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DEPARTMENT OF TOURISM EVALUATION FORM



Name of Client:

Name of Business:

Type Business:

Location:

Phone no:

Email:

ATTRIBUTE	LEVEL	DEFINITION	
BUSINESS EDUCATION & EXPERIENCE	HIGH	RESOURCE & SKILLS AVAILABLE TO OPERATE BUSINESS	
	LOW	LESS RESOURCES & SKILLS AVAILABLE TO MEET CHALLENGES	
ATTRACTIVENESS OF PRODUCT LOCATION	HIGH	ATTRACTIVE LOCATION	
	LOW	NOT ATTRACTIVE LOCATION	
COMPETITION	HIGH	HIGH COMPETITION AMONG OTHER TOURISM BUSINESSES	
	LOW	LOW COMPETITION AMONG OTHER TOURISM BUSINESSES	
SCOPE OF OPERATION	BROAD	SPREADS RESOURCES ON A RANGE OF PRODUCTS.	
	NARROW	CONCENTRATES ON A SMALL SEGMENT OF THE MARKET	
EXISTING TOURISM DEV.	HIGH	INCREASE TOURISM ACTIVITIES WITHIN THE LOCATION	
	LOW	LOW TOURISM ACTIVITIES WITHIN THE LOCATION	
INDUSTRY-RELATED COMPETENCE	HIGH	CLIENT HAS LOTS OF EXPERIENCE ON TOURISM INDUSTRY	
	LOW	CLIENT HAS LESS EXPERIENCE ON TOURISM INDUSTRY	
LAND OWNERSHIP	YES	LAND OWNERSHIP CLEARED (LEASE/TRIBUNAL/CHIEF/FAMILY)	
	NO	LAND OWNERSHIP UNCLEARED OR OWNERSHIP DISPUTED	
ROAD ACCESS	HIGH	GOOD ROAD CONDITION TO SUPPORT TOURISM PROJECTS	
	LOW	POOR ROAD CONDITION TO SUPPORT TOURISM PROJECTS	
MARKET ACCESS	HIGH	ACCESS TO MAIN SOURCE MARKET IS EASY	
	LOW	ACCESS TO SOURCE MARKET IS DIFFICULT	
AIRPORT ACCESS	YES	PROPOSED LOCATION ACCESSIBLE BY ROAD TO AIRPORT	
	NO	PROPOSED LOCATION INACCESSIBLE BY ROAD TO AIRPORT	
TELECOMMUNICATION	RELIABLE	TELECOMMUNICATION COVERAGE IS OK	
	POOR	TELECOMMUNICATION COVERAGE IS POOR	
ANGORAGE ACCESS	HIGH	PROPER ACCESS TO PRODUCT BY BOAT/YATCH/CRUISE SHIP	
	LOW	POOR ACCESS TO PRODUCT BY BOAT/YATCH	
WATER SUPPLY & ELECTRICITY	YES	ACCESS TO CLEAN WATER SUPPLY & ELECTRICITY/SOLAR	
	NO	NO ACCESS TO WATER SUPPLY & ELECTRICITY/SOLAR	
ACCESS TO FUNDS	YES	EASY ACCESS TO FUNDS	
	NO	NO ACCESS TO FUNDS	

Recommendation:

Name: _____ Signature: _____ Date: _____

BUSINESS PLAN FORMAT CHECKLIST

Section I: Executive Summary

- Company name, capacity to implement plan etc.
- Product/Service offering – Is the idea viable
- Financial summary – funding request, Valuation, Viability

Section II: Business Description

- A. General description of Tourism business
- B. Industry background – Tourism Industry
- C. Goals & potential of the business
- D. Uniqueness of the product or services

Section III: Marketing

- A. Research and analysis
 1. Target market (customers) identified
 2. Market size and trends – Tourism
 3. Competition
 4. Estimated market share (percentage)
- B. Marketing Plan
 1. Marketing strategy – sales e.g brochure, website, TV etc..
 2. Pricing
 3. Advertising -

Section IV: Operations

- A. Identify location
 1. Advantages
 2. Zoning – Tourism Zoning
 3. Taxes – Taxes apply
- B. Proximity
- C. Access to infrastructures – Airport, wharf, Road, Health Centres etc..
- D. Access to market – Cruise market, Air tourists

Section V: Management

- A. Management team – key personnel
- B. Legal structure – employment agreement
- C. Specialize assistance – Consultant, Volunteer

Section VI: Financial

- A. Financial Forecast
 1. Profit and loss
 2. Cash flow
 3. Break-even analysis
 4. Cost control
 5. Budget plans

Section VII: Critical Risks

- A. Potential problem e.g Floods, Sea Level rise
- B. Obstacles and risks e.g flight schedule
- C. Alternative courses of action e.g shipping

Section VIII: Harvest strategy

- A. Transfer of asset – Change of ownership
- B. Continuity of business strategy – Process of change in ownership
- C. Identify successor – Who will take over the business in case of death

Section IX Milestone Schedule

- A. Timing and objective – Timing of achieving objectives e.g quarterly
- B. Deadlines and milestone – Time table for various activities to be accomplished

Section X: Appendix or Bibliography

- Supporting Information
- References

