BUSINESS PLAN 2019 - 2023

|  |  |  |  |
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EXECUTIVE SUMMARY

MARKET

COMPANY

PRODUCTS

TEAM

BUSINESS PLAN

# EXECUTIVE SUMMARY

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## There are two types of people

who will tell you that you cannot make a

difference in this world:

those who are afraid to try and those who are afraid you will

succeed.

Ray Goforth

2.1 LUXURY MARKET AROUND THE WORLD

2.2 ANNUAL GROWTH

2.3 TRAVEL & TOURISM

2. MARKET

2.4 SOME NUMBERS

2.5 MARKET INSIGHTS

2.6 CUSTOMER BEHAVIOUR

# LUXURY MARKET AROUND THE WORLD

$ 4.478 mld

5° year growth

+2,8 % in 2017

Amazon excluded

+4,5 % nel 2017

Amazon included

-15,9 %

e-book production

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Annual Growth 2019-23

35

23

2

1.160

49

40

191

70

489

262

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Personal  luxury | Luxury | Luxury | Fine  wines | Fine | Fine | Designer | Private  jets & | Luxury | Total |
| goods | cars | ospitality | & spirits | food | art | furniture | Yatchs | cruises | 2023 |
| 5% | 6% | 4% | 6% | 6% | 1% | 4% | -2% | 14% | 5% |

# TRAVEL & TOURISM

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Good weather |  |  |  |  | 73% |
| Scenery / View |  |  |  |  | 70% |
| Regional food and beverages |  |  |  |  | 68% |
| Atmosphere at the holiday destination |  |  |  |  | 65% |
| Visit typical cafès and restaurants |  |  |  | 57% |  |
| Sightseeing |  |  | 46% |  |  |
| Get immersed in life at the holiday destination |  |  | 42% |  |  |
| Chatting with locals |  |  | 36% |  |  |
| Shopping at the market |  |  | 34% |  |  |
| Getting to know the local tradition and lifestyle |  |  | 31% |  |  |

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THE ECONOMIC IMPACT OF GLOBAL TRAVEL & TOURISM

30.4 %

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11.2 %

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1/5

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1/10

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# MARKET INSIGHTS

52 %

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22.7 %

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25.3 %

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CONSUMER BEHAVIOUR

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GENERATION

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CONSUMER SPEND

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NATIONALITY

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TRAFFIC

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CHANNEL

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3.1 IDENTITY

3.2 BUSINESS MODEL

3.3 SWOT ANALYSIS

3. COMPANY

3.4 BUSINESS CLIENTS

3.5 ONLINE SHOPPING

3.6 TRAVEL MAP

# IDENTITY

VISION

MISSION

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VALUES

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Quality

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International Appeal Numquiaturerumeommoluptaveraerspernatisquatus maionsequi iniatus, volupisquis que ea por.

# BUSINESS MODEL

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | 2019 | 2020 | 2021 | 2022 | 2023 |
| Revenue | 40 | 114 | 255 | 357 | 98 |
| Margin | 36 | 73 | 136 | 274 | 158 |
| Costs | 44,6% | 36,6% | 37,3% | 55,1% | 42,2% |
| % NET Profit | 18 | 42 | 85 | 197 | 28 |
| Gross Profit | (0) | (0) | (33) | 141 | (11) |
| Activities | 10 | 5 | (4) | 152 | 54 |
| Other Numbers | 10 | 10 | 24 | 154 | 63 |

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# SWOT ANALYSIS

STRENGHT

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2. Dolentio vent dolor adi dolestor alitis

3. Sumquodit qui restia quosam faceseq

uaepudit ex et ma et utemolores

WEAKNESS

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utemolores

OPPORTUNITY

1. Pelibusdam alit laceror ratqui

sinctatium idebit la net inctia

2. Sumquodit qui restia quosam faceseq

uaepudit ex et ma et utemolores

THREAT

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2. Sumquodit qui restia quosam faceseq

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PROJECTS COMPLETED

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Year: 2005

Description:

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Name: Name Here Place: Place Name

Year: 2009

Description:

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Name: Name Here Place: Place Name

Year: 2011

Description:

