

bespoke

Terrific Tours

SUMMER SEASON 2005

This is our anniversary year - 25 years as a top quality travel company. To mark the occasion we are launching a new service for our highest paying customers. The new service is called Bespoke Holidays and as the name suggests, it allows the customer to dictate exactly what they want for their holiday. They will have a dedicated representative sourcing the different options for them.

We will be offering choices such as:

- How they want to travel
- How long the holiday is to last
- How many different destinations they want to travel to
- What special excursions they want at each destination.

As you would expect for a service like this, the prices will reflect the time and effort involved in organising this type of holiday.

New Post

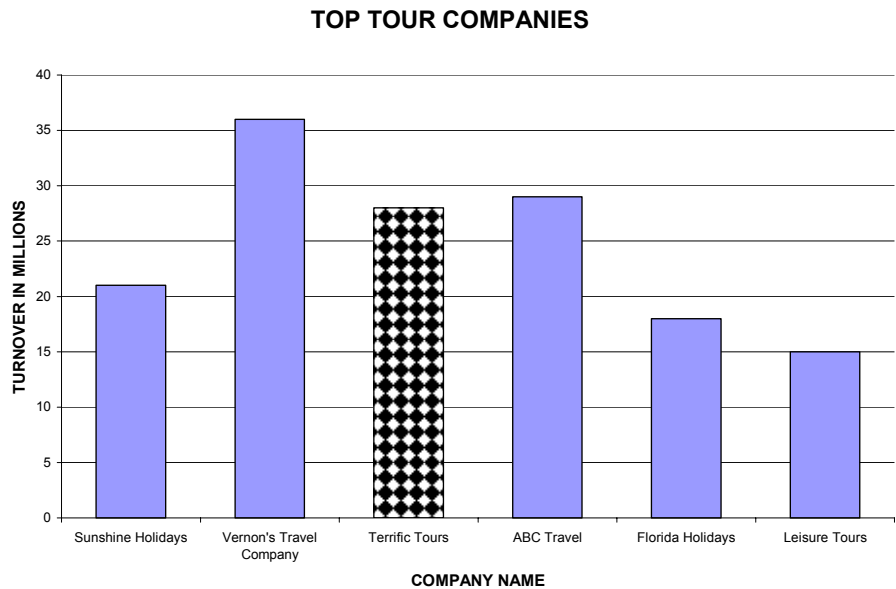
We will be creating a new position at all our main branches in each area. The person appointed will have responsibility for offering this service at all the local branches and will deal with these clients, arranging everything they want. This will be their main occupation and will take priority over any other work in the branch offices. We expect that if this idea takes off, it will increase our profits and market share substantially.

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Market Share

Over the years, we have found that our market share has been static. We had hoped that we this would have continued to increase as it did between 1995 and 2000.

In relation to the other major companies offering similar holidays, we have managed to hold our own and maintained our third position in the market place.



Competition

In order to launch this new service and bring it to the customers' attention, we will expect each branch to set up eye catching displays offering customers the chance to see what they can do for their money. The branch with the best, most effective display will win a meal out at a top quality restaurant for all staff.

Below is a table giving an idea of what it would cost for a couple to take different types of holiday.