

1.1 Executive summary:

Royal travel and tour, is a registered and standard travels and tour agency that will be based in Enugu state. The company will handle all aspects of travel and tour related business such as handling all aspects of travel and tours related business such as booking for flight tickets, procurement and advisory through our chief consultant, selling of travel insurance policy, protocol services at the airport, hotel reservations, arrange tour packages, arrange reconfirmation or change of date of travel.

We are aware that to run travel agency business is high and demanding which is why we employ competent workers and are equipped with the necessary materials and knowledge about the business.

Royal travel and tour is a client focused agency where our clients interest would always come first. It provides both domestic and international services at an affordable price that won't in anyway cause stress for our clients. We will work hard through our services to meet and surpass our client's expectations whenever they use our company.

We will at all times demonstrate our commitment to sustainability, both individually and as a firm, through our quality services and also the employment of professionals in the industry to help achieve these goals.

Our plan is to position the business to become the best travel and tour agency in the whole of Enugu and also to be among the 10 top travel and tours agencies in Nigeria within the first 10 years of operation. This might look much to achieve but we are confident that this will surely come to pass because we have conducted our research and we are optimistic and

convince that Enugu is the right place to establish our travel and tour business because of the climatic condition of the area and the cultural pattern of the people.

Royal travel and tour, is founded by Nwosu nnenna vivian and friends. The organization will be managed by Lilian, friends and other partners. She has over 10 years of experience working at various capacities within different travel and tour industry in Nigeria and other part of the world. Miss vivian nwosu graduated from University of Nigeria Nsukka. And she has a total travel certification.

Part ii

2.1 The company background:

The company will be registered with the name Royal Travel and Tour Ltd. The company will be established by Miss vivian and friends who are the owners of the business. The company will start with the money raised by the owners, families, friends and also from the loans collected from bank. When the business finally starts, the company will desire to satisfy clients from all part of the country and the world.

2.2 Vision statement:

Royal travel and tour agency vision is that which will be the best travel agency in Enugu state and desires to be the number one choice for both families, individuals, corporate organization in the whole of Enugu state.

2.3 Missionstatement:

Our mission is to provide trusted and international travel and tours services that assist individuals, families, organizations both government and private owned to organize all their travel and tours both for business, leisure and another type of travel. Royal travel and tour

agency is planning of among the top 10 travel and tour agency in Nigeria in the first 10 years of operation.

2.4 Ownership/Legal Status:

The company will be established by Miss vivian and friends who are the owners of the business. When the business finally starts, it will be registered with the name Royal Travel and Tour Ltd under IATA (International Air Transport Association) which is a body that heads all registered travel agencies in the world. When this is accomplished, the company promise to obey all the rules and regulations guiding travel agency provided by IATA.

2.5 Locations and facilities:

The business will be located at Chime Avenue, New Haven Enugu. This site was chosen because it is close to the airport which operates with the name Akamibia Enugu airport, this will help to reduce the cost spent on transportation and also make clients to patronize us more.

2.6 Our product and services:

Royal travel and tour Ltd, will offer varieties of services within the scope of the travels and tour industries in Nigeria. The aim of the organization is for profit making and also making people see reasons to embark on travel. We will through our activities achieve the organizations goals, aim by abiding to the laws of Nigeria guiding all travel agencies. The company will offer the following services:

- Help with visa procurement and advisory through our chief consultant
- selling of travel insurance policy
- flight reservation and ticketing
- protocol services at the airport
- hotel reservations

- arrange tour packages
- arrange reconfirmation or change of date of travel

2.7 Industry Trends:

A common trend in the travels and tours industry is that in recent time, with the advent of the internet and the general public accessing the Internet, many airline companies have started selling their tickets directly to their target market via their online portal. So also, it is now easier for other business in the value chain of travels and tours industry to now directly sell their services via their online portal to their target market. Service providers such as airline companies, car rentals companies, cruise lines companies, hotels, railways, tourist sites manager and perhaps interpreters and security agencies et al. which is why you can't find any airline company paying commissions to travel agents on each ticket they sold.