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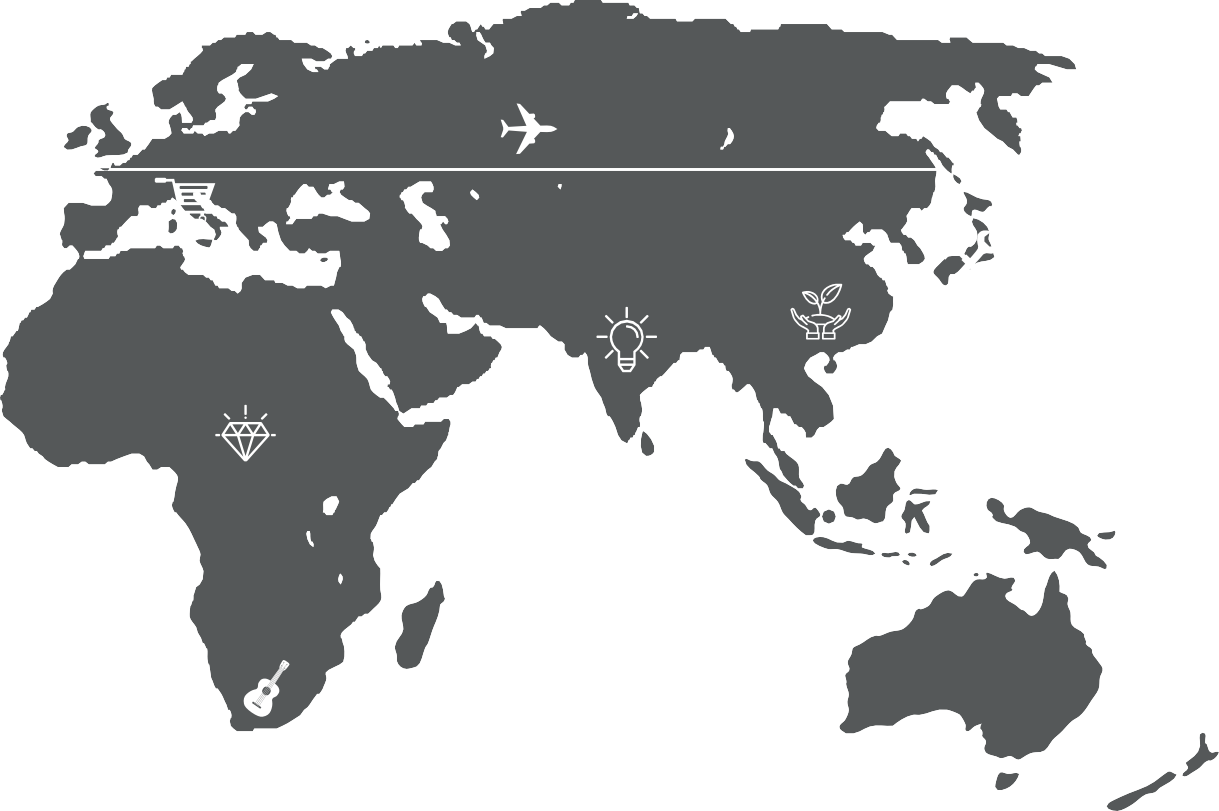
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# ONLINE SHOPPING

