

Final Master Project  
**Master's Degree in «International Project Management»**



**Business marketing plan for the development  
of the company «Someday Holiday» in the Russian Market**

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# Introduction of the company



- **Someday Holiday** is a **travel agency** based in Barcelona, Spain, specialized in Tailor-made international holidays and **travel packages**.
- The company create **enjoyable** and **stress-free trips** that are fully customizable and **flexible**.
- Client can decide where and when to travel and the company will craft the **ideal trip**, that exactly matches their preferences and **budget**.
- The main focus of **Someday Holiday** is to provide **the best quality of service** and **continuous support for the travelers** before and during their trips.



*Create your own Itinerary*

# Introduction of the company



## Main Products and Services and Target audience Someday Holiday

Products and Services	Target audience
Tailor Made Packages (Flight, hotel, activities, guiding, transfer, etc.)	<ul style="list-style-type: none"><li>■ Young people</li><li>■ Professionals</li><li>■ Solo travellers</li><li>■ People who like to create their own itinerary without being attached to a group</li><li>■ Honeymooners</li></ul>
Ready Made Packages (Escort tours)	<ul style="list-style-type: none"><li>■ Families</li><li>■ New tourists</li><li>■ People who don't know the language</li><li>■ First time traveller</li></ul>
Students Services (Accommodation, activities, insurance)	<ul style="list-style-type: none"><li>■ Exclusively students in Barcelona</li></ul>



# Executive summary of the project

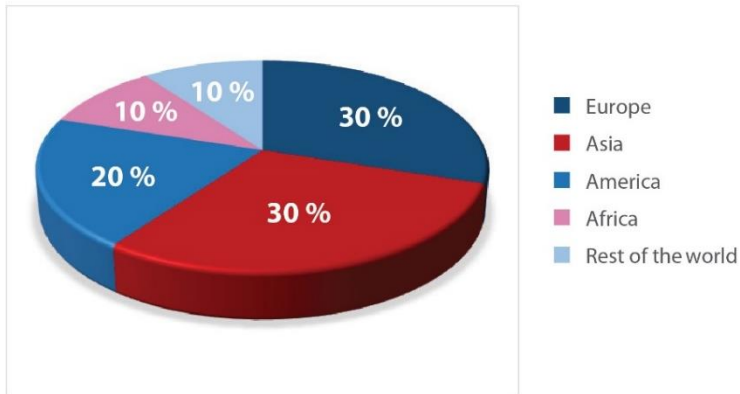


- The main objective of the project is elaborating the Marketing plan for Someday Holiday **to enter the Russian Market** and create brand awareness in that market.
- **Redesigning** of Someday Holiday image to align it with Russian market.
- This development will be elaborated by creating different **online** and **offline Marketing strategies**.

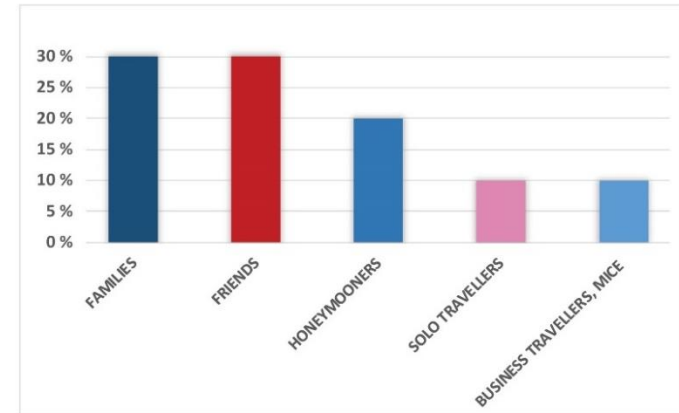


# Profile analysis

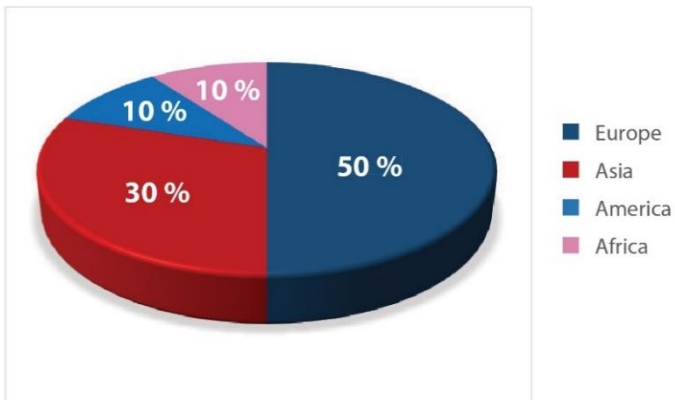
## CLIENTS GEOGRAPHY



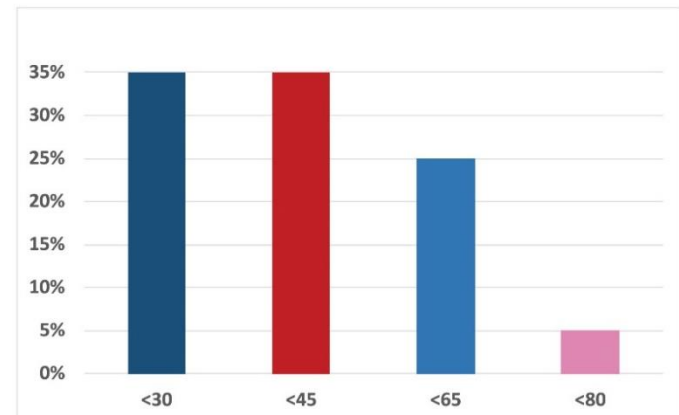
## CLIENTS



## MOST BOOKED DESTINATIONS



## CLIENTS AGES



**Current main markets: Spain, Argentina, Lebanon**

**Prospective Target Market for tourism: Russia**

# SWOT analysis

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"><li>■ Exciting excursions in different languages (multilingual tourist guides) and availability of Russian guides in all Spain</li><li>■ Flexibility in creating tailor made packages to suit Russian tourist's preferences</li><li>■ 24/7 Support before and during the trip</li><li>■ Young and professional staff that is ready to satisfy the clients</li><li>■ Creative and attractive thematic tours</li><li>■ Accessible rates and great quality of services provided</li><li>■ Possibility to collaborate with local Russian agents and companies</li><li>■ Spain is the third most popular tourist destination for Russians</li></ul>	<ul style="list-style-type: none"><li>■ Unknown company in Russia</li><li>■ Lack of rich experience in the Russian market</li><li>■ High competition in the European market</li><li>■ The high cost of the Euro on the Russian market reduces the demand for international tours</li></ul>

# SWOT analysis

OPPORTUNITIES	THREATS
<ul style="list-style-type: none"><li>■ The opportunity to take right position in the Russian market due to the closure of many tourist operators and travel agencies</li><li>■ Development of thematic tours suitable for Russians</li><li>■ Tours for people of different professions and hobbies</li></ul>	<ul style="list-style-type: none"><li>■ The political and economic situation in the international markets is very unstable</li><li>■ Economic crisis</li><li>■ A significant increase in the Euro against the ruble</li><li>■ Distrust of international tourists to a widely unknown company</li></ul>



# The Russian Market



## The target audience from Russia

- Family: mother and father about 30-50 years old and children 2-16 years old
- Family (parents and children) + grandparents (50-70 years)
- Couple of 2, different ages, usually 20 – 50 years old or more (friends or family)
- Group of friends about 25-30 years old

## Typical Excursions interesting for most of tourists from Russia:

- Sightseeing tour in Barcelona
- Barcelona Gaudi
- Evening and night Barcelona
- Girona
- Theatre-museum Salvador Dali
- Montserrat Monastery
- Andorra (shopping tours)
- PortAventura World



# The Russian Market

- Russian tourists are drawn by the Spanish country's mix of pleasant weather, sandy beaches, historic monuments and cultural attractions such as the Prado museum in Madrid and Antoni Gaudi's Sagrada Familia church in Barcelona.
- Costa Brava and Costa Dorado is wonderful possibility to combine rest on the sea and sightseeing in Barcelona.
- Spain is one of the cheapest market in Europe countries.
- Spain embassy give Russian tourist long Schengen visas.
- Spain and Russia are friendly in politics.
- There are a lot of charter tours from Russia to Spain.  
So, the prices for the flight to Spain are attractive for Russian people.



