

BTICE 

BUSINESS . TRAVELLER . INDIVIDUAL . CULTURAL . EXPERIENCE .

## Business Plan

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BA (Hons) Fashion Business & Promotion  
Final Major Project  
FAS6051  
Level 6

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# GLOSSARY OF TERMS

**BTICE** - BUSINESS TRAVELLER INDIVIDUAL  
CULTURAL EXPERIENCE

**IBT**- INTERNATIONAL BUSINESS TRAVELLER

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# EXECUTIVE SUMMARY

\*BTICE stands for: Business, Traveller, Individual, Cultural, Experience. \*

BTICE is a brand new business concept, offering an exclusive and personalised service, targeting International Business Travellers. Launching in early 2016, the company targets the luxury gift sector, where the consumer can purchase bespoke gifts from global locations across the world, whilst travelling for business purposes.

With the partnership of Cathay Pacific airline, BTICE will advertise all strategies through the airline and ensure to gain sales, whilst having trust and support from business to business and business to consumer. The aim and overall unique selling point of BTICE, is to give an exclusive and personalised service to clients through a technology tool, of an app and to give one to one support to consumers, to ensure the client can find and then purchase exactly what they want and need.

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# MISSION STATEMENT

"A lifestyle brand that provides an **exclusive** and **personal** service, in order to **accommodate** International Business Travellers. **BTICE** is an online tool in the form of an app, offering **bespoke** exclusive souvenirs and experiences. The business start up will enable IBT travellers to initially access **5 global** locations, via the app. The key aim of BTICE is to **evoke** memories and for the IBT traveller as a consumer ,will be able to **reflect** on their individual **cultural** experiences. This brand, defines luxury."

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# THE CONCEPT

BTICE is a new business concept, that offers a personalised and unique service, aimed at International Business Travellers. The way in which the service works, is that it is an exclusive online tool, that offers the IBT consumer the chance to buy bespoke, momentums evocative of their business destination. The service will be available to access through an exclusive membership tool, in the form of an app.

The app, will only be accessible, once the IBT has checked in online, through the Cathay Pacific website. First the IBT consumer, will access the BTICE app, through a link on the partner- Cathay Pacific's website. The consumer will then be able to download and go on to set up a protected sign in code, only available for exclusive club members. There are four membership options: Sapphire, Diamond , Gold and Platinum and each consumer will be assigned these membership categories, depending on how many air miles they have attained when flying with Cathay Pacific. Consumers, can access all areas , even though they have different categories, it just means delivery options, once purchasing gifts, may differ.

Once the consumer has signed into the app, the app will direct IBTs to the BTICE site, where the consumer will be able to pick from five global locations: 'Dubai, Singapore, India, Thailand and Hong Kong', to browse through bespoke product categories, resulting in their perfect gift. These categories include: Artwork, Sculpture, Jewellery, Textiles and Personalised Gifts.

BTICE, not only offers IBT's the chance to buy bespoke products before travelling, the exclusive service also, gives its consumer the opportunity to browse through event categories, which they can book prior to travelling to the country. This conveys the importance of free time to IBTS and also enables these frequent flyers to create memories from cultural experiences whilst working abroad for business purposes. These advertised events include: Local exhibitions, music events, festivals, garment fittings, Fashion events. (This is not an exhaustive list).

As BTICE is a personal and exclusive service, the company also give consumers the opportunity to book one to one consultations with product specialists, on arrival at Heathrow airport. These appointments are optional and are there so that IBT's can gain advice and support before buying a product or to discuss method of delivery. The specialists welcomes any queries and works on a one to one basis offering exclusive and personal service. the consultation pods are located on arrival at Heathrow airport and can only be accessed once the IBT consumer has gone into the business lounge. Once there, there will be access to iPads where consumers can browse through the BTICE product site, if they haven't done so already, and pods will be available for pre booked appointments. Appointments, for one to one slots, can be booked, through the BTICE online app.

BTICE, offers a variety of product collection options, depending on what type of membership the IBT client has. However, there is also an option, for clients to pay more if they desire to have a higher type of delivery option, if they so wish. For example, if a client wants to collect a painting in Dubai, they will be able to have the painting delivered to Dubai airport on arrival of their destination, or can have the bespoke artwork delivered to their hotel room upon arriving at Dubai. BTICE also offers the service of delivering the clients gifts to their home address in the uk, once returning from their global business trip. Delivery to home address, is only offered in the Platinum membership, as costings are challenging. The consumer will appreciate that there will be a charge for this because of shipping costs and other transportation operations.

The unique selling point for BTICE is that it offers exclusivity and is a personalised service, targeting International Business Travellers. It is also accessible through an online app and the client can browse for bespoke gifts before travelling to their global location. This is what makes BTICE different. - Most importantly about evoking memories from IBT busy work schedules, when travelling across the world.

"WHEN IT COMES TO SOUVENIRS,  
NOTHING BEATS THE FOUND-ONLY-HERE,  
MADE-JUST-FOR-YOU ITEM."

NICOLE BERRIE, CONDE NAST TRAVELLER.COM, 2015.

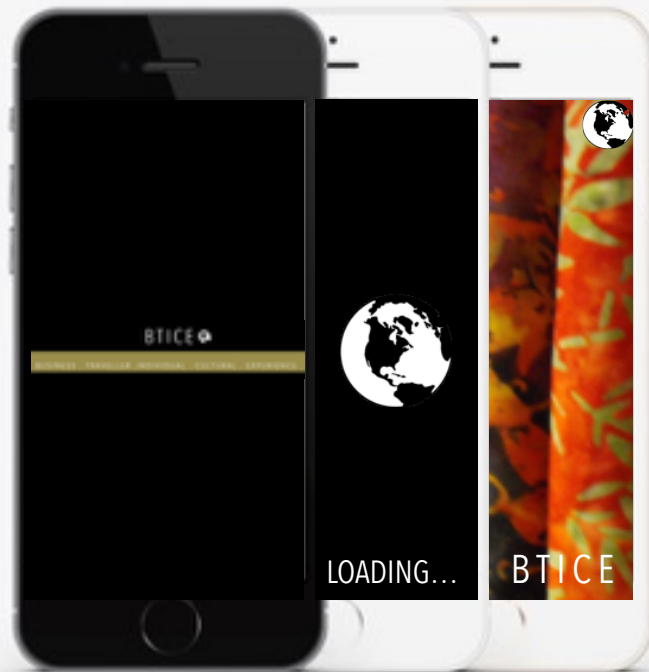


# BACKGROUND

The concept for BTICE emerged from a number of factors leading up to this new, business idea. After extensive research through a dissertation which was a critical appraisal of cultural shifts in the UK and how this affected consumers, it was clear there were three key threads to be interpreted from the outcome. It concluded, the importance of personalisation to the consumer, the potential opportunities for collaborations and the importance of technology when connecting to the consumer. These three threads then formed the foundation for BTICE a new, business concept. There was also personal interests of a number of lifestyle brands: Porsche, PMQ and others, as well as interests in travel and embracing cultural difference.

