



# Ancient East Bus Tours Business Plan

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# Table of Contents

<b>Confidentiality Agreement</b>	<b>3</b>
<b>1. Executive Summary</b>	<b>4</b>
<b>2. Company Description</b>	<b>5</b>
Promoters and Shareholders	5
Products and Services	5
SWOT Analysis	6
<b>3. Market Analysis</b>	<b>7</b>
Target Market	7
Total Market Valuation	7
Target Company Revenue	7
Market Trends	7
Profile of Competitors	8
Competitive Advantage	8
Barriers to Entry	8
<b>4. Marketing/Sales Strategy</b>	<b>9</b>
Marketing Strategy	9
Implementing the Marketing Strategy	9
Sales Strategy	9
Pricing	10
<b>5. Staffing and Operations</b>	<b>11</b>
Organisation Chart	11
Staffing	11
Training Plans	11
Operations	11
<b>6. Financial Projections</b>	<b>12</b>
I KPIs	13
II Key Assumptions	14
III Profit & Loss Accounts	15
IV Balance Sheets	16
V Cashflow Projections	17
VI Funding Requirements	19
<b>7. Roadmap/Future Developments</b>	<b>20</b>
Long Term Aim of the Business	20
Objectives	20
Future Products/Services	20
<b>8. Exit Strategy</b>	<b>21</b>
<b>9. Appendices</b>	<b>22</b>

## **2. Company Description**

### ***Promoters and Shareholders***

The company is being set up by Brian O'Neill, Alan Jones and Ciara Sweeney. Brian will own 50% of the company with Alan and Ciara each owning 25%.

Brian will act as Managing Director, Alan will be responsible for the IT and marketing functions while Ciara will be responsible for finance and general operations.

### ***Products and Services***

#### **Our background**

We currently work for a bus tour company which offers day trips to various locations around Ireland. We have significant experience in this sector and believe there is an opportunity for a new bus company covering this area.

#### **About the service**

Ancient East Bus Tours is being established to offer organized tours visiting the main attractions along Ireland's Ancient East Trail.

Ireland Ancient East is a tourist trail covering many of the top visitor attractions along the east coast of Ireland. It covers the area outside of Dublin and east of the River Shannon, extending from Carlingford to Cavan and south to Cork City, including East County Cork and East County Limerick.

The map overleaf shows some of the main areas and attractions.



As this is a relatively new initiative, there are not many bus operators offering services to tourists.

Our tours will cover all the main attractions and offer customers flexibility to decide the length of their trip and also how long they spend in different locations. As our buses will run along the route daily we are not tying customers to a set trip for a defined number of days. If customers are enjoying one location they can stay for additional days and take our bus on the day that suits them.

### SWOT Analysis

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>● Limited competition on the route</li> <li>● Our team has significant experience in the bus industry</li> <li>● Flexibility is something that current operators don't offer</li> </ul>	<ul style="list-style-type: none"> <li>● The Wild Atlantic way is more developed as a tourist proposition</li> <li>● Need to build significant customer numbers quickly as large upfront costs</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>● Ireland Ancient East becoming more popular as it is heavily marketed</li> <li>● Tourists are a great target to sell other related products to</li> </ul>	<ul style="list-style-type: none"> <li>● Other tour operators likely to enter the market</li> <li>● Brexit may have a negative impact on tourists from the UK</li> </ul>

## **5. Staffing and Operations**

### **Organisation Chart**



### **Staffing**

The staff listed above will all be recruited prior to the launch of the business. We anticipate we will require 10 drivers at launch date. As the business develops, we will recruit additional drivers.

### **Training Plans**

All staff will be provided with induction training covering the culture of the company and how interaction with all stakeholders should be managed. This training will also cover all health and safety requirements.

Driver training will include familiarity with the routes and customer interaction.

### **Operations**

#### **Premises**

We will lease an office with significant parking space for buses. We are currently looking at properties close to the M50 in Dublin. The expected lease cost is €5,000 a month.

#### **Buses**

We will require 6 buses at the launch date. This will allow us to offer frequent service on the route. The buses will be leased to keep startup costs down. Once the business is established we will look at purchasing our own fleet of buses. Bus leases will cost €5,000 per month for each bus.