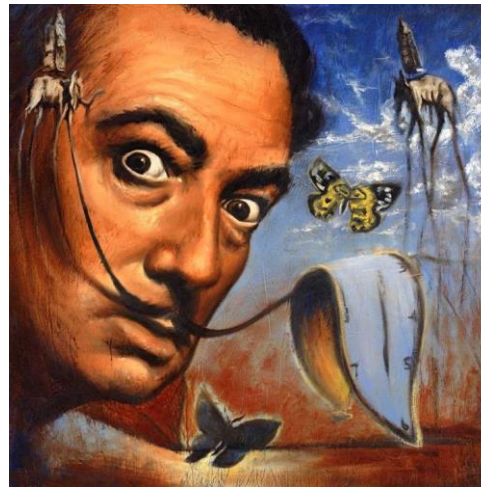
# New opportunities for tours

## 1. THEMATIC TOURS - SPECIAL TOURS FOR PROFESSIONAL PEOPLE

- ART and HISTORY TOURS



- Adventures with Gaudi



- Special tours for discover Salvador Dali

# New opportunities for tours



2. Corporate tours
3. Business tours (MICE)
4. Exclusive tours (VIP)
5. Education tours
6. Hobby tours
7. Shopping Luxury tours
8. Special tours for families and children
9. Independent Travels tours
10. Gastronomic and Wine tasting tours
11. Event tours
12. Hiking tours
13. Religious tours to Montserrat and Saragossa
14. Tours including sea-trips
15. Sport tours
16. Adventure tours
17. Quest tours

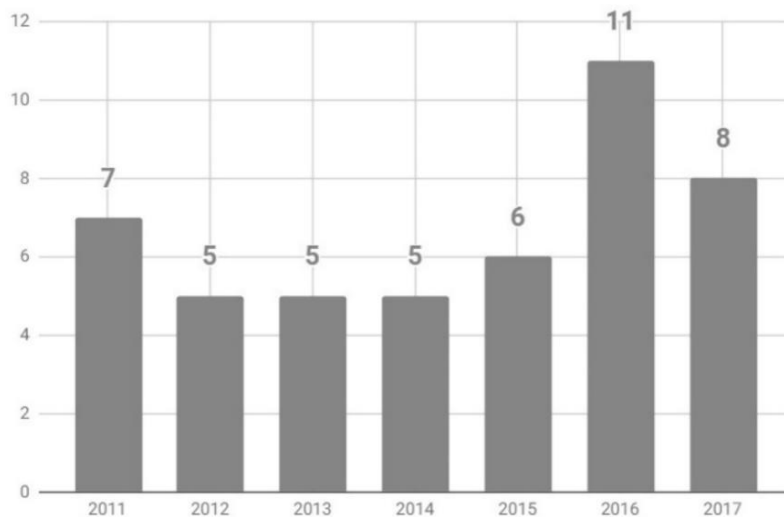


# Statistical and analytical info about the Russian market

**Russia plays a significant part in the world tourism.**

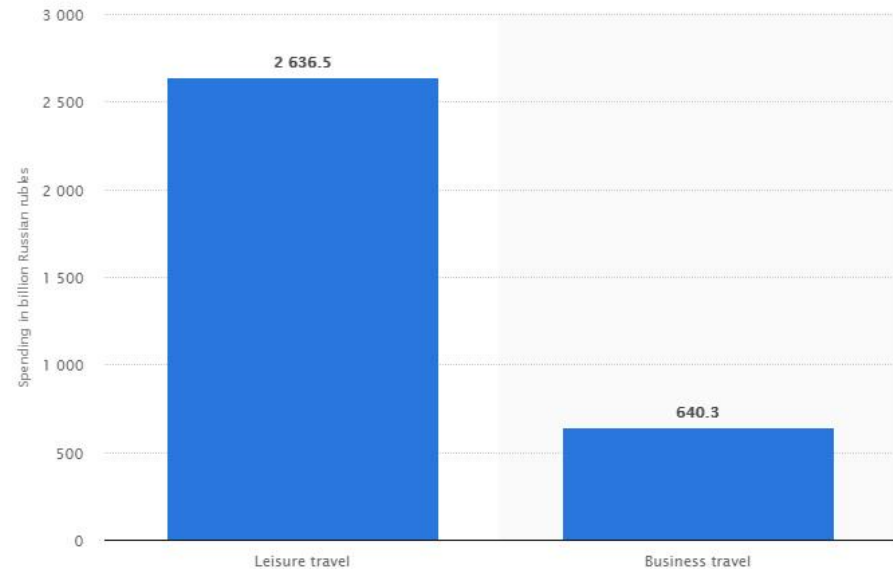
## Russia in the World Tourism

Place by the amount of expenditures of citizens on holidays and travel abroad



Source: UNWTO, 2011-2018

**Travel and tourism spending in Russia in 2017, by purpose (in billion Russian rubles)**



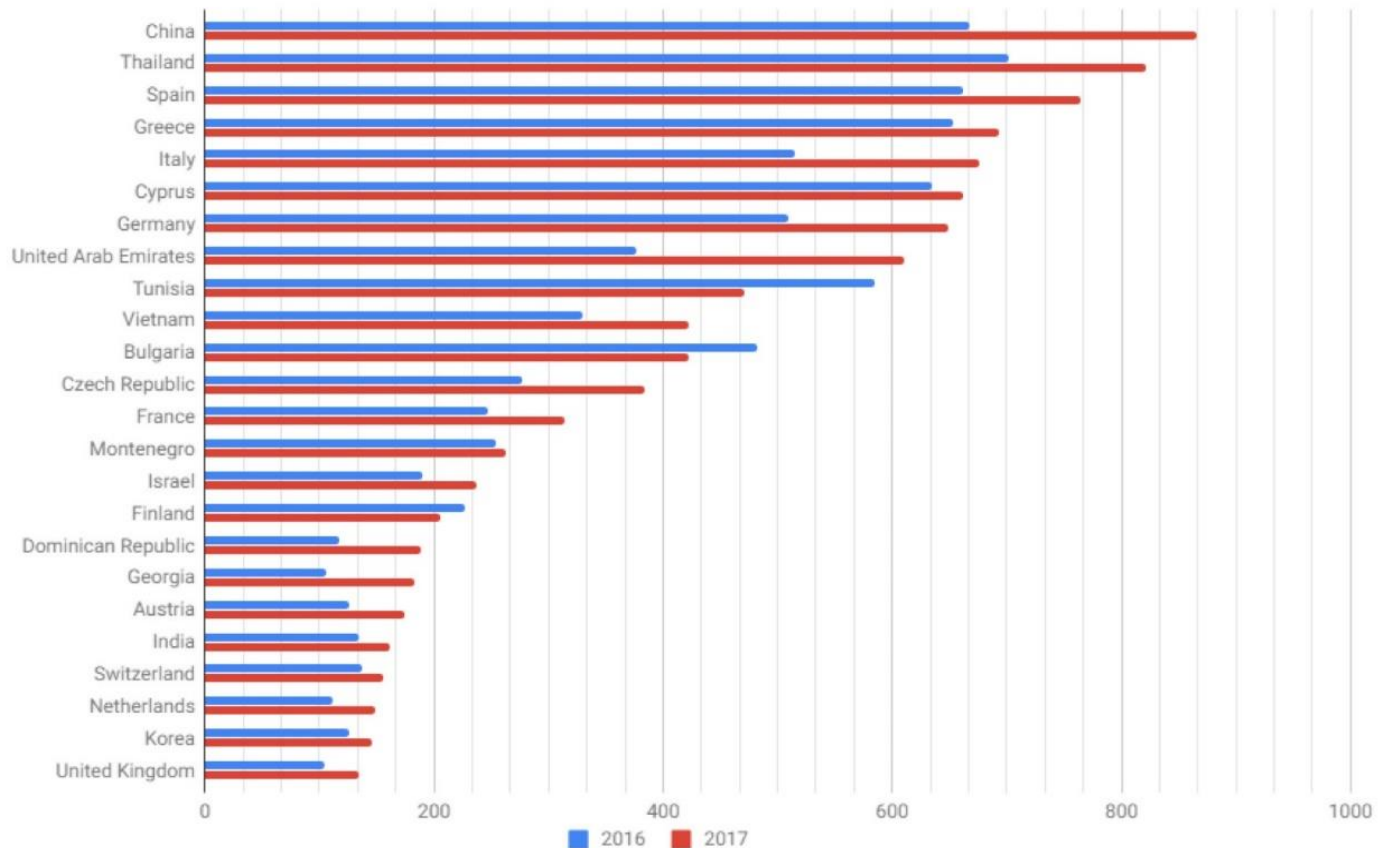
# Statistical and analytical info about the Russian market



## Spain is the 3-rd country for traveling from Russia - very popular tourist destination

TOP 25 countries in terms of leaving Russians abroad, excluding Turkey, thousand people