From browsing through extensive secondary research, it was found that '81% of International Business Travellers, travel abroad at least once a month', according to Luxury Daily online, February 2015. This statistic showed the high level of IBT's travelling through a short and frequent time period. It also shows that there is a gap for BTICE and that if IBT's are travelling so frequently, that BTICE needs to be accessible all the time and that because they are travelling so frequently, this service needs to offer a personal service as free time may be sparse.





BTICE SMARTPHONE MOCK UP



Membership No.

PIN

Login

Remember me

Forgot PIN?

Book a Trip | Manage Booking | Latest Offers | Travel Information | Frequent Flyers

Search

Flights

Packages

From Redeem Flights >

Enter city name / airport code

To

Enter city name / airport code

Trip Type Round Trip Multi-city >

Depart 09-Jan-2011 Returns 16-Jan-2011

Class Economy

Adults (12+) Children (2-11)

1 0

Adult / Child?

Fixed travel dates Flexible travel dates (+/- 3days)

Search

Round-the-world Ticket

Timetable

Booking Tips

How do I pay for tickets online?

Can I change my tickets booked online?

LAUNCHING SOON...



Manage Booking

Check In

Members of The Marco Polo Club/ Asia

Non-Member

Family Name \*

Given Name \*

Family Name \*

Given Name \*

Booking Ref. No. ?

Booking Ref. No. OR

E-Ticket No. ?

160 E-Ticket No.

Continue

Flight Status

News

US Secure Flight Programme: Important Updates

Travel document check at Hong Kong International Airport

Cathay Pacific releases combined traffic figures for 2012

New inflight menu features dishes specially designed

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BTICE LAUNCH MOCK UP ON  
CATHAY PACIFIC SITE

# KEY DRIVERS

This new business concept, has been created and designed in relation to numerous key drivers. All of these elements discussed, have impacted BTICE...

## THE RISE IN BUSINESS TRAVEL SPENDING:

- According to 'Successful meetings, 2015', Business travel will continue to have positive momentum as we move toward 2016.
- A recent survey was carried out on business travellers' spending habits from Adara, a travel data company. The results, found that 78% of business travellers do more than half of their shopping online (compare this to the 59% of leisure travellers and 34% of non-travellers). Also it can be said, that business travellers use smartphones to shop online 20% more than leisure travellers and tablets 18% more than leisure travellers.
- Besides electronics and clothing as the top items purchased online by business travellers they're also looking for more intangible items such as insurance and banking products as their higher incomes allow them more flexibility to make a change if they're not completely satisfied.

## HOW FREQUENTLY BUSINESS TRAVELLERS FLY GLOBALLY & HOW BUSY THEIR SCHEDULES ARE:

- According to Statista portal, forecasts, show that business traveller visits are set to rise in June 2015 of 727,000 visits and will continue to rise all the way through to May 2016.
- Marriott hotels conducted a survey about how busy international business travellers schedules are. 51% of these surveyed by Popular Mechanics, work past normal office hours on the road and spend much of this time in their hotel rooms after their busy schedules.

## THE IMPORTANCE OF PERSONALISATION TO THE CONSUMER:

- "Give the people what they want" is a commonly quoted saying and is now more relevant than ever when it comes to travel. Today's travellers want unique experiences tailored to their priorities and want to take control of their own itineraries. So this has begot the buzzword of late in the travel industry: personalisation. ( Shift, 2015 in collaboration with the sponsor, Amadeus).

- 'Global hotelier IHG', 2015 has produced a report stressing the importance of personalisation to meet the demands of today's consumers. Based on a survey of 7,000 international business and interviews with leading travel experts, it highlights national preferences with tailored services, and that there is a higher priority for personal service for travellers from emerging markets.

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# CONSUMER

There will be two consumers targeted by this new business concept: Business to business and business to consumer.

## **BUSINESS TO BUSINESS:**

BTICE will work with the airline 'Cathay Pacific', due to global locations they travel to and the successful relationship they hold in general. BTICE will also be based in the UK, at the Heathrow Airport Business Lounge, located in terminal 3 where Cathay Pacific have their lounge. This collaboration, will work as a partnership between BTICE and the airline. The consumer will initially see advertisements about BTICE app through the Cathay Pacific website and will then go onto, the BTICE virtual bespoke gift site. The end consumer, IBT's will have to be interested in or already frequently flying with Cathay Pacific, to know about this exclusive BTICE service. All marketing strategies, will initially be launched from Cathay Pacific and BTICE, will continue to work closely with the global airline, to build up a strong collaboration and database from global locations.

## **BUSINESS TO CONSUMER:**

The end consumer are International Business Travellers. These frequent flyers are made up of two types of consumers: Generation X & Generation Jones. These categories of consumers are prominently made up 25-44 year olds that travel for business purposes. They have also been known, to be in touch with smartphone technology and are savvy online users. Most IBT's are known , to travel once or twice a month for business. The most important aim for BTICE, is to market and focus on the end consumer of IBT's as these are the clients that will be purchasing the bespoke momentums that this new business concept has to offer.



REPUTATION MANAGEMENT

COMMUNICATION

PARTNERSHIP

BUSINESS TO BUSINESS GOALS

BRAND AWARENESS

LEADERSHIP

DRIVING SALES



# SPONSORSHIPS/ STAKEHOLDERS



# THE MARKET

The market that BTICE targets is the luxury, bespoke gift sector. This has been decided, down to the price range and type of product that BTICE offers through their app. All of the products available to purchase are bespoke gifts, optional from 5 global locations. The term luxury, can also be determined, because of the clientele, that BTICE targets, as an exclusive company. International Business Travellers, are renowned for having disposable income, and it can also be suggested that many IBT's look for luxury and high quality products, when shopping online.

