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IO1	
ENGLISH VERSION	MALTESE VERSION
TRAINING GUIDE ON BUSINESS PLANS IN BLUE ECOTOURISM WWW.ECOBLUETOURISM.EU	
Training Guide on Business Plans in Blue Ecotourism	
ERASMUS+ KA2: Cooperation for Innovation and the Exchange of Good Practices	



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<h2>INTRODUCTION</h2> <p>The following training guide is part of the "Ecoblue Tourism", project whose main objective is to increase entrepreneurship opportunities in blue ecotourism in coastal countries through an innovative training methodology that improves the entrepreneurial skills of those young long-term unemployed who wish develop their own ideas and businesses in this sector.</p> <p>The blue economy represents 5.4 million jobs in Europe and a gross added value of almost €500 billion per year. Among the sectors with the greatest potential within the blue economy is maritime tourism, which is an important source of entrepreneurship. This sector would include entrepreneurship in tourism services linked to ecology and sustainability, as responsible and environmentally friendly tourism can be promoted in certain coastal areas not exploited by the traditional tourism industry.</p> <p>According to the annual economic report on the EU blue</p>	<h2>INTRODUZZJONI</h2> <p>Il-gwida tat-taħriġ hija parti mill- "Ecoblue Tourism", proġett li l-għan ewlieni tiegħu huwa li jżid l-opportunitajiet ta intraprenditorija fl-ekoturizmu blu fil-pajjiżi kostali permezz ta' metodoloġiji innovattivi ta' taħriġ li jtejjbu l-ħiliet intraprenditorjali ta' dawk iż-żgħażaġħ qiegħda fit-tul, li jixtiequ jiżviluppaw l-ideat u negozzji tagħhom stess f'dan is-settur.</p> <p>L-ekonomija blu tirrappreżenta 5.4 miljun impjieg fl-Ewropa u valur gross miżjud ta' kważi €500 biljun fis-sena. Fost is-setturi bl-akbar potenzjal fi ħdan l-ekonomija blu hemm it-turiżmu marittimu, li huwa sors importanti ta' intraprenditorija. Dan is-settur jinkludi l-intraprenditorija f'servizzi turistiċi marbuta mal-ekoloġija u s-sostenibbiltà, b'turiżmu responsabbli u li jirrispetta l-ambjent li jiġi promoss f'ċerti żoni kostali li mhumiex sfruttati mill-industrija tat-turiżmu tradizzjonali.</p> <p>Skont ir-rapport ekonomiku annwali dwar l-ekonomija blu tal-UE ppreżentat mill-Kummissjoni Ewropea, it-turiżmu kostali</p>



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economy presented by the European Commission, coastal tourism contributes significantly to job creation. The blue tourism sector therefore has a special potential to encourage the development of new enterprises, this implies the implementation of actions that aim to improve the entrepreneurial skills of those young people who have a vocation as entrepreneurs and who want to have a greater knowledge of blue tourism linked to ecology.

There is a low supply of training related to blue tourism and the individual needs of young people who, being in a situation of long-term unemployment, wish to develop entrepreneurial skills in this important sector of activity. The lack of training and preparation on the real demands of the blue and green tourism sector results in missed opportunities for the creation and development of new businesses.

INTRODUCTION II

The "Ecoblue tourism" project will help to promote the employment and economic integration of unemployed young

jikkontribwixxi b'mod sinifikanti għall-ħolqien tal-impjegji. Is-settur tat-turiżmu blu għalhekk għandu potenzjal speċjali biex jinkoraġġixxi l-iżvilupp ta 'intrapriżi ġodda, dan jimplika l-implimentazzjoni ta' azzjonijiet li għandhom l-għan li jtejbu l-ħiliet intraprenditorjali ta 'dawk iż-żgħażaġħ li għandhom vokazzjoni bħala intraprendituri u li jridu jkollhom għarfien akbar tal-blu turiżmu marbut mal-ekoloġija.

Hemm provvista baxxa ta 'taħriġ relatat mat-turiżmu blu u l-bżonnijiet individwali taż-żgħażaġħ li, f'sitwazzjoni ta' qgħad fit-tul, jixtiequ jiżviluppaw ħiliet intraprenditorjali f'dan is-settur importanti ta 'attività. In-nuqqas ta 'taħriġ u preparazzjoni dwar it-talbiet reali tas-settur tat-turiżmu blu u aħdar jirriżulta f'opportunitajiet mitlufa għall-ħolqien u l-iżvilupp ta' negozji ġodda.

INTRODUZZJONI II:

Il-proġett "Ecoblue Tourism" se jgħin biex jippromwovi l-impjeg u l-integrazzjoni ekonomika ta' żgħażaġħ qiegħda fi Spanja, l-Italja,



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people in Spain, Italy, Greece, Malta, Cyprus and Turkey, offering innovative solutions for their training as entrepreneurs and future entrepreneurs with the aim that they can create businesses in a future activity.

The main beneficiaries of the project will be long-term unemployed young people who want to improve their entrepreneurial skills and the trainers who will know about a new method of entrepreneurship training aimed at setting up businesses in blue ecotourism. The project also targets other stakeholders such as training centres, entrepreneurial organisations, chambers of commerce, business associations, and local, regional or national authorities involved in entrepreneurship and tourism.

In this way, the main objective of this training guide is to teach young people who wish to undertake in blue ecotourism to prepare a business plan as a first step towards the creation of a successful business. The methodology of the guide is practical and simple and is structured in such a way that the main steps to follow are made known for the elaboration of a business plan focused on entrepreneurship in blue ecotourism. In addition, it

il-Greċja, Malta, Ċipru u t-Turkija, u joffri soluzzjonijiet innovattivi għat-taħriġ tagħhom bħala intraprendituri preżenti u futuri bil-għan li jkunu jistgħu joħolqu negozji f'attivitajiet futuri.

Il-benefiċjarji ewlenin tal-proġett se jkunu żgħażaġħ qiegħda fit-tul li jixtiequ jtejbju l-ħiliet intraprenditorjali tagħhom u t-trejners li jkunu jafu dwar metodi ta' taħriġ intraprenditorjali ġodda mmirati biex iwaqqfu negozji fl-ekoturizmu blu. Il-proġett jimmira wkoll lil partijiet interessati oħra bħal ċentri ta' taħriġ, organizzazzjonijiet intraprenditorjali, kmamar tal-kummerċ, assoċjazzjonijiet tan-negozju, u awtoritajiet lokali, reġjonali jew nazzjonali involuti fl-intraprenditorija u t-turizmu.

B'dan il-mod, l-oġjettiv ewlieni ta' din il-gwida ta' taħriġ huwa li tgħallem liż-żgħażaġħ li jixtiequ jidħlu f'ekoturizmu blu jippreparaw pjan ta' negozju bħala l-ewwel pass lejn il-ħolqien ta' negozju ta' suċċess. Il-metodoloġija tal-gwida hija Prattika u sempliċi u hija strutturata b'tali mod li l-passi ewlenin li għandhom isegwu jsiru magħrufa għall-elaborazzjoni ta' pjan ta' negozju ffukata fuq l-intraprenditorija fl-ekoturizmu blu. Barra minn hekk, tinkludi eżempji u stejjer ta' suċċess li jippermettu fehim ħolistiku għall-istudenti .



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includes examples and success stories that allow students a holistic understanding.

It is therefore an innovative and necessary product, since it is the first guide focused on this sector of activity, which will allow adult training organisations and centres to use it as support in entrepreneurship courses in a completely new way.

Għalhekk huwa prodott innovattiv u meħtieġ, peress li hija l-ewwel gwida ffukata fuq dan is-settur ta' attività, li tippermetti lill-organizzazzjonijiet u ċ-ċentri ta' taħriġ għall-adulti jużawha bħala appoġġ f'korsijiet ta' intraprenditorija b'mod kompletament innovattiv.

INTRODUCTION III

By incorporating this guide into the training offered by adult training centres for young long-term unemployed people, the aim is to increase the opportunities for setting up blue ecotourism enterprises, improving the skills of young people involved in drawing up a business plan and increasing the number of young entrepreneurs at local level, regional, national and European blue ecotourism activity in any coastal country where blue tourism is relevant.

INTRODUZZJONI III

Bl-inkorporazzjoni ta' din il-gwida tat-taħriġ offruta minn ċentri ta' taħriġ għall-adulti u għal żgħażaġħ bla xogħol fit-tul, l-għan huwa li jżiedu l-opportunitajiet għat-twaqqif ta' intrapriżi li għandhom x'jaqsmu mal-ekoturizmu blu, itejbu l-ħiliet taż-żgħażaġħ involuti fit-tfassil ta' pjan ta' negozju u jzidu n-numru ta' intraprendituri żgħażaġħ f'livell lokali, attivita reġjonali, nazzjonali u Ewropea ta' ekoturizmu blu fi kwalunkwe pajjiż kostali fejn it-turizmu blu huwa rilevanti.



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Project Partnership	Sħubija tal-Proġett
<p>This training guide on how to develop a business plan in Blue Ecotourism has been prepared by the following partner organizations:</p>	<p>Din il-gwida ta' taħriġ dwar kif tiżviluppa pjan ta' negozju fl-Ekoturiżmu Blu ġiet ippreparata mill-organizzazzjonijiet imsieħba li ġejjin:</p>
<p>Fundación Universitat Jaume I – Empresa</p> <p>The Fundación Universitat Jaume I Empresa de Castellón, Comunidad Valenciana (España), is promoted by the University, the Social Council of the University and the Confederation of Entrepreneurs of Castellón (CEC) (Association of Entrepreneurs of Castellón). And its main objective is to collaborate with the University in the development and creation of activities to educate, obtain results in research projects, generate opportunities for graduate work and improve the potential of companies.</p> <p>www.fue.uji.es</p>	<p>Fundación Universitat Jaume I - Empresa</p> <p>Fundación Universitat Jaume I Empresa de Castellón, Comunidad Valenciana (España), hija promossa mill-Università, il-Kunsill Soċjali tal-Università u l-Konfederazzjoni tal-Intraprendituri ta' Castellón (CEC) (Assoċjazzjoni tal-Intraprendituri ta' Castellón). L-għan ewlieni tagħha huwa li tikkollabora mal-Università fl-iżvilupp u fil-ħolqien ta' attivitajiet biex teduka, tikseb ir-riżultati fi proġetti li jirrekjedu riċerka, jiġġeneraw opportunitajiet għal xogħol gradwat u jtejbu l-potenzjal tal-kumpaniji.</p> <p>www.fue.uji.es</p>
<p>ASOCIACION DE EMPRESARIOS GALLEGOS EN ARAGON Y</p>	<p>ASOCIACION DE EMPRESARIOS GALLEGOS EN ARAGON Y</p>



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<p>RIBERAS DEL EBRO (AEGARE)</p> <p>AEGARE is a business association founded with the aim of strengthening relations between Galician entrepreneurs and entrepreneurs based in Aragon and the banks of the Ebro. As a representative entity of the business spectrum, it brings experience related to the analysis of professional profiles of young people without work experience, their employability and the development of professional skills. AEGARE has extensive and successful experience in entrepreneurship projects in Spain. www.aegare.org</p>	<p>RIBERAS DEL EBRO (AEGARE)</p> <p>AEGARE hija assoċjazzjoni tan-negozju mwaqqfa bl-għan li jsaħħu r-relazzjonijiet bejn intraprendituri Galizjani u intraprendituri bbażati f'Aragona u l-banek tal-Ebro. Bħala entità rappreżentattiva tal-ispettru tan-negozju, iġġib esperjenza relatata mal-analiżi ta' profili professjonali ta' żgħażaġħ mingħajr esperjenza ta' xogħol, l-impjegabbiltà tagħhom u l-iżvilupp ta' ħiliet professjonali. AEGARE għandu esperjenza estensiva u ta' suċċess fi proġetti ta' intraprenditorija fi Spanja. www.aegare.org</p>
<p>Dorea Educational Institute</p> <p>DOREA Educational Institute is a non-profit organization established in 2012 in Cyprus. It aims to provide high quality non-formal education for young people and adults through socio-cultural (popular) education and vocational training. for personal development and vocational training. DOREA professionals are specialised in offering excellent and viable solutions for those who wish to continue personal and professional development through lifelong learning educational programs.</p>	<p>Dorea Educational Institute</p> <p>DOREA Educational Institute giet stabbilita fl-2012 f'Ċipru u hija organizzazzjoni li ma tagħmilx profitt. L-għan tagħha hi li tipprovdi edukazzjoni mhux formali ta' kwalità għolja għal żgħażaġħ u adulti permezz ta' edukazzjoni soċjo-kulturali (popolari) u taħriġ vokazzjonali. għall-iżvilupp personali u t-taħriġ vokazzjonali. Il-professjonisti tad-DOREA huma speċjalizzati fl-offerta ta' soluzzjonijiet eċċellenti u vijabbli għal dawk li jixtiequ jkomplu l-iżvilupp personali u professjonali</p>



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	permezz ta' programmi edukattivi ta' tagħlim tul il-ħajja.
<p>University of Patras</p> <p>The University of Patras (UPAT), which was founded in the city of Patras in 1964, is the third largest university in Greece in terms of academic staff and number of students. This university has been involved in the design and implementation of many projects related to lifelong learning.</p> <p>www.upatras.gr</p>	<p>University of Patras</p> <p>L-Università ta' Patras (UPAT), li twaqqfet fil-belt ta' Patras fl-1964, hija t-tielet l-akbar università fil-Greċja f'termini ta' akkademiċi u numru ta' studenti. Din l-università kienet involuta fit-tfassil u l-implimentazzjoni ta' bosta proġetti relatati mat-tagħlim tul il-ħajja.</p> <p>www.upatras.gr</p>
<p>KEMER HALK EGITIM MERKEZI MUDURLUGU</p> <p>The Kemer Public Education Centre is located in southern Turkey, and not far from Antalya. This education centre has 20% access to adults. It offers various training courses in the adult field.</p>	<p>KEMER HALK EGITIM MERKEZI MUDURLUGU</p> <p>Iċ-Ċentru ta' Edukazzjoni Pubblika ta' Kemer jinsab fin-nofs inhar tat-Turkija, u mhux 'il bogħod minn Antalya. Dan iċ-ċentru ta' edukazzjoni għandu 20% aċċess għall-adulti. Joffri diversi korsijiet ta' taħriġ fil-qasam tal-adulti.</p> <p>http://kemerhem.meb.k12.tr</p>



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http://kemerhem.meb.k12.tr	
<p>Future Focus Ltd</p> <p>Future Focus is one of the largest private training organisations operating in Malta. Its head office is located in Floriana, which is a very central location providing easy access for students and educators. Its aim is to provide high quality training.</p> <p>www.futurefocus.com.mt</p>	<p>Future Focus Ltd.</p> <p>Future Focus hija waħda mill-akbar organizzazzjonijiet privati ta' taħriġ li joperaw f'Malta. L-uffiċċju ewlieni jinsab fil-Floriana, li huwa post ċentrali ħafna li jipprovdi aċċess faċli għall-istudenti u l-edukaturi. L-għan tiegħu huwa li jipprovdi taħriġ ta' kwalità għolja.</p> <p>www.futurefocus.com.mt</p>
<p>Training 2000 psc</p> <p>TRAINING 2000 is a certified adult education and training organization in the Marche region for regional training (VET), with experience in education and training in different sectors.</p>	<p>Taħriġ 2000 psc</p> <p>TRAINING 2000 hija organizzazzjoni ċertifikata ta' edukazzjoni u taħriġ għall-adulti fir-reġjun tal-Marche għal taħriġ reġjonali (ETV), b'esperjenza fl-edukazzjoni u taħriġ f'setturi differenti.</p> <p>www.training2000.it</p>



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www.training2000.it

BLUE ECOTOURISM AS AN OPPORTUNITY FOR ENTREPRENEURSHIP

Tourism is an economic sector that is constantly growing in Europe.

In 2014, one in ten companies in the European non-financial economy belonged to the tourism sector. In 2018, the «travel and tourism» sector contributed directly to the Union's gross domestic product (GDP) at 3.9% and accounted for 5.1% of the total workforce (representing some 11.9 million jobs). Given the links with other economic sectors, the contribution of the tourism sector can be considered even higher (10.3% of GDP and 11.7% of total employment, namely 27.3 million workers).

In 2017, there were 1.32 billion international tourist arrivals

EKOTURIŻMU BLU BĦALA OPPORTUNITÀ GĦAL INTRAPRENDITORIJA

It-turiżmu huwa settur ekonomiku li qiegħed dejjem jikber fl-Ewropa.

FI-2014, kumpanija Ewropea minn kull għaxra fl-ekonomija mhux finanzjarja kienet tappartjeni għas-settur tat-turiżmu. FI-2018, is-settur tal- "ivvjagġar u t-turiżmu" ikkontribwixxa direttament għall-prodott gross domestiku (PDG) tal-Unjoni fi 3.9% u ammonta għal 5.1% tal-forza tax-xogħol totali (li jirrapprezentaw madwar 11.9 miljun impjieg). Minħabba r-rabtiet ma' setturi ekonomiċi oħra, il-kontribuzzjoni tas-settur tat-turiżmu jista' jkun ikkunsidrat saħansitra ogħla (10.3% tal-PGD u 11.7% tal-impjegi totali, jiġifieri 27.3 miljun ħaddiem).

FI-2017, kien hemm 1.32 biljun wasla ta' turisti internazzjonali mad-dinja kollha (+ 7%) u 671 miljun fl-Ewropa, jew 51%



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worldwide (+7%) and 671 million in Europe, or 51% of the total volume (+8%). In addition, a long-term study by the World Tourism Organisation (WTO) foresees a more modest growth of tourism in Europe by 2030, estimated at 744 million tourists (+ 1.8%), or 41.1% of the world market.

We can therefore safely conclude that the economic impact of tourism is of great importance in Europe.

But are there other impacts caused by mass tourism? Obviously, this classic model of mass tourism has a negative impact on the natural and social environment of coastal and maritime areas, which are the preferred destination for tourists.

