

*WestCoast Treasures cdrom*

# Business Plan

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Vacation Destinations British Columbia

**Claude DeCoursey**

**Monday, June 8, 2020**

WestCoast Treasures cdrom is the sole owner of "Vacation Destinations British Columbia" CD-ROM. We hold the copyright for the Idea, Design and Content of: A CD-ROM VACATION PLANNER GUIDE FOR BC<sup>®</sup>. Our Business is in re-launch mode. We have experienced the market place and recognize the market is ready for our special product. The prototype we developed has proven its worth.



# Business Plan

## Business Plan for the period Starting April 2021

### (Executive Summary)

#### {Business Description}

WestCoast Treasures cdrom is a business located in Vancouver, British Columbia. The primary direction and services will be in supplying the consumer with the province locations and vacationing information. This will be on a CD-ROM. Our CD-ROM, product is copyrighted "A CD-ROM Vacation Planner Guide For BC"® and is entitled "Vacation Destinations British Columbia". The CD-ROM contains information about the province in great-detail for the vacation planners and new residents. Our mission is to provide our clients with an operational CD-ROM. The CD-ROM will help the consumer become more informed on the province and its' vacation locations and persuade them to vacation or move to British Columbia.

To keep our overhead costs low, WestCoast Treasures cdrom will be located, at first, in a home address office, in Vancouver. The home is equipped with a computer, fax and Internet connection. Our business is currently on-line at: <http://www.bccdrom.com>.

#### {Ownership and Management}

WestCoast Treasures cdrom is a partnership, owned by CLAUDE DECOURCEY and DONALD HOGUE. As the business expands, the firm may develop strategic alliances with other companies and provinces. Claude DeCoursey is the innovator of the product with an interest in the outdoors. Both parties were instrumental in the design and development of the product and company. Mr. Hogue is a former business owner of 28 years and most recently a full-time employee with a West Vancouver tourist information company.

WestCoast Treasures cdrom will initially only have two employees; Claude DeCoursey and Donald Hogue. Additional staff support will be procured on a subcontract basis. Secretarial service will be contracted out as required to a temporary service company in Vancouver.

#### {Key Initiatives and Objectives}

WestCoast Treasures cdrom is currently in the process of obtaining a business partner and loan to finance the growth of the business. Our key objective during the first year of operation is to develop a profitable CD-ROM vacation planner, secure resellers and business development for future expansion. Future plans include extending our business nationally with our product being the main source of income. Our product in other provinces will include such names as: "Vacation Destinations Alberta", "Vacation Destinations Ontario" for example. Our objective and expansion will be developed through networking with local travel agencies, small business leaders and outdoor associations; affiliating with small business pertaining to the outdoors and vacation planning. We will also strive to secure overseas contacts. Secondly, the hotel and motel industry, the RV market as well as computer retail stores provincially and nationally. During the first year of operation workshops will be held, through-out British Columbia. These workshops will be held to develop the ties with local and provincial associations and agencies.



# Business Plan

## {Marketing Opportunities}

Due to the high overhead costs which Claude DeCoursey and Donald Hogue recognized, we will be focusing at first on local travel agencies and associations, then on larger associations and corporations and possibly government clients such as Tourism BC membership. Overseas markets for more exposure to the market place will be vigorously pursued. This exposure through the corporate client and Internet exposure, will help establish the company and its' product. Currently there are no other companies that offer this specialized product. With the market being wide open to this type of product, the growth potential is expected to expand.

## {Competitive Advantages}

WestCoast Treasures cdrom competitive edge is the product being the first of its` kind and the first on the market in Canada.

Mr. Hogue being a former small business owner of 28 years with extensive accounting and management skills and travel related skills will be advantageous to the company. WestCoast Treasures cdrom assets and labour costs will be low, as there are no other full time employees at present. Mr. DeCoursey, being an innovative person, already has expansion ideas on the drafting board. Both parties have worked together to design the present company web site. <http://www.bccdrom.com>.

## {Marketing Strategy}

Our target markets will be small and medium sized businesses in the surrounding region and the retail and travel industry. We will be expanding province wide. WestCoast Treasures cdrom, will market its services by maintaining our web site. WestCoast Treasures cdrom will be listing our business with all local business and travel industry associations.

