



**“From luxury to adventure, we’ll show the best New Zealand has to offer.”**

**Steff Morales**

**Judith Gonzalez**

## **Table of Contents**

	<b><u>Page</u></b>
Executive Summary.....	3
Industry Analysis.....	4
Target Market.....	8
The Competition.....	13
Strategic Position and Risk Assessment.....	15
Market Campaign.....	18
Sales Strategies.....	20
Operations and Technology.....	21

## **Executive Summary**

### *Company Description, Name, Location*

Kiwi Adventures is a web-based travel agency offering flights, accommodations, and activities, globally, to New Zealand. Our company will have two locations, one in Queenstown and one in Auckland. Both have been researched as the most visited and popular locations in New Zealand, as well as having the most activities to offer tourists. Through our website, our clients will be able to create their own travel packages to New Zealand, using our a la cart activities option.

### *Mission Statement*

Kiwi Adventures is a travel and tourism company dedicated to offering a unique experience of New Zealand through adventure, luxury, and leisure travel services. We strive for customer satisfaction by delivering experiences tailored to the traveler's preferences.

### *Legal Issues*

There is no government licensing for travel agencies in New Zealand. We would become a full member of the Travel Agent's Association of New Zealand (TAANZ). TAANZ is a trade organization representing the travel agent and tour operator distribution system in New Zealand. It is a self-regulating organization promoting quality standards, service and performance. We would have to receive our driving license for New Zealand in order to pick up and drop off clients from airports but we hope to hire New Zealanders to do so very early on.

### *Company Services or Products*

Kiwi Adventures is prepared to offer tours in two major cities in New Zealand. Tours will include packages customized for the client or can be packaged directly by the client through our hotline or website. The packages will feature everything from scuba diving to sky diving. It will cater to the adventure seeker as well as the relaxation seeker. Packages will also include options for wine tasting and walking tours. There will be special promotions for the customer looking for an immersive experience into the world of “The Hobbit” film with special tours of filming locations.

### *Stage of Development*

We are a startup company with little financial backing and plan on handling every transaction on our website. Locations are solely for the purpose of having a location where tech personnel can handle those transactions and keep up software. There will also be a small call center for those individuals that prefer to talk to a customer service representative to make a booking or are having trouble with the website.

### *Legal Status and Ownership*

As a partnership we will hold equal stakes on the company. We would consider ourselves travel operators and will be commission-based. We will make deals with local vendors, airlines, and hotels to increase our profits. Since we are a web-based agency we will also focus on creating profits through advertisements on our website. Although we will be careful with the advertisement’s aesthetics since we want to be associated with sleekness and modernity.

## **Industry Analysis**

### *Industry size & growth rate*

The global travel and tourism industry is a huge industry that only seems to be growing. People's curiosity of the world has driven them to create a lucrative industry. The sector's direct contribution to the world's GDP is \$6.3 trillion (9.1%) and only rising. To put it into perspective it is double the size of the automotive manufacturing industry and roughly one-third larger than chemicals manufacturing industry. It is a stable market with an annual growth of 4.4% and is projected to have 800 million in new travelers in 2014.

New Zealand's market size is always growing. Tourism is one of New Zealand's biggest export industries, earning \$9.8 billion or 16.1% of New Zealand's foreign exchange earnings. It was through the nation website [tourismnewzealand.com](http://tourismnewzealand.com) that we found tourism directly and indirectly contributes almost 9% of gross domestic product (GDP) for New Zealand. Tourism in New Zealand is a \$65.5 million per day industry. It delivers \$26.8 million in foreign exchange to the New Zealand economy each day of the year. Domestic tourism contributes another \$38.9 million in economic activity every day.

### *Trends*

Trends are important to not only research but to keep an eye out throughout. Trends have a way of making it or breaking it for industries and travel is no exception. Most recently these trends have included a push in luxury, adventure, and eco-friendly travel options. Now people not only want a luxurious travel experience but also make sure they don't leave a huge carbon footprint in the process. They also mainly travel for vacation trips. Vacation trips were up 16.2% in 2013 and only rising. It makes up 46% of reasons for visiting New Zealand. The average length of stay is fourteen days. It is important to state this because it demonstrates that travelers want to really immerse themselves in the experience and are willing to spend time and money to

do so. It boils down to clients wanting a vacation they will always remember.