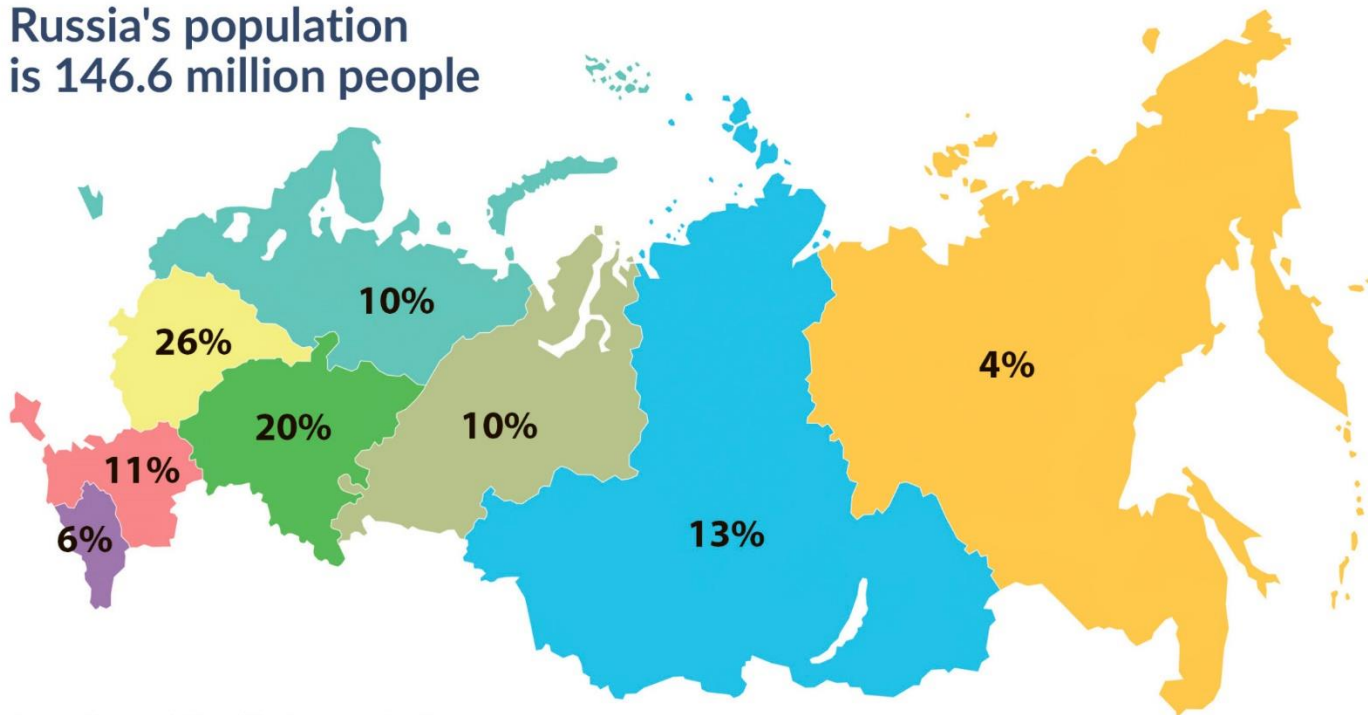
Tourism



# Statistical and analytical info about the Russian market



Russia's population  
is 146.6 million people



Source: The population of the Russian Federation  
by municipalities as of January 1, 2018, GfK

**Russia's population is distributed unevenly.**

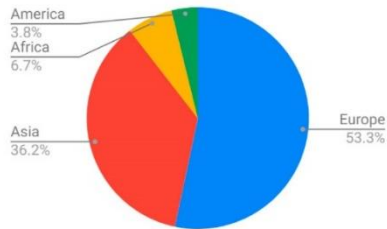
**26** % of the population live in the Central District where Moscow is located  
only **4** % live in the Far East.

# Statistical and analytical info about the Russian market



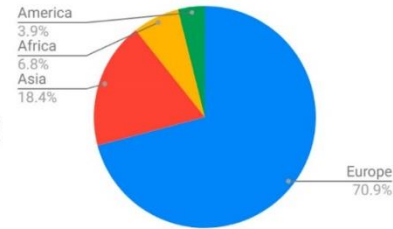
## Different regions – different destinations

Tourism from Moscow



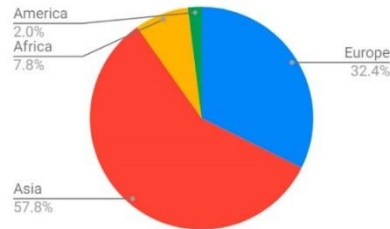
- Europe**
  - Greece
  - Italy
  - Bulgaria
  - Spain
  - Germany
- Asia**
  - Turkey
  - Thailand
- Africa**
  - Tunisia

Tourism from St. Petersburg



- Europe**
  - Finland
  - The Baltic States
  - Greece
  - Spain
  - Germany
  - Bulgaria
- Asia**
  - Turkey
  - Thailand
- Africa**
  - Tunisia

Tourism from the Volga, Ural, Siberian Federal Districts

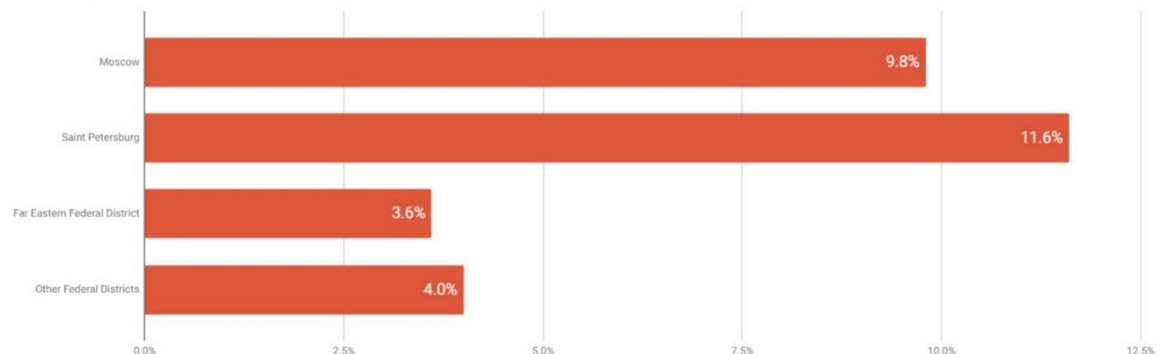


- Europe**
  - Greece
  - Spain
  - Germany
- Asia**
  - Turkey
  - Thailand
- Africa**
  - Египет
  - Tunisia

Russia is a huge country with a lot of opportunities to enter in the market

Moscow and St. Petersburg residents are travel more than other residents of Russia

Moscow and St. Petersburg residents travel more than other residents of Russia  
The percentage of Russians from cities 100 thousand+, who have traveled abroad within the last 12 months for leisure, %



Source: Ipsos, RosIndex, 2017

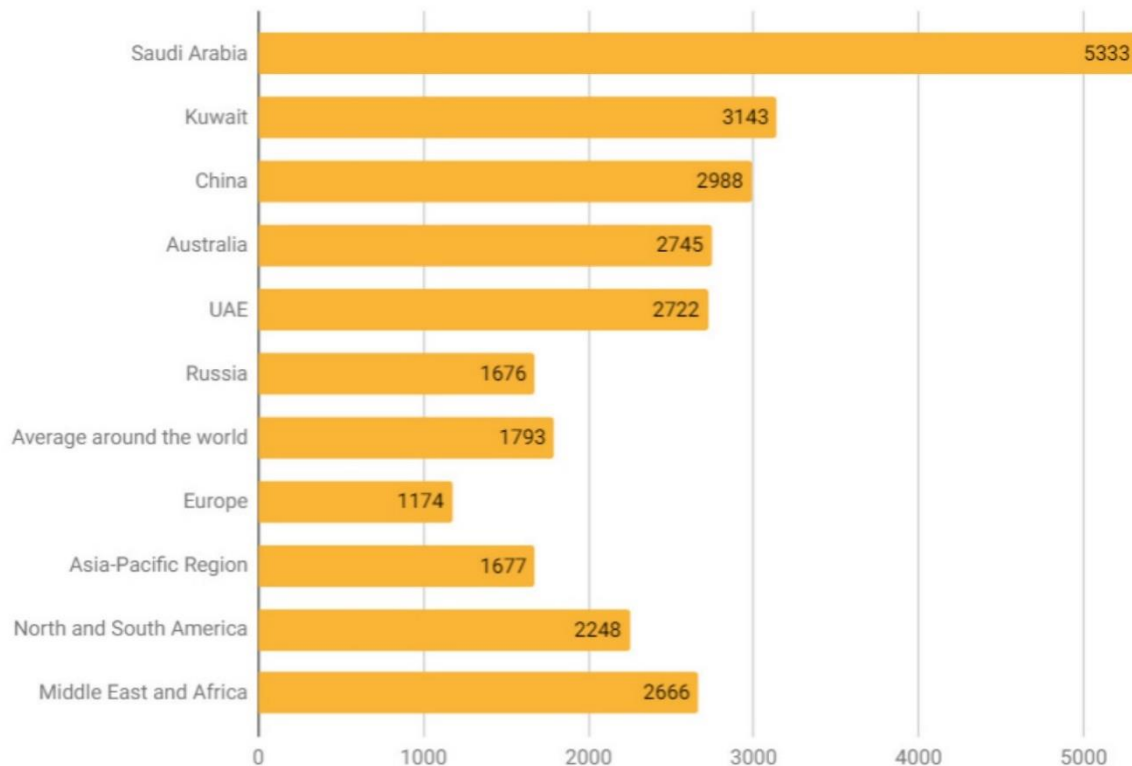
# Statistical and analytical info about the Russian market



