

# Pines and snow

- This is the wooden big cottage on the lake Viipusjärven near the popular place Ruka.
- Wooden house 240 m<sup>2</sup> located on small peninsula, shallow and deep shore, hard sand bottom, own boat.
- In the nearest future it will be amazing resort «Pines and snow» for skiing, fishing, hunting and sample for relax all around the year.

# Ownership and Management

- «Pines and snow» will be a hotel, owned and managed by Nikolay Andreev and his family.

# Key initiatives and objectives

- Obtain a bank loan of 5 billion euros to cover selected renovations, cottages construction, start-up and initial operating costs for «Pines and snow».
- Implement a cost-effective promotional strategy that will maximize awareness and trial for the resort.
- Achieve 70% occupancy to the 3-rd year after reconstruction.
- Attain 700,000 euro in profit in Year 5

# Target market

- The target market is sports and business tourism
- Travelers between the ages of 25 and 55, married with moderate to high income. In addition, there is potential in this area for business travelers as well as small conferences
- Due to some environmental, structural and market oriented challenges, the consumer for winter resorts is looking for new destinations and innovative products.

# Pricing strategy

## Room rates:

- Single -85.00 euro
- Double -115.00 euro
- Double deluxe -150.00 euro.

## Conference room rates:

- The Boardroom -260.00 euro;
- The Conference Hall -320.00 euro;
- The Ballroom -875.00 euro.

# Implementation plan

Within the first years we will meet the following goals:

- 2016–Develop website
- 2017–Four cottages construction, landscaping
- 2018–Hotel renovation, landscaping, advertise the new conception for sport tourism and MICE
- 2019–Achieve more than 50% occupancy

# Bibliography

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Thank you for your attention!