The travels and tours industry is in a continuous state of evolution and as such, ground breaking strategies and ideas that are once highly successful are no longer as productive as they were in time past. Close observation of the trend in the industry reveals that the past few years have seen the rise and proliferation of social media and new technological tools. The trend also extends to increased attention paid to engagement and new market segments, adopting eco-friendly measures and sustainability when planning travels and tours events. As a matter of fact, social media has now become one of the most important tools travels and tours agencies leverage on to disseminate information about their travels and tours events, interact with clients, solicit feedback, and create year-round engagement with their target audience. Furthermore, new software apps and emerging technology have made it easier for travel and tours agencies to gather all the needed data and information that will help them plan and project for the future.

People that start travel agency can as a matter of fact start the business from a small office space or shared office space and still make headway in the business. One thing is certain when it comes to travel agency business, you are sure of making profits in form of commissions when you are able to successfully book flight tickets, hotel reservation, taxi cab reservation and any other travel related services for a client. You are going to get your cut as soon as they make payment.

The truth is that we will try everything best to reduce the cost of running a travel agency because there are always ways we can cut operational and overhead cost through some of our activities.

2.8 Production plan:

The business, Royal Travel and Tour Ltd is a medium scale business which is projected to serve everybody that has the capacity and also willing to travel within and outside the country. The project is both capital and labor intensive because it requires capital in terms of money, machines like computers, printing machines, vehicles etc. and man power meaning the people that will operate these machines.

2.9 Business Strategy:

When the business finally starts, it will be known as the only travel agency that provides the best and quality products and services to their clients without endangering the client's life, the local people's life and that of environment.

3.10 Key Success factors:

The companies key success factor will be the employment of qualified and diligent workers who are experts in their various offices and works with the company in mind so as to give it the best of their best.

The second factor lies in the quality and problem free services and products the company will be rendering to different classes of clients including the low class, the medium class and the high class, all over the world without stressing them with anything.

The next is the location of the business. Enugu is well known in Nigeria as a commercial area because of many industries located in the area and the airport which is the industry that will boost the ability of Royal Travel and Tour Ltd.

mist that the future is brighter for the development and the growth of the business.

Part iii

3.0 Market analysis

3.1 Market Segmentation:

The demographic and psychologic composition of our travel agency cuts across people from all works of life. There is no clear distinction on those that would only travel. Royal Travel and Tour agency does not concentrate on only one aspect of people like high income earning but it is for everybody that can afford to travel because travel is developing and becoming one of the things people do every day, this will make our market segmentation keep growing. Our segmented clients include:

- young adults
- corporate organizations
- religious organizations
- families
- school people including secondary, primary and university

- sports organizations
- political parties

3.2 Market Target:

Royal Travel and Tour Ltd. target market will be chosen base on the abilities of our clients in the future to be more interested in travelling and they include

- religious organizations: this set of the market segmentation will be selected as one of the target market because all religious organizations do travel for pilgrimage.
- Young adults: these are another target market that will yield more profit to the organization because according to them, the world is changing into global and this will stimulate their interest to travel.
- Corporate organizations: they are one of the target market because most companies are sending their worker out of the country and also within the country for business conferences, seminars, to acquire more knowledge about their skills.

3.3 Key competitors:

The major key competitors which the business will be having when it is finally established will be other travel agency that have been in existence before Royal Travel and Tour in the same location. This is because, they have been well known in the area by most of our target clients and most of them includes Master Air Travel Ltd which is located at the same location as ours and also offer the same service as ours. The second company is Quest Travel and Tour Ltd who also is located in the same area and offer some of the services we offer.

3.4 Technology:

The technology that will be use in Royal Travel and Tour Ltd will be product technology. The machines are simply to use. The technologies do not easily get obsolete, they are foreign

machines and they are costly but not too costly for the company to obtain. The use of the machines does not require any special training.

3.5 competitive advantage:

we are aware that to be highly competitive in our business needs us to be able to deliver constant quality service to our clients and also to be able to meet the expectations of our clients and our partners that is why we employ gurus, people who are professionals in the industry with highly qualified experience. Also we try to take care of our employees, their welfare package will beat that of other travel agencies around the locality. This will make them to put more effort to their duties and it will yield fruit by promoting the organization.