### *Sensitivity to Economic Cycles*

Travel and tourism has always been sensitive to economic cycles. It has been a luxury industry from the beginning. This makes it challenging to market but having your product be a luxury can make it highly desirable and that's half the battle. The key macro-economic factors are economic growth, the price of oil that drives airfares and exchange rates. According to [tourismnewzealand.com](http://tourismnewzealand.com) over the last six months there has been really good growth from the North American market, with arrival numbers up almost 9% on the back of a much improved economy and subsequent consumer confidence. During the recession international travel plummeted. More recently, travel from France and Ireland to New Zealand has gone down due to economic troubles in Europe. Which is why Kiwi Adventures is turning its attention to China, whose economic boom will bring forth 8.1% of visitors to New Zealand in 2014.

### *Seasonality*

New Zealand's seasonality could be considered its strongest suit. New Zealand's seasons are essentially opposite to those of North America and China. These are two of the main geographic areas we plan on marketing the heaviest because of their projected visits to New Zealand in the future. Summer has the highest peak for Australian visitors, but marketing by Tourism New Zealand and other industry players have helped make New Zealand a popular year-round destination. Winter has seen sustained growth in the popularity and accessibility of ski tourism for Australian visitors, so much so that ski months almost provide the same level of visitation as summer months. With such a push on making New Zealand a year round travel destination it will not be difficult for Kiwi Adventures to capitalize on this. We plan on

providing activities for all types of weather.

### *Supply and Distribution Channels*

Our supply channels will be from local businesses located in Auckland and Queenstown. These local businesses will supply us with our products. In the case of our company, our products will be activities like scuba diving and wine tasting. Activities will be processed through contracts with businesses that will specify the amount of services and prices for each on a monthly to yearly basis. Through the exclusive use of these local businesses, we hope to gain their trust and loyalty, as well as discounted services. Our distribution channels will be by means of our website where our clients will be able to choose from the many activities offered.

### *Industry Financial Patterns*

Statistics vary from country to country but the information has been compiled to reveal financial patterns of yearly spending in New Zealand by domestic and international visitors. Financial patterns for total spending per year appear in the document entitled “New Zealand tourism sector outlook” by the Ministry of business, innovation, and employment of New Zealand. They not only forecast tourism spending but also show data going back to 1990 and every five years from then on. In 2000 yearly spending was as low as 3 billion dollars and peaked within 2002-2003 with a little over 6 billion dollars. From then on it continued to fluctuate from 5 to 6 billion dollars. It is forecasted to rise to 7 billion dollars after 2015. Statistics vary from country to country. As with economic cycles, industry financial patterns are sensitive to economic growth factors within each visiting country.

### *Technological Change & Regulations*

Another notable trend in the travel industry is increased deregulation. Deregulation has increased the need for differentiation and has, in many cases, lowered the prices of airfare and other travel related services. Additional trends include caps on agency commissions by many of the larger airlines, increases in adventure travel, and reduction of profit margins. Technological changes are also important to keep track of. It comes to no shock that travel agencies have shifted from being physically accessible to now being primarily online. According to IBIS world, online travel market holds 33% of the overall travel market (\$313 billion). We plan on becoming part of this online travel market. We want to go where the future of travel and tourism is. It is more than clear to us that the future is online.

### *Barriers to Entry*

Of course, in an industry so huge there would be barriers to entry. The first being that we are a small startup and already established companies make up 97.2% (455,907) of all enterprises in New Zealand. That's a lot of competition and only leaves a small margin of entry. When looking at the bigger picture of market share, larger companies hold a share of 75%. Competition is welcome; Kiwi Adventure is ready to take over.

