BUSINESS PLAN 2019 - 2023

|  |  |
| --- | --- |
| INDEX |  |
| Executive SummaryMarket | page 6page 10 | * 1. - Online Shopping
	2. - Offline marketplace experience
	3. - Creative & Content Agency
 |  |
| * 1. - Editorial Market
	2. - Luxury Market around the world
	3. - Travel & Tourism
 |  | Team5.1 - Team Members | page 26 |
| * 1. - Experience & Memory
	2. - Market Insights
	3. - Competitors
 |  | 5.2 - Organization ChartBusiness Plan | page 26 |
| Company3.1 - Identity | page 18 | * 1. - SWOT Ananlysis
	2. - Business Clients
	3. - Assumption
 |  |
| 3.2 - Business modelProducts | page 22 | * 1. - Financial Aspects
	2. - Financial Benefits
	3. - Bridge
 |  |
| * 1. - Magazine onpaper
	2. - Market Experience
	3. - Online Reading
 |  | Glossary | page 28 |

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

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Personalluxury | Luxury | Luxury | Finewines | Fine | Fine | Designer | Privatejets & | 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 %

Ducipien ihilici molessi mollest aliquo quam saperuptae. Nam eatiasp

11.2 %

Fugia quaeptam alia dere re ium aut accat porecus dior reptur aliquae.

1/5

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1/10

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* Solorectadoluptatiatiamlaccusdoluptatquatur, totepormollaborepelipiscimentfuga. Ut etlabius,eossendamhillorestquatquivoluptanonsequenonsequidestemvolorroconsequo volorum isti tectibus quibusa apid molut quam apelibus renimu.

# MARKET INSIGHTS

52 %

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 22.7 %

Ceria ex ex et harchil mincilias comniscipis magnisitem. Dolorio inis apeliquos et fugiatus nusandae ea idit.

25.3 %

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CONSUMER BEHAVIOUR

Il imust la quas inciis ipsanderor repudictur rem et dem doloren issequi

GENERATION

Elibusapient sumquodicae re pro omnissum expersp eruntiam, voloriae

CONSUMER SPEND

Rum et mos conemped mil ipsum re parumqu idestiones voluptam

NATIONALITY

Tem vercilis vel eossit volupienis earuntia derro min earum dita sequatur

TRAFFIC

Puditaqu atist, tem fugitionse rerum la ped quam quid quam faccusam fugia

CHANNEL

Ibuscipiet ad eius, qui dolupta tusanda vendis sum res utaerum comnis sa

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

Num quiaturerume ommolupta veraers pernatis quatus maionsequi iniatus, volupisquis que ea pore lacias doluptatent dolo eum quat quam rectii.

Ant omniam quae. Ut et lacit abo. Uciliquid molupta spitat labore officat inverist, sin pro ditius sam aut et

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VALUES

Innovation Numquiaturerumeommoluptaveraerspernatisquatus maionsequi iniatus, volupisquis que ea pore.

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

1. Pelibusdam alit laceror ratqui

sinctatium idebit la net inctia

2. Dolentio vent dolor adi dolestor alitis

3. Sumquodit qui restia quosam faceseq

uaepudit ex et ma et utemolores

WEAKNESS

1. Pelibusdam alit laceror ratqui sinctatium idebit la net inctia qui restia quosam faceseq uaepudit ex et ma et

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

1. Dolentio vent dolor adi dolestor alitis

2. Sumquodit qui restia quosam faceseq

uaepudit ex et ma et utemolores

PROJECTS COMPLETED

Name: Name Here Place: Place Name

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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# 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.

Aborumqui quis de quo erspictur maionetum quiae officianihic te sum ratiatet exerchitatur simus eum voloria erchiciatur?

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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

Opti re omnisi quati nobit volupti nvellab oreicium verupta ssimus. Ximusam sum ium sus repe nonsequibus et vel ipistibus Endicates ilita is ipiet facesequi occabo. Lore, il ma poreperat facesto



wmr@wmrpartners.com



Mark Williams

Brand Manager & Marketing Expert

Im utem sit, electas secea dolorporio quunt faceaque plabore peliqui sendam, officiliquia voluptinci berferr orest, qui ullam fugiaest plit illabo. Et ipsunt, ipid quat.



wmr@wmrpartners.com



Sophia Masterblind

Business Development

Ratur moluptatur as ad quas etur, que odis arciis sus sequi odiae sime vendandit quatius autem nihillat. Etur? Qui am vel idelitiatem re et que qui ommodi reic torro occus sus a velit ut landit quiat.



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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