There is an alteration of the ecosystems and biodiversity of the area, as well as the artificialization and change of land use and also an increase in marine pollution. Waste production, pollution and carbon emissions, uncontrolled over-consumption (food, electricity, water) are some of the consequences of mass tourism. In addition, it is also a problem at the labour level, since it

tal-volum totali (+ 8%). Barra minn hekk, studju fit-tul mill-Organizzazzjoni Dinjija tat-Turiżmu (WTO) jipprevedi tkabbir aktar modest tat-turiżmu fl-Ewropa sal-2030, stmat għal 744 miljun turist (+ 1.8%), jew 41.1% tas-suq dinji.

Għalhekk nistgħu nikkonkludu b'mod sikur li l-impatt ekonomiku tat-turiżmu huwa ta' importanza kbira fl-Ewropa.

Imma hemm impatti oħra kkawżati mit-turiżmu tal-massa? Ovvjament, dan il-mudell klassiku ta' turiżmu tal-massa għandu impatt negattiv fuq l-ambjent naturali u soċjali taż-żoni kostali u marittimi, li huma d-destinazzjoni preferuta għat-turisti.

Hemm alterazzjoni tal-ekosistemi u l-bijodiversità taż-żona, kif ukoll l-artifiċjalizzazzjoni u l-bidla fl-użu tal-art u wkoll żieda fit-tniġġis tal-baħar. Il-produzzjoni tal-iskart, it-tniġġis u l-emissjonijiet tal-karbonju, konsum żejjed mhux ikkontrollat (ikel, elettriku, ilma) huma wħud mill-konsegwenzi tat-turiżmu tal-massa. Barra minn hekk, hija wkoll problema fil-livell tax-xogħol, peress li tiġġenera l-istaġjonalità u l-prekarjetà fl-impjegi li jinholqu fiż-żona, u titbiegħed mill-interazzjoni mal-kummerċ u l-ħajja lokali.



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generates seasonality and precariousness in the jobs that are created in the area, moving away from the interaction with local commerce and life.

On the other hand, tourists seek to travel to those places whose ecosystem presents an optimal quality, but precisely this massification is destroying the nature of coastal places, presenting a trend that will eventually become unsustainable because of the damage it causes.

For all these reasons, we are facing a new challenge in which tourism and sustainability must unite: Ecotourism.

Ecotourism appears as the sustainable alternative in coastal and maritime places, which will improve the conservation of natural resources, causing a minimal impact on the environment. It is based on the creation of a greener tourism industry, based on local communities, nature, awareness and supporting the conservation of ecosystems.

Min-naħa l-oħra, it-turisti jfittxu li jivvjaġġaw lejn dawk il-postijiet li l-ekosistema tippreżenta kwalità ottimali, iżda preċiżament din il-massifikazzjoni qed teqred in-natura tal-postijiet kostali, u tippreżenta xejra li eventwalment issir insostenibbli minħabba l-ħsara li tikkawża.

Għal dawn ir-raġunijiet kollha, qed niffaċċjaw sfida ġdida li fiha t-turiżmu u s-sostenibbiltà għandhom jingħaqdu: l-Ekoturiżmu.

L-ekoturiżmu jidher bħala l-alternattiva sostenibbli f'postijiet kostali u marittimi, li se ttejjeb il-konservazzjoni tar-riżorsi naturali, u tikkawża impatt minimu fuq l-ambjent. Hija bbażata fuq il-ħolqien ta' industrija tat-turiżmu aktar ekoloġika, ibbażata fuq komunitajiet lokali, in-natura, kif ukoll għarfien u appoġġ għall-konservazzjoni tal-ekosistemi.

Dan it-tip ta' ekoturiżmu huwa bbażat fuq il-promozzjoni ta' tliet pilastri fundamentali fil-konservazzjoni taż-żoni kostali:

Promozzjoni tas-sostenibbiltà soċjali, li tappoġġja l-iżvilupp personali u professjonali tal-abitanti taż-żoni rurali. Għandha



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This type of ecotourism is based on the promotion of three fundamental pillars in the conservation of coastal areas:

Promotion of social sustainability, supporting the personal and professional development of the inhabitants of rural areas. It aims to attract quality tourism that approaches the inhabitants of coastal villages, encouraging these communities to improve their living conditions without altering their traditions and customs.

Promotion of economic sustainability, since it seeks the employment and self-employment of disadvantaged groups (young people, women, etc.), the creation of responsible businesses related to active tourism, the reuse of places abandoned by the rural exodus, etc. Promotion of environmental sustainability, reducing the negative impact of mass tourism. The various educational and information-based ecotourism activities also promote the intelligent use of natural and non-polluting energy resources, the cleaning of seas and rivers, the non-use of harmful plastic containers, awareness of recycling and reuse practices of everyday objects to give them a second useful life,

I-għan li tattira turizmu ta' kwalità li jersaq lejn l-abitanti tal-irħula kostali, billi jinkoraġġixxi lil dawn il-komunitajiet biex itejbu l-kundizzjonijiet tal-għajxien tagħhom mingħajr ma jbiddu l-tradizzjonijiet u d-drawwiet tagħhom.

Promozzjoni tas-sostenibbiltà ekonomika, peress li tfittex l-impjeg indipendenti ta' gruppi żvantaġġati (żgħażaġħ, nisa, eċċ.), il-ħolqien ta' negozji responsabbli relatati mat-turizmu attiv, l-użu mill-ġdid ta' postijiet abbandunati mill-eżodu rurali, eċċ. Promozzjoni ta' sostenibbiltà ambjentali, tnaqqis tal-impatt negattiv tat-turizmu tal-massa. Id-diversi attivitajiet ta' ekoturizmu edukattiv u bbażati fuq l-informazzjoni jippromwovu wkoll l-użu intelligenti ta' riżorsi ta' enerġija naturali u li ma jniġġsux, it-tindif ta' ibħra u xmajjar, in-nuqqas ta' użu ta' kontenituri tal-plastik li jagħmlu ħsara, kif ukoll għarfien dwar ir-riċiklaġġ u l-użu mill-ġdid ta' oġġetti ta' kuljum.

It-turizmu ekoloġiku jinvolve wkoll li ngawdu u napprezzaw l-attrazzjonijiet naturali li toffrilna l-kosta: pajsaaġġi, flora u fawna, annimali fl-abitat naturali tagħhom ...

Għal dawn ir-raġunijiet kollha, aħna nemmnu li l-imħatri fuq



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<p>etc.</p> <p>Ecological tourism also involves enjoying and appreciating the natural attractions that the coast offers us: landscapes, flora and fauna, animals in their natural habitat...</p> <p>For all these reasons, we believe that betting on ecotourism is a golden opportunity to start in a booming sector, guaranteeing the sustainability of tourism and, in turn, the conservation of our coasts and natural spaces.</p>	<p>I-ekoturizmu huma opportunità tad-deheb biex tibda f'settur li qed jisplodu, li jiggarrantixxi s-sostenibbiltà tat-turiżmu u, min-naħa tiegħu, il-konservazzjoni tal-kosti u l-ispazji naturali tagħna.</p>
<p>WHAT IS A BUSINESS PLAN?</p> <p>The business plan is the document that will allow your business idea to materialize into a real company. Not only will help you to observe your idea in a holistic way and solve possible problems that may arise in the future, it will be your road map and will help you to attract investors and pursue funding to enter a booming</p>	<p>X'INHU PJAN TA' NEGOZJU?</p> <p>Il-pjan tan-negozju huwa d-dokument li jippermetti li l-idea tan-negozju tiegħek timmaterjalizza f'kumpanija reali. Mhux biss jgħinek tosserva l-idea tiegħek b'mod olistiku u ssolvi l-problemi possibbli li jistgħu jinqalgħu fil-ġejjieni, din tkun it-triq tiegħek u tgħinek tattira investituri u tfittex fondi biex tidhol f'swieq li qed jiżviluppaw b'mod rapidu, bħall-ekoturizmu blu.</p>



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<p>market such as blue ecotourism.</p>	
<p>Two main functions of the Business Plan</p> <p>Two main functions of the Business Plan</p> <p>To set the objectives of your company</p> <p>Preparing your business plan will force you to spend a lot of time thinking about it. You can detail its structure, make an opening budget, define the amount of funding you need to start and identify what sets you apart from other companies in the market to define your action strategies.</p> <p>As an ecotourism company, you can define those conservation and environmental care policies that you are going to carry out.</p> <p>Think of the Business Plan as a system to envision your company's short-term future. Thanks to it, you will be able to check the internal coherence of your project, its economic viability, the situation of the market in which you will be moving and establish possible solutions by</p>	<p>Żewg funzjonijiet ewlenin tal-Pjan ta' Negozju</p> <p>Żewg funzjonijiet ewlenin tal-Pjan ta' Negozju</p> <p>Biex tistabbilixxi l-għanijiet tal-kumpanija tiegħek</p> <p>It-tnejn tal-pjan tan-negozju tiegħek iġġiegħlek tqatta' ħafna ħin taħseb dwarha. Tista' tiddettalja l-istruttura tagħha, tagħmel baġit tal-ftuħ, tiddefinixxi l-ammont ta' finanzjament li għandek bżonn biex tibda u tidentifika dak li jagħżlek minn kumpaniji oħra fis-suq biex tiddefinixxi l-istrateġiji ta' azzjoni tiegħek.</p> <p>Bħala kumpanija tal-ekoturizmu, tista' tiddefinixxi dawk il-politiki ta' konservazzjoni u kura ambjentali li se twettaq.</p> <p>Aħseb fil-Pjan tan-Negozju bħala sistema biex tara l-futur tal-kumpanija tiegħek għal żmien qasir. Bis-saħħa tiegħu, tkun tista' tiċċekkja l-koerenza interna tal-proġett tiegħek, il-vijabilità ekonomika tiegħu, is-sitwazzjoni tas-suq li fih tkun qed tiċċaqlaq u tistabbilixxi soluzzjonijiet possibbli billi tanticipa diffikultajiet futuri anke qabel tibda l-vjaġġ tiegħek.</p>



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<p>anticipating future difficulties even before beginning your journey.</p> <p>The Business Plan will be the guide in which you can set the direction you want to take with your company, establishing a calendar of milestones that you can follow during your first years of life.</p>	<p>Il-Pjan tan-Negożju se jkun il-gwida li fiha tista' tistabilixxi d-direzzjoni li trid tiegħu mal-kumpanija tiegħek, billi tiffirma kalendarju ta' tragwardi li tista' ssegwi matul l-ewwel snin tal-ħajja tal-kumpanija tiegħek.</p>
<p>Attract the attention of your investors</p> <p>Your business plan will be your company's business card for potential investors. It will facilitate the communication of your idea to potential partners or investors.</p> <p>It has to be a hook for the investor to be interested and convinced that your idea is profitable and interesting. Thanks to this document, you will transmit what your project is worth and the sustainability it represents by addressing the current mass tourism model. The idea is that when he finishes reading your plan, the investor will think that if he doesn't invest in your business, he is missing out on a great opportunity. Not only economically, but an opportunity to invest in ecology and environmental conservation.</p>	<p>l-għbed l-attenzjoni tal-investituri tiegħek</p> <p>Il-pjan tan-negożju tiegħek se tkun il-karta tan-negożju tal-kumpanija tiegħek għal investituri potenzjali. Dan jiffaċilita l-komunikazzjoni tal-idea tiegħek lil sħab potenzjali jew investituri.</p> <p>Għandu jkun ganċ biex l-investitur ikun interessat u konvint li l-idea tiegħek hija profittabbli u interessanti. Grazzi għal dan id-dokument, int se tittrasmetti dak li jiswi l-proġett tiegħek u s-sostenibbiltà li jirrappreżenta billi tindirizza l-mudell attwali tat-turiżmu tal-massa. L-idea hi li meta jispiċċa jaqra l-pjan tiegħek, l-investitur jaħseb li jekk ma jinwestix fin-negożju tiegħek, qed jitlef opportunità kbira. Mhux ekonomikament biss, imma opportunità biex ninvestu fl-ekoloġija u l-konservazzjoni ambjentali.</p> <p>Fil-paġni li ġejjin, aħna ngħinuk toħloq il-Pjan tan-Negożju tiegħek</p>



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<p>In the following pages, we will help you create your Business Plan through a 7-step guide that we will explain. But before we get into content, let's give you some basic tips on how to make your Business Plan a success.</p>	<p>permezz ta' gwida ta' 7 passi li aħna ser nispegaw. Izda qabel ma nidhlu fil-kontenut, ejja nagħtuk xi pariri bażiċi dwar kif tagħmel il-Pjan tan-Negożju tiegħek suċċess.</p>
<p>A good business plan will fulfill two main functions:</p>	<p>Pjan ta' negożju tajjeb jissodisfa żewġ funzjonijiet ewlenin:</p>
<p>TIPS FOR DRAWING UP A BUSINESS PLAN</p> <p>1- RESEARCH</p> <p>Before you start writing your Business Plan, you should spend a lot of time gathering information on all the key points of your business.</p> <p>You need to know both the internal and external aspects of your company; know the tourism market, the competition in the coastal zone, the type of customer you are addressing, the investors you</p>	<p>KONSULENZI GĦAT-TFASSIL TA' PJAN TA' NEGOZJU</p> <p>1- RIĊERKA</p> <p>Qabel ma tibda tikteb il-Pjan tan-Negożju tiegħek, għandek tqatta' ħafna ħin tiġbor informazzjoni dwar il-punti ewlenin kollha tan-negożju tiegħek.</p> <p>Trid tkun taf kemm l-aspetti interni kif ukoll dawk esterni tal-kumpanija tiegħek; tkun taf is-suq tat-turiżmu, il-kompetizzjoni fiż-żona kostali, it-tip ta' klijent li qed tindirizza, l-investituri li trid tikkuntattja ... Huwa importanti li jkollok l-informazzjoni kollha disponibbli qabel tibda tikteb</p>



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want to contact... It is important that you have all the data available before you start writing this document, because that way you will ensure there are no gaps and the end result is truly effective.

2- CLEARLY AND CONCISELY

Before you start writing your Business Plan, you should spend a lot of time gathering information on all the key points of your business.

You need to know both the internal and external aspects of your company; know the tourism market, the competition in the coastal zone, the type of customer you are addressing, the investors you want to contact... It is important that you have all the data available before you start writing this document, because that way you will ensure there are no gaps and the end result is truly effective.

dan id-dokument, għax hekk int se tiżgura li m'hemmx lakuni u r-riżultat aħħari huwa tassew effettiv.

2- ĊAR U KONĊISTA

Qabel ma tibda tikteb il-Pjan tan-Negozju tiegħek, għandek tqatta' ħafna ħin tiġbor informazzjoni dwar il-punti ewlenin kollha tan-negozju tiegħek.

Trid tkun taf kemm l-aspetti interni kif ukoll dawk esterni tal-kumpanija tiegħek; tkun taf is-suq tat-turiżmu, il-kompetizzjoni fiż-żona kostali, it-tip ta' klijent li qed tindirizza, l-investituri li trid tikkuntattja ... Huwa importanti li jkollok id-dejta kollha disponibbli qabel tibda tikteb dan id-dokument, għax hekk int se tiżgura li ma jkunx hemm lakuni u r-riżultat aħħari jkun tassew effettiv.

3- SUĠĠERENT

Kemm id-disinn ta' barra kif ukoll l-intern għandhom ikunu attraenti għall-udjenza tiegħek.



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3- SUGGESTIVE

Both the exterior design and the interior must be attractive for your audience.

Remember that in the case of investors, they receive many different business plans and we want yours to stand out from the competition.

First thing you have to do is get to know your audience well and adapt the presentation of the contents to it. Use an attractive design for the external format of your Business Plan.

A neat and precise cover, with the main data of your company like logo, name, address, phone, email, web, etc. will help you make a good first impression on the readers.

The content must be well organized and structured. Make a complete index for the reader to get a clear idea of what the document contains. In addition, you can use tools such as

Ftakar li l-investituri jirċievu ħafna pjanijiet ta' negozji differenti u jridu li tiegħek tispikka mill-kompetizzjoni.

L-ewwel ħaġa li għandek tagħmel hu li ssir taf sew lill-udjenza tiegħek u tadatta l-prezentazzjoni tal-kontenut għaliha. Uża disinn attraenti għall-format estern tal-Pjan tan-Negozju tiegħek.

Qoxra pulita u preċiża, bl-informazzjoni ewlenija tal-kumpanija tiegħek bħal logo, isem, indirizz, telefon, email, web, eċċ tgħinek tagħmel l-ewwel impressjoni tajba fuq il-qarrejja.

Il-kontenut għandu jkun organizzat u strutturat tajjeb. Agħmel indiċi sħiħ għall-qarrej biex jieħu idea ċara ta' dak li fih id-dokument. Barra minn hekk, tista' tuża għodda bħal headers, tipa kbira, balal, eċċ biex tenfasizza l-punti ewlenin. Tista' tuża ritratti taż-żona kostali fejn ser tiżviluppa n-negozju tiegħek, sabiex is-sbuħija u r-rikkezza tal-post jgħinuk tiġbed l-attenzjoni tal-qarrejja tiegħek.

Min-naħa l-oħra, il-kontenut tal-Pjan tan-Negozju tiegħek għandu jwassal f'kull ħin il-passjoni tiegħek għan-negozju tiegħek u



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headers, bold, bullets, etc. to highlight the key points. You can use photographs of the coastal area where you are going to develop your business, so that the beauty and richness of the location help you attract the attention of your readers.

On the other hand, the content of your Business Plan should convey at all times your passion for your business and the care and dedication you put into it, as there is nothing more attractive than the emotional connection you will create with your audience when they realize how involved you are and your commitment to the environment and the conservation of nature and biodiversity of the coastal area.

4- GO FOR IT

At first, drawing up a Business Plan may seem complicated, but don't be intimidated. Most entrepreneurs are not business experts and learn from day to day.

