

# **BON VOYAGE TRAVEL**

## **Cost Analysis**

Increased cost for providing guided adventure tours in North America would be derived from three major areas:

1. Locating, training, and paying competent tour guides.
2. Increased insurance cost.
3. Purchasing equipment such as tents, cooking tools, ect.

## **Profit Potential**

Profits from guided adventure tours could be significant. An analysis of business offering similar services showing that the number of clients using the travel agency increased once adventure tours were offered (refer to the table below).

Company	Clients Before	Clients After	Increase %
Travel Tours	2000	2750	38%
World Wide Tours	2500	3500	40%
Travel Unlimited	3000	4250	42%

## **Conclusion**

The management at Bon Voyage Travel believes that we are in a unique position to provide quality adventure package tours that will appeal to a large audience. In conclusion, the opportunity exists to increase profitability and market share by offering an exciting new service through an existing, successful business. Please review the accompanying presentation for a more complete picture of the proposed new business.

