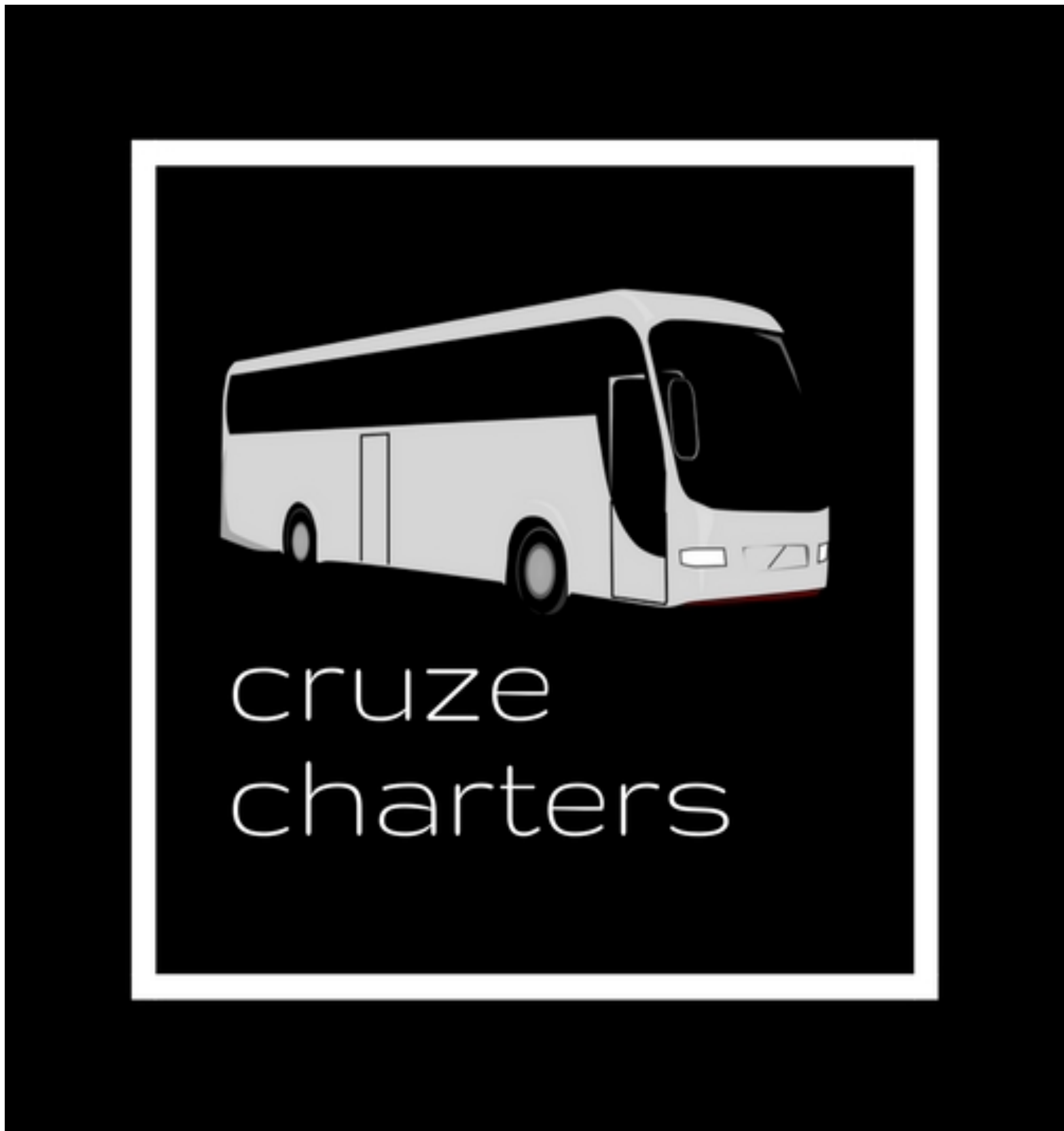


New Product & Travel Innovation: Cruze Charters

By Alison Pham
Anisfield School of Business at Ramapo College of New Jersey, Mahwah, NJ, 07430



Pricing

- \$149/night per rider
- Adventure Packages- Colorado Snowboarding, California Surfing, Grand Canyon Hiking
- Group events available with special pricing