No one knows your company, your motivation and the results you

I-kura u d-dedikazzjoni li tpoġġi fih, peress li m'hemm xejn iktar attraenti mill-konnessjoni emozzjonali li se toħloq mal-udjenza tiegħek meta jirrealizzaw kemm int involut u l-impenn tiegħek lejn l-ambjent u l-konservazzjoni tan-natura u l-bijodiversità taż-żona kostali.

4- Mur għalih

Għall-ewwel, it-tfassil ta' Pjan ta' Negozju jista' jidher ikkumplikat, imma tkunx intimidat. Hafna imprendituri mhumiex esperti fin-negozju u jitgħallmu minn jum għal jum.

Ħadd ma jaf il-kumpanija tiegħek, il-motivazzjoni tiegħek u r-riżultati li taspira għalihom aħjar minnek, allura ħu nota tal-pariri li ġejjin u mur għaliha!



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aspire to better than you do, so take note of the following tips and go for it!

ELEMENTS TO BE INCLUDED IN YOUR BUSINESS PLAN

Although you can customize the content of your Business Plan, there are some key points that you can't ignore. These are the following:

- EXECUTIVE SUMMARY.
- PROJECT DESCRIPTION.
- DESCRIPTION OF THE MARKET.
- MARKETING PLAN.
- STAGE OF DEVELOPMENT.
- FINANCIAL PLAN.
- APPENDIX.

Now that you know how to structure your Plan, let's move

ELEMENTI LI GĦANDHOM JIĠU INKLUŻI FIL-PJAN TAN-NEGOZJU TIEGĦEK

Għalkemm tista' tippersonalizza l-kontenut tal-Pjan tan-Negozju tiegħek, hemm xi punti ewlenin li ma tistax tinjorahom. Dawn huma dawn li ġejjin:

- SOMMARJU EŻEKUTTIV.
- DESKRIZZJONI TAL-PROĠETT.
- DESKRIZZJONI TAS-SUQ.
- PJAN TAT-TQEGĦID FIS-SUQ.
- STADJU TAL-IŻVILUPP.
- PJAN FINANZJARJU.
- APPENDIĊI.

Issa li taf kif tistruttura l-Pjan tiegħek, ejja ngħaddu biex niddekrivu wieħed wieħed dawn l-elementi tal-kontenut.



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on to describing one by one these content elements.

EXECUTIVE SUMMARY

The Executive Summary is one of the vital parts of your business plan, as it will be your cover letter to the readers.

It is about providing an overview of the main aspects of your document that will attract the attention of future investors and make them feel attracted by your idea and want to know more about it. Most investors usually make a first decision based on the executive summary, so you have to incorporate the main points of your business and get them to the reader in a clear and direct way.

That is why even if the summary is included in the first place, it may be easier for you to make it when your Business Plan is

SOMMARJU EŻEKUTTIV

Is-Sommarju Eżekuttiv huwa wieħed mill-partijiet vitali tal-pjan tan-negozju tiegħek, għax se jkun l-ittra ta' akkumpanjament tiegħek lill-qarrejja.

Huwa jipprovdi ħarsa ġenerali lejn l-aspetti ewlenin tad-dokument tiegħek li jiġbdu l-attenzjoni ta' investituri futuri u jagħmluhom iħossuhom attirati mill-idea tiegħek u jkunu jridu jkunu jafu aktar dwarha. Ħafna investituri normalment jagħmlu l-ewwel deċiżjoni bbażata fuq is-sommarju eżekuttiv, allura trid tinkorpora l-punti ewlenin tan-negozju tiegħek u ġġibhom għand il-qarrej b'mod ċar u dirett.

Huwa għalhekk li anke jekk is-sommarju huwa inkluż fl-ewwel lok, jista' jkun iktar faċli għalik li tagħmlu meta l-Pjan tan-Negozju tiegħek ikun lest, biex tkun taf eżattament liema punti trid tagħmel.



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finished, to know exactly what points to make.

It is not a question of doing a sales or marketing exercise through your executive summary, but of explaining clearly the logic of your business, your motivation to carry it out, the kind of activity you will develop and how you plan to carry it out.

In addition, we recommend that you do not occupy more than 1 or 2 pages, unless absolutely necessary, since usually investors have little time and it is essential that your ideas are captured quickly.

- BUSINESS OPPORTUNITY

Briefly describe your idea, your vision of the business and its raison d'être.

How is the service you offer? Explain the essence of it and how it responds to the market needs that you intend to cover.

Covering one market need is the key to every successful

Mhix kwistjoni li tagħmel eżerċizzju ta' bejgħ jew kummerċjalizzazzjoni permezz tas-sommarju eżekuttiv tiegħek, imma li tispjega b'mod ċar il-loġika tan-negozju tiegħek, il-motivazzjoni tiegħek biex twettaqha, it-tip ta' attività li ser tiżviluppa u kif qed tippjana li twettaqha.

Barra minn hekk, nirrakkomandaw li ma tokkupax iktar minn paġna waħda jew tnejn, sakemm ma jkunx assolutament meħtieġ, billi ġeneralment l-investituri jkollhom ftit ħin u huwa essenzjali li l-ideat tiegħek jinqabdu malajr.

- OPPORTUNITÀ TA' NEGOZJU

Iddeskrivi fil-qosor l-idea tiegħek, il-viżjoni tiegħek tan-negozju u l-idea prinċipali tiegħu.

Kif inhu s-servizz li toffri? Spjega l-essenza tagħha u kif tirispondi għall-ħtiġijiet tas-suq li bi ħsiebek tkopri.

Li tkopri ħtieġa waħda tas-suq hija ċ-ċavetta għal kull negozju ta' suċċess. Int trid tkun speċifiku kemm tista' dwar kif tiegħek se



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business. You have to be as specific as you can about how yours will make it.

You can say that your company represents the opportunity to create a sustainable business, so necessary at a time when the tourism sector is booming, but through a massive and unsustainable model in the long term.

Therefore, sustainable tourism that protects the conservation of coastal areas is drawn as a new need in the market. A good example of sustainable business that has been able to take advantage and develop this opportunity is [the Environmental Information and Education Centre at Cape Greco](#). The Environmental Information and Education Centre at Cape Greco, is a specialised exhibition and education centre aiming at formulating public awareness on problems posed by the coexistence of a consumer society with fragile ecosystems; it provides visitors with information regarding the land and marine ecosystems of the Cape Greco peninsula and is a learning hub for school children. The eco-friendly building incorporates a

tirnexxi.

Tista' tgħid li l-kumpanija tiegħek tirrappreżenta l-opportunità li toħloq negozju sostenibbli, tant meħtieġ fi żmien meta s-settur tat-turiżmu qed jikber, iżda permezz ta' mudell massiv u mhux sostenibbli fit-tul.

Għalhekk, turiżmu sostenibbli li jiproteġi l-konservazzjoni taż-żoni kostali huwa mfassal bħala ħtieġa ġdida fis-suq. Eżempju tajjeb ta' negozju sostenibbli li kien kapaċi jieħu vantaġġ u jiżviluppa din l-opportunità [huwa ċ-Ċentru ta' Informazzjoni u Edukazzjoni Ambjentali f'Cape Greco](#). Iċ-Ċentru ta' Informazzjoni u Edukazzjoni Ambjentali f'Cape Greco, huwa wirja speċjalizzata u ċentru ta' edukazzjoni li għandu l-għan li jiffirma kuxjenza pubblika dwar problemi maħluqa mill-koeżistenza ta' soċjetà tal-konsumatur ma' ekosistemi fragli; jipprovdi lill-viżitaturi b'informazzjoni dwar l-art u l-ekosistemi tal-baħar tal-peniżola ta' Cape Greco u huwa ċentru ta' taġġim għat-tfal tal-iskola. Il-bini li jirrispetta l-ambjent jinkorpora Ċentru ta' Merħba, ħanut tat-tifkiriet, kmamar tal-wirjiet (bi gwidi viżwali u awdjo li jispjegaw l-ekosistemi differenti taż-żona kostali u tal-baħar), tliet akkwariji (fejn il-viżitaturi jistgħu jaraw l-ekosistemi



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<p>Welcome Centre, souvenir shop, exhibition rooms (with visual and audio guides explaining the different ecosystems of the coastal area and the sea), three aquariums (where visitors can view the marine ecosystems up close), and a café.</p>	<p>tal-baħar mill-qrib), u kafetterija.</p>
<p>Hereby we propose a series of basic contents that should include your executive summary:</p>	<p>Hawnhekk nipproponu serje ta' kontenut bażiku li għandu jinkludi s-sommarju eżekuttiv tiegħek:</p>
<p>- YOUR ADDED VALUE</p> <p>Surely there are other companies offering a solution to the market need that you will cover. At this point you should briefly describe how existing companies are doing it and what innovations you bring to market with your business. What makes you original and why your contribution will be valuable in the market.</p> <p>For example, Campers and Nicholsons has become the global</p>	<p>- IL-VALUR MIŻJUD TIEGĦEK</p> <p>Żgur li hemm kumpaniji oħra li joffru soluzzjoni għall-ħtieġa tas-suq li int se tkopri. F'dan il-punt għandek tiddekrivi fil-qosor kif il-kumpaniji eżistenti qed jagħmlu dan u liema innovazzjonijiet iġġib fis-suq man-negozju tiegħek. Dak li jagħmlek originali u għaliex il-kontribuzzjoni tiegħek tkun ta 'valur fis-suq.</p> <p>Pereżempju, Campers u Nicholsons saru l-mexxejja globali fl-attivitajiet tal-jottijiet f'Malta, li jispeċjalizzaw fil-bejgħ, xiri,</p>



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leader in yachting activities in Malta, specialising in the sale, purchase, charter, marketing, management and construction of the finest yachts in the world. It was first founded in 1782 as a construction shipyard. It operates the Birgu marina offering excellent berthing facilities. The marina is a five star marina in the most beautiful setting. It attracts super yachts owned by the rich and famous. The marina is used by boat owners and many sailing boats are berthed here because the marina is sheltered and located on one side of the main harbour which is called the Grand harbour. The traffic in the marina also supports the restaurants located at the Birgu waterfront which are jam packed with people most of the time. The operator has helped to put Malta on the world map as a great place for sailing. This business was chosen as an example because it has attracted to Malta some of the largest and most beautiful sailing boats in the world.

- MARKET CHARACTERISTICS AND TARGET AUDIENCE

Explain the main characteristics you have found out about the market you are about to enter. Describe how the tourism sector is

charter, kummerċjalizzazzjoni, ġestjoni u kostruzzjoni tal-ifjen jottijiet fid-dinja. Din twaqqfet għall-ewwel darba fl-1782 bħala tarzna tal-kostruzzjoni. Hija topera l-marina tal-Birgu toffri faċilitajiet ta 'rmiġġ eċċellenti. Il-marina hija marina ta 'ħames stilel fl-isbaħ ambjent. Jattira super yachts li huma proprjetà ta 'sinjuri u famużi. Il-marina tintuża mis-sidien tad-dgħajjes u bosta dgħajjes bil-qluġħ huma rmiġġati hawn għax il-marina hija protetta u tinsab fuq naħa waħda tal-port ewlieni li jissejjaħ il-port il-Kbir. It-traffiku fil-marina jappoġġja wkoll ir-ristoranti li jinsabu fix-xatt tal-Birgu li l-maġġoranza tal-ħin huma ppakkjati bin-nies. L-operatur għen biex Malta tpoġġi fuq il-mappa tad-dinja bħala post kbir għat-tbaħħir. Dan in-negozju ntgħazel bħala eżempju minħabba li attira lejn Malta wħud mill-ikbar u l-isbaħ dgħajjes tad-dinja bil-qluġħ.

- KARATTERISTIĊI TAS-SUQ U UDJENZA MIRATTIVA

Spjega l-karatteristiċi ewlenin li sibt dwar is-suq li ser tidhol fih. Iddeskrivi kif is-settur turistiku jinsab fiż-żona u fittex opportunitajiet ġodda. F'Malta, " **Dive Shack** " sab niċċa biex



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located in the area and look for new opportunities. In Malta, “[Dive Shack](#)” found a niche to explore, being one of the first diving schools to be established in Malta, in the coastal town of Sliema. When the owner created the school, she was not only one of the first to have a diving centre, but in those days it was difficult to be a business woman. Access to finance was difficult and the business world was dominated by men. Today Dive Shack is one of the leading diving schools which promotes sustainability and environmental protection.

What is your target market? Describe your primary audience. What would your ideal consumer look like? It’s important to be as specific as you can at this point.

Think of the consumer to whom you direct your services and what are their characteristics. How many of them are there? What is their mode of consumption?

Your primary audience will be interested in the preservation of the environment and the true discovery of the coast. [EcoTour](#)

tesploraha, billi kienet waħda mill-ewwel skejjel tal-għadis li ġew stabbiliti f’Malta, fil-belt kostali ta’ Tas-Sliema. Meta s-sid ħoloq l-iskola, hija ma kinitx biss waħda mill-ewwel li kellha centru tal-għadis, iżda f’dawk il-jiem kien diffiċli li tkun mara tan-negozju. L-aċċess għall-finanzi kien diffiċli u d-dinja tan-negozju kienet iddominata mill-irġiel. Illum Dive Shack hija waħda mill-iskejjel tal-għadis ewlenin li tippromwovi s-sostenibbiltà u l-protezzjoni ambjentali.

X’inhu s-suq fil-mira tiegħek? Iddeskrivi l-udjenza primarja tiegħek. Kif ikun il-konsumatur ideali tiegħek? Huwa importanti li tkun speċifiku kemm tista’ f’dan il-punt.

Añseb fil-konsumatur li lilek tidderiegi s-servizzi tiegħek u x’inhuma l-karatteristiċi tagħhom. Kemm minnhom hemm? X’inhu l-mod ta’ konsum tagħhom?

L-udjenza primarja tiegħek tkun interessata fil-preservazzjoni tal-ambjent u l-iskoperta vera tal-kosta. [EcoTour Adventures](#) kien



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Adventures knew how to take advantage of it. This small company that operates tours in Western and central Cyprus, take pride in showing their guests “authentic Cyprus” and what the island has to offer with regards to its natural, cultural and traditional heritage. The company supports responsible ecotourism conserving the environment and improving the well-being of local people.

- TEAM

Describe your company, your team and what unites you. Investors attach great importance to how the team that is going to carry out the business is structured to know if there is a real potential for success.

Make them see that you are the ideal team.

If you have in mind new members with specific qualifications, you can include it here as well.

jaf kif jieħu vantaġġ minnu. Din il-kumpanija żgħira li topera tours fil-Punent u ċ-Ċipru ċentrali, huma kburin li juru lill-klijenti tagħhom "Ċipru awtentiku" u dak li għandha x'toffri l-gżira fir-rigward tal-wirt naturali, kulturali u tradizzjonali tagħha. Il-kumpanija tappoġġja ekoturizmu responsabbli biex tikkonserva l-ambjent u ttejjeb il-benesseri tan-nies lokali.

- TEAM

Iddeskrivi l-kumpanija tiegħek, it-tim tiegħek u dak li jgħaqqdek. L-investituri jagħtu importanza kbira lil kif it-tim li se jwettaq in-negozju huwa strutturat biex ikun jaf jekk hemmx potenzjal reali għal suċċess.

Agħmilhom jaraw li int it-tim ideali.

Jekk għandek f'moħħok membri ġodda bi kwalifiki speċifiċi, tista 'tinkludiha hawn ukoll.

- PJAN FINANZ JARJU U FINANZIAMENTO



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- FINANCIAL PLAN AND FUNDING

Highlight key aspects of your financial plan. For this it may be helpful to include a table with sales, expenses and benefits you expect to realize.

It is also important that you express what funding you need and how long it will take to recover it. It could always be negotiated later with investors, but this point must be made clear.

- MILESTONES

As the last key element, you can include the milestones you want to achieve.

It is particularly important in a sector as saturated as tourism to include those objectives that you have already been able to achieve and those that will be next, as well as the possibility that there are customers who may already be interested in your business model. Including your milestones will always work in

Enfasizza aspetti ewlenin tal-pjan finanzjarju tiegħek. Għal dan jista' jkun utli li tinkludi tabella bil-bejgħ, spejjeż u benefiċċji li tistenna li tirrealizza.

Huwa wkoll importanti li tesprimi liema fondi għandek bżonn u kemm se tiegħu biex tirkupraha. Dejjem jista' jiġi nnegożjat aktar tard ma' investituri, iżda dan il-punt għandu jkun ċar.

- MILESTONES

Bħala l-aħħar element ewlieni, tista' tinkludi l-istadji li trid tikseb.

Huwa partikolarment importanti f'settur saturat bħat-turiżmu li tinkludi dawk l-għanijiet li diġà stajt tilhaq u dawk li se jkunu jmiss, kif ukoll il-possibbiltà li jkun hemm klijenti li jistgħu jkunu diġà interessati fil-mudell tan-negożju tiegħek. L-inkluzjoni tal-miri importanti tiegħek dejjem taħdem favur tiegħek.



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your favor.

For **Çirali Project**, the milestones were to avoid the destruction of its fragile coastline and then grow, creating economic opportunities for the community. Created by WWF, this is a successful model of sustainable tourism, with the local community actively participating in conservation activities and reaping economic benefits from their environment. The Government of Turkey adopted the Integrated Coastal Management approach aimed not only at nature conservation but also at preserving social and cultural integrity. Ecotourism activities were started which can generate awareness of and support for conservation, and create economic opportunities for the community. In the process of making Çirali a nature and people-friendly tourism destination, the community has developed the sense of ownership and responsibility needed for the long-term sustainability of the project

Għall-Proġett Ċirali, l-istadji importanti kienu li tiġi evitata l-qerda tal-kosta fragli tiegħu u mbagħad tikber, u joħolqu opportunitajiet ekonomiċi għall-komunità. Mañluq mill-WWF, dan huwa mudell ta 'suċċess ta' turizmu sostenibbli, bil-komunità lokali tipparteċipa attivament f'attivitajiet ta 'konservazzjoni u taħsad benefiċċji ekonomiċi mill-ambjent tagħhom. Il-Gvern tat-Turkija adotta l-approċċ tal-Ġestjoni Integrata tal-Kosta mmirat mhux biss għall-konservazzjoni tan-natura iżda wkoll għall-preservazzjoni tal-integrità soċjali u kulturali. Inbdew attivitajiet ta 'ekoturizmu li jistgħu jiġġeneraw għarfien u appoġġ għall-konservazzjoni, u joħolqu opportunitajiet ekonomiċi għall-komunità. Fil-proċess li tagħmel Ċirali destinazzjoni turistika favur in-natura u n-nies, il-komunità żviluppat is-sens ta 'sjieda u responsabbiltà meħtieġa għas-sostenibbiltà fit-tul tal-proġett.