WestCoast Treasures cdrom will be re-developing our brochure, distribute it to the tourism sector businesses and to chosen retail stores. WestCoast Treasures cdrom hopes to become an active member of a number of businesses & associations and will be networking with the local business community, as well as tourism associations throughout the province. We will be developing workshops for company expansion. Our workshops will be instrumental and used to promote our product. Vacationers will be able to pick up our brochure and ask any questions regarding the services we provide by way of a 1-800 number, local and regional associations, hotel or local travel agency representatives. The brochure will outline WestCoast Treasures cdrom fee for advertising structure and highlight the future expansion outlook. Where available, WestCoast Treasures cdrom will join local businesses and associations to maintain contacts in that community.

WestCoast Treasures cdrom will be advertising by opening a business environment web site, highlighting key services and our -- their growth potential. WestCoast Treasures cdrom will stay well informed about the business and area issues that are important to local and related businesses in the tourism/service sector.



# Business Plan

## { Summary of Financial Projections }

The revenue of WestCoast Treasures cdrom is projected to increase over the next year. Contact us for our financial statement. Revenues is expected to grow by 50% annually as the business grows and expands

## { Confidentiality and Recognition of Risks }

### { Confidentiality Clause }

The information included in this business plan is strictly confidential and is supplied on the understanding that it will not be disclosed to third parties without the written consent of its owners Claude DeCoursey and or Donald Hogue.

### { Recognition of Risk }

The business plan represents our best estimate of the future of WestCoast Treasures cdrom. It should be recognized that not all major risks can be predicted or avoided and few business plans are free of errors of omission or commission. Therefore, investors should be aware that this business has inherent risks that should be evaluated prior to any investment.

## { Business Overview }

### { Business History }

WestCoast Treasures cdrom is a travel tourism “vacation service sector” business that is scheduled to begin expansion operations in April, 2017. WestCoast Treasures cdrom is a partnership, owned by Claude DeCoursey and Donald Hogue.

### { Vision and Mission Statement }

Our mission is to become the leader in supplying a CD-ROM to the BC. Vacation Planner by providing our clients with new choices, ideas and services that help them be more successful in their vacation plan or move, to British Columbia.

### { Objectives }

Our primary objectives over the next year are to: Obtain a business partner and loan to cover the redesign of our product -start up costs - and initial operating costs for WestCoast Treasures cdrom product “A CD-ROM Vacation Planner Guide For BC”<sup>®</sup> entitled; “Vacation Destinations British Columbia”.  
Generate new client contacts by networking with key industry leaders and conducting workshops for regional associations and key businesses wishing to advertise with WestCoast Treasures cdrom.  
Generate a profit in the first year by developing a strong client base and keeping overhead costs to a minimum. Develop and conduct workshops that meet the needs of the local business community within the British Columbia regions.

### { Ownership }

WestCoast Treasures cdrom is a partnership, owned by Claude DeCoursey and Donald Hogue. As the business expands, strategic alliances may be formed with other related companies and associations province-wide and expand to other provinces.



# Business Plan

## {Location and Facilities}

To keep our overhead costs low, WestCoast Treasures cdrom will be located in a home office of Donald Hogue. The home, located in Vancouver, is equipped with computers, fax and Internet services. Secretarial service will be contracted out as required to a temp service company in Vancouver. Where possible, all meetings and presentations will be held at local hotels. If this is not feasible, the company will arrange to rent the space. Presentation equipment such as overhead projectors will be rented from community businesses and or associations.

Any sub-contractors hired for specific projects will not work in our office but will work from their own offices when possible. This will greatly reduce our overhead costs allowing us to price our product competitively. As WestCoast Treasures cdrom grows, consideration will be given to acquiring office space.

## {Products and Services}

### {Description of Products and Services}

The primary types of services we will provide include a CD-ROM vacation planner guide for British Columbia on a CD-ROM and assistance to regional, local related associations and small businesses. Our services also include the development of workshops to expose smaller associations and businesses to our product.

### Workshops

The workshops will be for small associations and medium size tourist businesses in all outlying regions of the province. The workshops will focus on management and growth issues of WestCoast Treasures cdrom in the regions, focusing on outdoor associations, product marketing, marketing strategies for their area, customer service, etc. The workshops will be developed to help small and medium size businesses develop their association and local tourism interests. This service is currently unavailable in the area and the exposure will be beneficial to both WestCoast Treasures cdrom and the regions. Workshops may be held in the evenings and on weekends making it easier for busy operators/associations to attend.

### {Key Services}

WestCoast Treasures cdrom CD-ROM Vacation Planner will be introduced to the regions by offering small and medium size businesses and associations marketing opportunities with WestCoast Treasures cdrom plus provide needed services. None specialize in this area at present, locally or regionally. With today's unpredictable economic environment, it is increasingly difficult for entrepreneurs to successfully start new businesses and for existing small and medium size businesses and associations to grow and remain profitable. Our services will differ from our competitors in that we will offer creative, innovative, and effective solutions to smaller associations and affiliates growing and marketing problems.