The majority of IBT's are made up of two generations: Generation X & Generation Jones. Generation X is aged 25-44 and Jones (Baby Boomers) at 45-64. The majority of IBT tribe, will be the boomers as they have the most money and they like smartphone technology. They are also known for trusting personal product recommendations, which is what BTICE is all about- exclusivity.

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# COMPETITORS

Already, BTICE has a number of indirect and direct competitors, that could influence this new business and some of these competitors are comparable to BTICE...

## INDIRECT COMPETITORS:

As it exists at the moment, duty free is available in multiple airports, globally. The duty free system, offers a range of gifts that can be purchased prior or post travelling, at the airport. However, duty free does not offer a personal service. Although, personal customer service may be accessible when browsing through the range of products they offer. To add to this, duty free can only be accessed when travelling and have reached the departure lounge. What makes BTICE, different from duty free, is that this new business concept is exclusive so not everyone can access it. BTICE, unlike duty free, offers a personal service, throughout the app and in terms of customer service as well.

Heathrow Personal Shopper, is another indirect competitor of BTICE. With a personalised service, this competitor offers the upper class traveller the opportunity to have assistance with shopping through duty free items, also looking at luxury brands. The personal shopper service, can be booked on the Heathrow airport website and is only accessible for business travellers that are able to access the business lounge. However, the downfall of this personal service, is that although a shopper aids a client with shopping through duty free, all of the products offered to buy, are accessible to every traveller in the airport. All of the gifts available to purchase can be bought when going through departures and into the duty free section. The up side of this service is personalisation.



## DIRECT COMPETITORS:

A main direct competitor for BTICE, is Emirates/ Skywards. The airline, has set up an exclusive service, that offers a virtual high street to a specific clientele. Skywards service, directs its service to small- medium business individuals that have collated Emirates air miles and can access this service through a membership protected log in, direct from the airline's website. Members can then go onto purchase products from global brands, that can then be bought by their air miles. Exclusivity, is the main factor within this competitor and they strive off this. With the protected log in and specific consumer, Skywards represents, a modern way to travel. The only downside to this main competitor, is that the products offered, are not classed as bespoke, and can be accessed online, through all of the brands websites. It also advertises the fact that it offers a 'virtual high street' , meaning that the products advertised to be purchased are not that of luxury. Skywards, isn't big on social media either. Although advertised initially about what the new service offers, it does not show how the consumer can access this new and exciting way to shop. It seems, that from looking at evidence, that the new service has only built its reputation up, because of the good reputation of the global and well-known airline- Emirates. (See Appendix A).

To conclude, the last and most comparable direct competitor, is the Marco Polo Club service. The company, is a new concept, created by the well-known airline Cathay Pacific. What is different about this direct competitor, is that it doesn't offer a virtual shopping service. This particular scheme, focuses on Asia air miles collected from frequent flyers when flying with Cathay Pacific. The service gives away special offers for flights and air miles and acts as a points system for travelling. It also, represents exclusivity, as this service is only targeted at business and frequent flyers. This is the main competitor for BTICE because this system has already be brought out by the airline and BTICE is in partnership with Cathay Pacific. What make BTICE, stand out from the Marco Polo Club, is that it offers business travellers, the opportunity to purchase bespoke gifts from an online app, through the airline, whilst building up air miles for Cathay Pacific.

COMPETITORS	WHAT THEY OFFER...	MARKET SECTOR	MARKETING STRATEGY
<b>DUTY FREE</b>	<ul style="list-style-type: none"> <li>- Vast range of products to be browsed by all passengers, before travelling at the airport.</li> <li>- Gifts and other personal items are available.</li> </ul>	<ul style="list-style-type: none"> <li>- Gift and retail market.</li> <li>- Available to all travellers prior and post travel.</li> <li>- Can be accessed at all airports.</li> </ul>	<ul style="list-style-type: none"> <li>- Advertised through many airports websites, virtual advertisements throughout airports.</li> <li>- Shown on social media tools with products.</li> </ul>
<b>HEATHROW PERSONAL SHOPPER</b>	<ul style="list-style-type: none"> <li>- Personal service on a one to one basis with business class travellers in lounge.</li> <li>- All products shown can still be purchased from duty free.</li> <li>- Not exclusive/different.</li> </ul>	<ul style="list-style-type: none"> <li>- retail market, some products offered are luxury/designer.</li> <li>- Can be accessed to business travellers once in the business lounge.</li> </ul>	<ul style="list-style-type: none"> <li>- Posters, booklets and other uses of marketing in most of Heathrow's terminals business lounges.</li> <li>- Advertised on site when booking flights.</li> </ul>
<b>EMIRATES/ SKYWARDS</b>	<ul style="list-style-type: none"> <li>- Exclusive for business travellers that are part of a small- medium sized company.</li> <li>- Company earns business rewards miles from emirates flights.</li> <li>- Use points to upgrade or buy products from global luxury brands through emirates.</li> </ul>	<ul style="list-style-type: none"> <li>- Premium/ luxury market</li> <li>- Aimed at Emirate frequent flyers that can access this scheme through the airlines website.</li> </ul>	<ul style="list-style-type: none"> <li>- Advertised through Emirates website, depending on how many miles the flyer has collated and what type of company you work for.</li> <li>- Exclusive, so not big on general advertising, but some links through social media site.</li> </ul>
<b>MARCO POLO CLUB</b>	<ul style="list-style-type: none"> <li>- Exclusive, loyalty programme, that offers a range of privileges to frequent flyers.</li> <li>- Points based system to earn and redeem asia air miles.</li> </ul>	<ul style="list-style-type: none"> <li>- Premium/ luxury market.</li> <li>- Aimed at business travellers that fly with Cathay Pacific.</li> </ul>	<ul style="list-style-type: none"> <li>- Advertisements and accessible through Cathay Pacific.</li> <li>- Marketing tools in Heathrow Cathay Pacific business lounge.</li> </ul>



# OPERATIONS



**\*Delivery options are dependent on the consumers membership category. \***

BTICE purchased products, will be distributed through the app and once the consumer has confirmed the type of delivery or collection, the operations department will be notified and depending on the location of the product, brand specialists will work with the operations team to make sure the gift is handpicked, and most importantly delivered on time. The option of garment fittings are also available to gold and platinum clients. This option means that when the business traveller has arrived in say Dubai, they are able to go and view a garment and have a fitting, and either take it away with them, or get it delivered to their hotel or platinum clients can have it delivered to their address post trip.

