way for future sustainability of the planet, people and cultures with the view to assisting this through quality customer service, education and experience. With this vision in mind, Be Eco Tours will continue to operate in line with this vision – as well as expand to include more work with conservation and research groups as well as local community groups.

OBJECTIVES AND GOALS OF THE BUSINESS

We have established these objectives and goals for the future of our business as well as for our immediate and short term success.

- Introduce a partnership package with Conservation Volunteers Are Us by December 2019.
- Network with local school groups to create school camp style packages to accompany our Great Ocean Road trek for operations from 2019 onwards
- Maintain strong relationships with local councils and tourism organisations
- Play an active role in activities linked to regional tourism and be represented at key industry events
- Entry into key regional tourism award programs
- Update our website and online presence through social media and other sources to improve search engine results and media presence to increase market attraction
- Certify our products and services to the most advanced certification level possible, improving our position continuously

We endeavour to refine our goals into actionable plans continuously and come up with ways to improve the business through extension of our objectives and goals.

SWOT ANALYSIS

Strengths (internal)	Weaknesses (internal)
<p>Intangible Input:</p> <ul style="list-style-type: none"> • 60 years combined experience in trekking and sailing <p>Relationships and Longevity:</p> <ul style="list-style-type: none"> • Close relationships with key community stakeholders in all key trip areas • Long term parks permits and licences <p>Quality Standards:</p> <ul style="list-style-type: none"> • High quality safety standards and knowledge • Providing high quality materials, equipment and resources to guests 	<p>Limitations:</p> <ul style="list-style-type: none"> • Limited resources for growth • Limited number of employees, thus also limited time available for product offerings and extensions <p>Market Entry:</p> <ul style="list-style-type: none"> • New business in already well established market <p>Products and Services:</p> <ul style="list-style-type: none"> • Products can often be only available based on seasonality
Opportunities (external)	Threats (external)
<p>Industry Relationships:</p> <ul style="list-style-type: none"> • Partnership opportunities with key conservation and research groups • Partnership opportunities with local educational institutions such as high schools and universities <p>Marketing:</p> <ul style="list-style-type: none"> • Tapping into social media platforms as key marketing source • Entry into key industry events and regional tourism award programs • Certification level and standards upgrade 	<p>Market Competition:</p> <ul style="list-style-type: none"> • Other very prominent operators in the region have been operating for significantly longer • Companies are evolving more rapidly due to resource capability, level of experience and timeline of existence • Market share and client base decreasing as consumers move towards unguided, independent trek experiences. Thus need to extend product offerings <p>Environment:</p> <ul style="list-style-type: none"> • Climate change, external weather conditions and natural disasters

INSURANCE DETAILS

Type of Insurance	Policy Number	Insurer	Issue Date	Expiry Date
Public Liability	4986050	Insurance Are Us	15/12/2018	15/12/2020
Sail Boats and Cruise Ships	5692840	Boat and Content Insurer	15/12/2018	15/12/2020
Recreational Health and Safety	6110432	Be Sure Outdoors	14/12/2018	14/12/2020

FINANCIAL BUDGET

INCOME

Product/ Service	Charge or price per unit or hour	Quantity	Total
5 Day Larapinta Trek	\$550 per person **\$50 inclusion fee for health and safety requirements and insurance	Group Maximum: 6 people per trip, plus 2 crew	\$3,300
3 Night Discover Murray River Sailing Cruise	\$1,000 per person, plus an additional fee for insurance of \$60 per person	Group Maximum: 8 people per trip, plus 2 crew	\$8,480

EXPENDITURE

Fixed Costs	Fixed Costs Week (\$)	Fixed Costs Month (\$)	Fixed Costs Year (\$)
Accounting and Legal Fees	\$14.59	\$58.34	\$700
Bank Fees	-	-	-
Cleaning (non-toxic cleaning supplies)	\$20	\$80	\$960
Electricity (including any offsets or renewable sources)		\$250	\$3,000
Telephone	-	\$58.34	\$700
Salaries/Wages (per person)	\$1,041.67	\$4,166.67	\$50,000
Contractors	-	-	-
Insurance	-	\$333.34	\$4,000

Fixed Costs	Fixed Costs Week (\$)	Fixed Costs Month (\$)	Fixed Costs Year (\$)
Superannuation (per employee)	\$41.67	\$167	\$2,000
Travel Costs	\$141.25	\$565	\$6,780
Rent	\$350	\$1,400	\$16,800
Leasing Costs	-	-	-
Advertising	-	\$83.34	\$1,000
Printing and Stationary	N/A – Everything is electronic	-	-
Training (per employee)	-	\$41.67	\$500
Interest Charges	-	\$182	\$2184
Variable Costs	-	-	-
Stock Purchases	\$140.75	\$563	\$6756
Freight	\$21.50	\$86	\$1,032
Fuel and Oil	\$90	\$360	\$4,320