

Bon Voyage Travel

Cost Analysis

Increased costs 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 costs.
- 3) Purchasing equipment such as tents, cooking tools, etc.

Profit Potential

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

Company	Clients Before Adventure Tours	Clients After Adventure Tours
Travel Tours	2000	2750
World Wide Travel	2500	3500
Travel Unlimited	3000	4250

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.