# Business Plan

## {Production of Products and Services}

Initially, subcontractors will be hired as needed to work on data entry and marketing. Subcontractors will be hired based on their area of expertise and experience. Due to office space limitations, sub-contractors will work out of their own offices and will be linked directly to our office via e-mail, the Internet and telephone. Within the next three years, full time marketing and administrative staff will be hired.

While all reports will be edited and formatted by Claude DeCoursey and Donald Hogue, the physical reports for printing and binding will be done on a contractual basis. Should the company take on other full-time employees, consideration will be given to leasing office space in the Vancouver area.

## {Future Products and Services}

WestCoast Treasures cdrom will continually expand our services based on industry trends and local small business and association input and advertising to meet the changing needs of the clients. WestCoast Treasures cdrom will also get feedback from clients and workshop attendees on what is needed for future workshops. WestCoast Treasures cdrom plans to extend its product and reach out to others nationally.

## {Comparative Advantages in Production}

Our comparative advantages in production are our low overhead and labour costs. WestCoast Treasures cdrom does not have to pay for staff or facilities at present. We also have an advantage in that we can choose the most qualified for each project. Updates will be provided by the original programmer, which will ensure consistent quality at a reasonable cost. Future employees will be picked based on their: knowledge, the business/industry, a shared interest, willingness to learn and leadership skills, information and technology skills based upon their contact and writing skills, related to the service sector and show strong planning and organizational skills. This allows us to draw the best for planning the CD-ROM vacation planner and meeting the needs of the private and corporate sponsors as well as the advertisers. All will be acquired on a contractual basis, which means that during down times our company is not over-staffed.

## {Industry Overview}

### {Market Research}

To completely understand the market we are targeting we talked to local businesses related to the tourism and outdoors of British Columbia, regional tourism branches and the Chambers of Commerce for the regions. In addition, we read local newspapers and outdoor associated magazines. As a result of our search for a complete listing, we found only partial information in newspapers, magazines, bookstores and travel agencies. We also obtained statistics from Tourism Canada and Tourism BC., to substantiate the need for a planner.

### {Size of the Industry}

There are no such businesses in British Columbia that offers this product. While there is some overlap in the types of services provided, most firms have developed their own market and advertise in various print mediums such as magazines. None supply the full vacation package.



# Business Plan

## {Key Product/Market Segments}

Vacation planning can be a very different and lucrative industry. There are hundreds of different tour companies and services that provide to all industries and many are not fully detailed. Key market segments vary by tour operator and travel agent. The key markets for WestCoast Treasures cdrom services will be corporations, regional, provincial and inter-provincial, and computer retailers. The total size of the market is unknown because it is continually changing. There are no provincial or federal tracking mechanisms in place to accurately determine how much these market segments spend on vacation planning annually. Tourism in BC is a growing industry.

## {Purchase Process / Buying Criteria}

WestCoast Treasures cdrom services vary. Firstly, the client will be introduced by brochure. Secondly: active marketing and sales, Brochure distribution and web page setup, direct marketing, travel agencies and then the retail sector.

## {Description of Industry Participants}

There are a number of "Vacation Planner" Firms within British Columbia. These firms, however, have pre-arranged tours arranged by out-of-province travel agents who have been unable to supply whole-province information other than that of a pre-arranged tour. There is no vacation planner Self Guide available with the Internet connection and exposure to the retail market. Vacationers who do not have the finances to have a tour company plan their vacation and who do not as yet have connection to the internet, can still plan their vacation at much less expense by the purchase of WestCoast Treasures cdrom Vacation Planner.

## {Key Industry Trends}

The tourism industry is growing for two key reasons. One is the demand for vacations at home and is directly related to the changing dollar. Company downsizing has also resulted in many people being laid off. It is difficult for many of these people to find an inexpensive vacation. Many of these people start their search locally. After finding the price for a tour company, approximately 70% become self-planners, many providing others with their vacation location. Those who start their own plans may require specialized vacation planning information to improve their vacation and reduce their search time. Therefore WestCoast Treasures cdrom has an increased interest both in the supply of and the demand for, a vacation planner. This trend is projected to continue as the availability and product content grows.

## {Marketing Strategy}

### {Target Markets}

Our target markets will be the retail market, tourism affiliations, outdoor associations, small and medium sized new and existing businesses in the surrounding regions, with expansion to the other provinces and abroad.

