

THE BUSINESS PLAN OF THE SELECTED COMPANY

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The aim of this work is to design and develop a business plan for their own travel agent Jane Travel Agency, Ltd. in Kosice, which should sell holidays and sightseeing tours, and also will provide ticketing. The data contained in this paper are used in various publications and the Internet. The work comprises two units, namely the theory necessary to the business plan and the making of a business plan for example a travel agency.

Keywords: Business plan, business prospectus, PR – Public Relations, SWOT analysis

1 INTRODUCTION

The term business, each showcasing something different. In general, the activity, which is aimed at achievement of the business objectives. To the entrepreneur can create your own business, you need to take the first step, and it is a well-developed business plan.

A business plan is a document that serves as a guide to good corporate governance. Should the entrepreneur plans to transfer from his head to paper, so you can verify the correctness of the assumptions and plans for your business, and it shall enter accurate orientation. This document should help to identify errors in advance, thereby avoiding potential losses that arise from the project without sufficient planning. A quality business plan is therefore to be a successful business start-ups all.

The aim of this thesis is to design and develop a business plan own travel agent Jane Travel Agency, Ltd. in Kosice, which should sell holidays and sightseeing tours, and also will provide ticketing.

The thesis is divided into two main units. The first one is processed theory, which contains all the necessary analyzes in the business plan, job types, structure and content of the business plan.

The second group is the actual draft business plan for example a travel agency. The last chapter is devoted to forecast costs and revenues, which are shown in the tables. According to the results of the tables we decide whether, in a given area worth business.

2 THEORETICAL KNOWLEDGE

This section is devoted to theories and knowledge that are necessary for further application in the development of a business plan.

2.1 Planning

Planning is very important and also an essential part of management control, it is a process in which we set goals and how to achieve them in the following sectors: the extent and scope of business, sales strategy, structure and number of staff needed funds, the amount of the profit potential. Plan, except that determines the direction of the business, the means to achieving objectives, it is also the main source of information for

investors, shareholders, employees, managers and also for consumers. Based on the plan, we can divide tasks and work, and also to track changes in development.

2.2 Definitions

"Entrepreneurship is understood systematic activity carried out independently entrepreneur in his own name and on its own responsibility for profit."

"Entrepreneurs can:

- a person registered in the Register
- a person who operates under the trade license
- a person who conducts business under other than trade authorization pursuant to special regulations
- a natural person engaged in agricultural production and is entered in a registration pursuant to special legislation. "

"Undertaking for the purposes of this Act, a set of tangible and intangible assets and personal business. The company includes case law and other assets belonging to the entrepreneur and used to run a business or by their nature are to serve this purpose. "

2.3 Doing business in Slovakia

Slovak Republic as a member of the European Union, Euro zone and NATO is an ideal country for investment with prospective macroeconomic developments. Despite continued uncertainty about dealing with the debt crisis in the euro area economy achieves an above average amount of SR economic growth in the EU.

Defining conditions for business is a very broad term, but it is necessary that there be:

- Competitive freedom,
- Economic freedom,
- Private property,
- Defined the role of law in the business.

On the territory of the Slovak Republic may operate either companies (legal entities) or individuals (natural persons). A person who starts a business, must be subject to the obligation of registration. The person who will do business under the trade license, other than a business license under special regulations and the natural

person who is active in agriculture is registered pursuant to special regulation.

3 ESTABLISHMENT OF LTD. COMPANY

Company Limited is a limited liability company, which may be established by at least one person, a maximum of 50 members. Shareholders are liable to the company's liabilities only to the extent of the share capital, respectively, to the amount of your deposit. Share capital consists of predetermined Contributions by Ventures. Ltd. is a company which is typical for corporate lower or moderate capital-intensive business.