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PROJECT DESCRIPTION

The next section of your Business Plan will be the description of your project. In this section you can explain in detail what your value proposition in blue ecotourism consists of.

It is your opportunity to offer a summary of what your company does, what its business structure is, the mission of it, the details of its location and how your services will meet the needs of the tourism market on which you will focus.

Try to think about the client's needs to explain the details of your project.

For example, [Pastoral Vadi Ecological Farm](#) is a very interesting project that opted to offer farm activities, providing a different

DESKRIZZ JONI TAL-PROĠETT

It-taqsimha li jmiss tal-Pjan tan-Negozju tiegħek se tkun id-deskrizzjoni tal-proġett tiegħek. F'din it-taqsimha tista 'tispjega fid-dettall fiex tikkonsisti l-proposta tal-valur tiegħek fl-ekoturizmu blu.

Hija l-opportunità tiegħek li toffri sommarju ta 'dak li tagħmel il-kumpanija tiegħek, x'inhil-istruttura tan-negozju tagħha, il-missjoni tagħha, id-dettalji tal-lokazzjoni tagħha u kif is-servizzi tiegħek jissodisfaw il-ħtiġijiet tas-suq tat-turiżmu li fuqu ser tiffoka.

Ipprova aħseb dwar il-ħtiġijiet tal-klijent biex tispjega d-dettalji tal-proġett tiegħek.

Pereżempju, [ir-Razzett Ekoloġiku Pastorali Vadi](#) huwa proġett interessanti ħafna li għażel li joffri attivitajiet tar-razzett, u jipprovdi attrazzjoni differenti għal dawk it-turisti li jridu jaħrabu mit-tumult



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attraction for those tourists who want to escape the tumult of the city. Nestled right in the middle of a valley in the Yanıklar Village of the resort town of Fethiye, the Pastoral Vadi Ecological Farm features stone, wood and mud-brick houses surrounded by a pine forest. Farmers there have committed themselves to organic farming centered around an ecological lifestyle, offering healthy Mediterranean foods prepared from produce grown on the farm. This facility enables visitors to take part in a variety of training sessions, activities and workshops in the heart of nature.

Present the services that you want to offer in a simple way and emphasizing the competitive advantages, the state of the project, and also the strengths and weaknesses or disadvantages that it has. Your sincerity will be greatly appreciated by the readers.

As always, we recommend that you do not extend unnecessarily, that the explanations stand out for their clarity and direct language and that they leave no room for doubt on the way.

tal-belt. Imqiegħed eżatt f'nofs wied fil-Villaġġ Yanıklar tal-belt resort ta 'Fethiye, ir-Razzett Ekoloġiku Pastoral Vadi fih djar tal-ġebel, injam u briks tat-tajn imdawra b'foresta tal-arżnu. Il-bdiewa hemmhekk impenjaw ruħhom għall-biedja organika ċċentrata madwar stil ta 'ħajja ekoloġiku, li joffru ikel Mediterranju b'saħħtu ppreparat minn prodotti mkabbra fir-razzett. Din il-facilità tippermetti lill-viżitaturi jieħdu sehem f'varjetà ta 'sessjonijiet ta' taħriġ, attivitajiet u workshops fil-qalba tan-natura.

Ippreżenta s-servizzi li trid toffri b'mod sempliċi u tenfasizza l-vantaġġi kompetittivi, l-istat tal-proġett, u wkoll il-punti sodi u dgħajfin jew żvantaġġi li għandu. Is-sinċerità tiegħek tkun apprezzata ħafna mill-qarrejja.

Bħal dejjem, nirrakkomandaw li ma testendix bla bżonn, li l-ispjegazzjonijiet jispikkaw għaċ-ċarezza u l-lingwa diretta tagħhom u li ma jħallu l-ebda lok għal dubju fit-triq.

Il-punti ewlenin li din it-taqsimha għandu jkun fiha huma dawn li ġejjin:



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The key points that this section should contain are the following:	
T Think about the client's perspective and describe what he/she would find interesting, innovative and attractive.	Añseb dwar il-perspettiva tal-klijent u iddeskrivi dak li hu / hi jsib interessanti, innovattiv u attraenti.
<p>- THE BUSINESS NAME</p> <p>Present the name you have chosen to give visibility to your business. You can choose a name that matches the identity of your business and that can be quickly identified as a company dedicated to ecotourism. For example, the organization Cyprus Sustainable Tourism Initiative (CSTI) makes clear its intentions of harness tourism demand (tour operators, agents) with the supply of tourism resources (small producers and their communities) so as to develop a sustainable approach to tourism in Cyprus. This approach also provides a clear economic benefit to villages marginalized by mass tourism, while minimizing adverse</p>	<p>- L-ISEM TAN-NEGROS JU</p> <p>Ippreżenta l-isem li għażilt biex tagħti viżibilità lin-negozio tiegħek. Tista 'tagħzel isem li jaqbel mal-identità tan-negozju tiegħek u li jista' jiġi identifikat malajr bħala kumpanija ddedikata għall-ekoturizmu. Pereżempju, l-organizzazzjoni Cyprus Sustainable Tourism Initiative (CSTI) tagħmilha ċara l-intenzjonijiet tagħha ta 'xedd tad-domanda għat-turizmu (operaturi turistiċi, aġenti) bil-provvista ta' riżorsi turistiċi (produtturi żgħar u l-komunitajiet tagħhom) sabiex tiżviluppa approċċ sostenibbli għat-turizmu f'Ċipru . Dan l-approċċ jipprovdi wkoll benefiċċju ekonomiku ċar għall-irħula marginalizzati mit-turizmu tal-massa, filwaqt li jimminimizza l-impatt soċjoekonomiku u ambjentali negattiv.</p>



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socio-economic and environmental impact.

- THE LOCATION OF THE BUSINESS

Where will your business be located? In a company dedicated to ecotourism, the choice of location is an essential point. Here you can expand on the geographical location, the characteristics of the area, of tourist and environmental attractions in the region, etc.

For example, [Albufera National Park](#) is located in the province of Valencia, in the Valencian Community. It was declared a natural park by the Valencian Government on 23 July 1986. It has a wide range of recreational activities (guided tours, talks) as well as various infrastructures for public use (picnic and recreational areas) that promote ecotourism. It is committed to the respect and maintenance of customs, the conservation of culture, traditions, economic activities and typical gastronomy. In addition, its ecological value is very great since species of great ecological

- IL-POST TA 'NEGÓ JU

Fejn se jkun in-negozju tiegħek? F'kumpanija ddedikata għall-ekoturizmu, l-għażla tal-post hija punt essenzjali. Hawnhekk tista 'tespandi fuq il-lok ġeografiku, il-karatteristiċi taż-żona, ta' attrazzjonijiet turistiċi u ambjentali fir-reġjun, eċċ.

Pereżempju, il-Park Nazzjonali ta' [Albufera jinsab fil-provincja ta' Valencia](#), fil-Komunità ta' Valencia. Gie ddikjarat park naturali mill-Gvern ta' Valenzja fit-23 ta' Lulju 1986. Għandu firxa wiesgħa ta' attivitajiet rikreattivi (żjarat iggwidati, taħdidiet) kif ukoll diversi infrastrutturi għall-użu pubbliku (żoni tal-piknik u rikreattivi) li jippromwovu l-ekoturizmu. Huwa impenjat għar-rispett u l-manutenzjoni tad-drawwiet, il-konservazzjoni tal-kultura, tradizzjonijiet, attivitajiet ekonomiċi u gastronomija tipika. Barra minn hekk, il-valur ekoloġiku tiegħu huwa kbir ħafna peress li hemm speċi ta' valur ekoloġiku kbir f'periklu ta' estinzjoni.



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<p>value in danger of extinction are found there.</p>	
<p>In addition, the coast offers many possibilities for ecotourism, such as Villa de Noja, Cantabria, which takes advantage of both the beaches and the Bird Mill located there. Noja has promoted numerous tourist initiatives related to sustainability and environmental conservation. Additionally, there are fairs such as Econoja, which has consolidated numerous initiatives aimed at environmental awareness, the unanimous support of the plenary for the Declaration of Climate Emergency and the rich cultural heritage of the town.</p> <p>- TYPE OF ENTERPRISE AND TYPE OF ECONOMIC ACTIVITY.</p> <p>We are referring to the type of company under which the business and the economic activity to which it will be dedicated will be legally constituted (provision of tourism services in this</p>	<p>Barra minn hekk, il-kosta toffri ħafna possibbiltajiet għall-ekoturizmu, bħal Villa de Noja, Cantabria, li tiegħu vantaġġ kemm mill-bajjiet kif ukoll mill-Bird Mill li hemm hemmhekk. Noja ppromwoviet bosta inizjattivi turistiċi relatati mas-sostenibbiltà u l-konservazzjoni ambjentali. Barra minn hekk, hemm fieri bħal Econoja, li kkonsolidat bosta inizjattivi mmirati lejn kuxjenza ambjentali, l-appoġġ unanimu tal-plenarja għad-Dikjarazzjoni ta 'Emerġenza Klimatika u l-wirt kulturali għani tal-b-</p> <p>TIP TA 'INTRAPRIŻA U TIP TA' ATTIVITÀ EKONOMIKA.</p> <p>Aħna qed nirreferu għat-tip ta 'kumpanija li tañthom in-negozju u l-attività ekonomika li se tkun iddedikata għaliha se jkunu kostitwiti legalment (il-provvista ta' servizzi turistiċi f'dan il-każ).</p>



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case).

You can include when the company was formed (if it was) and a brief history of the achievements you've made to get to the point you're currently at.

- THE BUSINESS DESCRIPTION.

In this section you will explain how you will carry out your business and how it will be the service you will offer.

Describe in detail how you plan to provide your services and how you will structure them. What kind of activities are you going to carry out? What impact will these activities have? What management capacity do you have on the area? These are important questions that you could answer in this section.

Malta Cruising Club, for example, has specialized in cruising. The club organizes many activities, including trips to Italy. It also organizes activities for members. These activities are popular as

Tista 'tinkludi meta ġiet iffurmata l-kumpanija (jekk kienet) u storja qasira tal-kisbiet li għamilt biex tasal sal-punt li bħalissa qiegħed fih.
elt.

- ID-DESKRIZZJONI TAN-NEGOZJU.

F'din it-taqsimha tispjega kif se twettaq in-negozju tiegħek u kif se jkun is-servizz li toffri.

Iddeskrivi fid-dettall kif qed tippjana li tipprovdi s-servizzi tiegħek u kif int se tistrutturahom. X'tip ta 'attivitajiet se twettaq? X'impatt se jkollhom dawn l-attivitajiet? X'kapaċità ta 'ġestjoni għandek fuq iż-żona? Dawn huma mistoqsijiet importanti li tista 'twieġeb f'din it-taqsimha.

Il-Malta Cruising Club, pereżempju, speċjalizza fil-cruising. Il-klabb jorganizza bosta attivitajiet, inklużi vjaġġi lejn l-Italja. Jorganizza wkoll attivitajiet għall-membri. Dawn l-attivitajiet huma popolari peress li huma kkunsidrati mod eċċellenti biex jagħmlu



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they are considered an excellent way to make contacts. The cruise club committee plans to organize environmental activities that will encourage its members to spend a few hours collecting waste such as plastic bottles that sometimes litter the islands' coastlines.

In addition, you can include the good environmental and sustainability practices that your business will include. Even those that refer to technical characteristics such as emissions management, water and energy resources, etc.

An exemplary business of best practices in ecotourism and sustainability, is the '[Hotel Daniel](#)' at [Bellaria](#). Located in Igea Marina, Rimini, the hotel won the Legambiente 1 award in 2015: It has recently evolved towards sustainability, offering for breakfast organic products or km 0 from local farmers/producers. They are very aware of the environment and one of their main measures is the separate

collection of waste. All rooms have soap dispensers to minimize

kuntatti. Il-kumitat tal-klabb tal-kruċieri qed jippjana li jorganizza attivitajiet ambjentali li jheggu lill-membri tiegħu biex iqattgħu f'it sigħat jiġbru skart bħal fliexken tal-plastik li kultant iħammgu mal-kosta tal-gzejjer.

Barra minn hekk, tista 'tinkludi l-prattiki ambjentali u ta' sostenibbiltà tajba li n-negozju tiegħek ser jinkludi. Anki dawk li jirreferu għal karatteristiċi tekniċi bħall-immaniġġjar tal-emissjonijiet, riżorsi tal-ilma u tal-enerġija, eċċ.

Negozju eżemplari ta 'l-aħjar Prattiki fl-ekoturizmu u s-sostenibbiltà, huwa l-'[Hotel Daniel](#)' f'[Bellaria](#). Li tinsab f'Igea Marina, Rimini, il-lukanda rebħet il-premjju Legambiente 1 fl-2015: Dan l-aħjar evolviet lejn is-sostenibbiltà, billi toffri għall-kolazzjon prodotti organiċi jew km 0 minn bdiewa / produtture lokali. Huma konxji ħafna tal-ambjent u waħda mill-miżuri ewlenin tagħhom hija s-separata

għbir ta 'skart. Il-kmamar kollha għandhom dispensers tas-sapun biex jimminimizzaw l-użu ta 'fliexken tal-plastik, id-dawl huwa



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the use of plastic bottles, the light is regulated thanks to energy-saving bulbs.. The cleaning staff use ecological products that have a limited impact on the environment. The hotel is easily accessible by public transport. In addition, there are reminders in the hotel that promote eco innovative sustainability.

It is a good time to highlight the attractions of the area in which you are going to provide your services and the possibilities you find in it. You can include images if you consider them illustrative at this point.

[The Igea Marina beach-Bellaria](#), for example, is a major attraction of the Italian coasts. It is the result of good business activity aimed at sustainability and increasing the quality of its clients' leisure activities and the profitability of the company itself. The beach represents a real model for the other Italian coasts that want to be more eco-innovative, it combines the need for eco-sustainability with technology: clean energy is stored through photovoltaic umbrellas, there is a cloud computing system that allows wifi connection and timely access to information on air and

rregolat grazzi għal bozoz li jiffrankaw l-enerġija .. Il-persunal tat-tindif juża prodotti ekoloġiċi li għandhom impatt limitat fuq l-ambjent. Il-lukanda hija aċċessibbli faċilment bit-trasport pubbliku. Barra minn hekk, hemm tfakkiriet fil-lukanda li jipromwovu sostenibbiltà eko-innovattiva.

Huwa żmien tajjeb biex tenfasizza l-attrazzjonijiet taż-żona li fiha ser tipprovdi s-servizzi tiegħek u l-possibbiltajiet li ssib fiha. Tista 'tinkludi stampi jekk tqishom illustrattivi f'dan il-punt.

[Il-bajja Igea Marina-Bellaria, pereżempju](#), hija attrazzjoni ewlenija tal-kosti Taljani. Huwa r-riżultat ta 'attività ta' negozju tajba mmirata lejn is-sostenibbiltà u żżid il-kwalità tal-attivitàjiet ta 'divertiment tal-klijenti tagħha u l-profittabilità tal-kumpanija nnifisha. Il-bajja tirrappreżenta mudell reali għall-kosti Taljani l-oħra li jridu jkunu aktar ekoinnovattivi, tgħaqqad il-ħtieġa għall-eko-sostenibbiltà mat-teknoloġija: enerġija nadifa tinħażen permezz ta 'umbrellel fotovoltajċi, hemm sistema ta' cloud computing li tippermetti konnessjoni wifi u aċċess f'waqtu għal informazzjoni dwar il-kwalità ta 'l-arja u tal-baħar. Barra minn hekk, hemm stazzjonijiet tal-iċċarġjar għal smartphones, tablets



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<p>sea quality. In addition, there are recharging stations for smartphones, tablets and electric bicycles.</p> <p>- YOUR DISTINGUISHING CHARACTERISTICS</p> <p>They are the characteristics that allow your business and the services you will provide to be different from the competition.</p>	<p>u roti elettrici.</p> <p>- IL-KARATTERISTIČI DISTINGWENTI TIEGĦEK</p> <p>Huma l-karatteristiċi li jippermettu n-negożju tiegħek u s-servizzi li ser tipprovdi li jkunu differenti mill-kompetizzjoni.</p>
<p>Today's market is full of new ideas that arise daily</p> <p>A different business example is Galician Seas Finisterre Shipwrecks, an international project aimed at highlighting the underwater heritage of north-western Spain and, specifically, the ships that have sunk throughout history in the waters of the Costa da Morte, between Fisterra and Porto do Son (A Coruña, Galicia). It brings the reality of this underwater heritage closer to the public, document and highlight this important historical legacy for</p>	<p>Is-suq tal-lum huwa mimli ideat ġodda li jinqalgħu kuljum</p> <p>Eżempju ta 'negożju differenti huwa n-Nawfraġji ta' Galician Seas Finisterre, proġett internazzjonali mmirat biex jenfasizza l-wirt taħt l-ilma tal-majjistral ta 'Spanja u, speċifikament, il-vapuri li għerqu matul l-istorja fl-ilmijiet tal-Costa da Morte, bejn Fisterra u Porto do Son (A Coruña, Galicia). Iġib ir-realtà ta 'dan il-wirt taħt l-ilma eqreb lejn il-pubbliku, jiddokumenta u jenfasizza dan il-wirt storiku importanti għad-dominju pubbliku u jippromwovi l-konservazzjoni u l-protezzjoni tiegħu. Għalhekk, il-proġett</p>



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the public domain and promote its conservation and protection. Thus, the project involves two diving centres prepared for tourism and for recreational diving guided by expert instructors.