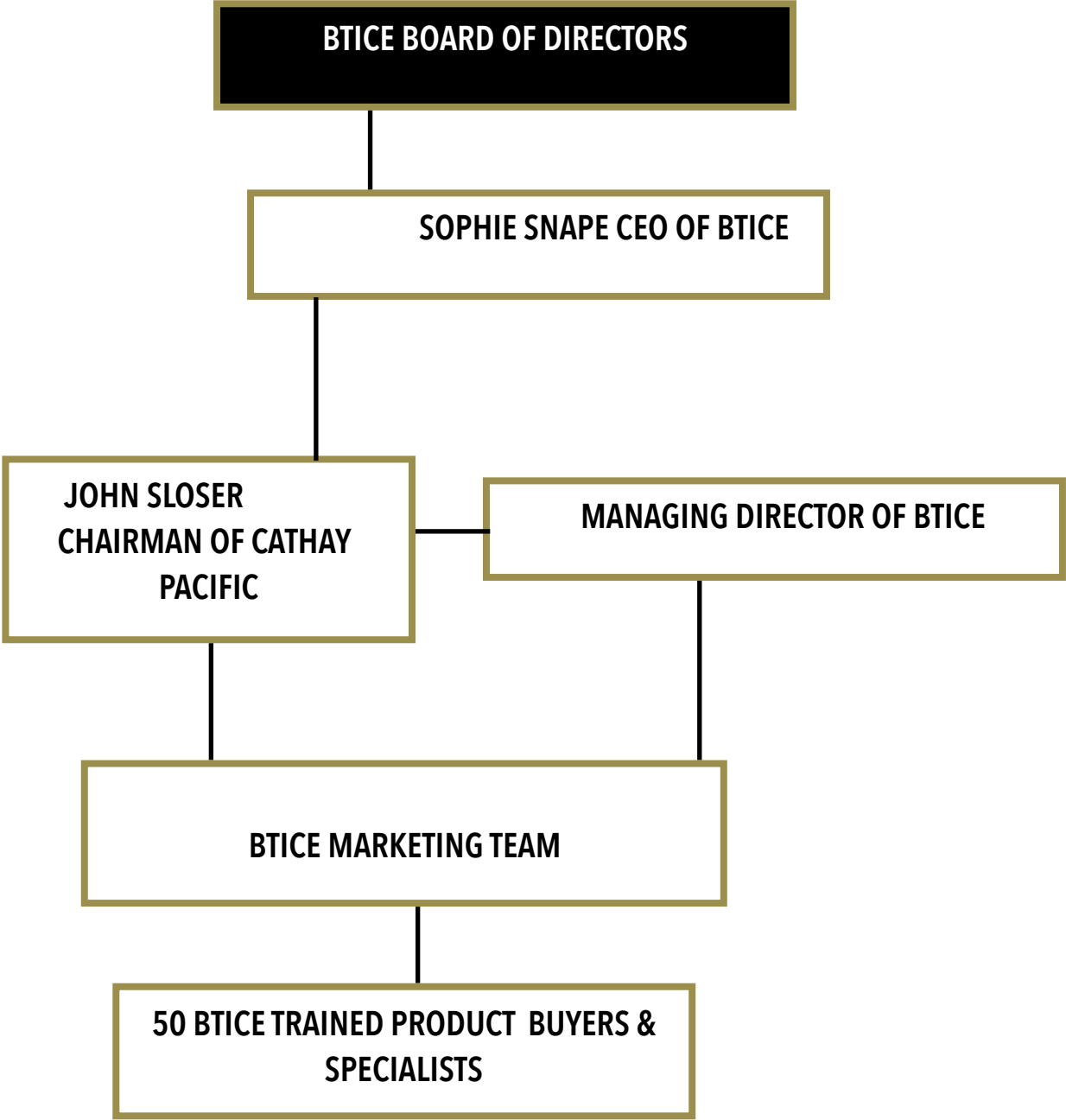
**\*An email will be sent to the client notifying them on delivery of gift & they can track order through app.\***



