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BUSINESS INFORMATION ANALYSIS – WHERE IS YOUR BUSINESS?

Name of your business or organization:

XYZ Adventures

**1) What is the basic purpose of your organization?
(Define succinctly – 20 to 30 words. If you already have a mission statement you can use that.)**

le. It is important for the personnel at XYZ Adventures to make our nature tours more enjoyable and productive for those clients seeking a unique year round outdoor experience.

2) What activities (products and/or services) are involved in fulfilling this purpose?

We provide guided nature tours, bird watching, canoeing, tubing, salmon fishing, skiing, ice fishing, snowmobiling, and group dining.

3) Who is your current target Market?

Our clients are: working professionals, age 35 to 55, couples, small groups, and corporate.

4) What other target market would you like to reach?

We would like to reach seniors age 55 + for our off-season market.

5) Presently, to whom (inside and outside the organization) and how do we distribute information?

Information Recipient	Type/Nature of Information OR What/Why is information needed?	Distribution Method
• Prospects	New & Existing products – Brochures	Mail /email/ Fax
• Customers/Clients	Invoices, Newsletter, Promotions, News Releases	Mail /email/ Fax
• Suppliers	Orders, Promotions, Payments	Mail /email/ Fax
• Partners (Ice fishing)	Bookings, ideas	Email / telephone
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6) Presently, from whom (inside and outside the organization) and how do we receive information?

Information Sender	Type/Nature of Information OR What/why is information needed?	Distribution Method
• Suppliers	Catalogues, Invoices, Promotions, etc.	Mail / Email /Fax
• Customers	Payments, Requests, Bookings, Referrals, Issues	Mail / Email /Fax
• Partners	Invoices, Promotions,	Mail / Email /Fax
• Government	Taxes, Registration, Surveys, etc.	Mail / Email /Fax
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INTERNET PREPARATION WORKSHEET XYZ Adventures

Equipment/Service Required	Current Inventory/Service	Upgrade or Replacement	Cost
Computer	P 3 266 mhz, 256 ram 10 gig Hard Drive	Modern Computer	\$700.00
Monitor	Basic	LCD Flat Screen 17"	Included
Software	Word Perfect	Microsoft Office	\$300.00
		Antivirus (annual service)	\$40.00
Internet Connection Account Start –Up Fee		Purchase a Dish to connect to a Satellite as located in a remote area.	\$800.00
Computer Maintenance		On Site Support	\$300.00
Training/Education		Training courses	\$500.00
Total Start-Up			\$2740.00
Recurring Fees per mth	Internet Access	High Speed Connect	\$70.00
	Hosting of Site (monthly)	Hosting of Site	\$20.00
	Phone Connect \$ 45	Phone Connection	\$45.00
Monthly Fees			\$135.00

BRAINSTORMING WORKSHEET

Considering the Internet features you now know about think about what your organization would do differently if all communication barriers were removed. For example, without barriers would you... send a newsletter to customers, share ideas and work closely with experts in your industry, track client purchasing patterns, conduct more meetings with company members outside our region, etc. Then answer the following question:

What would you do to reach your company objectives if there were no restrictions to giving and receiving information? How would present activities change or be modified?

Reports for tracking the traffic coming to my website!

A quarterly newsletter to be developed to be sent out to my clients.

Build a customer data base to manage customers more efficiently and eventually handle the invoicing and accounts.

Put my brochure on the web so it is downloadable.

Develop a blog to promote our activities and events.

Online meetings with partners and associates within and outside the region to share ideas and issues.

INTERNET GOALS

Keep in mind that your goals should be small but important in terms of where you are now and where you want to be.

Your goals will provide a solid foundation for implementing and/or expanding Internet use that will contribute to you business's purpose i.e. get connected to the Internet and train staff on its use, develop a website the provides information on products, staff, and contacting us, develop an online catalogue of products with online order forms and payment options, etc.

Goal 1:

Research and learn more about the internet and how to market XYZ Adventures more effectively using the internet.

Goal 2:

Upgrade XYZ Adventures internet hardware and software requirements.

Goal 3:

Gather partner and customer information to put together a manageable data list.

Goal 4:

Upgrade XYZ Adventures website including a Blog, Social Media feed etc

INTERNET ACTION PLAN

Goal 1:

Research and learn more about the internet and how to market XYZ Adventures more effectively using the internet.

Purpose:

To be able to make informed decisions regarding my business and how it is impacted by the Internet. Also, reach overall company objectives by building local and global awareness of XYZ Adventures and enhancing customer relationships

Action Steps:

Attend workshops/training programs to learn about basic Internet and marketing, start marketing book list, develop a marketing plan (including budget) for XYZ Adventures

Resources:

Staff time and company funds to find a local program; pay for and attend program; find and read books; develop marketing plan and evaluate success

Time - Line:

Immediately look online to find available marketing books and read reviews.
One to four months to find, book, and attend local/provincial Internet and marketing workshops.
After marketing workshop start purchases and reading (at least one) book(s) on marketing and Internet marketing
Six to 8 months to develop and implement a marketing plan

Project Lead:

Jane Office Manager will source, evaluate, book, and schedule staff to attend available Internet and marketing programs.
XYZ Adventure Owner will develop book list and read at least one marketing book following marketing education workshop/program
XYZ Adventure Owner will develop and implement marketing plan

Evaluation:

This will be completed when: Jane Office Manager and all staff have successfully completed Internet and marketing education programs.
XYZ Adventure Owner has completed reading one marketing book, completed and implemented marketing plan

Goal 2:

Upgrade XYZ Adventures internet hardware and software requirements

Purpose:

To improve XYZ Adventures operating efficiencies

Action Steps:

Review the Internet Preparation worksheet.
Purchase equipment and software listed.

Resources:

Staff time and company funds to purchase equipment
Equipment supplier to install and provide in-house equipment training

Time - Line:

One month to purchase and install upgraded equipment, software, and Internet dish.

Project Lead:

Jane Office Manager will purchase equipment/software and arrange for installation and training for XYZ Adventures owner and herself.

Evaluation:

This will be completed when: Jane Office Manager has trained additional/seasonal staff on use of new equipment and software

Goal 3:

Gather partner and customer information to put together a manageable data list.

Purpose:

To continue to manage partner and customer information and enhance partner and customer relationship building efforts.

Action Steps:

Make inventory of all XYZ Adventures clients including name, address, email, website, phone, age, status, interest

Make inventory of all partners including name, address, email, website, phone, age, service/product offered

Input client and partner information into separate Excel spreadsheets – grouped based on XYZ Adventure services/products

Resources:

Staff time and new Excel software.

Time - Line:

One month after installation of new Excel software.

Project Lead:

Jane Office Manager will collect and input customer and partner data.

Evaluation:

This will be completed when: Jane Office Manager has collected and input partner and client information into appropriate spreadsheets.

Goal 4:

Upgrade XYZ Adventures website including a Blog, downloadable brochures.

Purpose:

To meet XYZ Adventures business and marketing goals.

Action Steps:

Contact ISP to discuss web package for hosting, traffic reporting, and building website.

Resources:

Staff time and company funds to maintain and monitor website.
ISP support.

Time - Line:

Two to four months following marketing training/program launch upgraded website.

Project Lead:

Jane Office Manager and XYZ Adventures owner will work with ISP to understand, and implement upgraded website.
Jane Office Manager will maintain and monitor website.

Evaluation:

This will be completed when: Jane Office Manager has notified all suppliers, customer and partners of upgraded website and features that impact each stakeholder