

Business Plan



Koala Corporation



Business details

Business name: Koala Corporation Pty Ltd

Trading names:

- Koala Corporation
- Koala Cruise Lines

Business structure: Company

ABN: 80 999 444 999

GST: Yes. Registered to pay GST

Business location: High street, Sydney, NSW 2060

Domain names: www.koalacorporation.com.au

Date established: 10/05/1975

Business owner(s): Reg Harris

Products/services:

- Travel Consultancy Services
- Leisure Cruise Vacations

Our target audience

Target market: Middle to upper class families

Marketing strategy: Broad strategies of electronic, event based, and traditional advertising.

Tag line: "Join the Koala Colony"

Business goals

Mission: "Providing a world of service and entertainment to relax and rejuvenate"

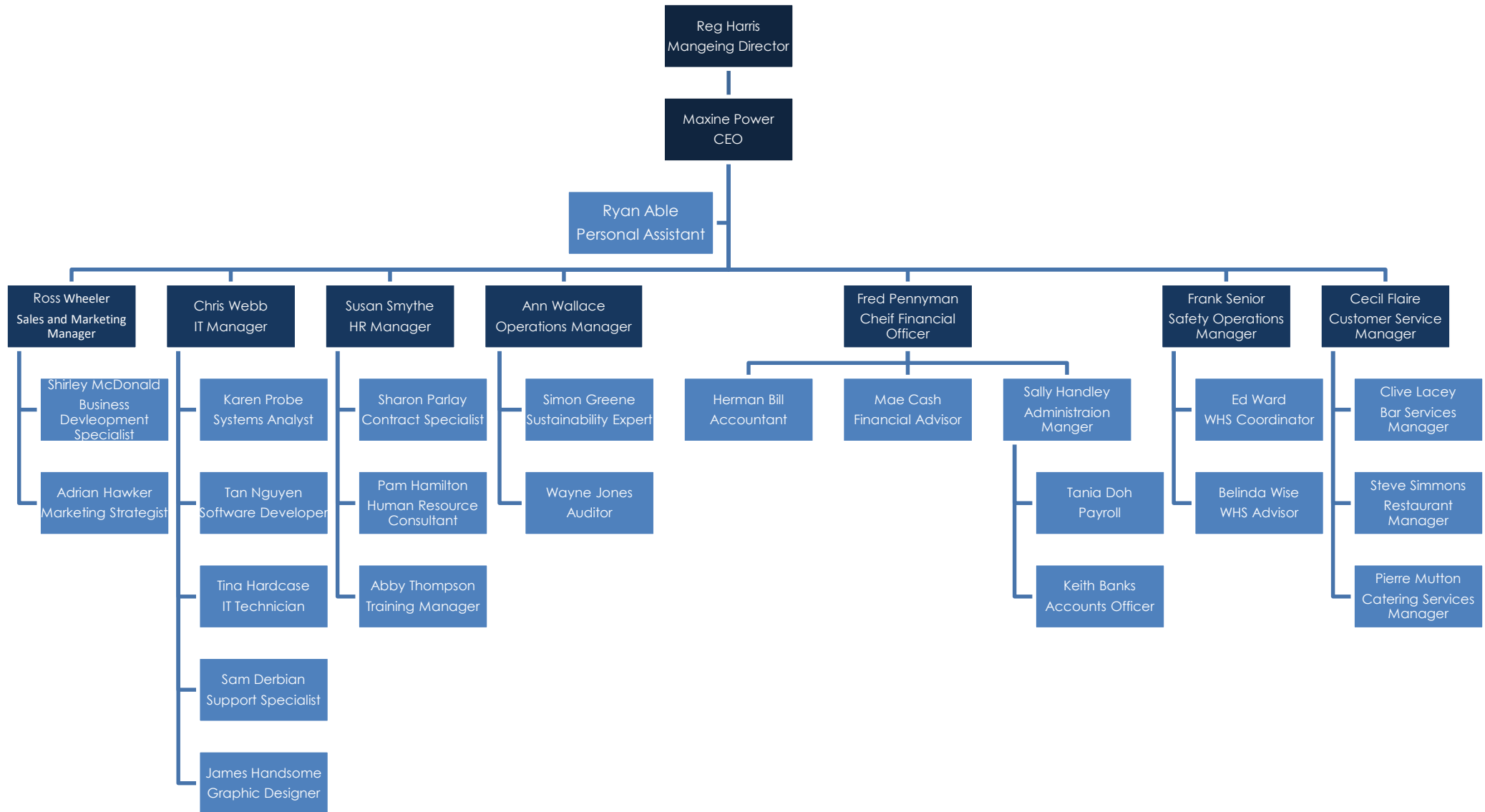
Vision: "To become the world's premier luxury cruise line"

