

Hainan Adventure Tour Company 海南探险旅游公司

“The destination is the end it’s the journey that’s
the adventure.”
目的地是旅程的终点，经历是探险的过程

Business Plan

I. Objective

To develop Hainan Adventure Tour Company

II. What is the Hainan Adventure Tour Company?

A company provides adventure tours with its focus on 4X4 travel and adventure activities in Hainan providing first class customer service.

III. Method

- 1) Use the existing infrastructure to start this company.
 1. 4x4 Vehicles
 2. Workshop and Offices

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项目计划

I. 主题

发展海南探险旅游公司

II.什么是海南探险旅游公司？

本公司为顾客安排以四驱越野出游、海南探险活动为主题的旅游活动，并提供高端优质的客户服务。

III. 方法

- 1) 充分利用现有的公司硬件
 - 1.四驱越野车
 - 2.工场和办公室

3. Team of mechanics
4. Reputation as host of the RFC Sanya 2009 Event
5. Mr. Lu - A driven president
6. Sanya 4WD club and members
7. Chinese Website

2) Add to the existing infrastructure to create marketable products

1. **Create a management and operational team with clearly defined Roles and Responsibilities. (detailed in attachment)**
2. **Set up the offices at the 4WD Club.**

This will create an operational headquarters and Team Meeting point.

Simon can provide:

4 Computers and a Laser printer, copier and scanner
Whiteboards for meetings and planning.

3. **Develop Hainan Adventure Tour Products**

A. **4X4 Discovery Tours**

a) **1 Day 4X4 Discovery Tours**

Learn about 4wd vehicles, how they work and what they can do.
Drive over different terrains.
Lunch and vehicle included.

b) **2 Day to 10 Day 4X4 Discovery Tours**

Fully catered and camping equipment provided.

3. 机车技工队伍
4. 主办 2009 三亚热带雨林越野车挑战赛所带来的名声
5. 陆大进先生 – 努力专注的董事长
6. 三亚四驱风暴越野俱乐部及其成员
7. 中文网站

2) 加强现有的硬件条件，以创造更有市场价值的产品

1. **创建管理和经营队伍，有明确的角色定位和责任目标（详见附件）**

2. **在四驱风暴俱乐部中设立办公室**

作为目前阶段开展工作的总部和会议集合地点。

SIMON 可以提供以下办公用品：

4 套电脑和 1 台一体式激光打印机
供会议和计划使用的白板

3. **开发海南探险旅游产品**

- B. **四驱越野探索旅程**

- c) **1 天探索旅程**

了解 4 驱车的基本性能和操作
到多种地形进行驾驶体验
提供午餐、机车

- d) **2 天至 10 天的四驱探险旅程**

提供全程中的用餐和露营设备

2 Day to 10 Day 4X4 Discovery Tours can incorporate:

Rainforest Trail Driving and Camping
Mountain Trail Driving and Camping
Beach driving and Camping
Waterfall tours
Lake and Sea Fishing
Wildlife tours
Surfing
Hiking
Climbing and Abseiling
Photography and video tours.
Wanquan River Rafting
Hot Springs

B. Special Group and Corporate Tours

Specially Design tours and activities for:

- a) Special Interest / Purpose Groups
- b) Government and Corporate Team Building Activities

These tours can be designed for 1 Day or as many days as required.

C. Off Road Driver Training Courses

Hainan Adventure Tour Company can become an approved off road driver training center in China using qualified instructors.

a) Basic Training Course

4WD driving techniques in different terrain
Conduct routine maintenance checks
General radio communication & convoy procedures
Basic recovery techniques, stall/start recovery
Steep ascents/descents & water crossings

2 天至 10 天的四驱探险旅程可组合以下路线:

雨林车道驾驶体验和露营
高山车道驾驶体验和露营
海滩驾驶体验和露营
瀑布探险游
湖钓和海钓乐趣游
野外生活探险旅程
冲浪乐趣游
徒步登山乐趣游
极限登山探险旅程
风光摄影游
万泉河漂流历险
休闲温泉游

C. 特订的团体互动旅游

为公司团体专门设计旅游路线和活动:

- a) 结合团体的指定兴趣或目的设计的主题活动
- b) 专为政府部门或公司团体设计的培养团队合作精神的团建活动

以上活动根据团体的需要, 设计为期 1 天或多天的活动内容

D. 越野驾驶培训课程

本公司可聘用有资格证的教导员, 开办正规的越野驾驶培训课程。

a) 基础培训课程

教授在不同地形的四驱机车驾驶的基本技巧
执行车辆例行检查
基本的无线电通信知识, 以及在紧急状况时车辆列队前行的程序
基本的车辆重启技巧

Identify terrain, track conditions and obstacles
Trip preparation and safety issues
Environmental issues & low impact camping

b) Advanced Training Course

Advanced driving techniques
Increased levels of difficult terrain
Hand and Electric winching procedures
Low impact touring and camping
Steep ascents / descents & water crossing techniques
Tire repairs including use of associated equipment
Advanced recovery techniques
Advanced wheel placement

D. Develop Customer Services

The most important responsibility of the Hainan Adventure Tour Company is to ensure that the customers enjoy an adventurous time during their stay and leave us to return again and to recommend our services to others.

The customers need to be safe, comfortable and well provided for.

These areas include:

- a) Transport to and from – Airport, Hotel, Tour Meeting Point, Activities.
- b) Accommodation – A Range of accommodation from Camping, Guesthouses, Hotels.
- c) Sanya Tourist Activities – Provide services for our customers to enjoy all that Sanya has to offer.
- d) VIP Member – Discount card that can be used at Sanya businesses that are linked with Hainan Adventure Tour Company

上下险坡、涉水等技巧
观察地形路况和障碍、评估风险的技巧
出游准备和安全须知
环境保护知识和环保露营须知

b) 高级培训课程

加强难度的越野驾驶技巧的培训
增加地面难度，体验越野驾驶的乐趣
教授手动绞盘和电动绞盘的正确使用
旅游、露营的环保理念的培养
轮胎的修补和相关设备的使用
进一步提高车辆重启技巧
轮胎的更换技巧

D. 发展客户服务

海南探险旅游公司的首要责任是，确保顾客在海南度享有一个愉快的旅程，体验到户外探险的乐趣，乐而重返，认同并向他人推荐我们的服务。

顾客应享有安全、舒适和妥善的行程安排。

这些包括：

- a) 往返交通 – 到机场、酒店住宿、活动聚合地点、活动场地的接送
- b) 住宿 – 提供露营、名宿、酒店等的多种选择
- c) 三亚旅游活动介绍 – 免费为旅客提供三亚市内的旅游活动资讯，让旅客尽享三亚旅游的乐趣
- d) VIP 会员服务 – 凡是本公司 VIP 会员的旅客，凭本公司的优惠卡在指定的店铺消费，旅客可以享受优惠折扣。

3) Develop a range of tour products and services using other Adventure Activity companies and Tourist Attractions.

3)与其他探险旅游公司和特色旅游景点合作，开发系列的旅游产品和服务

4) Develop Hainan Adventure Tour Company Adventure Park.

4)开发海南探险旅游乐园

See Additional:

- 1) **Hainan Adventure Tours Marketing Plan**
- 2) **Hainan Adventure Tours Revenue Areas**

附件:

- 1) 海南探险旅游市场推广计划
- 2) 海南探险旅游的盈利方式