395.000 VISITOR FACEBOOK 15.377 likes

INSTAGRAM 358,6 K followers

Revenue 2019

250k

Number of cities in US

12

Number of cities outside US

50 key capitals

Numbers in 2019

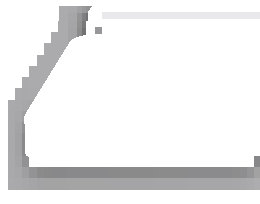
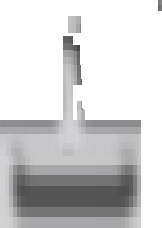
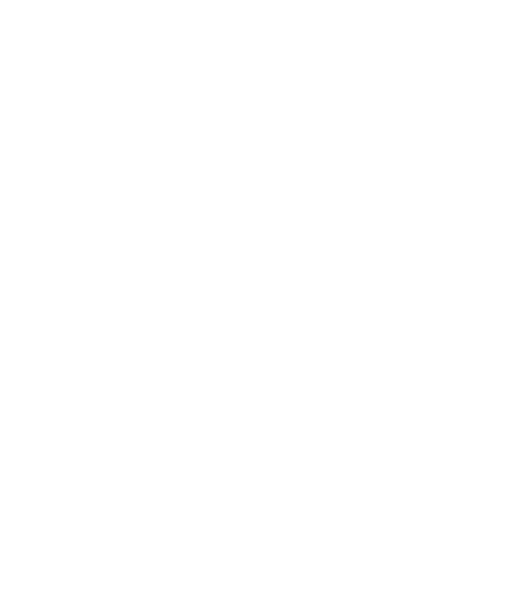
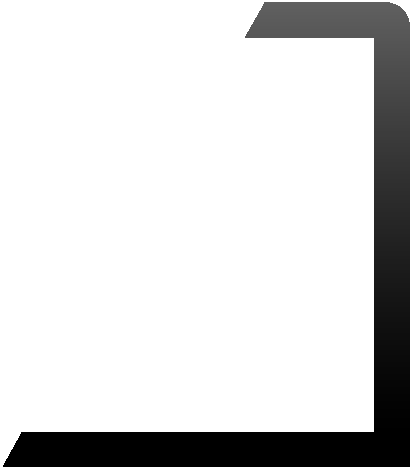
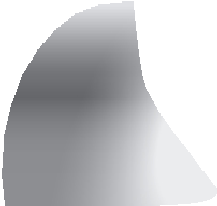
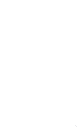
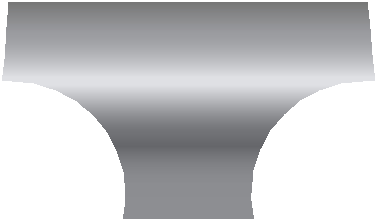
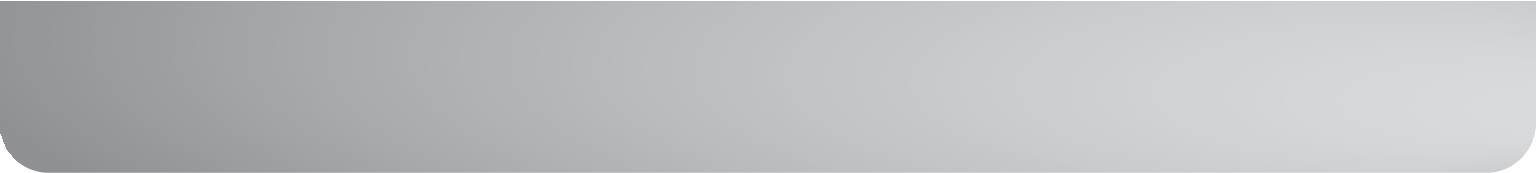
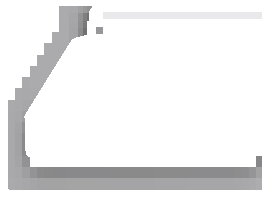
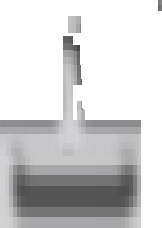
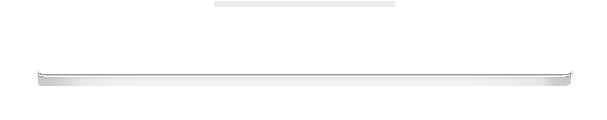
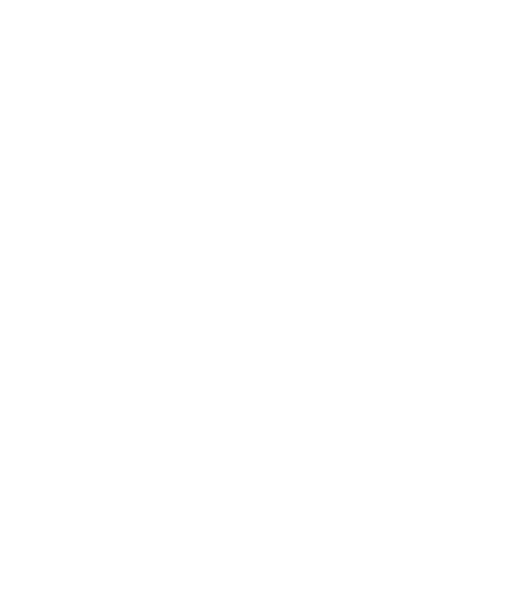
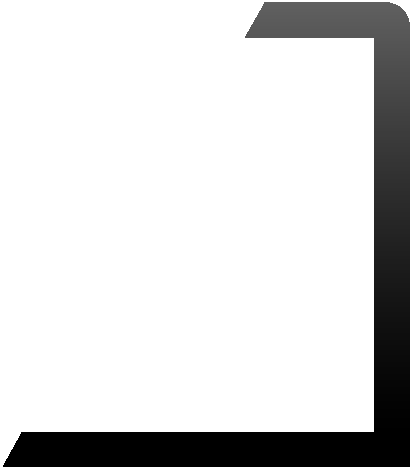
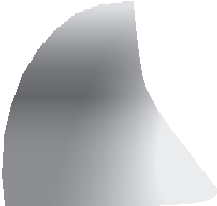
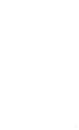
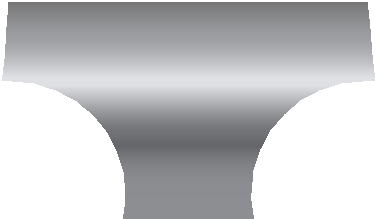
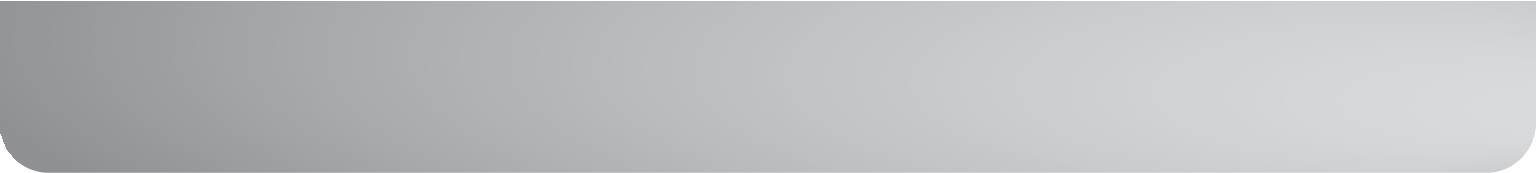
40.000