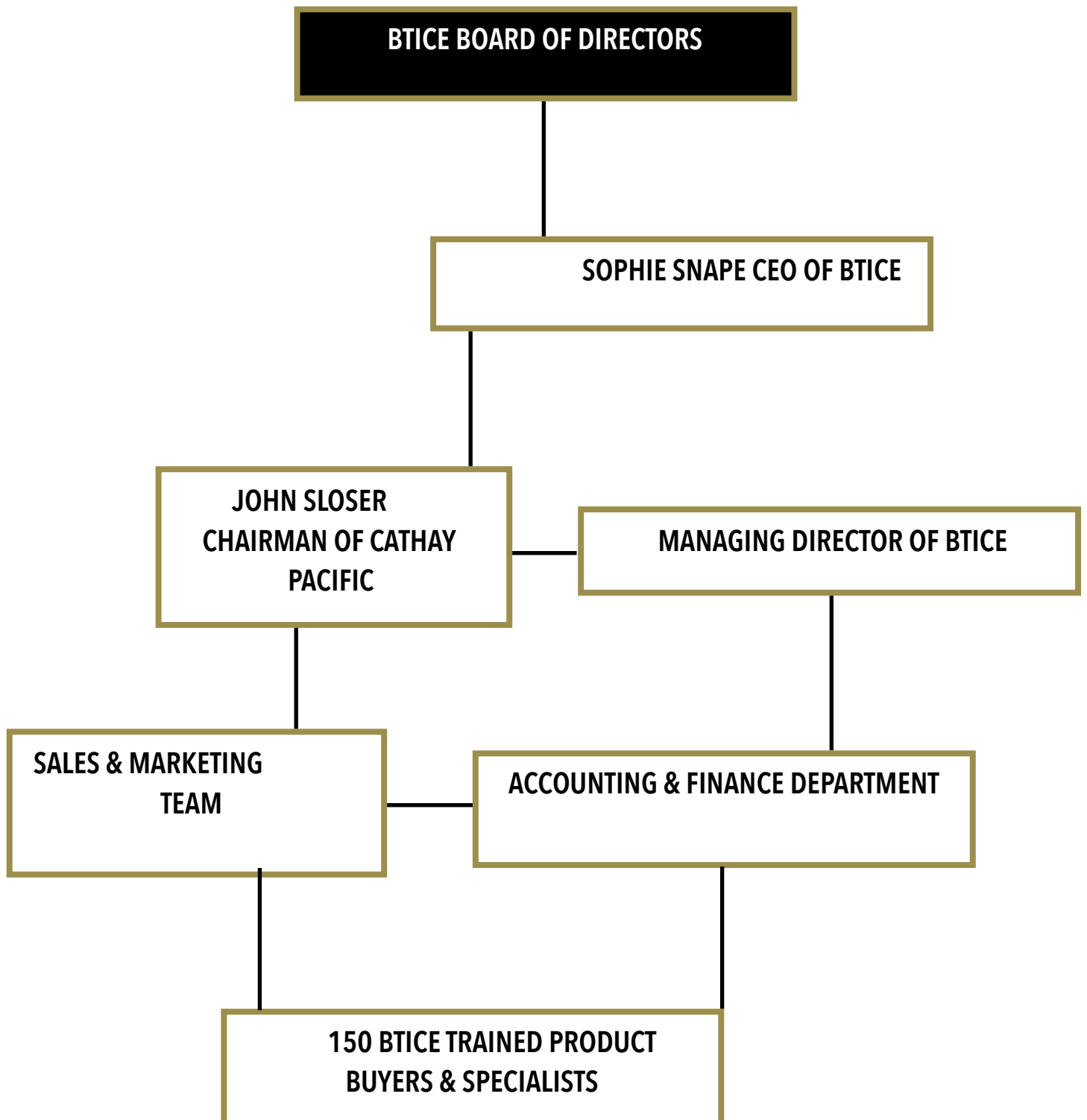


# MANAGEMENT TEAM

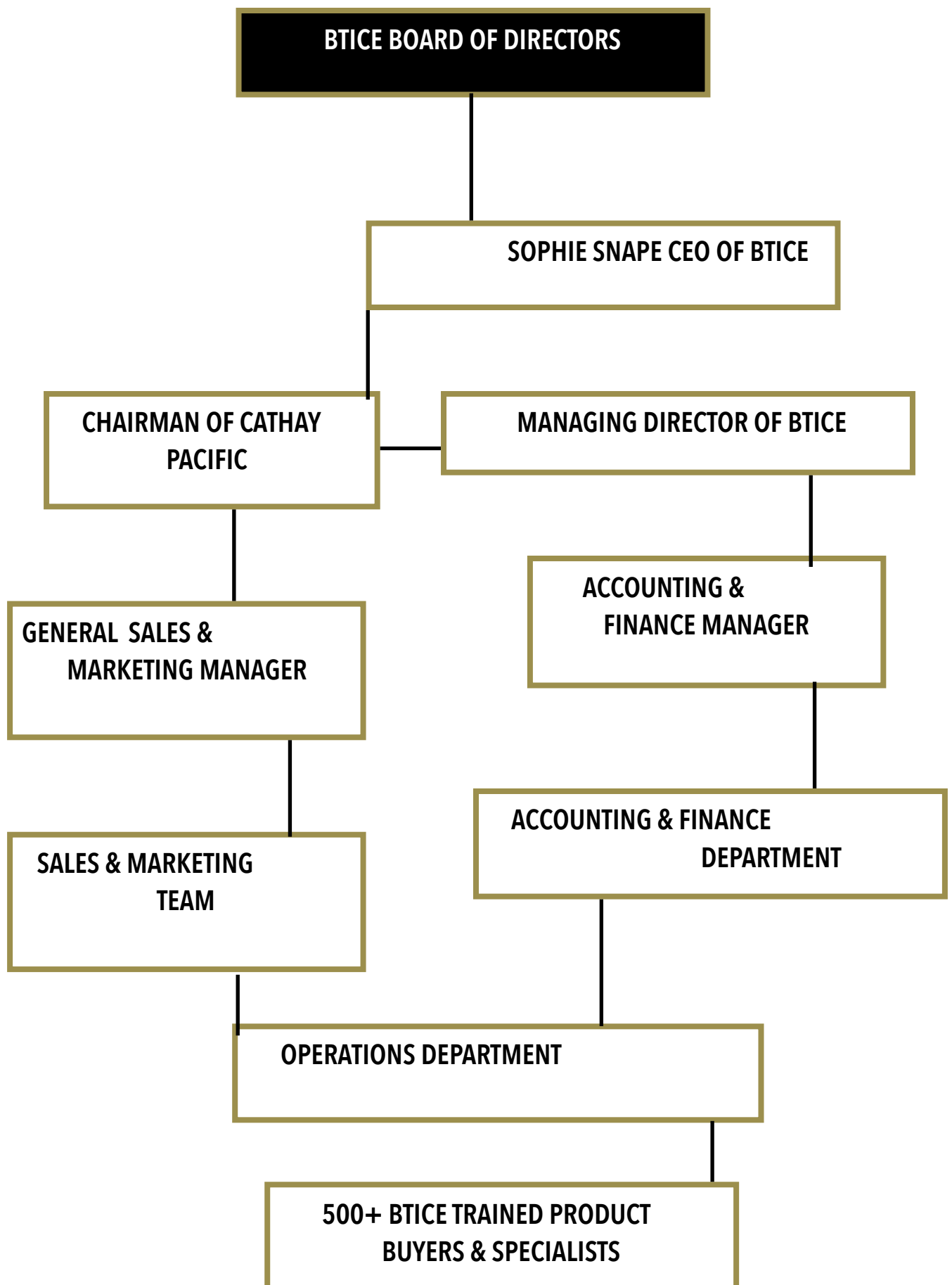
1ST YEAR:



