

# TREKKING WORLD

BUSINESS CONCEPT.

## 1. OUR VISION.

To become the biggest, and best on-line guide and one stop shop for walking and trekking covering the UK, Europe and the rest of the World.

Trekking World: will be an online guide to walking and trekking throughout Europe and the rest of the World, offering walking routes, advice plus a shop section offering sales of equipment, clothing, maps and much more.

## 2. TARGET MARKET.

The web site will be targeted at walkers and trekkers throughout the World. We will be aiming our site at trekkers, walkers, families and couples giving them the chance to explore our site in the comfort of their own home.

The population of developed countries is 1.2 billion, with a 49.7% aged between 25 and 64.

These figures give a huge potential of possible visitors to the site, due to the business being on the World Wide Web and not concentrating on one country our visitors to the site will be coming from around the globe.

## 3. PROPOSITION.

Is to provide a fresh approach to walking and trekking, taking away the "raincoat" image replacing it with a new fun fashionable image.

## 4. Web Site.

Our web site will be user friendly, with easy navigation so that foreign visitors will be able to navigate freely, most importantly it needs to be friendly, exciting, colourful and memorable, appealing to all age groups and nationalities.

An essential requirement is that it is prominently positioned on the first pages of all the important search engines, with a major emphasis on Google and MSN as these are used throughout the world.

#### 5. MARKETING STRATEGY.

A well thought through, and professionally executed marketing strategy will be a crucial element in our success. Our marketing aim in our first year is to achieve 100,000+ world wide visitors and increase these at a rate of 25%+ in each of the following years.

#### 6. ADVERTISERS, ENDORSEMENTS AND SPONSORSHIP.

We are allowing a select amount of advertising on our site, this will be strictly controlled.

We will be allowing suppliers to either endorse or sponsor sections of our site.

#### 7. ADVERTISING, MEDIA AND OLYMPICS.

We will be looking to gain media interest in a business promoting fitness, health - focusing on walking yourself fit in a fun and rewarding way, our way forward would be promoting walking as a fight against obesity and other health issues.

Please read our mission statement.

#### 8. CONCLUSION.

In conclusion I feel that we are providing a new concept to trekking and walking - we are offering advice - routes - sales of equipment / maps / clothing - holidays etc - aiming to be a one stop trekking site where visitors can find and purchase everything that they need.