## Portrait of a Russian tourist: behavior and preferences

The expenditures for one trip in the world (2016-2017, \$)

Source: Visa Global Travel Intentions Study



**1475 Euro/1676 \$**

*Russians spent for one trip per a person in 2016-2017*



# Statistical and analytical info about the Russian market



## When Russians go to tourist trips ?

A lot of Russian people travel for more long time:

- New Year Holidays
- May Holidays
- Summer Holidays

**Yandex**  
Keyword statistics

купить тур



History of impressions for the phrase "Buy a tour"

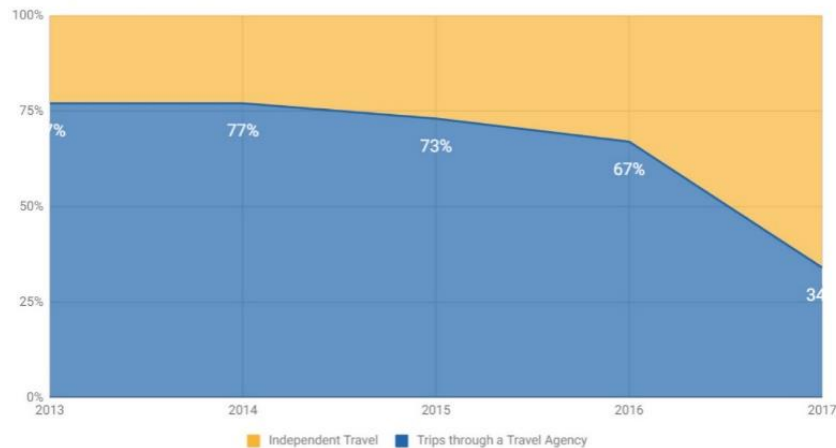
**310,428** times in August 2018 Russian people were searching for tours in Yandex.

# Statistical and analytical info about the Russian market



## Independent and Organizational Tourism

Through a Travel Agency or independently



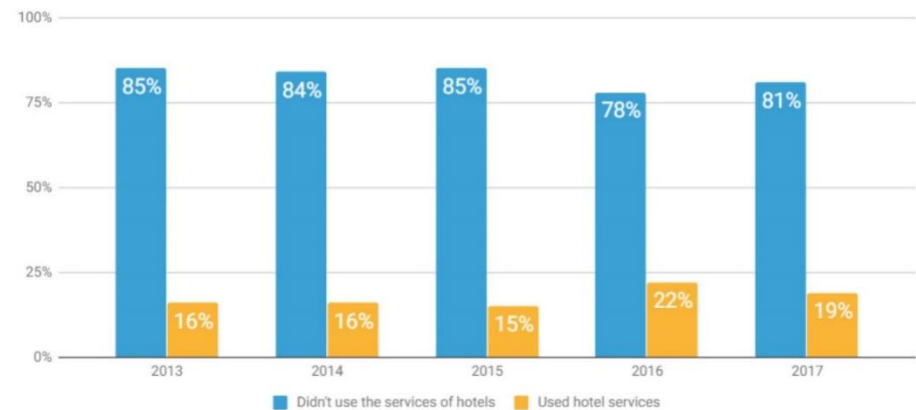
Source: Ipsos, RosIndex, 2017

**34 %** of Russian tourists travelling independently

**66 %** – Travelling with tours.

Travel duration and hotels

Source: Ipsos, Comcon, Resindex, 2013-2017. Selection – Russians who travel abroad



Source: Ipsos, RosIndex, 2017

4-star hotels are the most popular among tourists from Russia.

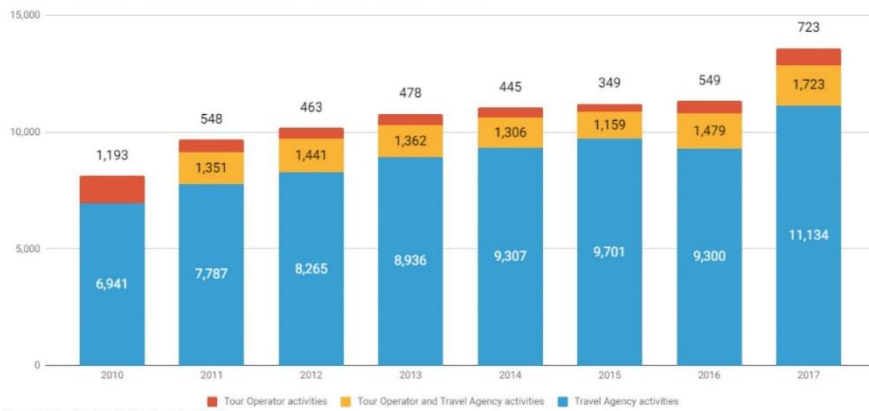
**81%**  
of Russian tourists stayed in hotels in 2017

# Statistical and analytical info about the Russian market



## Tour Operators and Travel Agencies Market Structure

Number of travel companies (at the year-end) by types of activity



Source: Russian Statistics Agency, 2018

**Tour operators** and **travel agencies** deal with the organized tourism in Russia.

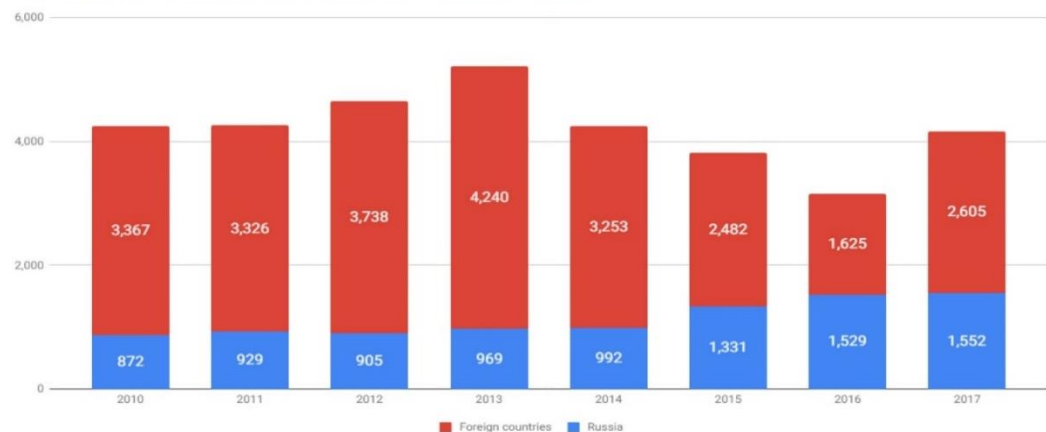
**Tour operators** develop tours and provide travel services.

**Travel agencies** sell tours created by Tour Operators and provide tourists with the information support.

**Travel agencies** in Russia are much more than tour operators.

After the recession in 2014 — 2016, the market of organized tours began to grow. The number of tour packages sold to Russians for foreign countries also increased from **1,625** thousand in 2016 to **2,605** thousand in 2017.