### **Target Market**

#### *Demographics*

Kiwi Adventures' demographics are as broad as they can be. We plan to market to men and women eighteen and over with special attention to baby boomers and millenials. The reason for the age minimum is that many of our activities we offer are hazardous and not child-friendly. Quite a few would require a signature release-form and Kiwi Adventures is keen to avoid legal



issues in the future, it's only in our best interest since we're just starting out. Our interest in baby boomers is in their sheer numbers. According to forbes.com in an article entitled "The Hottest Trends in Boomer Travel" by Suzanne Gerber baby boomers spend \$157 billion yearly on trips. They take 3.7 trips a year and we hope that one of those trips will be to New Zealand. Millennials are another source we'd like to market to. We would like to instill New Zealand as a "must-see" travel destination for them in their future.

Visitors from each country show distinctive characteristics. For example, most growth in German visitors over the past five years were between the ages of 15 and 19 going to New Zealand on work visas. There are more 24-34 year-olds and 50-54 year-old vacation visits from Germany, but fewer 60-69 year olds compared with other markets. Visitors from Queensland are more likely to visit New Zealand to see friends and relatives whereas visitors from New South Wales and Victoria tend to come for vacations. Chinese visitors are more likely to be aged 40-59 than Japanese counterparts.

### *Psychographics*

Our target market is looking for a vacation destination where they can have fun, enjoy themselves, feel happy and relax. Older travelers in our target market have a greater desire for fun, learning and exploring, feeling safe and welcome, and broadening their minds. By comparison, younger travelers have a stronger desire to feel good about themselves, feel excited, engage in personal challenges and get an adrenaline rush. Also, appealing to their interests are growing fans of Lord of the Rings and the Hobbit series. We would try and accommodate these psychographics through activities we would offer.

### *Geographic Area*

Focus on geographic areas narrows down to the following locations: North America, Australia, and China. Making up nearly 45% of its yearly destinations, New Zealand is the number one outbound destination for Australians. The United States and Canada is the third largest international tourism market for New Zealand. It makes up 7.2% of the yearly visitations. The most exciting geographic area has to be China. China's visitation is up 60% and will lead international travel in 2014. As mentioned before in economic cycles, China's boom is helping out international travel and tourism. According to the article "China to lead growth in international travel" by the *Los Angeles Times* 214 million of the 800 million new travelers will be from China. But for New Zealand it will mean having China become number two in international visitations at 8.1%. International travel will grow 32% by 2014. It's a good time to jump into the industry.

### *Lifestyle Description*

Kiwi Adventures target market of adults eighteen and over throughout the world makes for a broad campaign. Reasons for travelling to New Zealand range from business trips to visiting friends and relatives. Business trips account for 10% of reasons people travel to New Zealand while visiting friends and relatives accounts for 33%. The highest being vacation visits with 46%. The lifestyle of our markets also ranges greatly. When focused on the millennial, this individual is maybe recently graduated and looking for a trip abroad to celebrate. Their annual income is less than \$15,000 and so the trip is either a big splurge on their part or a gift. Either way, the individual has been saving up for a trip and therefore ready to spend money on the trip itself as well as in New Zealand on accommodations and activities. This individual is not so much focused on comfort as they are in experiencing an adrenaline-fueled activity that can be found using Kiwi Adventures. They are single and looking for action.

The second market we are focusing on is on the baby boomers. Retirees 55 and older are part of the least cost sensitive traveler segments. They took nearly 50% more international leisure trips last year than 18-24 year olds. Most importantly, they are most likely to plan in advance, most commonly booking three to six months ahead of their trip. They are looking to take their dream trips they've been holding off on and now have the means to make them a reality.

Kiwi Adventures cannot afford to forget the age group between these markets as they are where most revenue will come from. Middle-aged travelers are crucial to tourism in general and the same goes for New Zealand tourism. China's traveler is mostly middle-aged and therefore special attention will be placed on them as China is an emerging market for New Zealand.

#### *Purchasing Patterns/Sensitivities*

Purchasing patterns are sensitive to national economic health and exchange rate in each visiting country. New Zealand is travel destination because it is scenic and known for its adrenaline-fueled activities. Most revenue for New Zealand tourism comes from vacation trips. The average expenditure per trip per person comes to be between \$1,880 to \$2,760. Trips are purchased throughout the year and booked for an average of a fourteen-day stay. The highest amounts of trips are booked during New Zealand's summer when it attracts both international travelers from North America as well as the domestic traveler from Australia. On average a holiday visitor spends \$120 per day in New Zealand.