3.1 The process of founding an Ltd.

- Choice of business, the business name and registered office
- drafted charter or Memorandum of Association Limited
- Getting a business license
- Payment of capital
- Writing Ltd. Incorporation
- Register Company Ltd. the tax office

3.2 Cancellation and termination of an Ltd.

The company expires or is repealed:

- Expiry of the period for which it was established,
- The date set by the court to dissolve the Company, or from the date on which this decision becomes final,
- The date specified in the decision of a company or members of the dissolution of the company, or from the date when the decision was taken,
- Cancellation of bankruptcy because the bankrupt's assets is insufficient to cover expenses and pay the bankruptcy trustee or cancellation of bankruptcy after meeting schedule decision or refusing the application for a declaration of bankruptcy for lack of assets;
- Other reasons set out in the memorandum.

4 BUSINESS PLAN

Definitions agree that:., a business plan is a written document that greatly help in achieving the objectives of the company. "

„ It is necessary documents showing business prospectus not only for establishing a new business or establish a new business development, but also in all cases where management seeks to strengthen capital firms, either through acquisition of loans from financial institutions or other institutions, or the issuance of securities, ie shares or debentures, which is in our conditions relatively rare method of raising capital. "

4.1 Types of business plan

Business plans are distinguished by different aspects. Known as the dividing range, namely:

- Abbreviated Business Plan - Purpose of this document is sufficiently clarify the business plan, but keep trade secrets confidential. This is a superficially processing the full business plan.
- Full business plan - this is the most detailed treatment of the business plan, which includes all procedures.
- Elevator Pitch - in translation - presentation in an elevator, it's a simple description of the project, and no explanation of our philosophy or mission. Oral presentation.
- Executive Summary - literally means the Executive Plan is a written presentation, as this document will be sold to banks or investors.

4.2 Analysis of the business plan

SWOT analysis

This analysis ranks and completes the strengths and weaknesses of the company, as well as the threats and opportunities. It is a tool for processing an overview of the strategic business situations. It is also the starting point for strategy formulation, which arises as a match between the external environment and internal capabilities enterprise.

S - STRENGTHS - strengths: insufficient financial resources, skilled and educated workers

W - weaknesses -: expensive labor force, known manufacturing brand

O - Opportunities - Opportunities: reducing barriers to entry into new sectors, decrease the intensity of rivalry, the emergence of new user groups

T - THREATS - threats: increasing the bargaining power of suppliers and customers, the unfavourable development of exchange rates

PEST analysis

PEST analysis stands for Political, Economic, Social and Technological analysis, or analysis of the political, economic, social and technological factors. It is a part of strategic management, which usually comes into play when a company decides over its long-term strategic intent and / or when it plans to implement a major project, whether in their home country or abroad.

- Political environment
- Economic Environment
- Social Environment
- Technological Environment

Porter's five competitive forces model

1. The rivalry between incumbents
2. Potential competitors
3. Bargaining power of customers
4. Bargaining power of suppliers
5. Substitutes

4.3 Structure and contents of the business plan

The business plan has three major functions:

- preaching the entrepreneur to consider all questions relating to the founding and compels him well to rethink aspect of the business,
- is suitable as a guide entrepreneur start up company, but also serves as a tool for tracking and monitoring business operations,
- prospective investors or the shareholder provides the necessary information, as known to decide on cooperation and financing for the project.

5 MOTION FOR A PARTICULAR BUSINESS PLAN

This part is no longer application, which is presented a concrete proposal example business plan for a travel agency.

5.1 General information

My name is Jana Ondovčáková, I was born 14.09.1988 in Bardejov. Since studying at the Faculty of Aeronautics I decided to do business in the field of tourism and aviation, therefore we plan to open a travel agency focused on selling tickets and planning holidays not only in Slovakia but also in the EU.

I will do business under the name Jane Travel Agency. I decided to establish Ltd. This company arises on the day of Incorporation is 01.01.2014.

My companion and partner is my friend Pavol Faltičko, who graduated from the Faculty of Electronics and Computer Science at Manchester, so I will help in technical matters.