Special Projects in 2019

50

Number of clients over 40 clients

Most famous or important clients Escipisq uasimil maio blaccae repra nihitio. Moluptas dolorru mendam reptatquia sunte pedit resed quidel id ut re officii ssimagnimusa nonse comnimpor sedit sitis del elecatias autecaborem quis ea siminci llatem rem rest.



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4.1 TEAM MEMBERS

4.2 ORGANIZATION CHART

4. TEAM

4.3 GLOSSARY

# TEAM MEMBERS

Mark Williams Sophia Masterblind Micheal Rubents

Marketing & Comunication Manager

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[wmr@wmrpartners.com](mailto:wmr@wmrpartners.com)



Mark Williams

Brand Manager & Marketing Expert

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[wmr@wmrpartners.com](mailto:wmr@wmrpartners.com)



Sophia Masterblind

Business Development

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[wmr@wmrpartners.com](mailto:wmr@wmrpartners.com)



Michael Rubents



Events

Digital

Marketplace

Onpaper

Offline

Marketing

Content Creation

Administrations

Sophia Masterblind 20%

Michael Rubents 20%

Mark Williams 35 %

Investitors

25 %

# ORGANIZATION CHART

Asia Middle East

U.S.A.

Europe

Sales

GLOSSARY

Affective behaviors

Anonymity

Attrition Benchmark

Bias

Competency Confidentiality

Culture of evidence Descriptive statistics

Development Evaluation

Experimental design

Feedback

Affective behaviors are related to feelings, emotions, values, attitudes, interests, and personality Anonymity is guaranteed when neither the researcher nor the readers of the findings can identify a given response with a given respondents

Attrition is the loss of students through means other than graduation.

Benchmark is an internal or external standard used to compare assessment findings.

Bias is when the measurement or sample is biased in such a way that conclusions from data may be flawed.