Focus this section on the sustainability of your business, the ecological and environmental benefits you will achieve, how your services will be an excellent experience for customers and what is the unique and distinctive value of those services. Take example of [Ayii Anargyri Natural Healing SPA Resort](#), Ayii Anargyri is a resort with a heart and an environmental friendly concept. Great emphasise was given to the fact of saving energy! Both buildings (Spa & Hotel), use renewable energy for all of the mechanical systems. Furthermore, the buildings are well insulated, taking advantage of the loss of the energy.

This is why you must highlight those features that will make your business different and draw the attention of the customers above the

jinvolvi żewġ ċentri tal-għadis ippreparati għat-turiżmu u għall-għadis rikreattiv iggwidati minn għalliema esperti.

Iffoka din it-taqsimha fuq is-sostenibbiltà tan-negozju tiegħek, il-benefiċċji ekoloġiċi u ambjentali li se tikseb, kif is-servizzi tiegħek se jkunu esperjenza eċċellenti għall-klijenti u x'inhu l-valur uniku u distintiv ta 'dawk is-servizzi. Ftu eżempju ta '[Ayii Anargyri Natural Healing SPA Resort](#), Ayii Anargyri huwa resort b'qalb u kuncett favur l-ambjent. Ingħatat enfasi kbira lill-fatt li tiffranka l-enerġija! Iż-żewġ binjiet (Spa & Hotel), jużaw enerġija rinnovabbli għas-sistemi mekkaniċi kollha. Barra minn hekk, il-binjiet huma iżolati sew, u jieħdu vantaġġ mit-telf tal-enerġija.

Huwa għalhekk li trid tenfasizza dawk il-karatteristiċi li jagħmlu n-negozju tiegħek differenti u tiġbed l-attenzjoni tal-klijenti 'l fuq



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<p>rest, allowing you not to go unnoticed in the market.</p>	<p>mill-bqija, li jippermettilek li ma tgħaddix inosservat fis-suq.</p>
<p>- BUSINESS VISION AND MISSION.</p> <p>Where does your business go in the long run? You must briefly answer this question and also state the purpose and raison d'être of your idea.</p> <p>Talk about your business philosophy, how the idea was born and where you want to develop it. Communicate those goals you set as a company, such as raising awareness of caring for the environment, promoting activities of conservation and cleanliness of the area, having a good relationship with local commerce, promoting recycling, controlling emissions, create facilities without toxic materials or try to generate as little waste as possible.</p> <p>It is a good time to show your illusion that has motivated the</p>	<p>- VIŻJONI U MISSJONI TAN-NEGOZJU.</p> <p>Fejn imur in-negozju tiegħek fit-tul? Int trid twieġeb fil-qosor din il-mistoqsija u tiddikjara wkoll l-iskop u r-raison d'être tal-idea tiegħek.</p> <p>Tkellem dwar il-filosofija tan-negozju tiegħek, kif twieldet l-idea u fejn trid tiżviluppaha. Ikkomunika dawg l-għanijiet li stabbilixxejt bħala kumpanija, bħal li tqajjem kuxjenza dwar il-kura tal-ambjent, tippromwovi attivitajiet ta 'konservazzjoni u ndafa taż-żona, li jkollok relazzjoni tajba mal-kummerċ lokali, tippromwovi r-riċiklaġġ, tikkontrolla l-emissjonijiet, toħloq faċilitajiet mingħajr materjali tossiċi jew tipprova biex tiġġenera l-inqas skart possibbli.</p> <p>Huwa żmien tajjeb biex turi l-illużjoni tiegħek li mmotivat il-bidu</p>



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start-up of your business.

For example, all **FAST&BIO SL**. products strictly comply with their principles from the very beginning. Is an example of a hospitality industry which promotes a healthy and ecological lifestyle through the sale of ecological food, the sustainability in food consumption and production, environmental care using natural resources and respecting animals, since they reject any type of animal exploitation in the food industry, which motivated them to form their company.

- BUSINESS OBJECTIVES AND BUSINESS STRATEGIES

Every business must have its own objectives, since, among other things, they allow us to set a course and serve as a source of motivation. Describe the main objectives you want to achieve, both general and specific.

Specific Example: Increase sales by 20% in the second

tan-negozju tiegħek.

Pereżempju, **il-FAST & BIO SL** kollha. prodotti jikkonformaw strettament mal-prinċipji tagħhom mill-bidu nett. Huwa eżempju ta 'industrija tal-ospitalità li tippromwovi stil ta' ħajja ekoloġiku u b'saħħtu permezz tal-bejgħ ta 'ikel ekoloġiku, is-sostenibbiltà fil-konsum u l-produzzjoni tal-ikel, il-kura ambjentali bl-użu ta' riżorsi naturali u r-rispett tal-annimali, billi jirrifjutaw kwalunkwe tip ta 'sfruttament tal-annimali fl-industrija tal-ikel , li mmotivawhom biex jiffurmaw il-kumpanija tagħhom.

- GĦANIJIET TA 'NEGOZI U STRATEĠIJI TA' NEGÓ JU

Kull negozju għandu jkollu l-għanijiet tiegħu stess, billi, fost affarijiet oħra, jippermettulna nistabbilixxu triq u jservu bħala sors ta 'motivazzjoni. Iddeskrivi l-għanijiet ewlenin li trid tikseb, kemm generali kif ukoll speċifiċi.

Eżempju Speċifiku: Żid il-bejgħ b'20% fit-tieni semestru.



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semester.

General Example: Promote the collection of plastic waste, as in
[The Santa Marina Salina Beach-Messina, Sicily](#).

This is an exemplary beach that stands out for promoting the environmental care of their coasts. Its main sustainable activity is the selective collection of waste to minimize the risk of tourists and visitors leaving paper and plastic that can contaminate the dunes and the sea, eliminating the risk that this waste can travel through our seas. To ensure that everyone collects waste separately, there is a pulling cart service that collects the wastes from umbrellas to umbrellas.

You can also include in this section what are the strategies you have designed to achieve these objectives that you have set as a company.

Example: Specialization, variety of services, etc.

Eżempju Ġenerali: Tippetromwovi l-ġbir ta 'skart tal-plastik, b'hal
[fil-Bajja Santa Marina Salina-Messina](#), Sqallija.

Din hija bajja eżemplari li tispikka għall-promozzjoni tal-kura ambjentali tax-xtut tagħhom. L-attività sostenibbli ewlenija tagħha hija l-ġbir selettiv ta 'skart biex jitnaqqas ir-riskju li t-turisti u l-viżitaturi jhallu karta u plastik li jistgħu jikkontaminaw id-duni u l-baħar, u telimina r-riskju li dan l-iskart jista' jivvjaġġa fl-ibħra tagħna. Biex jiġi żgurat li kulhadd jiġbor l-iskart separatament, hemm servizz ta 'pulling cart li jiġbor l-iskart minn umbrelel għal umbrelel.

Tista 'wkoll tinkludi f'din it-taqsimha x'inhuma l-istrateġiji li ddisinjajt biex tilhaq dawn l-għanijiet li stabbilixxejt b'hal kumpanija.

Eżempju: Speċjalizzazzjoni, varjetà ta 'servizzi, eċċ.

Billi tinkludi dawn il-punti kollha fid-deskrizzjoni tan-negozju



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By including all these points in your business description you will be able to communicate to the reader a general idea of who you are, what your values are and how you will carry out the activity that you intend to offer to the market.

Remember that less is more, in a sense of clarity and conciseness in the way you write your summary.

tiegħek tkun tista 'tikkomunika lill-qarrej idea ġenerali ta' min int, x'inhuma l-valuri tiegħek u kif se twettaq l-attività li beħsiebek toffri lis-suq.

Ftakar li inqas huwa iktar, f'sens ta 'ċarezza u konċiżità fil-mod kif tikteb is-sommarju tiegħek.

DESCRIPTION OF THE MARKET

This is a key point for your Business Plan. It can help you reduce risks, because if you know and understand your potential customers and market conditions, you have more opportunities to develop a successful service.

On the one hand, you will analyze the tourism market in which your company is going to be introduced, its size, the barriers that

DESKRIZZ JONI TAS - SUQ

Dan huwa punt ewlieni għall-Pjan tan-Negożju tiegħek. Jista 'jgħinek tnaqqas ir-riskji, għax jekk taf u tifhem il-klijenti potenzjali tiegħek u l-kundizzjonijiet tas-suq, għandek aktar opportunitajiet biex tiżviluppa servizz ta' suċċess.

Minn naħa, ser tanalizza s-suq tat-turiżmu li fih se tiġi introdotta l-kumpanija tiegħek, id-daqs tiegħu, l-ostakli li tista 'ssib fih, liema huma l-fatturi ta' suċċess li jikkarakterizzawha, l-evoluzzjoni u t-tkabbir tagħha, ir-rati u l-kurrent xejriet.



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you can find in it, what are the success factors that characterize it, its evolution and growth, rates and current trends.

To write this part you may need to perform a market research beforehand that allows you to collect and analyze all this information. Don't feel overwhelmed, you can start by going to places your target consumer frequents and observing their behavior.

- MARKET AND CUSTOMER ANALYSIS

To begin with, you'll have to show your readers that you know the market you want to enter. To do this, you will need to analyse the conditions of the market, starting with a description, analysing the size of the market (sales volume, profitability, potential profit), how demand evolves, the rate at which it grows, the degree of consolidation of the sector and what market share you will have.

As for the clients, you will need to investigate and analyze what your target audience or target market is. These are the

Biex tikteb din il-parti jista 'jkollok b'zonn tagħmel ricerka tas-suq minn qabel li tippermettilek tiġbor u tanalizza din l-informazzjoni kollha. Tħossokx megħlub, tista 'tibda billi tmur f'postijiet frekwenti tal-konsumatur fil-mira tiegħek u tosserva l-imġieba tagħhom.

- ANALIŻI TAS-SUQ U TAL-KLIMENT

Biex tibda, ikollok turi lill-qarrejja tiegħek li taf is-suq li trid tidhol fih. Biex tagħmel dan, ikollok b'zonn tanalizza l-kundizzjonijiet tas-suq, billi tibda b'deskrizzjoni, tanalizza d-daqs tas-suq (volum tal-bejgħ, profitt, profitt potenzjali), kif tevolvi d-domanda, ir-rata li biha tikber, il-grad ta ' konsolidazzjoni tas-settur u liema sehem mis-suq ser ikollok.

Fir-rigward tal-klijenti, ser ikollok b'zonn tinvestiga u tanalizza x'inhu l-udjenza fil-mira tiegħek jew is-suq fil-mira tiegħek. Dawn huma l-konsumaturi li n-negozju tiegħek ser joffri s-servizzi



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consumers to whom your business will offer its services. You must define your target market well and not be generalist, specializing in a particular type of consumer to achieve greater efficiency. Don't fall into the trap of describing your business as 'for everyone'. You need to target a specific sector of the market to succeed!

The classic method you can use to identify your target market is the one that uses **TAM, SAM and SOM**.

These concepts mean:

- **TAM:** Total Available Market (all the people you'd like your services to reach)
- **SAM:** Segmented Available Market (the portion of TAM you will target)
- **SOM:** Share Of The Market (the subset of your SAM that you will realistically reach particularly in the first few years of your

tiegħu. Int trid tiddefinixxi sew is-suq fil-mira tiegħek u ma tkunx ġeneralista, billi tispeċjalizza f'tip partikolari ta 'konsumatur biex tikseb effiċjenza akbar. Taqax fin-nasba li tiddekrivi n-negozju tiegħek b'ħala 'għal kulħadd'. Trid timmira lejn settur speċifiku tas-suq biex tirnexxi!

Il-metodu klassiku li tista 'tuża biex tidentifika s-suq fil-mira tiegħek huwa dak li juża **TAM, SAM u SOM**.

Dawn il-kunċetti jfissru:

- **TAM:** Suq Disponibbli Totali (in-nies kollha li tixtieq tilħaq is-servizzi tiegħek)
- **SAM:** Suq Disponibbli Segmentat (il-porzjon tat-TAM li inti se timmira)
- **SOM:** Sehem mis-Suq (is-sottogrupp tas-SAM tiegħek li realistikament int se tilħaq partikolarment fl-ewwel ftit snin tan-negozju tiegħek)
Ladarba tiddefinixxi l-udjenza fil-mira tiegħek, għandek tindika



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business)

Once defined your target audience, you should point out what are the main characteristics of the consumer that conforms it; their tastes, their preferences regarding the service, how often they come to it, what are their consumption habits, customs, etc. In your case, these are people who want another type of tourism and who want to take advantage of their holidays by actively participating in the care of the environment.

One way to do this is to use an 'user persona', which is a fictitious representation of your market through a character with name, gender, tastes, income level...

This tool can be very useful to identify your marketing techniques and attract ideal customers, knowing how to answer the question of why your services are perfect for them.

SECTOR AND COMPETITION

liema huma l-karatteristiċi ewlenin tal-konsumatur li jikkonformah; il-gosti tagħhom, il-preferenzi tagħhom rigward is-servizz, kemm-il darba jiġu għalih, x'inhuma d-drawwiet ta 'konsum tagħhom, drawwiet, eċċ. Fil-każ tiegħek, dawn huma nies li jixtiequ tip ieħor ta' turizmu u li jixtiequ jieħdu vantaġġ mill-vaganzi tagħhom billi attivament tipparteċipa fil-kura tal-ambjent.

Mod wieħed biex tagħmel dan huwa billi tuża 'user persona', li hija rappreżentazzjoni fittizja tas-suq tiegħek permezz ta 'karattru b'isem, sess, gosti, livell ta' dħul ...

Din l-għodda tista 'tkun utli ħafna biex tidentifika t-tekniki ta' kummerċjalizzazzjoni tiegħek u tattira klijenti ideali, tkun taf kif twieġeb il-mistoqsija għaliex is-servizzi tiegħek huma perfetti għalihom.

SETTUR U COMPETIZIONI

Wara li ddefinixxejt is-suq fil-mira, huwa daqstant importanti li nkunu ċari dwar min huma l-kompetituri ewlenin tiegħek u li



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Having defined the target market, it is just as important to be clear about who your main competitors are and to know them well, as this will allow us to formulate a good strategy that will allow us to compete successfully and highlight our advantages over them.

Take this opportunity to show your readers the strengths with which you can fill the weaknesses of the competition and how you differ from them.

- **Direct competitors:** Locate and describe which companies are offering a similar service to yours and to which your potential customers could turn instead of you. Study its parameters; sales volume, prices, positioning, market share, etc.

- **Indirect competitors:** You are going to offer an innovative service in the market and your direct competitors may not be very numerous, but surely there are other similar business models that may be trying to reach your target audience, for example, within tourism in general. It's important that you keep an eye on the

nkunu nafuhom sew, peress li dan jippermettilna niformulaw strategija tajba li tippermettilna nikkompetu b'suċċess u nenfasizzaw il-vantaġġi tagħna fuqhom.

Ħu din l-opportunità biex turi lill-qarrejja tiegħek is-saħħiet li bihom tista 'timla n-nuqqasijiet tal-kompetizzjoni u kif tvarja minnhom.

- **Kompetituri diretti:** Sib u ddeskrivi liema kumpaniji qed joffru servizz simili għal tiegħek u li l-klijenti potenzjali tiegħek jistgħu jdurru minflok int. Studja l-parametri tagħha; volum tal-bejgħ, prezzijiet, pożizzjonament, sehem mis-suq, eċċ.

- **Kompetituri indiretti:** Int se toffri servizz innovattiv fis-suq u l-kompetituri diretti tiegħek jistgħu ma jkunux numerużi ħafna, imma żgur hemm mudelli oħra ta 'negożju simili li jistgħu jkunu qed jippruvaw jilħqu l-udjenza fil-mira tiegħek, pereżempju, fit-turiżmu b'mod generali . Huwa importanti li żżomm għajnejk fuq is-settur.

