

1st EPAL of Drama, Greece

CONDUCTING BUSINESS PLAN "Aiolos" of DRAMA



Lifelong Learning Programme
Leonardo da Vinci

**New and Alternative
Tourism Enterprises**

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What a business plan is?

A short introduction.

Business plan is a fundamental tool for every business activity in all aspects of its evolution. It virtually constitutes a handbook guiding businessmen in each level of designing and developing their business. The primary objective of a business plan is to persuade that the involved business idea and its final implementation can bear substantial profit. Considering the structure of a business plan, it should be brief, compendious, comprehensive and in the appropriate language formality of each occasion (according to the distinctiveness of the final recipient). To conclude, it should contain all the essential elements of success, providing a virtually exact estimation of the business' requirement, avoiding counterfactual anticipation.

Historical recursion of air sports in Drama prefecture.

In our area, all started just before the Second World War. An ambitious Armenian (in origin) man built a light wing and tried to take off from the area between Kalifytos and Taxiarches. According to what is being said, quite a large crowd gathered in the area and eye witnessed his historic first attempt in which he was unfortunately fatally injured.

In the modern era, the first flight from Korylovos was attempted successfully in 1985 from Tsitsimakas a man from Thessaloniki. Pieces of the boards used to build the first ramp for that flight can even nowadays be observed in Korylovos, somewhere inside the bushes. In the same period-more or less- the first light wing took off from the area of Ptelea. The founding of the first Drama Air

club took place in Drama in 1986. Since then several events took place in Drama's region elevating its vital role in the area of air athletics.

General Company Information

- 1.** Company's Name: **AIOLOS, Drama**
- 2.** Activity sector: **Flights**
- 3.** Founded: **2012**

Our proposal refers to the establishment and the development of medium-ranged business in the local financial area of Drama. The initial objective is to cover the needs of the region and in the next two years it will be extended to the neighboring prefectures. Concerning the secondary goals, the business will aim to a European expansion in the next five years. All the well-known essential criteria and procedures will be adopted to maximize the quality of the provided services.

The main advantages of the proposal are:

- 1)** There is no similar or affined business in the Northern Greece.
- 2)** All the necessary specifications and standards (climate, special geologic and topographic features) are ideally met in the city of Drama.
- 3)** The city of Drama is already widely known for the host and organization of European and international paragliding and other air athletics competitions. The experience of the

conduction of such world class events is reflected in the large number many experienced specialists, ready to offer in the planned business.

The business proposal has a genuinely alternative and nature-oriented character and its ambition is to:

- 1) bring visitors closer to nature with outdoor activities which may be involved,
- 2) entertain and provide joy of browsing and knowledge of the mountains and natural beauty of rural areas,
- 3) get acquainted with agricultural occupations, local products, traditional cuisine and daily life, cultural figures and original features of the area,
- 4) activate productive, cultural and developmental forces of the place thus contributing to sustainable environmental, economic and social development of these upland areas,
- 5) stimulate the local market by production of agricultural and livestock products,
- 6) create jobs and eventually keep the population in rural areas by enhancing the income of rural families.

Business description

Primary sector

The company's head offices are located in Drama with a central branch office located in Korylovos. The basic aim of the

business is the promotion of the air athletics activities, as following:

+ **Paragliding**



+ **Paramotoring**

+ **Hang gliding**

+ **RC Models**



+ **Ultra lights – Micro lights**

+ **Motor paragliding**



+ **Motor glider**

+ **Aeromodelism**

+ **Aeropterism**



Secondary sector

In a second level, the business provides to its customers the opportunity of training by specialists (pilots, engineers, etc) or even the capability of acquiring recognized pilot certifications.

In association with other companies dealing with mountain tourism, the company offers the visitors the opportunity to experience water activities (rafting, canoe-kayak, swimming, etc.), cycling. In addition to flying activities as paragliding and hang gliding, exploitation and utilization of the natural landscape (i.e. rushing waters and air updrafts) will be ideally combined.

In the context of the general business activity, the customers can obtain after the training their own equipment or vessel and shelter at the company's sheds. Additionally, the business can rent aircrafts and all the necessary equipment at special affordable prices for the members.

The accommodation and the facilitation of the visitors are integrated in appropriately configured premises. More specifically, during their staying in the area they can trust their kids in a specially developed playground and in a suitable protected area where they can spend their time playing and having fun on their own way.

Finally, the facilitations also include:

- Bungalows for an easy and comfortable host in the resort.
- Well equipped camp site for the lovers of the adventure,
- Traditional tavernas servicing local flavours of dishes and sweets,
- Folk art shops offering local souvenirs.

Promotion strategy

The company has adopted an aggressive promotion strategy targeting air athletes from all over the Europe. The exploited marketing tools include:

- Wide distribution of leaflets and posters
- Advertising in newspapers, magazines and media
- Advertising through various websites and all the social media
- Business involvement in tourism exhibitions
- Enhancement of public relations

Business' enhancement

Taking into account the general financial crisis in our country, the following recommendations will not only secure its economic survival through the hard competition, but also vitally boost the business' profit:

- Continuous training of the employees
- During adaptation to the needs of the market
- Systematic monitoring, evaluation and feedback of the entire business.

Posters promoting air sports