#### *Market Size, Trends, & Readiness*

Our potential market is looking to book adventure trips. This trip represents a big splurge

on their part. They plan on spending money in order to receive an immersive experience of New Zealand. According to domestic economic growth within the regions we're focusing on, North American, Chinese, and Australian markets are ready to buy trips and we want to be the agency they use.

Australians are confident researching and booking New Zealand holidays online and there are strong media campaigns from New Zealand Tourism itself encouraging this. New Zealand has the highest consideration and preference as a holiday destination in Australia. It is perceived to be a destination where you can explore and discover unique places and experiences. Combined with competitive trans-Tasman airfares and a favorable exchange rate, New Zealand is in a good position to maintain visitor numbers.

The introduction of the new China Travel Law resulted in a dramatic change in the Chinese visitor mix. In October 2013, there was a big drop in short stay group visa applications, down 45% for the month. However, there was a 43% increase in longer stay and individual visitor visa approvals. This increase indicates a shift to a better quality visitor and visitor experience.

For the North American market, the task of changing perception of New Zealand as a good value vacation can be challenging. But unlike other long-haul markets, the distance and time it takes to travel to New Zealand is not a big concern to Canadians. They have a good understanding of where New Zealand is geographically and also about the distances required to travel long haul. More than half (53%) of Canadian arrivals are vacation visitors, and over half are aged 45 years of age or older. Two-thirds are first-time visitors to New Zealand. Ontario (Toronto) is Canada's leading source region for visitors to New Zealand, followed by British

Columbia (Vancouver).

### **The Competition**

#### *Who they are*

Our biggest competitors are big companies such as Expedia, Carlson Company and Priceline, who control a big portion of the market. They are very well known, but only offer hotel and flight packages. Another competitor is a company called Active New Zealand. They are very similar to Kiwi Adventures, but they create itineraries for their customers, which cannot be changed. The company also creates set dates for their customers to travel in groups, which Kiwi Adventures does not do. Lastly, we compete with independent contractors of all sorts, including airline, hotels, and companies solely offering tours and activities.

#### *How Kiwi Adventures will Compete*

We will compete with them by being a one-stop shop. Kiwi Adventures allows customers to pick and choose their own activities and we will set them up with one of our extremely knowledgeable tour operators, who will guide them through the experience from pre-departure until they arrive back to their homeland. Assigning each traveler or traveling group a designated tour operator will allow the company to build personal relationships with customers. When going on a big vacation, major concerns include safety, level of comfort, and knowledge in the area. Having someone there for our customers eases their travel experience. We want people to create their dream vacation and help them there every step of the way.

#### *Customer Perception Factors*

Customers perceive the travel companies they book through as reliable, but time consuming. When booking a big vacation, consumers must book flights, accommodations, and

activities. Most of the time, this cannot be done at one online agency, leaving customers stressed. With technology advancing, booking a vacation is at your fingertips and customers love that. Popular sites such as Expedia offer great customer service and clients love to have a helping hand when they are booking.

#### *Market Share Distribution*

As aforementioned, the Carlson Company, Priceline, and the American Express Company control a large portion of the market, seventy-five percent. This leaves other global travel agencies with the remaining fifteen percent of the market share. However, according to IBIS World, global tourism is a 145 billion dollar industry, so even controlling point five percent (.5%) of the market leaves Kiwi Adventures with major profits in our pocket.

#### *Future Competition*

Our future competition would be any tourism company taking advantage of the use of a website to promote their services and ease consumers into purchasing an activity or package. Currently, most vacations are being booked online and Kiwi Adventures is trying to stay ahead of smaller companies by using our website to its full potential.

#### *Barriers to Entry*

We are hoping that Kiwi Adventures grows to be extremely popular, therefore being a barrier to entry for a future competitor. The only way for our company to develop and profit is to challenge our competition.