Competencymeanstodemonstratealevelofabilityonaspecifictaskorachievealevelofperformance. Confidentialityisguaranteedwhentheresearchercanidentifyagivenperson’sresponsesbutpromises not to do so publicly.

Cultureofevidenceisanenvironmentinwhichtheuseofresearchand/orassessment, resultstoguide policy decisions is expected and valued.

Descriptive statistics are measures of central tendency (mean, medium, and mode) and dispersion (spread or variation around the central tendency).

Development is the progression of an individual through various phases of life.

Evaluation is a component of the assessment process where data is analyzed and results are gathered. Involves using assessment evidence in formative and summative decision making.

In the design of experiments, the experimenter is often interested in the effect of some process or intervention(the“treatment”)onsomeobjects(the“experimentalunits”),whichmaybepeople,partsof people, groups of people, plants, animals, materials, etc.

Feedback is information that provides the performer with direct, stable insights into current

Inputs

KPI

Mixed methods

Outcomes Percentile rank Portfolio assessment

Priorities Program goal

Questionnaire

Rank Standard

erformance,basedontangibledifferencesbetweencurrentperformanceandhoped-forperformance. Inputsarethepersonal, background, andeducationalcharacteristicsthatstudentsbringwiththemto postsecondary education that can influence educational outcomes.

Key Performance Indicators are ways to measure progress toward goals or outcomes.

Mixed methods are procedures for collecting both qualitative and quantitative data in a single study Outcomes essentially take an objective and bound it to a place, time, group of participants, and a level for performance.

Percentilerankisthepercentageofexamineesinthenormgroupwhoscoredatorbelowtherawscore for which the percentile rank was calculated.

Portfolio assessment has students create portfolios by gathering a body of evidence of their own learning and competences.

Priorities are essentially a reordering of goals and/or a reordering of activities to reach a goal.

A program goal can also be referred to as an administrative or department goal. These goals will look atchangesforthedepartmentasawhole(personnel, increasenumberofsessionsoffered) thatwillnot directly impact student learning.

A questionnaire is a document containing questions and other types of items designed to solicit information appropriate for analysis.

Ranking or rank-ordering is the process of placing individuals in an order on the basis of their relative performance on a test or measurement or observation.

Standard is the broadest of a family of terms referring to statements of expectations for student learning, including content standards, performance standards, and benchmarks.

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PUBLICATION DETAILS

Publisher WMR&PARTNERS

Further information about the company, calendar dates and contacts can be found at [www.WMRPARTNERS.com](http://www.WMRPARTNERS.com/)

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МАРКЕТИНГ-КИТ ОТ “ПАНДА-КОПИРАЙТИНГ”

СТОИМОСТЬ “ПОД КЛЮЧ” ОТ $130 ЯЗЫКИ: РУССКИЙ, АНГЛИЙСКИЙ, ФРАНЦУЗСКИЙ, НЕМЕЦКИЙ

Дополнительно: оформление под брендбук компании или подбор сочетаний цветов для создания вашего фирстиля и оформления



Также “под ключ”: презентации, брошюры, White Paper, буклеты, коммерческие предложения



СИЛЬНЫЙ ПРОДАЮЩИЙ ТЕКСТ В 5

СТИЛЯХ

ГОТОВНОСТЬ ОТ 72 ЧАСОВ

ПОДБОР ИЗ 20 000+ ПЛАТНЫХ

ЛИЦЕНЗИОННЫХ PRO-ШАБЛОНОВ

[customers@petr-panda.ru](mailto:customers@petr-panda.ru) Главный сайт проекта: petr-panda.ru



MARKETING KIT BY PANDA COPYWRITING PROJECT

A TURNKEY COST STARTS AT $130 LANGUAGES: RUSSIAN, ENGLISH, FRENCH, AND GERMAN

STYLES OF THE POWERFUL SELLING 5 TEXT

AN AVAILABILITY FROM 72 HOURS A SELECTION OF 20,000+ PAID LICENSED PRO TEMPLATES

Additionally: design for a company’s brand book or selection of color combinations to create your corporate identity and design

Plus: presentations, brochures, White Paper, booklets, and business proposals



[customers@petr-panda.ru](mailto:customers@petr-panda.ru)

The main project’s website: petr-panda.ru