The number of implemented tour packages by Russians, thousand



# Statistical and analytical info about the Russian market



## Rating of tour operators according to Traveleta.ru

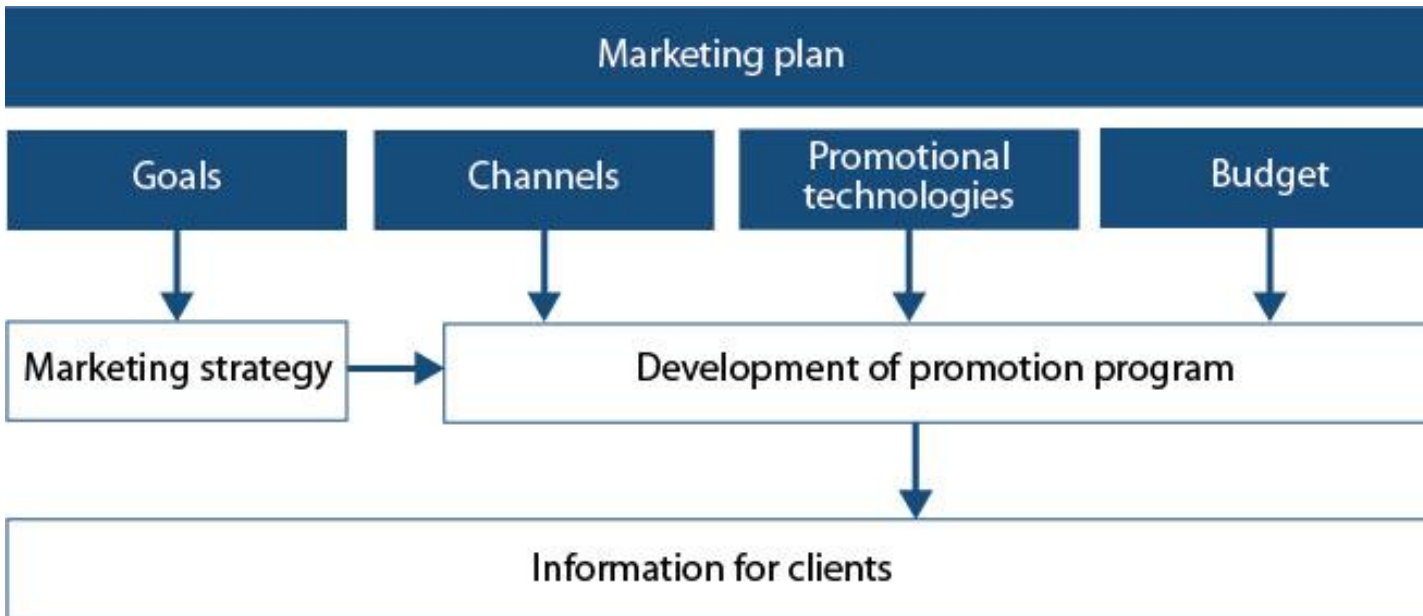
Tour Operator	The basic facts	Overall Rating
 TUI	Year of foundation 1995 Turkey, Cyprus, Montenegro, Bulgaria, Spain and others	Search of tours from TUI 98 /100
 Coral travel	Year of foundation 1992 Turkey, Cyprus, Bulgaria, Tunisia, Greece and others	Search of tours from Coral Travel 98 /100
 TEZ TOUR	Year of foundation 1994 Turkey, Cyprus, Spain, Tunisia, Greece and others	Search of tours from Tez Tour 92 /100
 Sunmar	Year of foundation 2005 Turkey, Cyprus, Bulgaria, Tunisia, Greece and others	Search of tours from Sunmar 90 /100
 anex tour	Year of foundation 1996 Dominican Republic, Turkey, Thailand, Tunisia, Greece and others	Search of tours from AnexTour 90 /100
 PEGAS TOURISTIK	Year of foundation 1994 Turkey, Thailand, Spain, Tunisia, Greece and others	Search of tours from Pegas Touristik 88 /100
 Intourist Thomas Cook	Year of foundation 1929 Turkey, Russia, Thailand, Italy, Greece and others	Search of tours from NTK-Intourist 88 /100
 MOUZENIDIS TRAVEL	Year of foundation 1995 Russia, Cyprus, Bulgaria, Armenia, Greece and others	Search of tours from Mouzenidis Travel 86 /100
 Библио Глобус	Year of foundation 1994 Turkey, Russia, Cyprus, Montenegro, Greece and others	Search of tours from Biblio Globus 86 /100
 PAC GROUP	Year of foundation 1990 Czech Republic, Italy, France and others	Search of tours from PAC group 82 /100

Source: travelata.ru

**Travelata.ru** – is one of the most popular online services tour agency in Russia.

In order to have constant position in Russian market «**Someday Holiday**» should collaborate with Russian tour operators, Travel agencies and online services travel companies.

## Marketing Conception of the Best value and quality for travelers



**Value design:** A set of activities aimed at increasing value for travelers both in the destination and the entire life cycle of the trip. To innovative methods and develop a customer retention program.

**Value communication:** A set of actions that serve to communicate the value of the destination in question. Possibility of work with online focus for new international markets and off line on native Spain market.

**Value selling:** Tactics for increasing the presence of tourism offers in the most relevant booking channels for the target audience.

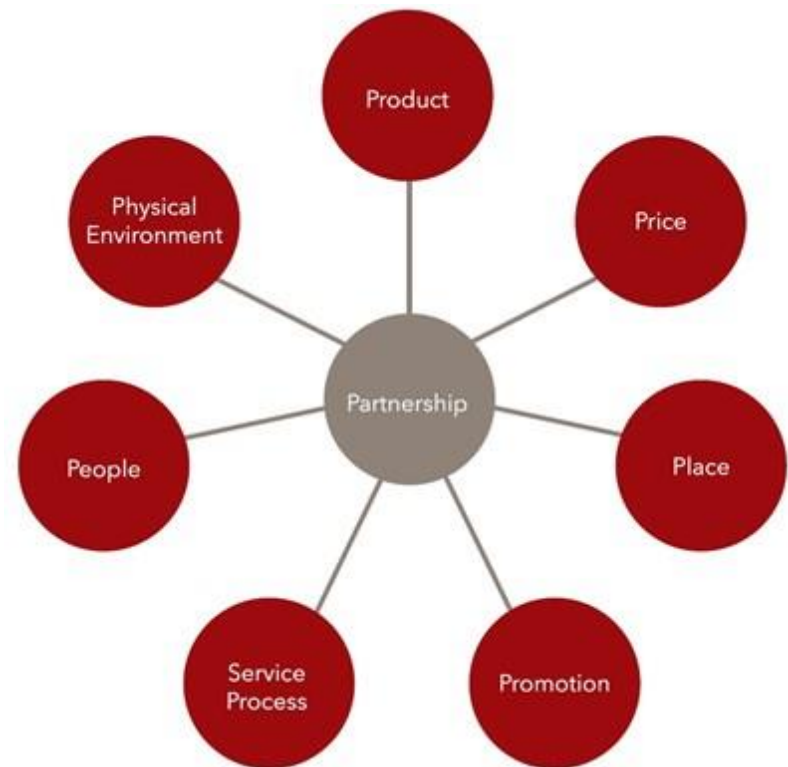
# Marketing plan

## Marketing MIX



## PROMOTION

- Social media marketing and content marketing
- Paid advertisements
- Discounts, sales, and freebies
- Contests
- Referral marketing
- Public appearances and events



# Marketing plan

## Marketing communication channels



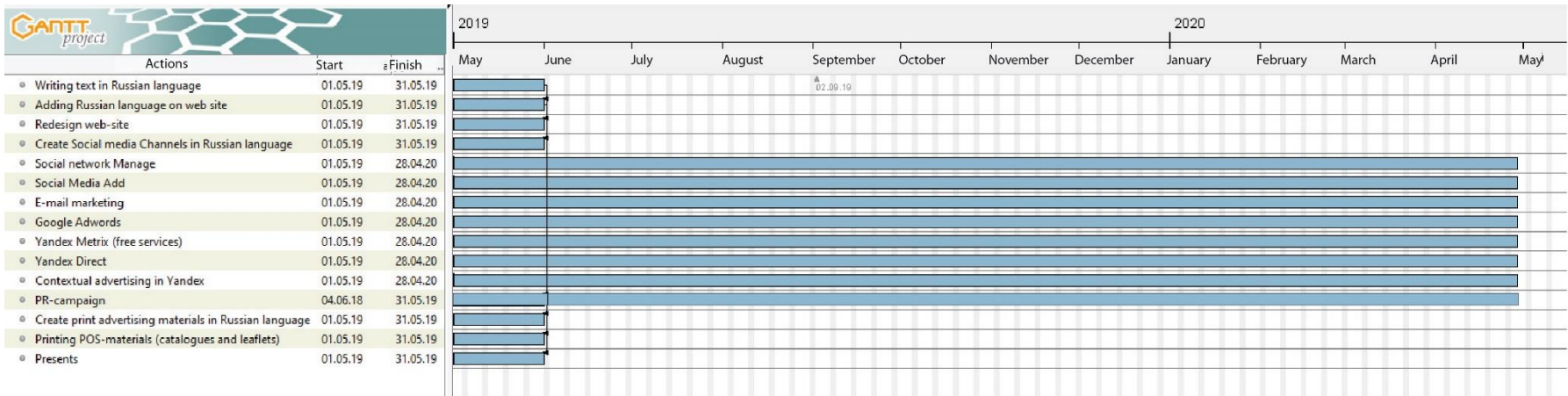
## Promotional Mix

online  
offline  
marketing

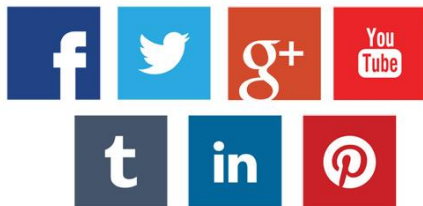


# Marketing plan

## GANTT CHART for Marketing Activities 2019-2020 years



### Online Advertising





# Marketing plan



## Online advertising

### Social Media Marketing and online articles for Russian market in Russian language

- It is necessary to add information about the company «**Someday Holiday**» in **Social media popular in Russia: Vkontakte, Facebook, Instagram in Russian language** and develop **SMM activities**.
- Create You Tube channel and Twitter in **Russian language**.
- Add articles about the company to popular **Russian travel portals** and **online magazines**, for example «GEO TRAVELLER», «Aeroflot», «Vokrug sveta».