### 3RD YEAR:

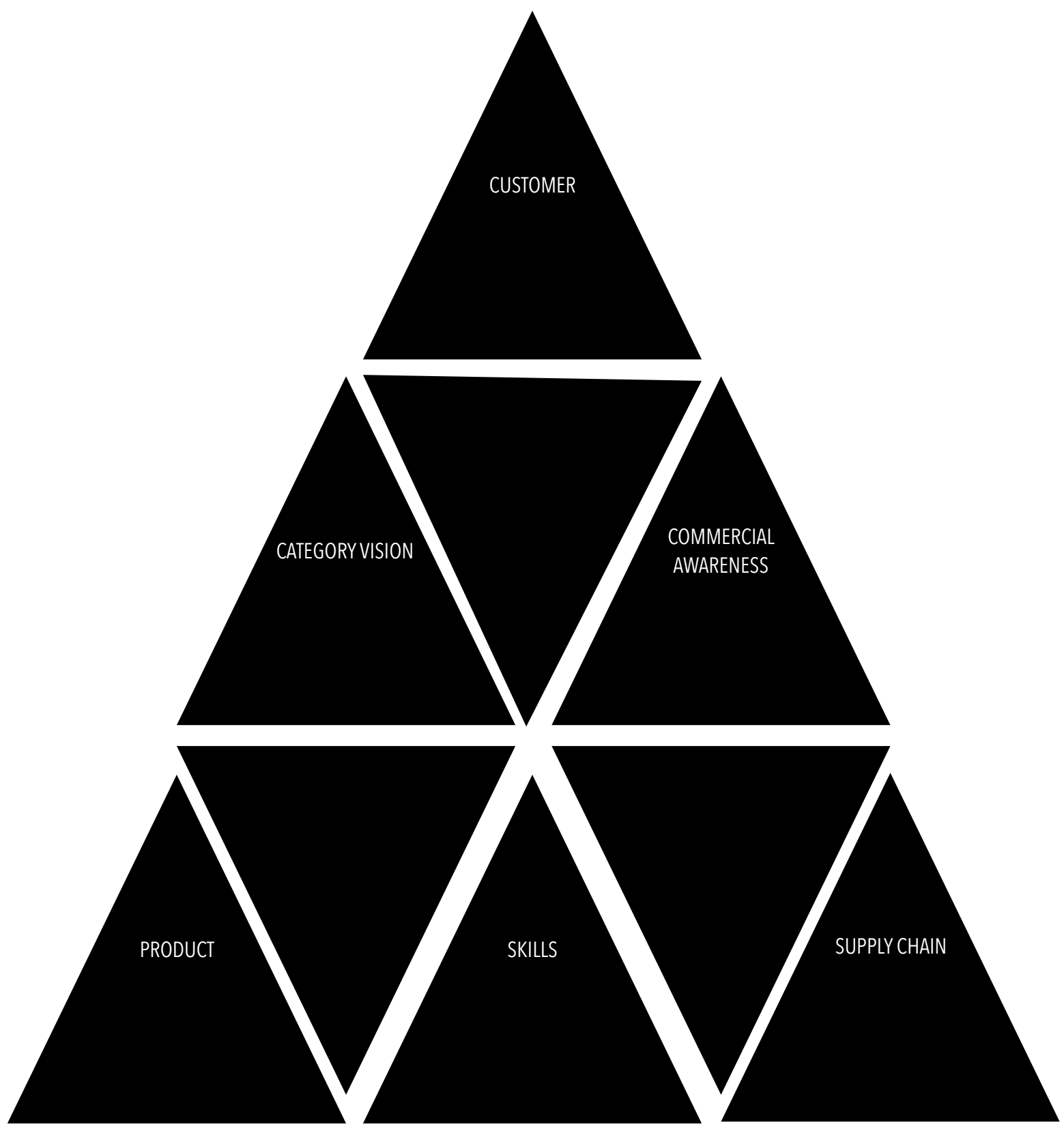


## 5TH YEAR:





# CUSTOMER SERVICE









# MARKETING & SALES STRATEGY

BTICE will have two separate marketing strategies: Business to business and business to consumer. As BTICE, will be in partnership with Cathay Pacific, the main marketing strategy will be through the airlines website. This decision has been made, due to BTICE's ethos- Exclusivity. It would be easier to launch marketing of the new concept, through social media, however this would mean this would be accessible to everyone, and this would not represent what the business is about. Through time, this is what BTICE may develop into, but still incorporate an exclusive way to do this.

Through launching and advertising through the airlines website, BTICE can target it's consumer- International Business Travellers, whilst these frequent flyers are flying with Cathay Pacific. BTICE, will officially launch through the website first, in February 2016. there will be a months count down from January 5th 2016 and this will be able to be monitored from virtual advertisements, in Cathay Pacific's terminal 3 business lounge and through Cathay Pacific's website.

As the app, will be able to be accessed, whilst consumers check in online, prior to flying with the airline, there will be a link to downloading the app, and then the consumer can start browsing through the bespoke gift sight. There will also be constant advertisements and a page on Cathay Pacific's site, explaining all about BTICE and how to use it.

To add to this, BTICE also needs to target their end consumer- International Business Travellers, prior to travelling at the airport. Once inside Cathay Pacific's business lounge, in terminal 3, at Heathrow airport, travellers, will see virtual advertisements (in association with JC Decaux- Singapore virtual advertising company), where BTICE will have their consultation pods for queries from consumers. These travellers, will also be given a product catalogue, from the BTICE stand in the business lounge, where they can browse through bespoke gifts and cultural experiences, from the 5 global locations, BTICE targets.

All of these, marketing methods that target the partnership between BTICE, the airline and the end consumer, have the same aim. This is to still keep the exclusivity of the personal service that the company offers, whilst showing the importance of technology with travel.