Part iv

4.0 Market plan

4.1 Sale and Marketing strategies:

Royal Travel and Tour agency is mindful of the competition in the travel and tour industry in the country that is why we hire some of the best business developer to handle our sales and marketing department.

Our sales and marketing team will be recruit base on their experience in the industry and they will receive regular training base on their job to equip them to meet the target and objectives of the organization. We want to build a standard travel and tour business that will deliver excellent services and products that will speak for us and which will cause our client to advertise our product even by themselves.

Some of the sales and marketing strategies we will use to attract our clients includes

- sending our brochure to corporate organizations, schools, households and some political parties in the country
- advertising our services in the relevant travel and tour magazines, newspapers, television stations, and radio.
- Create different packages for different class of clients in order to work with their budget and also be able to deliver a quality services to each one of them.
- We will attain relevant international and local travel and tour seminars, conference, business talks etc.
- Encourage words of marketing from loyal and satisfied clients.

4.2 Marketing Positioning Strategy:

Being a company that will be established in the tourism industry, Royal Travel and Tour agency intends to use effective and quality services to win the highest make share in the travel and tour sector. We plan to us price of product and services, place which is our location and promotion of our staffs and clients to outline the competitors in the market.

4.3 Our pricing strategy

We will place our fee below the average market rate for all our client by keeping our overhead low and by collecting payment in advance. The reduction of the price system from the normal market price will enable us to be price competitive but remain profitable. We will also offer special discount rates to non-profits corporations and small social enterprises and also some clients that will constantly need our consultant and advisory base on travel and tour destinations.

4.4 Payment options

Our payment policy will include all mode of payment so to suit our clients who might prefer paying in a particular way and those means includes

- payment by bank transfer

- online bank transfer
- payment with cash
- payment with check

4.5 publicity and advertising strategies

the organizations have made effective provision for publicity and advertisement of their products and services. These provisions include

- placing adverts on both printed publications like magazines, newspapers and electronic media platforms.
- Install our bills boards on strategic locations all around Enugu.
- Use of the media and social media platforms like Instagram, twitter, Facebook, YouTube and many more to promote our brand.
- Distributions of our handbills and fliers in target areas.

Printing of shirts and making sure that our workers wear them all the time and our vehicles will all have our logo and websites on them

4.6 ANALYSIS

Royal travel and tour agency have consulted the help of a core professional in the area of business consulting and structuring to work with the management of our organization in conducting a SWOT and PEST analysis for the company. Here is the summery of their findings of the SWOT and PEST analysis for the company (Royal Travel and Tour).

SWOT (Strength, Weakness, Opportunity and Threat)

Strength:

The strength of Royal Travel and Tour agency is in the power of our professional workers. We have a team that can supply and attend to all our clients to make sure they receive a quality service they paid for. Our workers are well trained in their jobs coupled with the working experience they received from other travel agencies they have worked with. We positioned our company in a well-known town which will attract clients from the first day we start business.

Weakness:

The weakness of our travel agency business lies in the fact that it is still a new business in the area and the fact that it might take us a little time to be known in the area and gain acceptance especially from some of our clients like some organizations who have been using other travel agencies before our existence. This per say is our major weakness in the industry

Opportunities:

Our opportunities in the travel and tours industry lies in the number of individuals, families' organizations who embark on daily travel within the country or even outside the country for either business purposes or personal purposes. The company will utilize this opportunity by providing quality service to our clients, advertising our products and service, opening websites which will make things easily for our clients.

Threat:

The major threat to Royal travel and tour is from the advancement of the internet. Most people now access the internet to search for some tourist sites and purchase their tickets directly from airlines and other tour operators without involving or visiting travel agencies for help. The second threat can be the existence of other travel agencies in the same geographical location of ours, which will bring more competition to our business in the future and might reduce the number of client that visits/patronize us.

PEST (Political, Economic variables, Social-cultural variables and Technology)

Political:

Some of the government rules and regulations on travel agency industry can affect our business like an increase in tax payment. Also the political instability of both the country where the organization is located and the country where the destination is located. It also involves the trade regulations from IATA (International Air Transport Association) which is a body that heads all travel agencies in the world.