- **Qawwiet u dgħjufijiet tal-kompetituri tiegħek:** X'inhuma l-vantaġġi tal-kompetituri tiegħek? X'inhuma l-istrateġiji tal-bejgħ



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<p>sector.</p> <ul style="list-style-type: none"> · Strengths and weaknesses of your competitors: What are your competitors' strengths? What are their sales strategies? And above all, take advantage of this section to put on the table your competitive advantages and how you can take advantage of the weaknesses of your competition to fill them in the market. · Entry barriers: Examine the cost of entering the market you want to access. Is it easy to make your way into the market? How will your competitors react to the launch of a new business? What are the chances of new potential competitors entering? <p>Do not be afraid to expose your possible weaknesses in this section. Remember that sincerity will be valued by your readers.</p>	<p>tagħhom? U fuq kollox, tieħu vantaġġ minn din it-taqsimha biex tpoġġi fuq il-mejda l-vantaġġi kompetittivi tiegħek u kif tista 'tieħu vantaġġ mid-dgħufijiet tal-kompetizzjoni tiegħek biex timlahom fis-suq.</p> <ul style="list-style-type: none"> · Ostakli għad-dħul: Eżamina l-ispiza biex tidħol fis-suq li trid taċċessa. Huwa faċli li tidħol fis-suq? Il-kompetituri tiegħek kif se jirreaġixxu għat-tnedija ta 'negozju ġdid? X'inhuma ċ-ċansijiet li jidħlu kompetituri potenzjali ġodda? <p>Tibżax li tesponi d-dgħufijiet possibbli tiegħek f'din it-taqsimha. Ftakar li s-sinċerità se tkun stmata mill-qarrejja tiegħek.</p>
<p>A good analysis of your competition should contain:</p>	<p>Analizi tajba tal-kompetizzjoni tiegħek għandu jkun fiha:</p>



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<p>- SETTING</p> <p>You must include those economic, social, political, geographical, technological or environmental factors that can directly or indirectly influence the development of your business.</p> <p>In this section you should mention whether there are government regulations that affect the development of your business, environmental policies, promotion of tourism by the country in which you are going to provide your services, etc.</p> <p>The setting evolution is fundamental in the progress of your business, so to carry out an analysis of the tourism sector in the area and of tourism trends, both foreign and national will help you to finish framing the market description.</p>	<p>- Issettjar</p> <p>Trid tinkludi dawk il-fatturi ekonomiċi, soċjali, politiċi, ġeografiċi, teknoloġiċi jew ambjentali li jistgħu jinfluwenzaw direttament jew indirettament l-iżvilupp tan-negozju tiegħek.</p> <p>F'din it-taqsimha għandek issemmi jekk hemmx regolamenti tal-gvern li jaffettwaw l-iżvilupp tan-negozju tiegħek, il-politiki ambjentali, il-promozzjoni tat-turiżmu mill-pajjiż li fih ser tipprovdi s-servizzi tiegħek, eċċ.</p> <p>L-evoluzzjoni tal-issettjar hija fundamentali fil-progress tan-negozju tiegħek, allura biex twettaq analiżi tas-settur tat-turiżmu fiż-żona u tat-tendenzi tat-turiżmu, kemm barranin kif ukoll nazzjonali jgħinuk tispicċa tfassal id-deskrizzjoni tas-suq.</p>
<p>MARKETING PLAN</p>	<p>PJAN TAT-TQEGHID FIS-SUQ</p> <p>Ladarba tkun studjajt is-suq fil-fond, wasal iż-żmien li turi kif ser</p>



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Once you have studied the market in depth, it is time to demonstrate how you will access the potential tourism market you have located and how you will achieve the goals you have set with your Eco blue tourism business.

For this purpose you will expose your Marketing Plan.

The Marketing Plan should collect an analysis of the situation of your company at the present time, the objectives you want to achieve and the path you will choose to achieve them. When drawing up your Marketing Plan, there are a number of aspects that you must include following a logical order in which to work so that the final result is coherent and operational.

Next we are going to explain what the basic sections to describe are.

- ANALYSIS OF THE CURRENT SITUATION OF YOUR BUSINESS

taċċessa s-suq potenzjali tat-turiżmu li sibt u kif se tikseb l-għanijiet li stabbilixxejt bin-negozju tat-turiżmu Eko Blu tiegħek.

Għal dan il-għan int tesponi l-Pjan tal-Marketing tiegħek.

Il-Pjan tal-Marketing għandu jiġbor analiżi tas-sitwazzjoni tal-kumpanija tiegħek fil-preżent, l-għanijiet li trid tilhaq u t-triq li tagħzel li tilhaqhom. Meta tfassal il-Pjan tal-Marketing tiegħek, hemm numru ta 'aspetti li trid tinkludi wara ordni loġika li fiha taħdem sabiex ir-riżultat finali jkun koerenti u operattiv.

Sussegwentement se nispjegaw x'inhuma t-taqsimiet bażiċi biex niddekrivu.

- ANALIŻI TAS-SITWAZZJONI ATTWALI TAN-NEGOZJU TIEGĦEK

Dan huwa l-ewwel pass obligatorju ta 'kull pjan ta' kummerċjalizzazzjoni. Trid tanalizza s-sitwazzjoni ġenerali



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This is the mandatory first step of every marketing plan. You must analyse the general situation of your company and the resources you have. To systematize this analysis and make sure we don't miss anything along the way, you can go to the SWOT analysis: strengths, weaknesses, opportunities and threats.

In the section on weaknesses, you can introduce those internal aspects of your company that either manifest some deficiencies, or in which you are at a disadvantage in front of the competition or simply want to improve.

Some examples of weaknesses may be due to a lack of funding, limitations or aspects of your company with which you are less satisfied.

Threats are those external factors that reduce your company's market rate or put it at risk. By identifying them in time you can neutralize them, so it is of great importance.

To find them you can ask yourself about changes in the market

tal-kumpanija tiegħek u r-riżorsi li għandek. Biex sistemattizza din l-analiżi u tiżgura li ma nitilfu xejn matul it-triq, tista 'tmur għall-analiżi SWOT: punti sodi, dgħjufijiet, opportunitajiet u theddid.

Fit-taqsimha dwar in-nuqqasijiet, tista 'tintroduci dawk l-aspetti interni tal-kumpanija tiegħek li jew juru xi nuqqasijiet, jew li fihom tkun fi żvantaġġ quddiem il-kompetizzjoni jew semplicement trid ittejjeb.

Xi eżempji ta 'dgħjufijiet jistgħu jkunu minħabba nuqqas ta' finanzjament, limitazzjonijiet jew aspetti tal-kumpanija tiegħek li bihom tkun inqas sodisfatt.

It-theddid huwa dawk il-fatturi esterni li jnaqqsu r-rata tas-suq tal-kumpanija tiegħek jew ipogħuha f'riskju. Billi tidentifikahom fil-ħin tista 'tinnewtralizzahom, għalhekk huwa ta' importanza kbira.

Biex issibhom tista 'tistaqsi lilek innifsek dwar bidliet fis-settur tas-suq, xejriet ġodda tas-suq jew id-dħul ta' kompetituri ġodda.



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sector, new market trends or the entry of new competitors.

Now, moving on to the positive aspects of your business, strengths are those features of your company that make it stand out from your competition and of which you are most proud. Describe your strengths, competitive advantages and the resources you have that lead to success.

Finally, opportunities are the external factors you can use to your advantage.

As with threats, you can find them wondering about new trends and changes in the market. An example would be changes in government policies, economic conditions in the country where you work, etc.

- POSITIONING

Positioning refers to how you want to present your company to your future clients. It's about explaining where you want to place

Issa, ngħaddu għall-aspetti pożittivi tan-negozju tiegħek, il-punti tajbin huma dawk il-karatteristiċi tal-kumpanija tiegħek li jagħmluha tispikka mill-kompetizzjoni tiegħek u li int kburi bihom. Iddeskrivi l-punti tajbin tiegħek, il-vantaġġi kompetittivi u r-riżorsi li għandek li jwasslu għas-suċċess.

Fl-añharnett, l-opportunitajiet huma l-fatturi esterni li tista 'tuża għall-vantaġġ tiegħek.

Bħal fit-thedd, tista 'ssibhom jistaqsi dwar xejriet godda u bidliet fis-suq. Eżempju jkunu bidliet fil-politiki tal-gvern, kundizzjonijiet ekonomiċi fil-pajjiż fejn taħdem, eċċ.

- POŻIZZJONAR

Il-pożizzjonament jirreferi għal kif trid tippreżenta l-kumpanija tiegħek lill-klijenti futuri tiegħek. Huwa dwar li tispjega fejn trid tqiegħed il-kumpanija tiegħek fis-Suq u liema proposta tal-valur int se toffri.



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your company in the Marketplace and what value proposition you're going to offer.

In this section the competition plays an important role, as you will have to explain the differences in positioning between your company and those of your competitors that will make the potential customers choose your business model before the others.

You can study what budget and business volume competition handles, the prices of their services, their sales processes and what their marketing and promotion strategies are.

From here it will be easier to explain what are the characteristics of the service you will offer to attract consumers and how you will present yourself in the market.

- GOALS

It is the moment when you will pose exactly where you want to go

F'din it-taqsimha l-kompetizzjoni għandha rwol importanti, billi jkollok tispjega d-differenzi fil-pożizzjonament bejn il-kumpanija tiegħek u dawk tal-kompetituri tiegħek li jagħmlu lill-klijenti potenzjali jagħzlu l-mudell tan-negozju tiegħek qabel l-oħrajn.

Tista 'tistudja liema baġit u kompetizzjoni tal-volum tan-negozju jimmaniġġjaw, il-prezzijiet tas-servizzi tagħhom, il-proċessi tal-bejgħ tagħhom u x'inhuma l-istrateġiji tal-kummerċ u l-promozzjoni tagħhom.

Minn hawn ikun aktar faċli li tispjega x'inhuma l-karatteristiċi tas-servizz li toffri biex tattira konsumaturi u kif se tipprezenta ruġek fis-suq.

- MIRI

Huwa l-mument meta int se toħloq eżatt fejn trid tmur u fejn tista 'tmur. Biex tagħmel dan int tissettja l-għanijiet tal-kummerċ tiegħek.

Huwa wieħed mill-aktar aspetti importanti tal-pjan ta



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and where you can go. To do this you will set your marketing goals.

It is one of the most important aspects of the whole marketing plan, but it is often neglected by companies setting unrealistic targets. To avoid this, you can base your goals on the acronym **SMART**.

S for Specific: Be sure to set specific goals. Do not describe generic objectives. Try to make them quantifiable and easily identifiable when dealing with them.

M for Measurable: In line with the specificity of your objectives, try to make them measurable and clarify how you will do it. Describe your goals with quantitative and qualitative measurements.

A for Achievable: Before setting your goals, take into account the effort required, the time and other costs needed to achieve them. Remember to always start from your current situation to keep

'kummerċjalizzazzjoni kollu, iżda ħafna drabi huwa ttraskurat mill-kumpaniji li jistabbilixxu miri mhux realistiċi. Biex tevita dan, tista 'tibbaża l-miri tiegħek fuq l-akronimu **SMART**.

S għal Speċifiku: Kun żgur li tistabbilixxi miri speċifiċi. Tiddekrivix għanijiet ġeneriċi. Ipprova tagħmilhom kwantifikabbli u faċilment identifkabbli meta tittrattahom.

M għal Kejjel: F'konformità ma 'l-ispeċifiċità ta' l-għanijiet tiegħek, ipprova tagħmilhom li jistgħu jitkejlu u ċċara kif se tagħmilha. Iddeskrivi l-miri tiegħek b'kejl kwantitattiv u kwalitattiv.

A għal Kiseb: Qabel ma tissettja l-miri tiegħek, ikkunsidra l-isforz meħtieġ, il-ħin u spejjeż oħra meħtieġa biex tilħaqhom. Ftakar li tibda dejjem mis-sitwazzjoni attwali tiegħek biex iżżomm l-għanijiet tiegħek realistiċi.

R għal Rilevanti: L-għanijiet li tipproponi għandhom ikunu rilevanti għall-kumpanija tiegħek. Perezempju, jekk int se tnedi



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your goals realistic.

R for Relevant: The goals you propose must be relevant to your company. For example, if you are going to launch a web campaign, the important thing is not that you get a very large number of visits but that they are of quality and bring you benefits.

T for Time-bound: Propose a deadline for the achievement of your goals, since they need a temporal context to have a true meaning.

- ACTION PLAN: MARKETING STRATEGIES

In this section you will define your marketing strategies, establishing what are the steps you will follow and the order in which you will carry them out. How are you going to achieve your goals?

You can classify the different strategies you are going to follow:

kampanja fuq l-internet, l-importanti mhuwiex li jkollok numru kbir ħafna ta 'żjarat imma li huma ta' kwalità u jgibulek benefiċċji.

T għal Time-bound: Ipproponi skadenza għall-kisba tal-miri tiegħek, peress li jeħtiegu kuntest temporali biex ikollhom tifsira vera.

- PJAN TA 'AZZJONI: STRATEĠIJI TAT-TQEGHID FIS-SUQ

F'din it-taqsimha se tiddefinixxi l-istrategġiji tal-kummerċ tiegħek, billi tistabbilixxi x'inhuma l-passi li se ssegwi u l-ordni li bihom se twettaqhom. Kif se tilħaq il-miri tiegħek?

Tista 'tikklassifika l-istrategġiji differenti li ser issegwi:

Tista 'tikklassifika l-istrategġiji differenti li ser issegwi:

· **Strategġija tal-Prodott:** Iddefinixxi kif ser tipprezenta s-servizzi tiegħek billi tqis il-preferenzi u l-ħtiġijiet tal-konsumaturi tiegħek. Liema karatteristika tas-servizz tiegħek ser tagħti prijorità?



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· **Product strategy:** Define how you will present your services considering the preferences and needs of your consumers. What feature of your service are you going to prioritize? What variety of services and activities are you going to offer? How long are you going to do that?

· **Price strategy:** Set the launch prices of the services and determine if you want to follow any strategy of discounts, offers or promotions. In order to set prices, you must take into account certain factors such as whether your costs are covered or whether they are kept in line with those offered by your competition, because putting a very high price on your service will make you lose customers and too low can make consumers underestimate your services.

· **Promotion and communication strategy:** How will you present your business? In this section you will detail how you will make your company and your services known both online and offline.

X'varjetà ta 'servizzi u attivitajiet se toffri? Kemm se ddum tagħmel hekk?

· **Strategija tal-prezz:** Issettja l-prezzijiet tal-varar tas-servizzi u ddetermina jekk tridx issegwi xi strategija ta 'skontijiet, offerti jew promozzjonijiet. Sabiex tistabbilixxi l-prezzijiet, trid tqis ċerti fatturi bħal jekk l-ispejjeż tiegħek humiex koperti jew jekk humiex miżmuma f'konformità ma 'dawk offruti mill-kompetizzjoni tiegħek, għax jekk tpoġġi prezz għoli ħafna fuq is-servizz tiegħek, inti ttitlef il-klijenti u wisq baxx jista 'jgħiegħel lill-konsumaturi jissottovalutaw is-servizzi tiegħek.

· **Strategija ta 'promozzjoni u komunikazzjoni:** Kif se tipprezenta n-negozju tiegħek? F'din it-taqsimha tiddettalja kif se tagħmel il-kumpanija tiegħek u s-servizzi tiegħek magħrufa kemm online kif ukoll offline.

-Immaġni

L-immaġni korporattiva tiegħek għandha tkun koerenti u rappreżentattiva mas-servizzi li toffri. Għandha twassal il-valuri



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-Image

Your corporate image must be coherent and representative with the services you offer. It has to convey the values of your company and get them to the public. You can include images of your ideas at this point.

-Publicity

Specify the type of advertising you are going to choose to promote your business, which media you want your ads to appear in and which external companies you would like to count on to develop your advertising campaigns. How are you going to carry out your launch campaign? What loyalty plans do you have? Focus on both online and offline advertising.

-Public relations

Here you can include your ideas about promotion policies in fairs and congresses, sponsorship programs, etc.

tal-kumpanija tiegħek u twassalhom lill-pubbliku. Tista 'tinkludi stampi tal-ideat tiegħek f'dan il-punt.

-Pubblicità

Speċifika t-tip ta 'reklamar li inti ser tagħzel biex tippromwovi n-negozju tiegħek, liema midja trid li jidhru r-reklami tiegħek u liema kumpaniji esterni tixtieq tistrieħ fuqhom biex tiżviluppa l-kampanji ta' reklamar tiegħek. Kif se twettaq il-kampanja ta 'tnedija tiegħek? X'pjanijiet ta 'lealtà għandek? Iffoka kemm fuq reklamar online kif ukoll offline.

-Relazzjonijiet pubbliċi

Hawnhekk tista 'tinkludi l-ideat tiegħek dwar politiki ta' promozzjoni f'fieri u kongressi, programmi ta 'sponsorizzazzjoni, eċċ.

-Midja soċjali

Stabbilixxi f'liema kanali tal-midja soċjali trid tidher u kif trid li jkollok preżenza. Biex tagħmel dan, għandek b'zonn tosserva fuq



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<p>-Social media</p> <p>Establish in which social media channels you want to appear and how you want to have presence. To do this, you need to observe what networks your audience and your consumers are on and attract them through them.</p>	<p>liema networks jinsabu l-udjenza u l-konsumaturi tiegħek u tattirahom permezz tagħhom.</p>
<p>You can focus on the following points:</p>	<p>Tista 'tiffoka fuq il-punti li ġejjin:</p>
<p>TEAM AND MANAGEMENT</p> <p>This section is usually the second in which investors put their attention after reading the executive summary. For an investor it is very important to know if your team will be able to carry out the business you are presenting to it. In fact, there is a fairly popular phrase on the subject: "I invest in people, not in ideas", with which you can get used to the idea of the importance that is</p>	<p>TEAM U ĠESTJONI</p> <p>Din it-taqsimha hija ġeneralment it-tieni li fiha l-investituri jpoġġu l-attenzjoni tagħhom wara li jkunu qraw is-sommarju eżekuttiv. Għal investitur huwa importanti ħafna li tkun taf jekk it-tim tiegħek hux se jkun jista 'jwettaq in-negozju li qed tipprezenta lilu. Fil-fatt, hemm frażi pjuttost popolari dwar is-sugġett: "Ninvesti fin-nies, mhux fl-ideat", li biha tista 'tidra l-idea tal-importanza li bħalissa tingħata lil tim b'saħħtu.</p>



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currently given to a powerful team.

Make sure you develop this section well. Your team needs to have a common vision and complementary skills to get the job done. You have to make sure that the team you are counting on is the ideal one to carry out your idea, to meet the needs of your business and take it to success and so you are going to show it at this point.

The key aspects to be detailed in this section are as follows:

- MANAGERS AND OWNERS

Here you will explain who the members of your management team are and what is their profile; education, professional experience, successes, etc. Emphasize the skills or experience of your management team that are necessary to carry out your project and how it fits your profile with the needs of the business.

You can also include here a reference to the mission and

Kun żgur li tiżviluppa sew din it-taqsimha. It-tim tiegħek jeħtieġ li jkollu viżjoni komuni u ħiliet komplementari biex ix-xogħol isir. Int trid tkun ċert li t-tim li qed isserraħ fuqu huwa dak ideali biex twettaq l-idea tiegħek, biex tissodisfa l-bżonnijiet tan-negozju tiegħek u teħodha għas-suċċess u allura int se turiha f'dan il-punt.