#### *Strategic Opportunities*

We will take strategic opportunities using social media to state our presence. The companies we are in competition with are electronically based, so using the Internet more than they do is crucial.

## **Strategic Position and Risk Assessment**

### *What we do & don't do*

Kiwi Adventures organizes all the necessary details having to do with traveling to New Zealand. We book flights and accommodations in Queenstown and/or Auckland. We create packages for our clients through our website or hotline. All the packages have a minimum amount of activities but all activities are interchangeable and chosen by clients from what we offer. There are no pre-packaged travel itineraries. We cater to all adults eighteen and over because we want to accommodate those seeking adventure in New Zealand that can sign release forms. In essence, minimizing the risk of legal issues in the future is important to us.

### *Customer Perception*

As for our customer perception, we want our potential clients to perceive us as an extremely knowledgeable and reliable company with excellent customer service. More over gaining the public's trust and being their travel agency of choice are part of our goals. We hope to eventually be the most visited and used website for New Zealand travel on a global level.

It is important for Kiwi Adventures to be perceived as the most technologically advanced and "with the times" company. This translates to only providing the most exhilarating and best New Zealand has to offer in terms of activities and having our agency presence all throughout the latest social media. This also means keeping our website up to date stylistically, graphically, and functionally. All these would be part of our branding of being the best New Zealand has to offer. The most memorable part of booking should be how seamless the experience was and what

an amazing time the client had thereafter. The sentiment we want to leave clients is that if they don't book through Kiwi Adventures, they aren't booking right.

### *Branding*

Our name “Kiwi Adventures” was chosen since it represented our tourism company best. Kiwi is a term used to lovingly refer to New Zealand natives. It is also the name of a type of native New Zealand bird. The term “adventures” was chosen because it evoked the spirit of our tours and we hope, attracts our target market of adventure-seeking clients. We believe our name represents our company to the fullest and correctly evokes our spirit as well as being a straightforward name that can easily be found on search engines. Our logo is also clear and straightforward. It has an outline of a mountain and a river overlaid by a kiwi bird. The mountain and river represent the adventure elements while the bird obviously represents the fact that the tours are held in New Zealand as well as our company name. Our objective was to keep it classic and look dependable.

Our slogan “From luxury to adventure we’ll show you the best New Zealand has to offer” expresses how we feel about our company as well as providing a clear message to our potential clients. We’ll show you New Zealand whichever way you want to be shown. It’s about catering to your needs and wishes while providing you an experience of New Zealand like none other. The slogan also expresses how much variety we have available to our clients in terms of activities. However you read into it, Kiwi Adventures thinks this slogan best represents the company.

*SWOT: Balancing risks with opportunities*



**Strengths:** We are straight out of college, technologically savvy professionals who are also travel enthusiasts. We want to bring that upbeat attitude to every part of our agency. Being in tune with our target market's needs is also a strength. We are around the same age as our target market and we intend to take advantage of that. Another strength is that we offer customizable packages to our clients to a singular country giving us the opportunity to deliver a rich experience. Being able to focus on one specific destination provides us with a higher concentration on details. The more detailed, the better the experience in our opinion.

**Weakness:** Kiwi Adventures is a start-up company and we do not have a recognizable brand. Our competitors hold a large portion of the market (about 75%). It will be difficult to penetrate the market since we are so unfamiliar with the territory. One of our biggest disadvantages is that we haven't gained the trust of potential clients yet. It takes decades for a company to be trusted by the public and eventually become a staple in their area of expertise. We hope to be this staple in travel and tourism for New Zealand.

**Opportunities:** New Zealand has the advantage of its seasonality and it can present year round activities for the world. Activities like skiing and scuba diving that can be marketed in wide variety to the likes of newlyweds to fresh out of college grads to the retired senior.

There are vast opportunities in media for marketing. Just recently in the United States, New Zealand was featured on the reality television series "The Bachelor" and "The Hobbit" series has been heavily marketed in New Zealand's national travel website. There will be many opportunities like these to make New Zealand's presence known to the right market and "KA" is ready to capitalize on them through their marketing campaign.

