

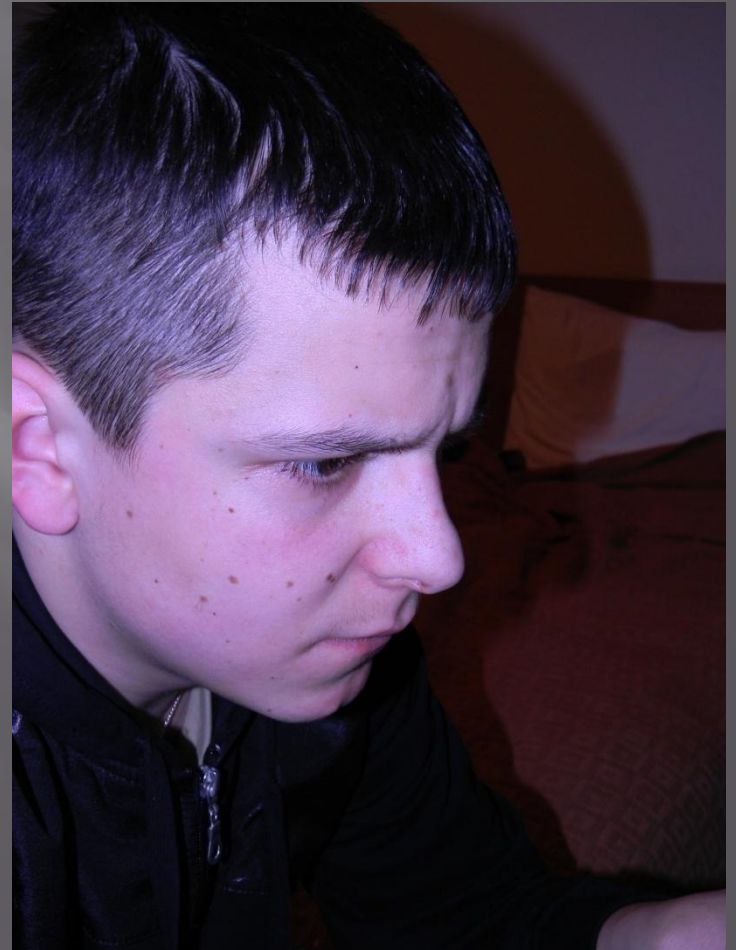
Guest house project plan



Created by Atis Kļaviņš

About my self

- I am 18
- village Valle
- Vecbebru Professional secondary school
- 3rd year about catering service
- I like playing volleyball



My benefits from Swedish experience

- ▣ Now I know:
 - 1) How it works to run guest houses
 - 2) What customers expect from guest houses, always give them more than they expect!
 - 3) What is needed to give customers maximum relaxing

Host-company

- ▣ www.svanbacken.se
- ▣ Established in 2007
- ▣ Before, there was a care center for elderly people
- ❖ Very responsive team
- ❖ Rooms - 42
- ❖ Sleepplaces - 136
- ❖ Team - 10





Svanbacken
boss, Dan

Svanbacken Strandhotell



About my business idea

- To build or buy my own guest house which I will name "MAPLE Hotell"
- For families
- With playgrounds for children and spa facilities
- Old style
- Relax



A little about my business plan

- ▣ Location - Koknese
- ▣ 15 rooms
- ▣ 25 beds
- ▣ 5 employees
- ▣ Restaurang
- ▣ Relaxing area
- ▣ Cooperation with Vecbebri Professional secondary school
- ▣ Funding from bank and EU funds

Feasibility study

- ▣ “Rančo Randevu”
- ▣ 4 guest houses,
- ▣ 1 motel
- ▣ 1 hotel
- ▣ 138 Beds
- ▣ I have an idea to be able to compete, with these guest houses.

Activity Plan

Activity	Method	Timeline	Budget
Buy a house for my business idea	Finding in internet	2014 January-2014 April	30 000 LVL
Register a company	Go to the LR registration	May 2014	100 LVL
Open an account in bank	Go to SEB bank branch	May 2014	10 LVL
Stamp making	Place an order in internet	May 2014	30 LVL
Produce leaflets	Place an order in internet, print leaflets in printinghouse	May 2014	20 LVL
Create a company administration	Create records	June 2014	120 LVL
Hire Employees	From the Internet and advertise ments in newspapers	June 2014-July 2014	50 LVL
To develope marketing strategy	Look for marketing consulting company and services	July 2014	450 LVL

Deliverables

- ▣ By August 2017
- ▣ 30 rooms (10 single, 20 double)
- ▣ 50 beds
- ▣ Team of 15 employees
- ▣ Turnover 90 000 EUR

SWOT

Strengths	Weaknesses
<ul style="list-style-type: none">1) The clear position of competitors2) Good timing3) Discounts4) Quality	<ul style="list-style-type: none">1) A new guest house still unknown to many holidaymakers2) Not yet made a strong advertising campaign3) The company still does not have a website on the Internet
Opportunities	Threats
<ul style="list-style-type: none">1) New market clients2) Public opportunities - very polite team who will serve customers, labor force with appropriate and good education3) Location close to many tourist attractions4) Very reasonable prices	<ul style="list-style-type: none">1) Competitors' desire to hold leadership2) The economic threat - a sudden drop in prices3) Political risk - unstable situation in the country4) Go bankrupt

Next steps

- ▣ School graduation
- ▣ Business management courses
- ▣ Start up my business
- ▣ Work hard on business plan elaboration
- ▣ Become a good entrepreneur
- ▣ To reach my goals
- ▣ And make people happy with my guest house

Thank
you for your
attention!!!