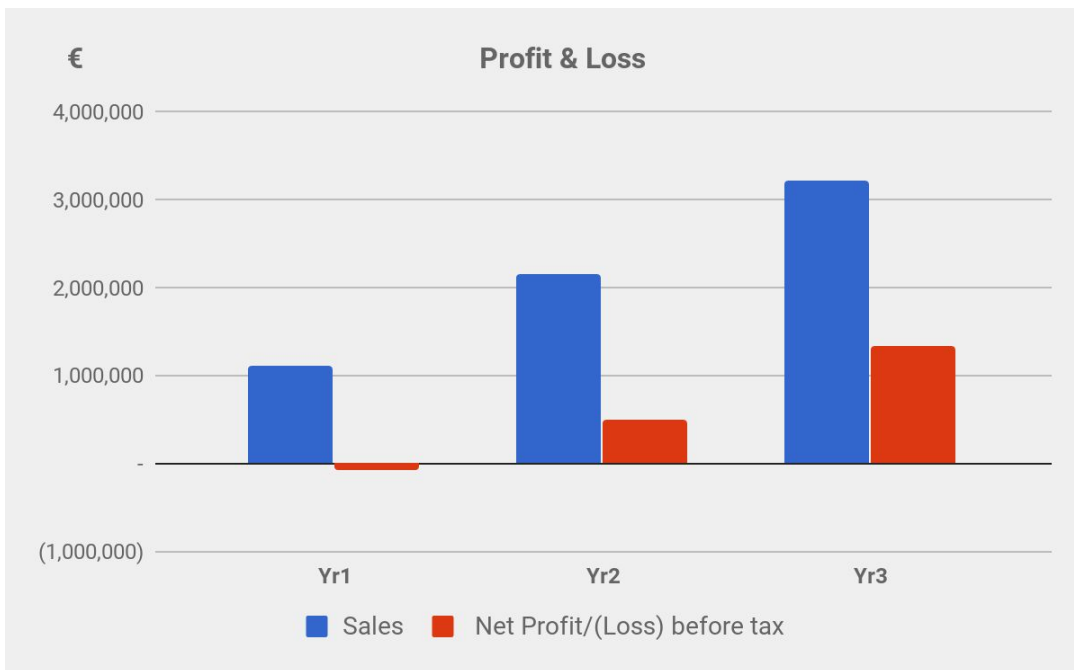
#### **Sales and Marketing**

We will require promotional material and tickets. The design for all material will be completed by our sales and marketing team.

## **6. Financial Projections**

- I KPI's
- II Key Assumptions
- III Profit and Loss Accounts
- IV Balance Sheets
- V Cashflow Projections
- VI Funding Requirements

## I KPIs



### III Profit & Loss Accounts

#### Profit & Loss Account

	Yr1	Yr2	Yr3
Sales	1,100,917	2,157,798	3,214,679
Cost of sales	813	1,626	2,439
<b>Gross Profit</b>	<b>1,100,104</b>	<b>2,156,172</b>	<b>3,212,240</b>
Expenses			
Rent	60,000	60,000	60,000
Rates	10,000	10,000	10,000
Insurance	24,000	30,000	36,000
Travel expenses	4,878	9,756	9,756
Legal/professional fees	3,252	2,439	2,439
Motor expenses	341,463	487,805	585,366
Light & heat	4,878	9,756	11,707
Wages & salaries	657,000	972,000	1,068,000
Phone, fax, stationery and other office costs	4,878	6,829	7,805
Advertising	43,089	48,780	73,171
Interest charges	3,000	3,000	3,000
Other General Expenditure	10,569	9,756	9,756
Depreciation	2,625	3,250	3,875
<b>Total Expenses</b>	<b>1,169,633</b>	<b>1,653,372</b>	<b>1,880,875</b>
<b>Net Profit/(Loss) before tax</b>	<b>(69,529)</b>	<b>502,800</b>	<b>1,331,365</b>
Taxation	-	62,850	166,421
<b>Net Profit/(Loss) after tax</b>	<b>(69,529)</b>	<b>439,950</b>	<b>1,164,944</b>