**Threats:** As mentioned before Travel and tourism is very sensitive to economic cycles.

These economic cycles can determine the flow of tourism in most cases. It is important that we are aware of these cycles and campaign appropriately on top of doing heavy research on the matter. Natural disasters and travel safety are also a threat. The recent tragedy of the Malaysian flight 370 proves this. Terrorism is also a threat, as the only way to travel to New Zealand internationally is by plane. Although apprehension is not heavy as in the early 2000s, travelers are more attuned to discrepancies and more willing to cancel trips on the slightest onset for alarm.

## **Marketing Campaign**

### *Campaign Problem and Objective*

The objective of our campaign is to get the brand of Kiwi Adventures out there. The problem is that our company has no brand recognition or public trust since it is brand new. Another objective is to attract people to the area of New Zealand, because that is where all of our operations will be taking place. We must attract people to the destination first for our company to function.

### *Brand Positioning*

The Kiwi brand will be one of adventure, trust, reliability, and diversity. It is necessary to state that New Zealand has something for every individual interest, whether it is a relaxing vacation or an adrenaline seeking one.

### *Structure Campaign Objectives*

Our advertising and media objectives are for brand awareness purposes for Kiwi Adventures and New Zealand as a destination. Using social media, we will be able to reach our younger target market and prompt interest in travel. The action we want consumers to take is to go on the Kiwi Adventures website to plan their next vacation. Through small promotions,

consumers will be more likely to associate low-cost with Kiwi Adventures.

### *Marketing Budget*

Our marketing budget will be 45% to our website, 35% to marketing campaigns, 10% to social media, and 10% to advertising in New Zealand.

### *Marketing Mix, Including New Media*

Our marketing campaign will heavily rely on technological services. On social media, we will utilize Twitter, Facebook, and Instagram to conduct sweepstakes and giveaways to attract attention from our young to middle-aged market. Using Instagram as our advantage, Kiwi Tours will constantly post pictures of the beautiful New Zealand scenery that continues all year round. Another plan is to create a blog featured on our website that allows consumers to experience New Zealand through the eyes of someone else. This writer will be going on a 14-day excursion and blogging to the public about the wonderful program Kiwi Adventures offers. We also want to maintain our presence through media channels such as television, movies, and print. Print advertisements will help us reach our baby boomer market. Lastly, since we won't have a large sum of money, in the beginning, we want to develop a guerilla marketing technique to get the most out of our dollar and create brand awareness.

### *Message Strategies*

Our campaign will also develop messages for our target market that will appeal to their needs as future travelers. Many people want to escape from everyday life and embark on an adventure, but picking a destination is always a big decision. By promoting relaxation, adventure, culture, and romance as a part of New Zealand, we will be able to attract different types of people to the destination. An integral part of our message strategy will be to promote the a la cart option and easy service Kiwi Adventures has to offer. This will make consumers feel

that they can plan their dream vacation without stress.

### *Evaluative Criteria for Judging Success*

Kiwi Adventures will measure success by the use of electronic statistics. For example, how many followers we have on Instagram, Twitter, and Facebook, as well as how many hits we get on our site. We will also have a simple survey question upon booking on our site; “How did you hear about us?” This will allow Kiwi Adventures to determine what marketing methods are working.

### **Sales Strategies**

#### *How to get the Sale*

As a start off company, we want to appeal to the emotional side of an individual by giving them a great experience. This means marketing to their travel sensibilities, whether it is leisure or adventure. Our marketing messages need to make it seem as though consumers need to come to New Zealand because their experience will be rewarding. Once we get them to pick New Zealand as their destination of travel, they need to pick Kiwi Adventures as their travel agency.

Kiwi Adventures will strive to reach our clients through online promotions using our social media sites and website, as well as through international campaigns. Clients will be able to communicate with us through our chat rooms and hotline. Kiwi Adventures wants to be accessible to the global community and being online is the best way to do so. Upon booking, our clients will be asked to create a “login” where they will be asked for their email. We plan to use this information to directly send promotions, offers, and blog updates to keep the customer up to date with all we have to offer of New Zealand. Keeping us in mind at the moment of booking a

trip is essential to our health as a company.