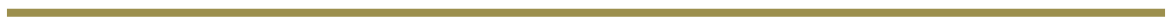
MARKETING  
STRATEGIES:  
PRODUCT  
CATALOGUE &  
VIRTUAL  
ADVERTISING



# SWOT ANALYSIS

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> <li>- Gap in the luxury market, in the UK for this new business concept. Also, by targeting IBT's, they will be willing to buy bespoke products and events that BTICE are offering.</li> </ul>	<ul style="list-style-type: none"> <li>- Will this service and brand appeal and stand out to the International Business Traveller consumer? People can already go on airline websites and buy gifts on their. Is this new concept unique enough?</li> </ul>
<ul style="list-style-type: none"> <li>- Cathay Pacific have a successful reputation and are well-known, globally. This is why working alongside the airline, is achievable.</li> </ul>	<ul style="list-style-type: none"> <li>- Consumers can also just go to duty free and buy gifts at the airport, for cheaper prices. Also, people can go online on google, beforehand and look up events in their work destination.</li> </ul>
<ul style="list-style-type: none"> <li>- Offering a personalised service to IBT's. One to one consultations before purchasing bespoke gifts or experiences, prior to travelling globally.</li> </ul>	<ul style="list-style-type: none"> <li>- Will IBT's have any free time, whilst working away on business? A lot of frequent flyers do not have disposable free time to go to galleries and concerts, if they are there to work and usually return back to the UK within a couple of days. (Quick turn arounds from global locations).</li> </ul>

OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> <li>- As this new business concept targets global locations, there is opportunities to expand on 5 and in time, reach out to other well-known business locations.</li> </ul>	<ul style="list-style-type: none"> <li>- IBT consumers not liking the brand and app service. Too much of a burden when travelling for work.</li> </ul>
<ul style="list-style-type: none"> <li>- To expand with other airlines and create a successful and well established name for the company.</li> </ul>	<ul style="list-style-type: none"> <li>- Other airlines could catch on and start using this concept, through their websites and offering personalised services, to frequent flyers.</li> </ul>
<ul style="list-style-type: none"> <li>- Creating a larger database of artists and bespoke product categories.</li> </ul>	<ul style="list-style-type: none"> <li>- The consumer will not have the money to buy these bespoke products and pay extra depending on delivery. The hassle of sorting out delivery and fittings, whilst already pre occupied with work.</li> </ul>







# FINANCIAL FORECAST

As BTICE, is a new business concept, that provides a service not a specific product, therefore, the financial, estimated costings below, have been produced to show how much this business would need to invest to start and to sustain a profitable and successful service.

BTICE, works in partnership with the airline, Cathay Pacific, so in terms of some of the costings, the airline will help with this. Particularly distribution costings because the service will use Cathay Pacific cargo, for delivery purposes. The Cathay Pacific, financial, annual report has also been taken into account when estimating some of the costings below...

[http://www.cathaypacific.com/content/dam/cx/about-us/investor-relations/financial-briefings/en/2016\\_analyst\\_briefing\\_9March2016\\_en.pdf](http://www.cathaypacific.com/content/dam/cx/about-us/investor-relations/financial-briefings/en/2016_analyst_briefing_9March2016_en.pdf)

Individual products could not be calculated, in terms of financial forecasting, as there are five product categories and these products are sourced from five global locations, where the price range will differ due to currency. However, as the market that BTICE is in, is the luxury, bespoke gift sector, the price range is higher.

Wages and team costings, have also been considered, due to Cathay Pacific as well. The individuals who are involved in BTICE, new business concept, are being paid a wage already by Cathay Pacific.

In time, with the help of Cathay Pacific, a full financial forecast will be created, with the partnership considered. However, just to get thinking of costings, a table below outlines a simple start up for the business.



Start up BTICE	
The App	£5,000- £6,000 pound sterling.
Marketing online	£1,500-£2,000 (launch and funds from Cathay Pacific).
Marketing airport	£10,00 (includes funding from sponsor of JC Deceaux.
Team costings	£1,000000 Although chairman in part of Cathay Pacific.
Distribution	Working with Cathay Pacific cargo- £30,000 +







# RISKS

Risks may occur when starting BTICE, new business concept and these risks need to be raised as a precaution, to this business plan. ...

- One risk that may occur, is high start up costing, to set up and start running this new business venture. As many people will be involved in the BTICE collaboration, it is key that financial costings are at a sensible rate and that profit is being made in the first year.

An action, to prevent this risk from happening, is to prioritise costings and make sure that Cathay Pacific, help financially through marketing the BTICE service and app. Advertising through the airline also, will not only create awareness for the app, by getting, the IBT consumer on board, and will not only promote the airlines destinations, but the BTICE service itself.

- Another risk that could potentially jeopardise, this new business venture, is that by launching BTICE, other airlines/companies, could replicate or copy this unique type of service, offered to the IBT consumer. There is a gap in the market for an app to be launched, offering bespoke gifts, in the luxury market, so if other companies start to launch similar services, globally, this could mean that BTICE will not take off.

What BTICE, offers as a service, is its unique selling point. With a personalised service, where specialists can advise on products and sort out delivery, is the thing that will stand out for the business. Also having a range of bespoke products that are original and stand out to the consumer, will split competitors from BTICE. Their products are less varied and are accessible to all members of the public. To add to this, having a service that is only available, to International Business Travellers, makes BTICE special. The consumer, wants to feel different and special compared to everyone else and BTICE offers this.

- Delivery options to the consumer, may be challenging at some stage, within the business. As there are a varied amount of delivery options, that the consumer can choose from, this could come at a cost for BTICE. For example, tax when shipping/flying over products from global locations and timings of how long the gift will take to be brought back to the UK. All of these options are weighed up and this risk will continue to be trailed once BTICE starts up in year one.

As a business, BTICE will have to discuss these costings with the consumer and the final call for costings of shipping and delivery these bespoke gifts, will be negotiated with the client. If the client is desperate for the gift to be delivered as soon as required, BTICE will work together, to provide the best service is getting the cheapest rate for the client. Furthermore, if the client is a regular customer or purchasing a large order of 5 products or more, BTICE will advise a specific delivery option and give the client two of the products purchased, free delivery charges. This will entice the consumer, resulting in more bespoke products purchased.

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# POTENTIAL SCOPE

Moving forward with BTICE, there are potential pathways that the business can move towards to sustain the business reputation and aid towards a successful and longevity company...

- **EXPAND** online platforms: Social media, expand to website, fully developed site.
  - **EXPLORE** more global locations: Targeting Europe and America. ( Business locations).
  - **COLLATE** an extensive database of sponsors and collaborators: Artists, sponsors from products.
  - **INTRODUCE** a points system in partnership with an airline: membership scheme in collaboration with points system> can buy products with air miles.
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# CONCLUSION

BTICE , a new business concept, was created for the purpose of personalisation, exclusivity, technology and travel. On creating this new proposal, a dissertation, written analysing cultural shifts and how it affected its consumer, gave the foundations, to then go on to producing BTICE.