Travel agency will offer both summer holidays, but also sightseeing tours throughout the year.

5.2 Subject of business

The main task of the planning and negotiation holidays. Buying a holiday will be a ticket, insurance, lodging and dining in seaside destinations. Travel agency JTA will focus mainly on summer vacation by the sea during the summer months. Throughout the year, will provide sightseeing tours to major European capitals.

Another activity will be the creation of programs and packages. This represents complete the services that the customer makes the process easy reinsurance leave a

reduced price of the holiday, as it will not have to pay for each service separately.

At the same time the agency will provide ticketing from low-cost carriers to different countries of the world.

When the company will thrive and customers will require in the future we plan and mediation holidays to exotic and distant countries.

6 MARKETING

To obtain information on what product we are focused, we used the method of questioning. This method is a questionnaire that we used via the Google documents, where we have created this questionnaire. We distribute it electronically, where they respondents involved 100 respondents.

According to the results of the questionnaire, we came to the conclusion what we expected and that we only confirmed in our business plan.

The most important finding was the perfect destination and mode of transport. The results of the questionnaire, we will focus mainly on summer vacation by the sea, which are mediated by air. Length of leave will be mostly 10 days.

Obviously, that JTA is the opportunity to buy and sightseeing tours to major European cities for tourists who like to explore new countries.

7 MANAGEMENT

Management can be defined as the art of manage business activity, in other words, the achievement of the objectives of the enterprise.

For proper operation of any enterprise need proper management and distribution activities, which also serves as the organizational structure.

Since the JTC is a small company, we have chosen liner organizational structure, which is characterized as the simplest and oldest type. Applies the principles are subordinate to a superior. A leader must know the area you will manage.

Manager of the Bc. Jana Ondovčáková. Right-handed and associates of the Ing. Pavol Faltičko.

The company will employ 2 employees deal - delegates, who must meet the following requirements:

- Minimum of 18 years
- English or German language actively
- Minimum education - high school graduation
- Patience and flexibility
- Experience in the field of tourism
- Enthusiasm for working with people

Their role will be to:

- CK representation abroad
- Direct contact with clients

- Cooperation with the hotel staff, reception
- Welcome at the airport and assistance with check-in
- Accompanying up calls
- Be continuously available to clients
- Solution stressful and problematic situations

Given that we have two partners, I divided the work into two sections.

1. Trade and Economic Section - this will be in charge of me. My role will represent the following activities:

- Manage economic activity, pricing policy
- Ensuring contacts with hotels
- Design and preparation of visits
- Preparing sales plan and sales
- Responsible for the operation of payroll department
- Supervise the work of members

2. Operationally - Technical Department - who will be in charge of my companion

Ing. Pavol Faltičko and its activities will be:

- Development and hardware CK
- Manage the system of statistical and technical records
- Manage advertising and promotion
- Manage the website
- A proposal for a graphical representation of the promotional and advertising material

quantified. Mature business plan does not guarantee success, but it certainly increases significantly.

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8 FINANCIAL FORECAST

Put into business with a partner equity EUR 35 000. It will not be necessary to seek help banks. This money will be used for the purchase of technical equipment, office remodelling, marketing and all the necessary matters for newly opened business.

The table below shows all the possible costs and benefits when you open a travel agency.

The last table shows the profit of the company. We see that the company will earn himself after the operation. Revenue, after the first year and are starting to increase costs to stabilize.

All prices shown in the tables are only indicative, by which we decide how to start a business, and whether the company will prosper. Of course, even the most detailed business plan can not guarantee the same success, but can help eliminate risks and prevent unnecessary losses.

9 CONCLUSION

Upon entering the business is required to review all the possible risks of failure. Risks can not be completely removed, but can be eliminated by using high quality business plan.

Even with good planning is necessary to realize a great competition and struggle in a market where only the best winners. Ensure success in business fail even the best prepared analysis, because in the real world impact on business many factors that can not be adequately