#### *Who will be Selling*

Judith will be stationed in Auckland and Steff will be stationed in the Queenstown office. We will both be selling and answering any questions about both destinations. Although separated, both locations will uphold the same values expected from a travel and tourism agency that strives for excellence.

#### *Contracts*

Kiwi Adventures will have contracts with vendors, accommodations and airlines. Contracts will be renewed on a yearly basis, this being since trends change and new activities emerge monthly in New Zealand. What is popular one day might not be in demand in the next and KA wants to offer what is most in demand. We will receive services at a discounted price, allowing us to request a fifteen percent commission from our customers to start off with. As the business grows, we want to increase commission, but no more than twenty-five percent.

#### *Pay Schedule*

Customers pay Kiwi Adventures all at once through our website. Once the customer has completed the tour, the vendors will receive payment for the activities the tourists were able to experience.

### **Operations & Technology**

#### *Management*

Judith Gonzalez graduated with honors and went on to be a Communications Entertainment and Tourism graduate from California State University, Fullerton. There she maintained steady jobs working in customer service positions at the executive level, assisting her

superiors as well as their clients. Her internship at the multi-media visual design company, The Great Nordic Sword Fights, is where she gained valuable experience in social media work and creating websites. These paired with her excellent customer service skills make her the perfect fit for spearheading Kiwi Adventures with her partner.

Steff Morales graduated from California State University, Fullerton with majors in Communications: Entertainment and Tourism Studies and Criminal Justice. During the time that she studied abroad in college, she was able to see all the experiences to be gained by traveling. This sparked her interest in global tourism. Throughout college she worked in the restaurant industry, where she was able to perfect her customer service skills. Her Executive Board positions as Vice President Risk Management and Vice President Recruitment within her sorority allowed her to become a better leader and communicator. She's never been more ready to take on the exciting challenge of collaborating with her partner in the execution of Kiwi Adventures.

#### *Facilities, Location, Production*

Kiwi Adventures facilities will be located in both Queenstown and Auckland, New Zealand. One facility in each city will be needed to keep up relations with local businesses as well as creating a “base” for when clients are retrieved from their flights. It will be here that clients meet with tour guides and begin their adventure. It is also here that all the web-based transactions will be stationed. Tech personnel will handle incoming orders through our computers in each location.

#### *Inventory Control*

Since our supplies are not of the tangible sort they will be accounted for through contracts made with local businesses supplying us with their services. These contracts will be

kept up-to-date by the partnership and will specify the price and amount of services offered on a monthly to yearly basis. The CPA will look after the financial portion of the contracts. Relations between the businesses and Kiwi Adventures will be looked after by the partnership.

#### *Distribution Channels*

The distribution channels for services offered will be through our website. It is on our website that clients will be able to choose from the variety of activities offered by Kiwi Adventures. If clients have trouble with the website or would rather speak to a representative a hotline is available for them to call. From this hotline a representative will be able to book activities through a database.

#### *Customer Service*

Customer service will be absolutely crucial to the success of Kiwi Adventures and each facility will maintain a high expectation for a high quality experience of Kiwi Adventures. Our clients should be made to feel heard and important. Their enjoyment of their New Zealand trip is of utmost importance to our company. All personnel, especially hotline representatives will uphold these customer service values.

#### *Research and Development*

Our company is a travel agency and our products are not tangible therefore research and development is not of the utmost importance to Kiwi Adventure. What we can look at is keeping up with trends and looking for new activities being offered in New Zealand for tourists. Being ahead of the curve will be important to us in order to keep an edge that will set us apart from other tourism companies.

#### *Financial Control*

Financial control will be taken care of by the partnership. In the future, financial advisors

will have a presence in our company. A Certified Public Accountant (CPA) will be hired to keep track of our accounts and keep our financials in check.

*Tech Personnel & Software, Hardware, Telecommunications*

Tech personnel will absolutely be hired to handle the demands of a web-based travel agency. Software, hardware, and telecommunications will be the most current and up-to-date available to us. It is highly important and in our interest to be the most technologically advanced travel agency as well as having a functional and visually pleasing website.