BTICE stands out and also reaches out to its end consumer IBT's, whilst working alongside a prestigious and successful airline- Cathay Pacific. The new business thrives on exclusivity and making sure a personal and unique service is given to every individual client. With these goals, BTICE will earn a well-known and successful reputation in the luxury, gift and travel market.

Financial estimates, show just an indication of what the company needs to think about, as well as being aided by its partner- Cathay Pacific.

There is also potential scope for BTICE and the goals set are achievable and will in time, add to the unique service given.

This service is different from all its competitors and there is a gap in the current market for this new business concept because the service gives personalisation, technology and exclusivity. It works to cater to individual consumer needs, to build a good relationship.

BTICE is about evoking memories for International Business Travellers....



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# IMAGES

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EMIRATES/SKYWARDS MEMBERSHIP BOOKLET  
PINTEREST.COM

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# APPENDICES

## INTERVIEW WITH JACKIE NORTON INTERNATIONAL BUSINESS TRAVELLER 18/4/16

-How frequent do you fly for business purposes?

I fly up to 3/4 times a year with my job usually business class, currently long haul. I work for a University whose policy is to provide business class travel for flights that usually exceed 7 hours. My experience travelling business class mainly involves traveling to South Asia (India) and South East Asia (Hong Kong). Both destinations include travel via Dubai and sometimes Bangkok. Our travel arrangements are booked via a travel broker and the provider is selected based on competitive pricing. The company I usually travel with is Emirates.

-What does bespoke mean to you? Bespoke to me means special, original, a unique offer, and offers choice to the client. Hand tailored to customer specification, one of a kind. Bespoke in relation to a gift would mean that someone had gone to great efforts to consider the end users tastes, and would provide an opportunity to be very specific.

-Do you think technology is important for business travel? Yes technology today plays a huge factor to the business travel. Technology over the last couple of decades has meant that business travellers have a much quicker efficient platform. It has increased business opportunities, opened up manufacturing opportunities and increased the speed at which information can be transferred. Immediate communication, financial transactions, up to date travel data, online bookings are all factors that have been improved for the business traveller through the speed at which technology has impacted on the user experience.

-Does cost influence your choice when selecting a gift whilst you are travelling? It very much would depend on the gift and the occasion. The price of an item is relative. There may not be another opportunity to purchase such a gift, it is often seen as an investment, whether this is financial or in relation to helping to retain a memory of a place that holds a special memory.

-When travelling abroad on business, how do you find time to go and experience the culture? I very much work on adrenaline. You are absorbed in the culture when you work with colleagues and students overseas. I can work a full 8 hour + tend to go out exploring as places like Hong Kong operate 24/7. Whether its the high end shopping malls or the street markets you can't help enjoying the experience and its exciting looking out for that unique gift that could evoke a memory of the cultural experience and enable you to share some part of that with the person you are buying that special gift. On one occasion when travelling in India we were asked if we would like to go shopping, we were taken by a private car to an exclusive store and given a one to one personal shopper whilst in store. BTICE could work well in collaboration with this type of exclusive store.

-Do you think that BTICE, a new business concept, would be something that you would use/ be interested in? Yes definitely, it is evident that the user is being considered, and being offered an exclusive service. It goes beyond what exists for me as an Emirates Skywards business traveller. There are many potential partners and sponsors that could provide global 'kudos' and expertise, whether this is as financial backers or in relation to operations.

## INTERVIEW WITH ROB MANNING, INTERNATIONAL BUSINESS TRAVELLER

-How frequent do you fly for business purposes?

I fly for business a minimum of 6 times per year, mostly within Europe but occasionally to USA, normally Denver Colorado. All travel is booked through a broker and we use a variety of airlines. My company hold regular meetings throughout Europe choosing different locations each time. First or Business class travel is not permitted for cost reasons due to the number of people travelling and the frequency of such trips.

-What does bespoke mean to you?

To me bespoke means something that is individually tailored so that it exactly meets a need or want. In terms of a gift it would be something personal to the recipient, perhaps something that could not be found elsewhere or something that evokes a personal memory. It will involve thought and effort to get 'just the right thing'.

-Do you think technology is important for business travel?

Technology is crucial for business travel. Whilst travelling most people need to be able to continue performing work functions to minimise disruption. Continuation of communication channels whilst travelling is vital within my business role as my company work in the medical device field and a timely response is often required. Most, if not all, business travellers must be able to receive calls and pick up emails whilst away.

-Does cost affect buying a gift?

Cost is a factor but of more importance is who the gift is for and the occasion. I would often be prepared to spend a little more on a gift that reflects the place visited and is something that you couldn't get anywhere else.

-When travelling abroad on business, how do you find time to go and experience the culture?

Very little time is available to experience the culture. More often than not there is no free time. Meetings will last all day and meals are prearranged for the evening which everyone needs to attend. These will be at restaurants where some idea of the local culture can be experienced but this is very limited. Very often, the only time I see anything of the cities I am in is through a taxi window or walking to a restaurant. Occasionally, meetings are held for the whole team at weekends and a few hours are set aside for a leisure activity, this sometimes involves sightseeing. However, this involves the whole team and is timetabled so there is no opportunity to do your own thing. Shopping opportunities are limited to airport lounges on departure.

-Do you think that BTICE, a new business concept, would be something that you would use/ be interested in?

Yes. As above, there is very little time to buy gifts or souvenirs of the places I visit. Shopping is limited to airport shops just before returning home. Items tend to be overpriced and impersonal, with choice being very limited.

## PHONE CALL TO HEATHROW AIRPORT 16/2/16

- DISCUSSED BUSINESS LOUNGES
- WHERE TO LOCATE CATHAY PACIFIC BUSINESS LOUNGE
- WHAT THEY OFFER
- MARKETING FOR DUTY
- PERSONAL SHOPPER

[http://www.cathaypacific.com/content/dam/cx/about-us/investor-relations/financial-briefings/en/2016\\_analyst\\_briefing\\_9March2016\\_en.pdf](http://www.cathaypacific.com/content/dam/cx/about-us/investor-relations/financial-briefings/en/2016_analyst_briefing_9March2016_en.pdf)

Cathay Pacific financial report 2015