# Marketing plan



## Offline advertising

For offline advertising are important POS-materials:

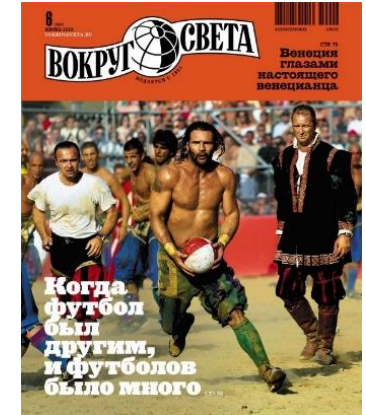
- Catalogues
- Leaflets
- L-Banners
- Roll-Ups
- Posters



Selective offline advertising

Public Relations program

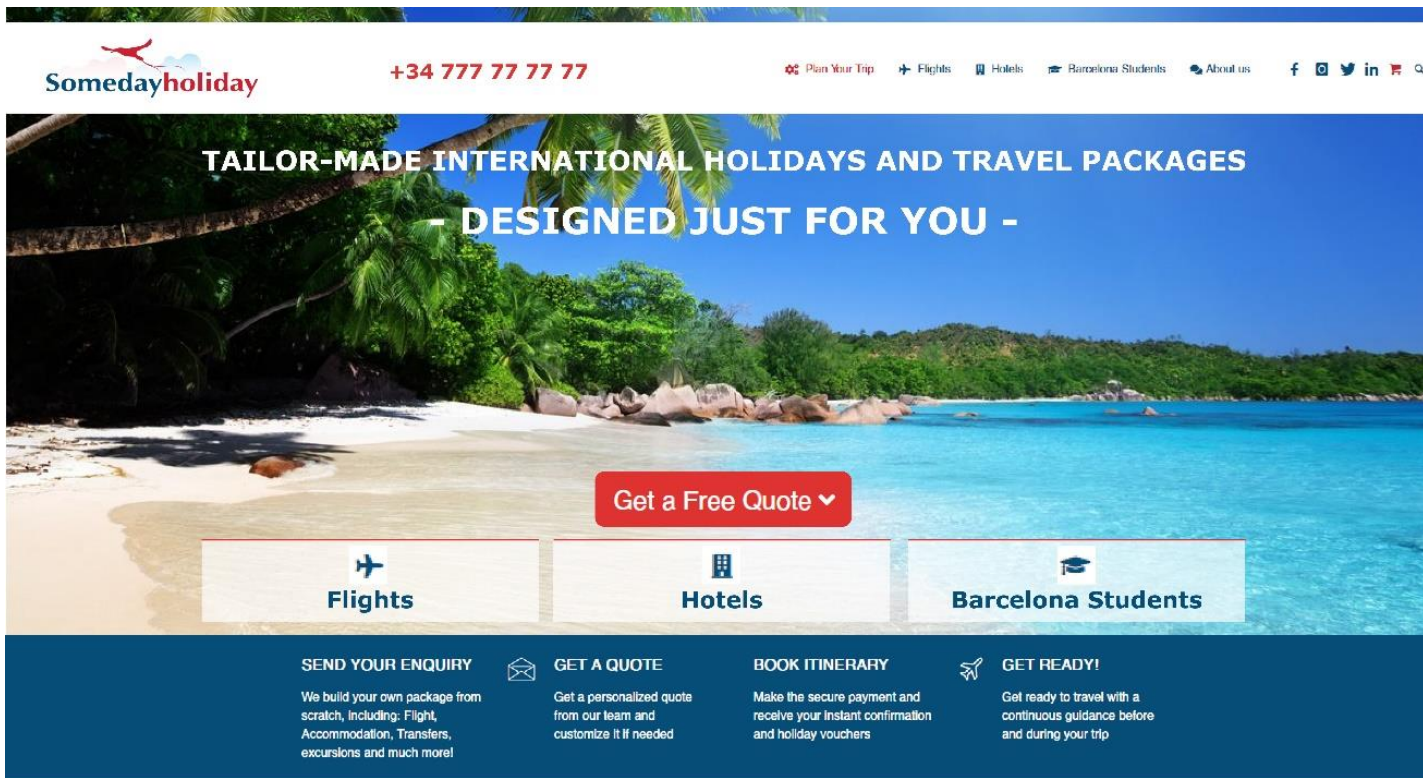
Participation in exhibitions



# Digital Marketing



## Redesign of the site [www.somedayholiday.com](http://www.somedayholiday.com)



It's possible to divided the audience on the main page.

To make 3 designation of sections and show on the first page all services more.

It is necessary to translate all texts in Russian language for possibility working in new market.

# Digital Marketing



Redesign of the site [www.somedayholiday.com](http://www.somedayholiday.com)



**Adding dynamics.**

**Travel** is moving forward,  
so it's possible to make dynamic  
banners with images.

## Redesign of the site [www.somedayholiday.com](http://www.somedayholiday.com)



**Add positive emotions**

with pictures and illustrations



Add **Barcelona topic** in content  
(for the new travelers to Spain  
from different countries)

Add the information  
about wonderful architecture,  
famous Artists and **Gaudi style**.

## Redesign of the site [www.somedayholiday.com](http://www.somedayholiday.com)

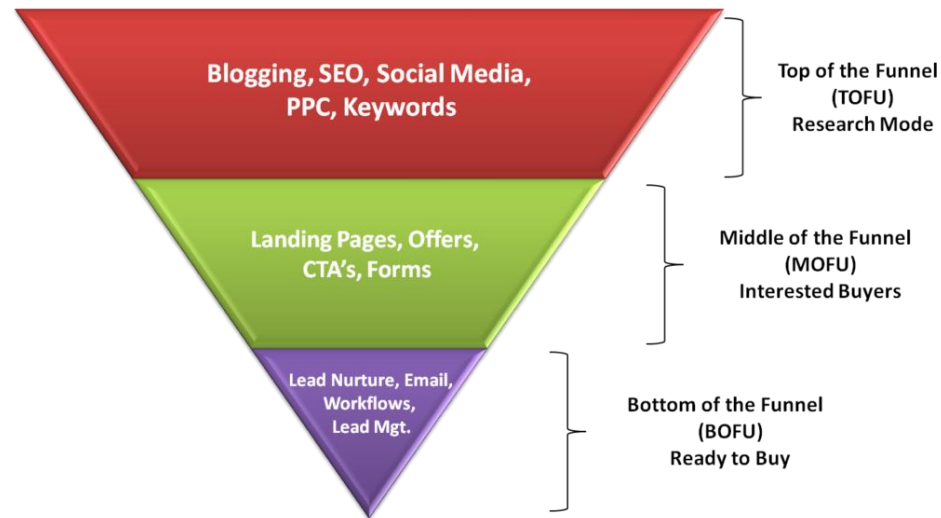
- To add on site interactive city Barcelona, show on moving in picture all city attraction with paintings and names. And also possible to add interactive map of the city or interactive map of possible trips
- Adding quotes about travel and beautiful images
- Possible to change banners on the site for the new seasons and holidays. That's add more action on site.
- Find your place in the sun - make seasonal travel headings. Change for holidays.
- Adding a feedback page
- Adding infographics
- The presence of the team of workers on the site, add the news section, special offers and tour of the day
- People do not usually like to write a lot on the site, just a button-request and contact form can be opened.
- Travel blog
- Blog for students
- Reviews about accommodation
- Collect your tour-separate make the main the possibility of individual tours
- Show successful projects on the website in figures
- To make the selection of a packaged tour with one - click to place the finished packages.
- Show the final packages.
- Mobile version of the site must be with clear design and interface, easy to apply
- Mobile application «Someday Holiday» for Apple and IOS