### {Pricing Strategy}

WestCoast Treasures cdrom Vacation Planner will be priced competitively with other not so similar products, tour companies, specialized associations and travel agencies and advertised companies in various magazines and internet advertisers. The cost is much lower than those products, services and computer programs due to lower overhead costs. Advertisers and sponsors will play a big role in our pricing.



# Business Plan

## {Promotion Strategy}

WestCoast Treasures cdrom Vacation Planner will be advertising with all local and regional newspapers, and key businesses and associations. We will be on the Internet, developing a brochure to be distributed to leading outdoor associations, travel agencies and individual clients. Through the retail market and the Internet, we will reach a broader market.

Workshops   Corporate brochure   advertising   Networking

### 1. Workshops

WestCoast Treasures cdrom workshops will be used to promote our product and services to British Columbia regions and communities. Attendees will be able to pick up our corporate brochure and ask any questions regarding the services we provide.

### 2. Corporate brochure

WestCoast Treasures cdrom will develop a corporate brochure outlining our services and fee structure. The brochure will also highlight our product and expansion goals. The brochures will be distributed at our workshops and association meetings, and to potential corporate and private clients and advertisers throughout the province.

### 3. Advertising

WestCoast Treasures cdrom will be advertising by placing an ad in the local directories and continuing with our internet presence, as well as placing province-wide smaller newspaper ads.

### 4. Networking

WestCoast Treasures cdrom will join local business associations in order to maintain contacts in the business community as well as to stay well informed about the issues that are important to local businesses and associations.

## {Distribution Strategy}

Distribution will be through the local and regional travel agencies, outdoor affiliated associations and retailers in the industry of supplying and marketing outdoor supplies as well as computer retail outlets and direct marketing. News releases and company brochures will be made available to tourism associations and tour companies, e-mail and fax will introduce the corporate clients to the availability of the product and the availability of advertising space.

## {Management and Staffing}

WestCoast Treasures cdrom is a partnership run and managed by Claude DeCoursey and Donald Hogue. No full time staff will be hired for the present. Any additional staff required will be on a contractual basis in order to keep labour costs low.

## {Property Protection - Regulatory Issues}

### {Property Protection}

WestCoast Treasures cdrom has its' product, entire intellectual material protected by copyright. We hold the copyright for A "CD-ROM Vacation Planner Guide for BC"<sup>®</sup>.



# Business Plan

## {Regulatory Issues}

While we provide a CD-ROM vacation planner, we do not plan or arrange vacations. We are the suppliers of the product, to wit, the CD-ROM Vacation Planner. The purchaser will be arranging his, her own vacation. We do supply technical support on the Internet, e-mail and by fax for inquiries and problems that may arise.

## {Risks}

### {Market Risks}

Due to the entry of our product, increased competition may occur. Potential entry of larger firms into this field of a tourism-related product poses some degree of market risk. To develop and maintain a reasonable market share we will give our clients expert and timely vacation planning product at competitive prices. Our long-term goal is to expand our operations so that we become the leading supplier in the region and branching out to other provinces.

### {Other Risks}

There are several other risks that could affect our operations including cyclical cash flow problems and duplication attempts of the product. Travel oriented companies and products can experience cash flow problems because the industry is unpredictable. To avoid this situation, our company will be selling mainly on our Secure Server basis.

## {Implementation Plan}

### {Implementation Activities and Dates}

Within the next several months WestCoast Treasures cdrom will undertake the following activities:

1. Claude DeCoursey and Donald Hogue are in the process of obtaining a business partner and a loan to re-design our company product and allow WestCoast Treasures cdrom to grow.
2. During the first two months of operations, the majority of the workshop materials will be developed and distributed. A corporate brochure will be developed within the first two months to be distributed to potential clients and local business leaders and resources, which include outdoor associations.

### {Know Who Your Customers Are}

- Vacationers from abroad (International visitors),
- Vacationers from other provinces
- People moving to British Columbia
- Convention Planners
- People of all ages (16 - 60) including students and researchers
- Retirees, Baby-Boomers

### {The person most likely to want or need our product}:

- Travel Agents, Car Rental Companies, RVer's
- Adventurers
- Real estate agents (gift package)
- New-comers to BC
- Cruise ship Passengers



# Business Plan

{ Why should they want to buy our product? }

Clearly the content

Memento of visit to B.C. or a gift for a loved one

Easy to use

Chock-full of British Columbia information

Price

Convenient for the whole family

Have disposable Income

A new method of vacation planning

Always available for vacation planning off-line

Educational for all ages

- 30 -