L-aspetti ewlenin li għandhom jiġu dettaljati f'din it-taqsimha huma kif ġej:

- MANAGERS U SIDI

Hawnhekk tispjega min huma l-membri tat-tim manigerjali tiegħek u x'inhu l-profil tagħhom; edukazzjoni, esperjenza professjonali, suċċessi, eċċ. Jenfasizza l-ħiliet jew l-esperjenza tat-tim manigerjali tiegħek li huma meħtieġa biex twettaq il-proġett tiegħek u kif taqbel mal-profil tiegħek mal-ħtiġijiet tan-negozju.

Tista 'wkoll tinkludi hawn referenza għall-missjoni u l-għanijiet



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objectives of the management team; to what its motivation is.

If your management team has any gaps to fill, don't hesitate to expose it. Identify them and suggest how you plan to fill them out. In the end, all businesses are evolving and new needs are emerging.

- ORGANIZATIONAL CHART

Describe how your company is organized. What the main positions and responsibilities of each team member are. It explains the areas or departments that will form it and their hierarchical functioning, as well as the delegation system.

Show that your organisational design is flexible enough to cope with the different circumstances that may arise throughout the evolution of your project.

- HUMAN RESOURCES

Describe the key employees your company currently has. At this

tat-tim manigerjali; għal x'inhi l-motivazzjoni tagħha.

Jekk it-tim manigerjali tiegħek għandu xi lakuni xi jimla, toqgħodx lura milli tesponih. Identifikahom u tissuġġerixxi kif qed tippjana li timlahom. Fl-aħħar, in-negozji kollha qed jevolvu u qed jitfaċċaw f'itigijiet godda.

- KARTA ORGANIZZATTIVA

Iddeskrivi kif il-kumpanija tiegħek hija organizzata. X'inhuma l-pożizzjonijiet u r-responsabbiltajiet ewlenin ta 'kull membru tat-tim. Huwa jispjega l-oqsma jew id-dipartimenti li se jiffurmawh u l-funzjonament ġerarkiku tagħhom, kif ukoll is-sistema ta 'delegazzjoni.

Uri li d-disinn organizzattiv tiegħek huwa flessibbli biżżejjed biex ilaħħaq maċ-ċirkostanzi differenti li jistgħu jinqalgħu matul l-evoluzzjoni tal-proġett tiegħek.

- RIŻORSI UMANI

Iddeskrivi l-impjegati ewlenin li għandha l-kumpanija tiegħek



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point you can also explain what your staffing needs are. You can make a chart showing the necessary jobs, the number of vacancies and the profile required for each position.

If you want, you can add how you want the selection process to be carried out and what the working conditions are for each case; salaries, shifts, legal status, types of contract, etc.

- HISTORY OF YOUR COMPANY

If your company existed before embarking on this New Project, you can describe a brief history of the company that makes understand better the context of your idea and your motivations.

In the event that your company is brand new, you can use this section to introduce a brief history of how and why you and your partners have decided to start this business.

bñalissa. F'dan il-punt tista 'wkoll tispjega x'inhuma l-bżonnijiet tal-persunal tiegħek. Tista 'tagħmel tabella li turi l-impjegi meħtieġa, in-numru ta' postijiet vakanti u l-profil meħtieġ għal kull pożizzjoni.

Jekk trid, tista 'żżid kif trid li jitwettaq il-proċess tal-għażla u x'inhuma l-kundizzjonijiet tax-xogħol għal kull każ; salarji, xiftijiet, status legali, tipi ta 'kuntratt, eċċ.

- STORJA TAL-KOMPAÑIJA TIEGĦEK

Jekk il-kumpanija tiegħek kienet teżisti qabel ma tibda f'dan il-Proġett Ġdid, tista 'tiddekrivi storja qasira tal-kumpanija li tagħmel tifhem aħjar il-kuntest tal-idea tiegħek u l-motivazzjonijiet tiegħek.

Fil-każ li l-kumpanija tiegħek tkun ġdida fjamanta, tista 'tuża din it-taqsimha biex tintroduċi storja qasira ta' kif u għaliex int u l-imsieħba tiegħek iddeċidejt li tibda dan in-negozju.



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STAGE OF DEVELOPMENT

In this section of your business plan you can enter the data related to the development phase of your project. Describe what activities have already been carried out to implement your idea and what is still to be done.

You can include an implementation plan detailing the activities needed to start up the business and helping you to establish the real funding needs.

We recommend including the following sections:

- IMPLEMENTATION SCHEDULE

A schedule that includes the main activities you will carry out to start your business and who will be responsible for them.

- MAIN MILESTONES

STADJU TA 'L - IŻVILUPP

F'din it-taqsimha tal-pjan tan-negozju tiegħek tista 'ddaħħal id-dejta relatata mal-fażi tal-iżvilupp tal-proġett tiegħek. Iddeskrivi liema attivitajiet diġà twettqu biex timplimenta l-idea tiegħek u x'għad irid isir.

Tista 'tinkludi pjan ta' implimentazzjoni li jagħti dettalji dwar l-attivitajiet meħtieġa biex jinbeda n-negozju u jgħinek tistabbilixxi l-ħtiġijiet ta' finanzjament reali.

Nirrakkomandaw li tinkludi s-sezzjonijiet li ġejjin:

- SKEDA TA' IMPLIMENTAZZJONI

Skeda li tinkludi l-attivitajiet ewlenin li se twettaq biex tibda n-negozju tiegħek u min ikun responsabbli għalihom.

- MILESTONES EWLENIN



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<p>It lists the main milestones to be achieved in a given period of time (for example, during the first year), when it is time to reach them, and what interconnections with the other activities involved.</p> <p>- MAIN INTERCONNECTIONS BETWEEN THE DIFFERENT WORKING GROUPS:</p> <p>Explain how your marketing, operations and teams will work in a coordinated manner to advance the proposed objectives.</p>	<p>Huwa jelenka l-istadji ewlenin li għandhom jinkisbu f'perjodu ta' żmien partikolari (per eżempju, matul l-ewwel sena), meta wasal iż-żmien li jintlaħqu, u liema interkonnessjonijiet ma' l-attivitajiet l-oħra involuti.</p> <p>- INTERKONNESSJONIJIET EWLENIN BEJN IL-GRUPPI TA' 'HIDMA DIFFERENTI:</p> <p>Spjega kif il-kummerċjalizzazzjoni, l-operazzjonijiet u t-timijiet tiegħek se jaħdmu b'mod ikkoordinat biex tавvanza l-għanijiet proposti.</p>
<p>FINANCIAL PLAN</p> <p>We've reached the last section of your business plan. This last chapter tends to overwhelm entrepreneurs who do not have specialized training in economics or finance, but you will see that you already have the necessary data and simply need to sort</p>	<p>PJAN FINANZJARJU</p> <p>Wasalna fl-aħħar taqsimha tal-pjan tan-negozju tiegħek. Dan l-aħħar kapitlu għandu t-tendenza li jegħleb lill-impreditturi li m'għandhomx taħriġ speċjalizzat fl-ekonomija jew il-finanzi, imma se tara li diġà għandek id-dejta meħtieġa u sempliċement għandek bżonn issolvihom.</p>



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them out.

You can really see that many of the numbers you need to make up this section are already deducted from the rest of the plan; how much money is needed, how much services you plan to offer and at what prices, fixed and variable costs of the company... It is simply a question at this stage of translating these data in numerical and linked form in order to determine the economic viability of the project.

If your business plan is well built, you will find it much easier to implement the financial plan than you think.

Your financial plan should primarily answer the following questions: Is my business viable? How much funding do I need? What kind of funding? Who can provide me with that funding? The ultimate purpose of the financial plan is to show the resources needed to carry out the business plan.

A financial plan usually includes monthly projections for the first

Tassew tista 'tara li ħafna min-numri li għandek bżonn biex tiffirma din it-taqsimha huma diġà mnaqqsa mill-bqija tal-pjan; kemm hemm bżonn ta 'flus, kemm għandek il-ħsieb li toffri servizzi u b'liema prezzijiet, spejjeż fissi u varjabbli tal-kumpanija ... Hija semplicement mistoqsija f'dan l-istadju tat-traduzzjoni ta' din id-dejta f'forma numerika u marbuta sabiex tiddetermina vijabilità ekonomika tal-proġett.

Jekk il-pjan tan-negozju tiegħek huwa mibni sew, issibha ħafna iktar faċli biex timplimenta l-pjan finanzjarju milli taħseb.

Il-pjan finanzjarju tiegħek għandu primarjament iwieġeb il-mistoqsijiet li ġejjin: In-negozju tiegħi huwa vijabbli? Kemm għandi bżonn finanzjament? X'tip ta 'finanzjament? Min jista 'jipprovdini dak il-finanzjament? L-iskop aħħari tal-pjan finanzjarju huwa li juri r-rizorsi meħtieġa biex jitwettaq il-pjan tan-negozju.

Pjan finanzjarju ġeneralment jinkludi projezzjonijiet ta 'kull xahar



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12 months and then annual projections for the remaining three to five years. Normally a three-year projection is usually sufficient, but some investors may need a five-year projection.

- INCOME STATEMENT

In this section you will explain the profits or losses that your company will generate. To do this you will detail the following sections:

Expenses

We will start by calculating expenses because it is the part of the income statement that is easier to estimate. Here you will assess the resources you need to develop and provide your services, which is often easier to calculate than the sales estimate you will achieve.

Your business will face a variety of costs. Try to be thorough in exposing it.

għall-ewwel 12-il xahar u mbagħad projezzjonijiet annwali għall-bqija ta' tlieta sa ħames snin. Normalment projezzjoni ta' tliet snin generalment tkun biżżejjed, iżda xi investituri jistgħu jeħtieġu projezzjoni ta' ħames snin.

- DIKJARAZZJONI TA' DĦUL

F'din it-taqsimha tispjega l-profitti jew telf li l-kumpanija tiegħek ser tiġġenera. Biex tagħmel dan tiddettalja s-sezzjonijiet li ġejjin:

Spejjeż

Nibdew billi nikkalkulaw l-ispejjeż għax hija l-parti tad-dikjarazzjoni tad-dħul li hija aktar faċli biex tiġi stmata. Hawnhekk inti tivvaluta r-rizorsi li għandek bżonn biex tiżviluppa u tipprovdi s-servizzi tiegħek, li ħafna drabi huwa aktar faċli biex tikkalkula mill-istima tal-bejgħ li se tikseb.

In-negożju tiegħek se jiffaċċja varjetà ta' spejjeż. Ipprova kun bir-reqqa biex tesponiha.



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Some examples of expenses you will have to include are the following:

- Premises and associated expenses: rent, electricity, water, gas, etc.
- Staff costs: salaries, taxes, etc.
- Expenses on associate professionals: consultants, lawyers, architects, etc. · Promotional and advertising expenses
- Telecommunications costs: telephony, internet, etc. · Miscellaneous: small supplies, etc.
- Depreciation of the investments
- Insurance

If you calculate the total expenses you need to start your business, it will be much easier to get an idea of the margin of results you need to make a profit from your business and start it

Xi eżempji ta 'spejjeż li jkollok tinkludi huma dawn li ġejjin:

- Fond u spejjeż assoċjati: kera, elettriku, ilma, gass, eċċ.
- Spejjeż tal-persunal: salarji, taxxi, eċċ.
- Spejjeż fuq professjonisti assoċjati: konsulenti, avukati, periti, eċċ. · Spejjeż promozzjonali u ta 'reklamar
- Spejjeż tat-telekomunikazzjoni: telefonija, internet, eċċ. · Mixxellanji: provvisti żgħar, eċċ.
- Deprezzament tal-investimenti
- Assigurazzjoni

Jekk tikkalkula l-ispejjeż totali li għandek bżonn biex tibda n-negozju tiegħek, ikun ħafna iktar faċli li jkollok idea tal-marġni ta 'riżultati li għandek bżonn biex tagħmel profitt min-negozju



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safely.	tiegħek u tibda b'mod sikur.
Here are some financial statements that you should include in your business plan:	Hawn huma xi dikjarazzjonijiet finanzjarji li għandek tinkludi fil-pjan tan-negozju tiegħek:
<p>Income</p> <p>To calculate the income that your business can earn, you can refer to reference data of sectoral ratios of other tourism companies in a similar way, consult the annual accounts of your competitors or similar businesses to the one you are building. On the other hand, you could conduct consumer surveys (making a realistic estimate of the results) or do some small-scale business testing.</p>	<p>Dħul</p> <p>Biex tikkalkula d-dħul li jista 'jaqla' n-negozju tiegħek, tista 'tirreferi għal dejta ta' referenza ta 'proporzjonijiet settorjali ta' kumpaniji tat-turiżmu oħra b'mod simili, tikkonsulta l-kontijiet annwali tal-kompetituri tiegħek jew negozji simili għal dak li qed tibni. Min-naħa l-oħra, tista 'twettaq stħarriġ tal-konsumaturi (tagħmel stima realistika tar-riżultati) jew tagħmel xi testijiet ta' negozju fuq skala żgħira.</p>
<p>Margin</p> <p>In service companies, the service offered may have an</p>	<p>Margni</p> <p>Fil-kumpaniji tas-servizzi, is-servizz offrut jista 'jkollu spiza ta'</p>



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associated unit cost, such as the purchase of a service from another company. At this point you will refer to the variable elements that may arise, such as the payment of commissions. You will not include fixed costs in this section. It is important to consider margins because in the long run the variation they imply can be important for your accounts.

Result

If we subtract the cost of our sales from the revenue we earn, the result is the margin previously mentioned. If we subtract the expenses from this margin, we will get an operational result. To this operational result we have to subtract the financial costs (for example, the interest on the loans, if any) and the tax costs, so you will get your net result.

Seasonality

In an ecotourism business, taking seasonality into account is vital. Surely your sales will be concentrated in certain months and

unità assoċjata, bħax-xiri ta 'servizz minn kumpanija oħra. F'dan il-punt tirreferi għall-elementi varjabbli li jistgħu jinqalgħu, bħall-ħlas ta 'kummissjonijiet. M'intix ser tinkludi spejjeż fissi f'din it-taqsim. Huwa importanti li tikkunsidra margini għax fuq medda twila ta 'żmien il-varjazzjoni li jimplikaw tista' tkun importanti għall-kontijiet tiegħek.

Rizultat

Jekk innaqqsu l-ispiza tal-bejgħ tagħna mid-dħul li naqilgħu, ir-rizultat huwa l-marġni msemmi qabel. Jekk innaqqsu l-ispejjeż minn dan il-marġni, ikollna rizultat operattiv. Għal dan ir-rizultat operattiv irridu nnaqqsu l-ispejjeż finanzjarji (pereżempju, l-imgħax fuq is-self, jekk hemm) u l-ispejjeż tat-taxxa, sabiex ikollok ir-rizultat nett tiegħek.

Stagjonalità

F'negozju tal-ekoturizmu, huwa vitali li titqies l-istagjonalità. Żgur li l-bejgħ tiegħek se jkun ikkonċentrat f'ċerti xhur u trid tkun taf din id-dejta u tapplikaha biex taġġusta l-istruttura tal-kumpanija



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<p>you have to know this data and apply it to adjust the structure of your company to this reality. Therefore, we advise that these forecasts be made month by month, to have a complete overview of the changes in the treasury of your business.</p>	<p>tiegħek għal din ir-realtà. Għalhekk, aħna nagħtu parir li dawn it-tbassir isiru xahar b'xahar, biex ikollhom ħarsa ġenerali kompleta tal-bidliet fit-teżor tan-negożju tiegħek.</p>
<p>- INVESTMENT PLAN</p> <p>In this section you will indicate in detail the monetary resources that your company requires to generate the service it offers.</p> <p>To carry out your initial investment plan, you will have to prepare an inventory of all the economic resources you will need in the short and medium term to start your project.</p> <p>For this you will include two types of items:</p> <ul style="list-style-type: none"> · The investments themselves: utilities, incorporation costs, purchase of premises, computer applications, etc. 	<p>- PJAN TA 'INVESTMENT</p> <p>F'din it-taqsimha tindika fid-dettall ir-riżorsi monetarji li l-kumpanija tiegħek teħtieġ biex tiġġenera s-servizz li toffri.</p> <p>Biex twettaq il-pjan ta 'investment inizjali tiegħek, ikollok tnejn inventarju tar-riżorsi ekonomiċi kollha li jkollok bżonn fi żmien qasir u medju biex tibda l-proġett tiegħek.</p> <p>Għal dan int se tinkludi żewġ tipi ta 'oġġetti:</p> <ul style="list-style-type: none"> · L-investimenti nfushom: utilitajiet, spejjeż ta 'inkorporazzjoni, xiri ta' bini, applikazzjonijiet tal-kompjuter, eċċ.



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· And all current expenses that you will have to face during the first months of activity: rents, supplies, suppliers,... This will help you to mitigate liquidity shortfalls in case cash inflows (collections) are not sufficient to cover current expenses.

Each item of investment or expense must have its economic valuation or budget and must indicate the time when they will be necessary for the development of the activity.

With this data you will know what expenses you will have to spend to start your business. When preparing your investment plan it is the right time to reflect on the need for each of the investments and expenses of your project, what will be the most favorable options to acquire them and think about when it will be time to incorporate them into your business.

- BALANCE SHEET

The balance sheet shows your company's assets, liabilities, and owners' equity at a specific time in time. That is, it shows what

· U l-ispejjeż kurrenti kollha li jkollok tiffaċċja matul l-ewwel xhur ta 'attività: kirjiet, provvisti, forniture, ... Dan jgħinek biex ittaffi n-nuqqasijiet ta' likwidità f'każ li l-influssi ta' flus (għbir) ma jkunux biżżejjed biex ikopru l-ispejjeż kurrenti.

Kull oġġett ta' 'investment jew spiża għandu jkollu l-istima jew il-baġit ekonomiku tiegħu u għandu jindika l-ħin meta jkunu meħtieġa għall-iżvilupp ta' l-attività.