# Marketing plan

## Sales funnel model



**On every step is important to use the right marketing tools in the right time!**





# Marketing plan



Marketing Activity	Actions
Redesign web-site, adding Russian language	Translation of all information in Russian language
Create advertising materials in Russian language	Create a design and make adaptation for the Russian market
Create Social media Channels in Russian language: Facebook page, Vkontakte, Instagram, Twitter, You Tube channel	Translation of all materials into Russian and consciousness of accounts in social networks. Especially important to add info in popular Russian SMM.
Social network Manage	5 publications weekly, 2 strategy, 5 image articles per month.
Social Media Add	Follow the account, interaction with client.
Social Media Advance	Interaction with clients, social network connecting to a link of the web page, positioning of the web page.
E-mail marketing	Create e-mails with information of the company and special offers of the tours.
Google Adwords	Strategy of key words using google AdWords and display on the search tool
Yandex Metrix	Control of website traffic in order to acquire the target audience.
Yandex Direct	Start information image campaign - users get acquainted with company
Contextual advertising in Yandex	Tracking the interests of users and additional attraction of attention to the company's products.
Writing text in Russian language	Translate the texts about company in Russian language
Printing POS-materials (catalogues and leaflets)	Prepare design and print catalogues for Russian market in Russian language
PR-campaign	Publish articles about the company online and offline

# Financial plan



## Marketing and Advertising Budget for 2019-2020 years (Month/Euro)

Expenditure Categories	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	Total
<b>Online marketing</b>													
Writing text in Russian language	30	0	0	0	50	0	0	50	0	0	50	0	180
Adding Russian language on web site	50	0	0	0	0	0	0	0	0	0	0	0	50
Redesign web-site	50	0	0	0	0	0	0	0	50	0	0	0	100
Create Social media Channels in Russian language: Facebook page, Vkontakte, Instagram, Twitter, You Tube channel	30	0	0	0	0	0	0	0	0	0	0	0	30
Social network Manage	30	30	30	30	30	30	30	30	30	30	30	30	360
Social Media Add	20	20	20	20	20	20	20	20	20	20	20	20	240
Social Media Advance	30	30	30	30	30	30	30	30	30	30	30	30	360
E-mail marketing	20	20	20	20	20	20	20	20	20	20	20	20	240
Personal WhatsApp sending	0	0	0	0	0	0	0	0	0	0	0	0	0
Google Adwords	50	50	50	50	50	50	50	50	50	50	50	50	600
Yandex Metrix (free services)	0	0	0	0	0	0	0	0	0	0	0	0	0
Yandex Direct	50	50	50	50	50	50	50	50	50	50	50	50	600
Contextual advertising in Yandex	30	30	30	30	30	30	30	30	30	30	30	30	360
<b>Group total</b>	<b>390</b>	<b>230</b>	<b>230</b>	<b>230</b>	<b>280</b>	<b>230</b>	<b>230</b>	<b>330</b>	<b>230</b>	<b>230</b>	<b>280</b>	<b>230</b>	<b>3120</b>
<b>Offline marketing</b>													
PR-campaign	50	50	50	50	50	50	50	50	50	50	50	50	850
Create print advertising materials in Russian language	30	0	0	0	0	0	0	30	0	0	0	0	60
Printing POS-materials (catalogues and leaflets)	500	0	0	0	0	0	0	0	0	0	0	0	500
Presents	50	0	0	0	0	0	50	0	0	0	0	0	100
Events	0	0	0	0	0	0	0	0	0	0	0	0	0
Exhibitions	0	0	0	0	0	0	0	0	0	0	0	0	0
Telemarketing fees	0	0	0	0	0	0	0	0	0	0	0	0	0
Radio fees	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>Group total</b>	<b>630</b>	<b>50</b>	<b>50</b>	<b>50</b>	<b>50</b>	<b>50</b>	<b>100</b>	<b>80</b>	<b>50</b>	<b>50</b>	<b>50</b>	<b>300</b>	<b>1510</b>
<b>TOTAL</b>	<b>1020</b>	<b>280</b>	<b>280</b>	<b>280</b>	<b>330</b>	<b>280</b>	<b>330</b>	<b>410</b>	<b>280</b>	<b>280</b>	<b>330</b>	<b>530</b>	<b>4630</b>

# Financial plan



## Marketing and Advertising Budget for 2019-2024 years (Month/Euro)

Expenditure Categories	2019	2020	2021	TOTAL	2022	2023	TOTAL
<b>Online marketing</b>							
Writing text in Russian language	180	183,6	185,436	549,036	206,04	206,04	412,08
Adding Russian language on web site	50	51	51,51	152,51	51,51	51,51	103,02
Redesign web-site	100	102	103,02	305,02	154,53	154,53	309,06
Create Social media Channels in Russian language: Facebook page, Vkontakte, Instagram, Twitter, You Tube channel	30	30,6	30,906	91,506	51,51	51,51	103,02
Social network Manage	360	367,2	370,872	1098,072	370,872	370,872	741,744
Social Media Add	240	244,8	247,248	732,048	247,248	247,248	494,496
Social Media Advance	360	367,2	370,872	1098,072	370,872	370,872	741,744
E-mail marketing	240	244,8	247,248	732,048	618,12	618,12	1236,24
Personal WhatsApp sending	0	0	0	0	0	0	0
Google Adwords	600	612	618,12	1830,12	618,12	618,12	1236,24
Yandex Metrix (free services)	0	0	0	0	0	0	0
Yandex Direct	600	612	618,12	1830,12	741,744	741,744	1483,488
Contextual advertising in Yandex	360	367,2	370,872	1098,072	370,872	370,872	741,744
<b>Group total</b>	<b>3120</b>	<b>3182,4</b>	<b>3214,224</b>	<b>9516,624</b>	<b>3801,438</b>	<b>3801,438</b>	<b>7602,876</b>
<b>Offline marketing</b>							
PR-campaign	850	867	875,67	2592,67	875,67	875,67	1751,34
Create print advertising materials in Russian language	60	61,2	61,812	183,012	61,812	61,812	123,624
Printing POS-materials (catalogues and leaflets)	500	510	515,1	1525,1	566,61	566,61	1133,22
Presents	100	102	103,02	305,02	103,02	103,02	206,04
Events	0	0	0	0	0	0	0
Exhibitions	0	0	0	0	0	0	0
Telemarketing fees	0	0	0	0	0	0	0
Radio fees	0	0	0	0	0	0	0
<b>Group total</b>	<b>1510</b>	<b>1540,2</b>	<b>1555,602</b>	<b>4605,802</b>	<b>1607,112</b>	<b>1607,112</b>	<b>3214,224</b>
<b>TOTAL</b>	<b>4630</b>	<b>4722,6</b>	<b>4769,826</b>	<b>14122,43</b>	<b>5408,55</b>	<b>5408,55</b>	<b>10817,1</b>

# Financial plan



## COST of TOUR PACKAGE 2019

Unit cost production **tour package** = **1000** Euro

**Commission** from every **tour package** = **15** % (not net)

Sales cost per Unit **tour package** =  $1000 * 1,15 = 1150$  Euro

## COST of EXCURSIONS 2019

Unit cost production **excursion individual** = **200** Euro

Unit cost production **excursion group** = **100** Euro

**Commission** from every **excursion** = **15** % (not net)

Sales cost per Unit **excursions individual** =  $200 * 1,15 = 230$  Euro

Sales cost per Unit **excursions group** =  $100 * 1,15 = 115$  Euro

## Sales forecast during the seasons

Months	Forecast
May, June, July, August, December	High season
April, September, October, November	Medium season
January, February, March	Low season



# Financial plan



## Revenue 2019-2020 (1 year/Euro)

Revenue Categories	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	Total
Sales revenue tour packages	0	750	1500	3000	1500	1500	750	1500	1500	750	750	750	14250
<b>Group total</b>	0	750	1500	3000	1500	1500	750	1500	1500	750	750	750	14250
Excursions individual	0	0	0	30	30	30	0	60	30	30	30	60	300
Excursions groups	0	15	45	75	45	15	15	75	75	15	30	45	450
<b>Group total</b>	0	15	45	105	75	45	15	135	105	45	60	105	750
Other revenue	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>Group total</b>	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>TOTAL REVENUES</b>	0	765	1545	3105	1575	1545	765	1635	1605	795	810	855	15000

## Revenue 2019-2024 (1-3 years and 4-5 years/Euro)

Revenue Categories	2019	2020	2021	TOTAL	2022	2023	TOTAL
Sales revenue tour packages	14250	27000	45000	86250	180000	360000	540000
<b>Group total</b>	14250	27000	45000	86250	180000	360000	540000
Excursions individual	300	540	900	1740	3150	6300	9450
Excursions groups	450	810	1350	2610	4950	9900	14850
<b>Group total</b>	750	1350	2250	4350	8100	16200	24300
Other revenue	0	0	0	0	0	0	0
<b>Group total</b>	0	0	0	0	0	0	0
<b>TOTAL REVENUES</b>	15000	28350	47250	90600	188100	376200	564300