Economic variables:

Considering the economic factors of the country, the cost of things are high because of inflation which brings about changes in interest rate and reduction in the total cost of living in the country. This single factor will also affect the cost of starting up the business and staffing it. It can also reduce the hunger for travel in both domestic and international travelers.

Social cultural variables:

Using the social factor to analyze our business, the location of the business which is Enugu is a well-known tourist site which will be of more advantageous to the growth of the business because both international and local tourist will be visiting the town for day to day transactions. The culture of the area is favorable to the growth and nature of the business. The people living there, has warming attitude and also education in the state is standard.

Technology:

In terms of technology, the factors under this that will bring positive and negative impact to the business includes advancement in some of the technology which we use like the computer will also improve the business and makes our job faster and easier. When the amount placed on purchasing these machines are high, it will bring negative impact on the business by reducing the

number of machines the organization will purchase but when it is low, it will be of advantage to the business and also, advancement in internet is a problem to the business growth and development because it will make people to search for available destinations and make booking directly from airlines and hotels through their websites, hence, limiting our services.

Then organization has no power over these factors but we are optimist that the future is brighter for the development and the growth of the business.

Part v

5.0 Organization and Management

5.1 Our Business Structure

Royal travel and tour agency will build strong business structure that will support the growth of our business by employing competent hands that will support our mission and help to bring the companies dream to reality. The business structure will include

- Chief executive officer
- Travel and tour consultant
- Administration manager
- Sales and marketing officer
- Accountant
- Reservation and ticketing officer
- Customer care officer

5.2 Roles and responsibilities of these workers

Chief Executive Office:

- Responsible for providing direction for the firm

- Creating, communicating, and implementing the organization's vision, mission, and overall direction – i.e. leading the development and implementation of the overall organization's strategy.
- Responsible for handling high profile clients and deals
- Responsible for fixing prices and signing business deals
- Responsible for signing checks and documents on behalf of the company
- Evaluates the success of the organization
- Reports to the board.

The Admin officer

- Responsible for overseeing the smooth running administrative tasks for the organization
- Regularly hold meetings with key stakeholders to review the effectiveness of the Policies, Procedures and Processes of the companies.
- Maintains office supplies by checking stocks; placing and expediting orders; evaluating new products.
- Ensures operation of equipment by completing preventive maintenance requirements; calling for repairs.
- Defining job positions for recruitment and managing interviewing process and Carries out staff induction for new team member
- Responsible for training, evaluation and assessment of employees
- Responsible for arranging travel, meetings and appointments
- Updates job knowledge by participating in educational opportunities; reading professional publications; maintaining personal networks;
- participating in professional organizations.

- Oversee the smooth running of the daily office activities.

Marketing and Sales Executive

- Responsible for sale of travel guidebooks and through the sale of foreign currencies.
- Identify, prioritize, and reach out to new partners, and business opportunities et al
- Identifies development opportunities; follow up on development leads and contacts; participates in the structuring and financing of projects; assures the completion of development projects.
- Writing winning proposal documents, negotiate fees and rates in line with company policy
- Responsible for handling business research, market surveys and feasibility studies for clients
- Responsible for supervising implementation, advocate for the customer's needs, and communicate with clients
- Develop, execute and evaluate new plans for expanding increase sales
- Document all customer contact and information
- Represent the company in strategic meetings
- Help increase sales and growth for the company

Accountant

- Responsible for preparing financial reports, budgets, and financial statements for the organization
- Provides managements with financial analyses, development budgets, and accounting reports;
- analyzes financial feasibility for the most complex proposed projects; conducts market research to forecast trends and business conditions.