B'din id-dejta tkun taf liema spejjeż ikollok tonfoq biex tibda n-negozju tiegħek. Meta tipprepara l-pjan ta' 'investment tiegħek huwa l-ħin it-tajjeb li tirrifletti fuq il-ħtieġa għal kull wieħed mill-investimenti u l-ispejjeż tal-proġett tiegħek, liema se jkunu l-aktar għażliet favorevoli biex takkwistahom u aħseb dwar meta jkun il-waqt li tinkorporahom fin-negozju tiegħek .

- KARTA TAL-BILANĊ

Il-karta tal-bilanċ turi l-assi tal-kumpanija tiegħek, l-obbligazzjonijiet, u l-ekwità tas-sidien fi żmien speċifiku fil-ħin. Jiġifieri, juri dak li għandha l-kumpanija tiegħek (assi), x'għandha



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your company owns (assets), what it owes (liabilities) and how much the owners and shareholders have invested (capital).

As its name indicates, the balance sheet must show the following balance:

Assets = Liabilities + Equity

Next we will show you a small summary of the items you can include in your balance sheet.

- ASSETS

More liquid assets (more easily converted to cash) are usually placed at the top of the list, while less liquid assets are listed at the bottom.

- Cash: Represents the money that your company has first hand, can be the balance of the bank account or company checks.
- Accounts receivable: It is the money that people owe to your

(passivi) u kemm investew is-sidien u l-azzjonisti (kapital).

Kif jindika ismu, il-karta tal-bilanċ għandha turi l-bilanċ li ġej:

Assi = Obbligazzjonijiet + Ekwità

Sussegwentement ser nuruk sommarju żgħir tal-oġġetti li tista 'tinkludi fil-karta tal-bilanċ tiegħek.

- ASSI

Assi aktar likwidi (aktar faċilment ikkonvertiti fi flus kontanti) huma ġeneralment imqiegħda fil-quċċata tal-lista, filwaqt li inqas assi likwidi huma elenkati fil-qiegħ.

- Flus kontanti: Tirrappreżenta l-flus li l-kumpanija tiegħek għandha mill-ewwel, jistgħu jkunu l-bilanċ tal-kont bankarju jew ċekkijiet tal-kumpanija.
- Kontijiet riċevibbli: Huma l-flus li n-nies għandhom jagħtu lill-kumpanija tiegħek iżda li għadhom ma rċevewx.



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company but have not yet received.

· Cash: Represents the money that your company has first hand, can be the balance of the bank account or company checks.

· Accounts receivable: It is the money that people owe to your company but have not yet received.

· Inventory: Refers to the value of your company's assets that you have not yet sold.

· Current assets: This is usually the sum of the above 3 points, taking into account that they can be converted into cash within one year or less.

· Long-term assets: Or Fixed assets. They are those assets that have long-term value and that cannot be converted into cash quickly.

· Accumulated depreciation: Is the reduction in the value of assets that occurs over time. They are usually subtracted from

· Flus kontanti: Tirrappreżenta l-flus li l-kumpanija tiegħek għandha mill-ewwel, jistgħu jkunu l-bilanċ tal-kont bankarju jew ċekkijiet tal-kumpanija.

· Kontijiet riċevibbli: Huma l-flus li n-nies għandhom jagħtu lill-kumpanija tiegħek iżda li għadhom ma rċevewx.

· Inventarju: Tirreferi għall-valur tal-assi tal-kumpanija tiegħek li għadek ma biegtx.

· Assi kurrenti: Normalment din hija s-somma tat-3 punti ta 'hawn fuq, b'kunsiderazzjoni li jistgħu jiġu kkonvertiti fi flus fi żmien sena jew inqas.

· Assi fit-tul: Jew Assi fissi. Huma dawk l-assi li għandhom valur fit-tul u li ma jistgħux jiġu kkonvertiti fi flus kontanti malajr.

· Deprezzament akkumulat: Huwa t-tnaqqis fil-valur tal-assi li jsejtni maż-żmien. Normalment jitnaqqsu mill-assi totali fit-tul.



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total long-term assets.

- LIABILITIES

The liability is sorted as the assets; in this case because of the speed with which your company will need to pay them.

- Accounts payable: It is the money that your business owes. The regular accounts that the company is expected to pay.
- Short-term debt: The debt that you will have to pay within a year, usually any short-term loan, but excluding interest expenses, which are not included in the balance sheet but in the income statement.
- Total current liabilities: The sum of the two above to be paid within one year.
- Long-term debt: This includes debts that take more than a year to repay. Of course, it will decrease over time.

- RESPONSABILITÀ

L-obbligazzjoni hija magħżula bħala l-assi; f'dan il-każ minħabba l-ħeffa li biha l-kumpanija tiegħek ikollha tħallashom.

- Kontijiet pagabbli: Huma l-flus li n-negozju tiegħek għandu jagħti. Il-kontijiet regolari li l-kumpanija mistennija tħallas.
- Dejn għal żmien qasir: Id-dejn li jkollok tħallas fi żmien sena, ġeneralment kwalunkwe self għal żmien qasir, iżda esklużi spejjeż ta 'imgħax, li mhumiex inkluzi fil-karta tal-bilanċ iżda fir-rapport tad-dħul.
- Obbligazzjonijiet kurrenti totali: Is-somma tat-tnejn hawn fuq li għandha titħallas fi żmien sena.
- Dejn fit-tul: Dan jinkludi djun li jieħdu aktar minn sena biex jitħallsu lura. Naturalment, se tonqos maż-żmien.



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· Total liabilities: The sum of all these items.

- EQUITY

· Paid-in capital: This is the money that the owners have invested in the company.

· Retained earnings: Are the profits (or if any, losses) that are reinvested in the enterprise.

· Net earnings: This is an important number: the higher it is, the more profitable your company is. They are the "end result": sales less sales costs and expenses.

· Owner's total equity: Equity is calculated as the difference between assets and liabilities.

· Total liabilities and equity: This is the final equation: Assets = liabilities + equity.

· Obbligazzjonijiet totali: Is-somma ta 'dawn l-oġġetti kollha.

- EKWITÀ

· Kapital imħallas: Dan huwa l-flus li s-sidien investew fil-kumpanija.

· Qligħ miżmum: Huma l-profitti (jew jekk hemm, telf) li huma investiti mill-ġdid fl-intrapriża.

· Qligħ nett: Dan huwa numru importanti: iktar ma jkun għoli, iktar tkun profittabbli l-kumpanija tiegħek. Huma r- "riżultat aħħari": bejgħ imnaqqas bl-ispejjeż u l-ispejjeż tal-bejgħ.

· Ekwià totali tas-sid: L-ekwià hija kkalkulata bħala d-differenza bejn l-assi u l-obbligazzjonijiet.

· Obbligazzjonijiet u ekwià totali: Din hija l-ekwazzjoni finali: Assi = obbligazzjonijiet + ekwià.

- FLUSS TA 'FLUS



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- CASH FLOW

The cash flow shows the amount of liquid assets of your company for a certain period of time. It is the cash flow that your business will have. You should not confuse cash with profit. The best way to understand it is with a simple example: If you offer a service and send the invoice to your customer, but it takes a few days to pay you, you don't have that cash immediately, although you can count on this amount in your earnings account.

To calculate your total cash flow, you will need to do the following operation: Cash on hand + cash on hand that you receive - cash withdrawal that you have used to make payments like bills, loans, etc.

- USE OF FUNDS

If you want to raise money from potential investors, we advise you to include this short section in which details exactly how you plan to use this cash. It's not about detailing each of the

Il-likwidità turi l-ammont ta' assi likwidi tal-kumpanija tiegħek għal ċertu perjodu ta' żmien. Huwa l-likwidità li se jkollu n-negozju tiegħek. M'għandekx tħawwad il-flus kontanti mal-profit. L-aħjar mod kif tifhimha huwa b'eżempju sempliċi: Jekk toffri servizz u tibgħat il-fattura lill-klijent tiegħek, imma tiegħu f'it jiem biex tħallaslek, m'għandekx dak il-flus kontanti immedjatament, għalkemm tista' 'sserrañ fuq dan ammont fil-kont tal-qligħ tiegħek.

Biex tikkalkula l-likwidità totali tiegħek, ser ikollok bżonn tagħmel l-operazzjoni li ġejja: Flus fuq l-idejn + flus fuq l-idejn li tircievi - irtirar ta' flus li użajt biex tagħmel klijent bħal kambjali, self, eċċ.

- UŻU TA' FONDI

Jekk trid tiġbor flus minn investituri potenzjali, aħna nagħtuk parir biex tinkludi din it-taqsimha qasira li fiha tiddettalja eżattament kif qed tippjana li tuża dawn il-flus kontanti. Mhuwiex dwar id-dettalji ta' kull waħda mill-ispejjeż li għandek f'moħħok, iżda pjuttost



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expenses you have in mind, but rather the areas in which you're going to direct this money.

- EXIT STRATEGY

Finally, it would be a good idea if this financial section included an exit strategy.

There are a number of risks to be taken into account in any new project. It is important that you identify them and put them on the table so that investors or partners can get to know them and know how your business would react to them.

Some examples of these obstacles could be: Lower than expected growth, higher than expected costs, entry into the market of new competitors or that the service you offer does not meet the expectations of your consumers.

So that these possible risks do not catch you by surprise, you must develop some exit strategies, posing these possible

I-oqsma li fihom int se tidderiegi dawn il-flus.

- HRUĠ L-ISTRATEĠIJA

FI-añharnett, tkun idea tajba jekk din it-taqsimta finanzjarja tinkludi strateġija ta 'ħruġ.

Hemm numru ta 'riskji li għandhom jiġu kkunsidrati fi kwalunkwe proġett ġdid. Huwa importanti li tidentifikahom u tpoġġihom fuq il-mejda sabiex l-investituri jew l-imsieħba jkunu jistgħu jsiru jafuhom u jkunu jafu kif in-negozju tiegħek jirreaġixxi għalihom. Xi eżempji ta 'dawn l-ostakli jistgħu jkunu: Tkabbir inqas milli mistenni, spejjeż ogħla milli mistenni, dħul fis-suq ta' kompetituri ġodda jew li s-servizz li toffri ma jissodisfax l-aspettattivi tal-konsumaturi tiegħek.

Sabiex dawn ir-riskji possibbli ma jaqbdokx sorpriża, trid tiżviluppa xi strateġiji ta 'ħruġ, tippreżenta dawn is-sitwazzjonijiet possibbli u tiffaċċjahom b'mod simulat.



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<p>situations and facing them in a simulated way.</p> <p>You can use some of these contingency strategies: modify the service offered according to the consumer trend, sell all or part of the company to another of the same sector or liquidate the project.</p>	<p>Tista 'tuża xi wħud minn dawn l-istrateġiji ta' kontinġenza: timmodifika s-servizz offrut skont ix-xejra tal-konsumatur, tbiġħ il-kumpanija kollha jew parti minnha lil ieħor tal-istess settur jew tillikwida l-proġett.</p>
<p>The state of your cash flow will tell you when you have little cash and when you have more cash, which you could use to make improvements in your business.</p>	<p>L-istat tal-likwidità tiegħek jgħidlek meta jkollok ftit flus u meta jkollok aktar flus, li tista 'tuża biex tagħmel titjib fin-negozju tiegħek.</p>
<p>APPENDIX</p> <p>Finally, we have the appendix. It is an optional section in your Business Plan, but it can help you complete the above points, providing additional information to the reader and thus ensuring that you do not overload the main sections, making them easier</p>	<p>APPENDIĊI</p> <p>Fl-añharnett, għandna l-appendiċi. Hija sezzjoni fakultattiva fil-Pjan tan-Negozju tiegħek, iżda tista 'tgħinek timla l-punti ta' hawn fuq, tipprovdi informazzjoni addizzjonali lill-qarrej u b'hekk tiżgura li ma tgħabbix iżżejjed is-sezzjonijiet ewlenin, u tagħmilhom aktar faċli biex taqrahom.</p>



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to read.

Here are some examples of documents you could include as appendix:

- Charts, graphs, or tables that supplement information from other sections of your business plan.
- Curriculum vitae of team members.
- Contracts or agreements that you have signed; whether with customers, with your partners or with suppliers, leasing premises, etc.
- Licenses, permits, etc.
- Images, photographs or plans.
- Marketing materials that you will use.
- Detailed marketing studies. You can also include the survey

Hawn huma xi eżempji ta 'dokumenti li tista' tinkludi bħala appendiċi:

- Ċarts, graffs, jew tabelli li jissupplimentaw informazzjoni minn taqsimiet oħra tal-pjan tan-negożju tiegħek.
- Curriculum vitae tal-membri tat-tim.
- Kuntratti jew ftehim li ffirmajt; kemm jekk mal-klijenti, mal-imsieħba tiegħek jew mal-fornituri, kiri ta 'bini, eċċ.
- Liċenzji, permessi, eċċ.
- Stampi, ritratti jew pjanijiet.
- Materjali għall-kummerċjalizzazzjoni li ser tuża.
- Studji dettaljati tal-kummerċ. Tista 'tinkludi wkoll il-mudelli ta'



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models used to analyze the target market (if you have used these means), the information you have used to analyze the competition, etc.

Once you have compiled all the documents that you would like to integrate as annexes, make sure that they meet the following requirements:

Think of it as the last part of your business plan and that's why readers might skip it. Considering this possibility, you have to ask yourself if the rest of the plan holds up without attachments.

It is better that you do not lengthen this section too much and keep it simple. If you see it spreading too much, you might consider adding a separate table of contents. In any case, make sure that you do not submit duplicate information and that the documents you include in these annexes are genuine.

Finally, if you are sharing confidential information about your business, be sure to include a confidentiality agreement so that

stħarrig użati biex tanalizza s-suq fil-mira (jekk użajt dawn il-mezzi), l-informazzjoni li użajt biex tanalizza l-kompetizzjoni, eċċ.

Ladarba tkun ikkumpilajt id-dokumenti kollha li tixtieq tintegra bħala annessi, kun żgur li jissodisfaw ir-rekwiżiti li ġejjin:

Aħseb dwarha bħala l-aħħar parti tal-pjan tan-negozju tiegħek u hu għalhekk li l-qarrejja jistgħu jaqbzuha. Meta tikkunsidra din il-possibbiltà, għandek tistaqsi lilek innifsek jekk il-bqija tal-pjan jibqax mingħajr annessi.

Aħjar li ma tittawwalx wisq din it-taqsimha u żżommha sempliċi. Jekk tara li jinfirex wisq, tista 'tikkunsidra li żżid werrej separat. Fi kwalunkwe każ, kun żgur li ma tissottomettix informazzjoni duplikata u li d-dokumenti li tinkludi f'dawn l-annessi huma ġenwini.

Fl-aħħarnett, jekk qed taqsam informazzjoni kunfidenzjali dwar in-negozju tiegħek, kun żgur li tinkludi ftehim ta 'kunfidenzjalità sabiex il-qarrejja tiegħek ikunu konxji li ma jistgħux jaqsmu jew



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<p>your readers are aware that they cannot share or distribute the content of the document.</p>	<p>iqassmu l-kontenut tad-dokument.</p>
<p>SUMMARY OF ELEMENTS INCLUDED IN YOUR BUSINESS PLAN</p> <p>EXECUTIVE SUMMARY</p> <ul style="list-style-type: none">- Business Opportunity- Your added value- Market characteristics and target audience- Team- Financial Plan and Funding	<p>SOMMARJU TA 'ELEMENTI INKLUŽI FIL-PJAN TAN-NEGOZJU TIEGĦEK</p> <p>SOMMARJU EŻEKUTTIV</p> <ul style="list-style-type: none">- Opportunità ta 'Negozju- Il-valur miżjud tiegħek- Karatteristiċi tas-suq u udjenza fil-mira- Tim- Pjan Finanzjarju u Finanzjament- Milestones <p>DESKRIZZJONI TAL-PROĠETT</p>



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- Milestones

PROJECT DESCRIPTION

- The business name
- The location of the business
- Type of enterprise and type of economic activity
- The business description
- Your distinguish characteristics
- Business vision and mission
- Business objectives and business strategies

DESCRIPTION OF THE MARKET

- L-isem tan-negozju
- Il-lok tan-negozju
- Tip ta 'intrapriża u tip ta' attività ekonomika
- Id-deskrizzjoni tan-negozju
- Id-distinzjoni tiegħek
- Viżjoni tan-negozju u missjoni
- Għanijiet kummerċjali u strateġiji kummerċjali

DESKRIZZJONI TAS - SUQ

- Analizi tas-Suq u I-Klijent
- Settur u Kompetizzjoni
- Twaqqif

PJAN TAT-TQEGHID FIS-SUQ

- Analizi tas-sitwazzjoni attwali tan-negozju tiegħek



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- **Market and Customer Analysis**
- **Sector and Competition**
- **Setting**

MARKETING PLAN

- **Analysis of the current situation of your business**
- **Positioning**
- **Goals**
- **Action Plan: Marketing Strategies**

- Pożizzjonament
- Għanijiet
- Pjan ta 'Azzjoni: Strategiji tal-Marketing

ĠESTJONI TAT-TIM

- Maniġers u sidien
- Ċart organizzattiv
- Riżorsi Umani
- Storja tal-kumpanija tiegħek

STADJU TA 'L - IŻVILUPP

- Skeda ta 'implimentazzjoni
- L-istadji ewlenin
- Interkonnessjonijiet ewlenin bejn il-gruppi ta 'ħidma differenti



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TEAM MANAGEMENT

- Managers and owners
- Organizational chart
- Human Resources
- History of your company

STAGE OF DEVELOPMENT

- Implementation schedule

PJAN FINANZJARJU

- Dikjarazzjoni tad-dħul
- Pjan ta 'investment
- Karta tal-bilanċ
- Likwidità
- Użu ta 'fondi
- Strategija tal-ħruġ

APPENDIĊI



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- Main milestones
- Main interconnections between the different working groups

FINANCIAL PLAN

- Income statement
- Investment plan
- Balance sheet
- Cash flow
- Use of funds



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- Exit strategy

APPENDIX