# Financial plan



## Expenses 2019-2020 (1 year/Euro)

Revenue Categories	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	TOTAL
Marketing and Advertising	1020	280	280	280	330	280	330	410	280	280	330	530	4630
Insurance	100	100	100	100	100	100	100	100	100	100	100	100	1200
Salaries and wages	400	400	400	400	400	400	400	400	400	400	400	400	4800
Payroll taxes	84	84	84	84	84	84	84	84	84	84	84	84	1008
Software	100	100	100	100	100	100	100	100	100	100	100	100	1200
Business trips	50	50	50	50	50	50	50	50	50	50	50	50	600
Telecommunication service	10	10	10	10	10	10	10	10	10	10	10	10	120
Other	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>TOTAL EXPENSES</b>	<b>1764</b>	<b>1024</b>	<b>1024</b>	<b>1024</b>	<b>1074</b>	<b>1024</b>	<b>1074</b>	<b>1154</b>	<b>1024</b>	<b>1024</b>	<b>1074</b>	<b>1274</b>	<b>13558</b>

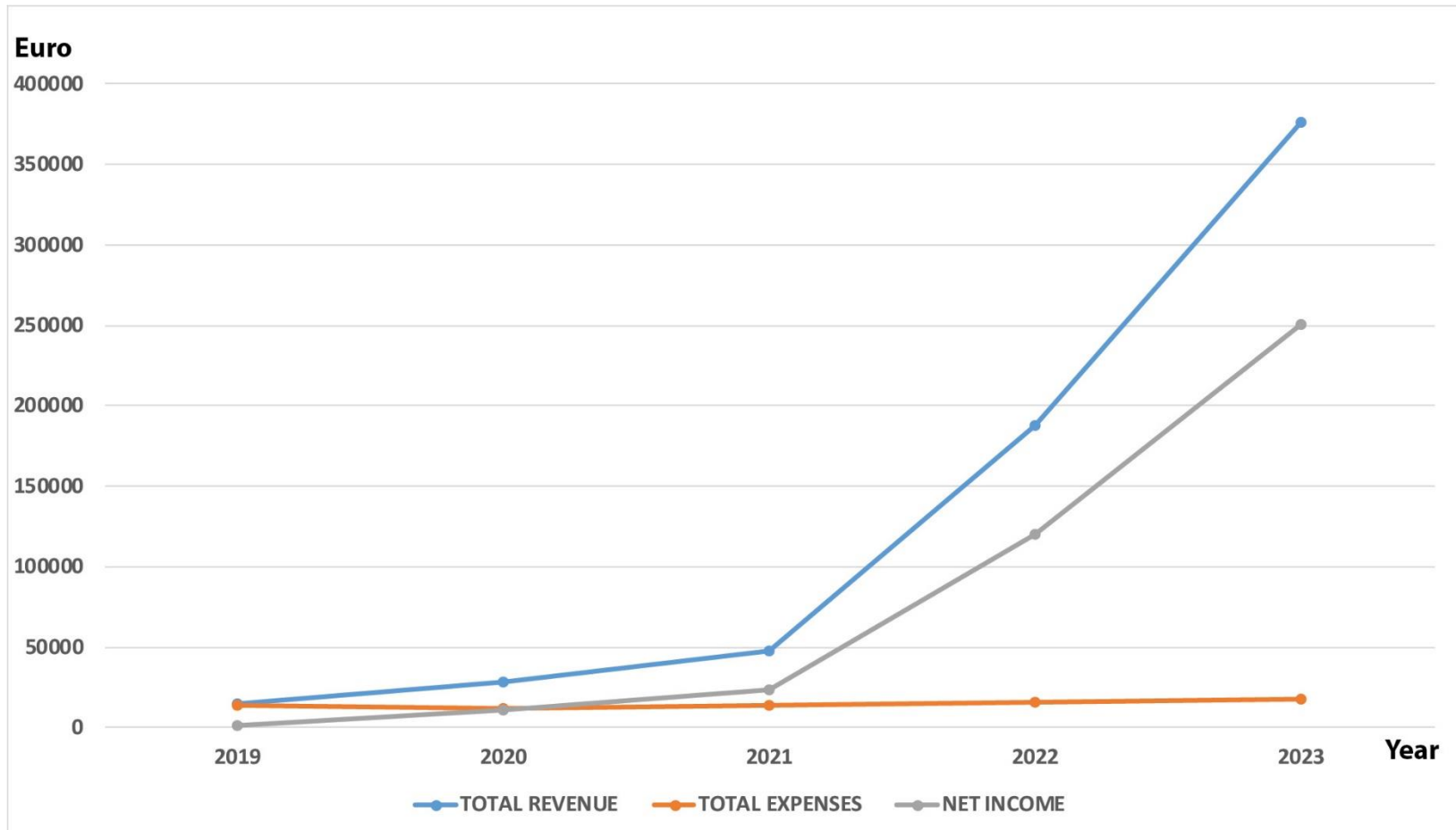
## Expenses 2019-2024 (1-3 years and 4-5 years/Euro)

Revenue Categories	2019	2020	2021	TOTAL	2022	2023	TOTAL
Marketing and Advertising	4630	4722,6	4769,826	14122,43	5408,55	5408,55	10817,1
Insurance	1200	1000	1000	3200	1000	1000	2000
Salaries and wages	4800	4800	6000	15600	7200	8400	15600
Payroll taxes	1008	1008	1260	3276	1512	1764	3276
Software	1200	100	100	1400	100	100	200
Business trips	600	600	600	1800	720	720	1440
Telecommunication service	120	150	200	470	200	200	400
Other	0	0	0	0	0	0	0
<b>TOTAL EXPENSES</b>	<b>13558</b>	<b>12380,6</b>	<b>13929,83</b>	<b>39868,43</b>	<b>16140,55</b>	<b>17592,55</b>	<b>33733,1</b>

# Financial plan

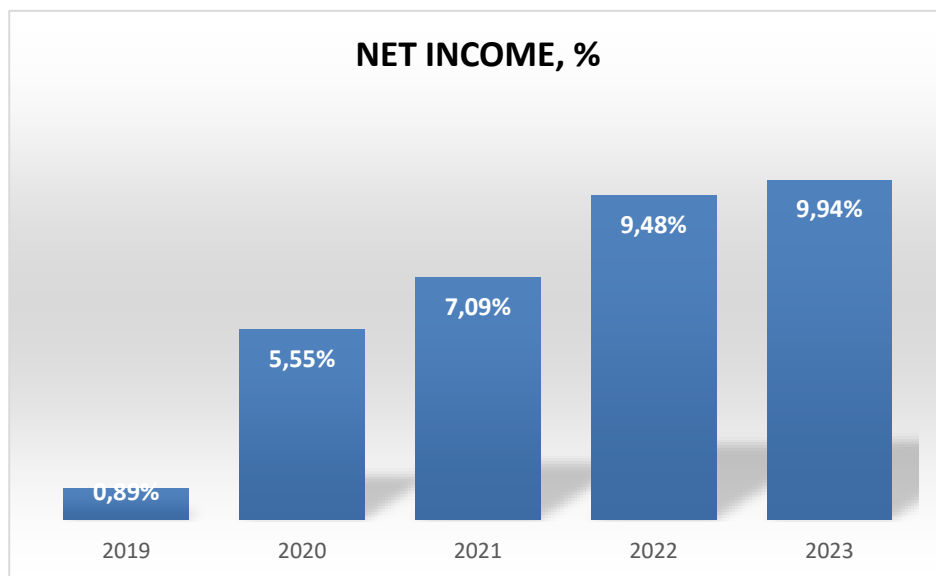


## INCOME STATEMENT 2019-2024 (1-3 years and 4-5 years/Euro)



# Financial plan

## Sales profit forecast (1-3 years and 4-5 years, %)



Period	Sales Forecast	%
1 to 3 years	annual	6 % increase
4 to 5 years	annual	10 % increase

## Conclusion

This marketing business plan will help the company «Someday Holiday» to enter successfully in the new Russian market, to acquire new customers and to develop actively sales with profit growth annually (with sales profit forecast about 6 % in first 3 years and 10 % in 4-5 years).



client: OBRIGADO communication  
dziękuje  
business ДЯКУЮ  
TACK merci DANKЕ logotype  
kiitos спасибо mahalo הדות dakujem  
sagolun communication  
grazzi THANK YOU dank je GRAZIE merce  
dankeschon diolch AKUN ngiyabonga misaotra sukriya maururu obrigado  
arigato TAKK gracias TAK мерси