Business goals:

- To become the world's premier luxury cruise line
- To provide enriching, entertaining packages to set the standard of service
- To deliver a first-class customer experience to ensure high levels of customer satisfaction
- To remain up to date with the latest cruising compliance requirements



Organisational Chart





Koala Corporation Board

To help meet the strategic direction of the organisation as opposed to the operational activities, four senior staff form the Koala Corporation Board as follows:

- Managing Director – Reg Harris
- CEO – Maxine Power
- Chief Financial Officer – Fred Pennyman
- Operations Manager – Ann Wallace

The Koala Corporation board objectives are to:

- Set the strategic direction of the organisation
- Uphold the organisations values
- Ensure attainment of the organisations business objectives
- Ensure the financial stability and viability of the organisation
- Ensure compliance with legal and ethical obligations

While Koala Corporation staff are grouped and arranged around functional operational activities, individual staff members are commonly placed into project teams for specific purposes to meet the many needs of Koala Corporation. This can lead to situations where lines of authority and responsibility of staff members can become blurred. To avoid potential conflicts, project governance forms a vital part of ensuring the clear roles and responsibilities, levels of authority, and issue escalation and resolution processes are clearly defined for each project. By implementing a clear plan, it is hoped that conflict will be minimised between functional managers needs and those of project managers.

Products/services

Due to the wide range of services and destinations offered, prices are determined for each voyage and position on the ship. A profit ratio of 15-20% is the minimum amount necessary for each of the client services offered after expenses have been covered.



Advertising & sales

Advertising & promotional strategy

The following provides details of upcoming marketing strategies:

Type	Expected business improvement	Cost	Target date
Website banner ads	Generate leads to the website	\$25,000.00	Annual
Newspaper	Targeted to increase sales by 5%	\$62,000.00	Annual
Radio	Targeted to increase sales by 10%	\$189,000.00	30/06/20XX
Television	Targeted to increase sales by 20%	\$505,975.00	31/10/20XX
Website	Targeted to allow easy access to services	\$92,750.00	Annual
Email newsletter	Targeted to retain customer loyalty	\$51,100.00	Annual
Facebook	Targeted to raise organisation profile	\$60,000.00	Annual
Twitter	Targeted to raise organisation profile	\$28,000.00	Annual
Instagram	Targeted to raise organisation profile	\$30,000.00	Annual
LinkedIn	Targeted to raise organisation profile	\$25,000.00	Annual
Sponsorship	Targeted to raise organisation profile	\$98,500.00	30/06/20XX
Public events	Targeted to raise organisation profile	\$819,050.00	30/06/20XX
Winter sales campaign	Targeted to increase sales by 15%	\$912,000.00	31/08/20XX
Summer sales campaign	Targeted to increase sales by 15%	\$999,500.00	31/03/20XX

Sales & distribution channels

Channel type	Percentage of sales
Electronic	65%
Direct contact	25%
Shopfront	10%



Operations

Trading hours

The business is operational 365 days a year, 24 hours a day.

The head office operates at the following times:

- Monday – Friday: 9AM – 5:30PM
- Public holidays: Closed
- Different hours can be negotiated depending on circumstance.