Business Plan

Business name: Oakview glamping

Business address: Oak View, Chapel Lane, Bronington Wrecsam SY133 HP

Business Forecast

The goals and objectives of the business:

To create a eco friendly Glamping site that will offer a memorable experience to all our guests.

The planned timeline for reaching the objectives:

Within 18 months

Owner

Full name:

Owner's experience and training:

Between us we have over 30 years experience in the hospitality industry and Travel and Sales.

Management Details

The management structure of the business:

will be the main contact and will carry out the day to day running of the business, and will assist when home.

Business Assets

The assets of the business:

Will be looking at eventually installing 5 pods and 3 domes

Product/Service Details

The primary product/service offered by the business:

It will be a bespoke experience, staying in a luxury glamping pod or dome. Our guests can relax and get back to nature in a beautiful woodland glade. Set on the Welsh & English border overlooking the Fenn's Whixall & Bettisfield Mosses which is a European Special Area of Conservation. There are stunning views and an abundance of wildlife and flora for photographers. For those who love walking or cycling there are 966 hectares of wilderness to explore. We are also on the edge of a designated Dark skies region offering excellent night skies for anyone interested in astronomy.

The site itself will be run strictly as environmentally sensitive as possible, including solar power, reclaimed/recycled products, all toiletries will be provided as they will need to be able to go directly into a filtration soak-away.

Future Products/Services

All of the eco products such as the toiletries will be available to purchase.

If we find a demand we will stock a limited range of local produce for sale, such as Henllan bakery products, Border Honey, Oaks Farm Ice cream

Customers

The target market of the business:

Our main market will be couples and adult friends who are outdoorsy and are happy to be 'off grid'.

Wildlife and photography enthusiasts.

Walking and cycling clubs, astronomy buffs or just those needing a modern world detox.

Whilst we will not be targeting families we are of course happy for them to come, if they are, when we have explained our set up.

Pricing

The pricing approach of the business:

We will have the usual High Mid and Low season prices.

There will be offers available for those wishing to stay for more than three days

Pods	*Domes*
High - £140.00 per night	£120.00 per night
Mid - £125.00 per night	£105.00 per night
Low - £115.00 per night	£ 95.00 peer night

For 3 nights or more 10% reduction

For 7 nights or more 20% reduction

Marketing

The advertising strategy for the business:

We will be advertising mainly through social media

We may utilise one of the many companies who promote UK holidays for the first year

Does the location of the business give a competitive advantage?

Describe the competitive advantage of this location:

We have direct access to the Wixhall Fens Mosses

Quite seclusion

5 minutes from the Shropshire canal system

30 mins from the cities of Chester and Shrewsbury

35 mins from Llangollen and the Clwydian Range and Dee Valley area of outstanding natural beauty

Competitors

The competitors of the business:

We have 2 similar businesses near by

The Little Yurt Meadow - have 3 Yurts and a re-purposed barn which has been turned into a recreational area with sofas, games tables and log burner

Hadley Park Caravan, Glamping and Camping Site -Family-run site with on-site fishing and a café, adult site only accommodating Caravans, Motorhomes, Campers with one Shepherd Hut and 2 Glamping Pods

SWOT Analysis

Detailed analysis of the strengths, weaknesses, opportunities, and threats facing the business?

The position of our land, being next to the mosses, quiet but easy access to main roads.

Our environmental policy and adherence to ecological innovative products.

The weaknesses of the business:

At present this enterprise will be run in conjunction with us both having full time jobs, but we will work towards one of us being able to make this our sole priority within the first 12 months

We do have limited marketing experience but have researched different options to help with this such as utilising an established holiday letting company to promote us, and enrolling on a local or on line course.

The opportunities facing the business:

It is an expanding market with more and more people holidaying in the UK due to various factors such as reducing carbon footprint by reducing flights, now less easy to travel to Europe

Describe any threats that could affect the business:

The main issue would be continued economic decline, although we feel our main target market would be more likely to have disposable income.

Operational Details

Day-to-day operations

Check emails for anything urgent

Inspect the pods and domes for cleanliness and any issues

Clean and make up any units which have been used

Office time - go through emails for any requests or bookings and transfer to diary.

Make any required orders to suppliers

All paperwork to be done, invoices processed etc.

Engage with marketing/advertising via Social media etc.

Check grounds for any maintenance issues and take action

The operational facilities

Operational facilities will all be based at our home.

To accommodate our setting up the majority of the work is groundwork clearing of brash, gorse bramble. Removing several windblown trees. Securing fencing and installing a gate on to the public footpath.

Installing the accommodation pods and domes once planning has been approved.

Outside suppliers

Our suppliers will be

Cedar Tree Pods - located 10 miles away They are a family run business operating for the past 15 years. They offer an exceptional design service and quality products built with commercial use in mind.

TruDomes - located 70 miles away. 30 years manufacturing experience, producing glamping domes since 2017. TruDomes were voted Glampitect Best Dome Manufacturer in 2021. Have an established catalogue of products, with many bespoke options. They are built for all seasons weather and wind stress tested for US market at speeds up to 120mph.

Loowatt - are an award winning off grid toilet company who provide a closed loop system which takes the entire process into consideration with sustainability at its core. Once the toilet is flushed, waste is securely sealed and stored in barrels below the toilet. Full containers are simply collected by the local service team (with no risk of contact with waste) and taken to the local waste processing facility.

Walter Geering - they have been supplying the hospitality industry for over 100 years and still run by the Geering family, they supply a comprehensive range of bathroom and kitchen products. We will be kitting all of our units with their bio-degradable eco friendly shampoo, shower wash, soap and washing up liquid which can go straight in to the soak away with no need for mains drainage.

EcoFlow UK - EcoFlow was founded by a group of a group of battery engineers in 2017. Amid the global transition towards renewable energy, they lead the way forward with industry-leading portable power products, solar technology, and smart home energy solutions. We will be using their rechargeable battery packs in conjunction with our existing solar system.

Staffing Requirements

Staffing requirements of the business:

will manage the day to day running of the business

will eventually join full time once we are established and have our intended goal of eight units

We may look at employing one extra person depending on booking levels to assist with cleaning and laundry