- Responsible for financial forecasting and risks analysis.
- Performs cash management, general ledger accounting, and financial reporting for one or more properties.
- Responsible for developing and managing financial systems and policies
- Responsible for administering payrolls
- Ensuring compliance with taxation legislation
- Handles all financial transactions for the company
- Serves as internal auditor for the company

Reservation and Ticketing manager

- Responsible for booking for flight tickets, securing transit visas, booking for shuttlebuses / taxi cabs, car rentals, hotel bookings and cruise line bookings amongst many other travels and tours related services for clients
- Plan, design and produce events while managing all project delivery elements within time limits
- Liaise with clients to identify their needs and to ensure customer satisfaction
- Conduct market research, gather information and negotiate contracts prior to closing any deals
- Propose ideas to improve provided services and tourism quality
- Ensure compliance with insurance, legal, health and safety obligations
- Cooperate with marketing to promote and publicize travels and tours events

5.3 The personnel plan (staffing and salary structure):

s/n	Position	Number of	Salary per a staff for	Total annual
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o		staff	a month	salary
1	Chief executive officer	1	200,000	2,400,000
2	Travel and tour consultant	2	180,000	2,160,000
3	Admin manager	1	160,000	1,920,000
4	Sales and marketing officer	1	140,000	1,680,000
5	Accountant	1	150,000	1,800,000
6	Reservation and ticketing	4	120,000	1,440,000
7	Customer care officer	2	80,000	960,000
	Sub total			12,460,000
	Add 8⁰% fringe benefit			996,800
	Total			13,456,800

5.4 Values and norms of the organization:

On the establishment of the business, the values and norms of Royal Travel and Tour Ltd will be

- To carryout services and products on the best ethical standards
- To show highest level of integrity and honestly in the business
- To maintain quality reliable product and services at all times

5.5 Legal, environmental, social and regulatory issues.

The company will be registered as a partnership business with the name Royal Travel and Tour Ltd. it will be registered under IATA (International Air Transport Association) which is a body that heads all registered travel agencies in the world. During registration, it will acquire other necessary forms like trade mark, licenses and many more.

The environment where the business is located is very friendly in terms of calmness and the culture of the people of Enugu state is in line with the development of the business. The company promise to work in line with the rules and regulations guiding the land.

When this business is established, it will have a great impart in the social and economic of the people of Enugu state like the business will contribute to reduction of poverty by creating

jobs for competent individuals. It will also increase the economy of the people by revenue generation through payment of tax to the government.

Part vi

6.0 Company's financial analysis:

6.1 Sources of income:

Royal Travel and Tour will generate income by offering the following travel and tours services for individuals and for corporate organizations. These services include

- Visa procurement and advisory
- selling of travel insurance policy
- flight reservation and ticketing
- protocol services at the airport
- hotel reservations
- arranges tour packages
- arranges reconfirmation or change of date of travel.

Start-up capital generation for Royal Travel and tour Ltd

The sole financial startup will be coming from miss Lilian and friends, from other partners, from family and also from loans collected from bank. The areas we intended generating start-up capitals includes:

- Personal savings
- From family and friends
- From loans collected from banks

Cost of equipment, Machinery, and other requirements for the planned business

s/n	Investment (Equipment and other	Qty	Unit cost (₦)	Total cost (₦)
1	Building			2500,000
2	Equipment and Machine			
	i. Computer(s)	12	40,000	480,000
	ii. Air conditions	4	50,000	200,000
	iii. Printing machines	5	10,000	50,000
	iv. Land phone	9	8,000	72,000
	v. Handbill and fliers	60	100	6,000
	vi. Software application		500,000	500,000
	vii. Safety gadgets	4	10,000	40,000
	viii. Generator	2	30,000	60,000
	ix. Vehicles	3	100,000	300,000
	Total			4,208,000

Working capital projection for a Royal Travel and Tour Ltd

Working capital items	Year 0	Year 1	Year 2	Year 3
	(₦)	(₦)	(₦)	(₦)

Total start-up capital required the for the business

s/no	Capital items	Amount (₦)
1	Machinery, Equipment and others	4,208,000
2	Working Capital Requirement	
3	Pre- operating Expenses	200,000
	Total	

Financial plan

s/no	Source of Fund	Amount (₦)
1	Equity contribution	
2	Bank loan	
	Total	

Business Growth:**Sustainability and expansion strategy**

Part of the grand plan of sustaining Royal Travel and Tour Ltd agency is to ensure that we provide the best training for our employees, create a conducive working environment and benefits for our staff members that will help them achieve the highest performance in all their duties and in turn achieve the organizational goals and objectives.

We will also continue to expand through our excellent services which will cause steady flow of clients patronizing the agency and there will be steady inflow of income.

Result and Resolve:**Conclusion:**

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