Distribution Channels

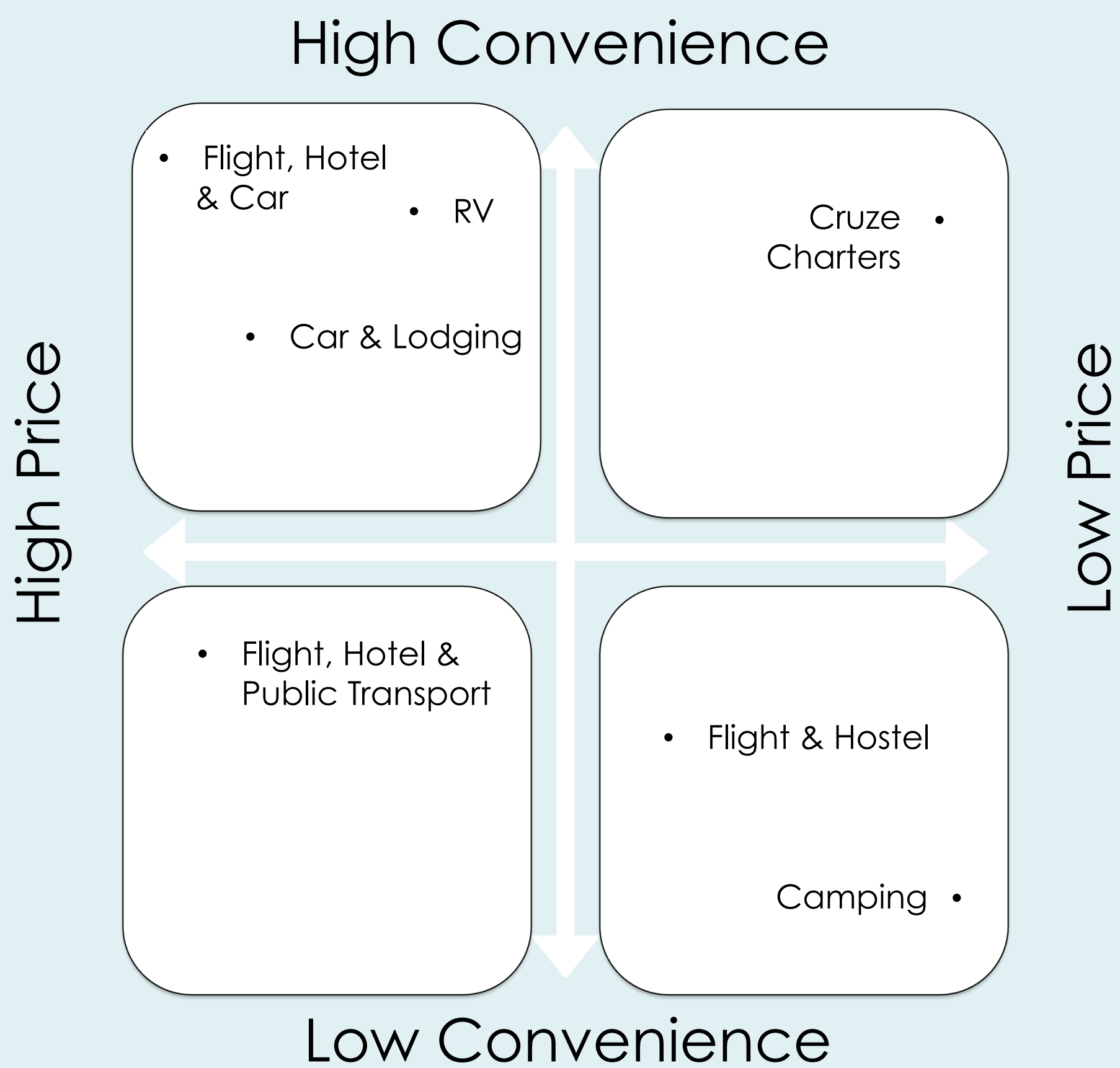
- Online Website for Booking
- Travel Agency Partnerships

Promotions

- Online Advertisements
- Travel Giveaway Contest
- Corporate Sponsorships
- Exterior Vehicle Advertisements



Perceptual Map



Abstract

Cruze Charters provides the ultimate road trip experience for travel enthusiasts. Ten guests embark on a one-week road trip on our custom-designed vehicle. Choose an adventure package to surf, ski or hike your way around the United States. Join a community of travelers in your moving hotel as Cruze Charters shows you all of the best local hangouts and hotspots. Experience America like never before with our exclusive adventure packages, which includes transportation, lodging, breakfast and activities, for a special price of \$149 per night and per guest. Visit us at www.cruzecharters.com. With Cruze Charters, you can wake up to a new city every day.

Target Market

- Adventure seekers aged 21-35
- Those who enjoy Hostels
- Outdoors enthusiasts

Vehicle Design

- Sleeping Area
- Private Sleep Pods
- Storage Lockers
- Kitchen
- Bathroom & Shower
- Lounge Area

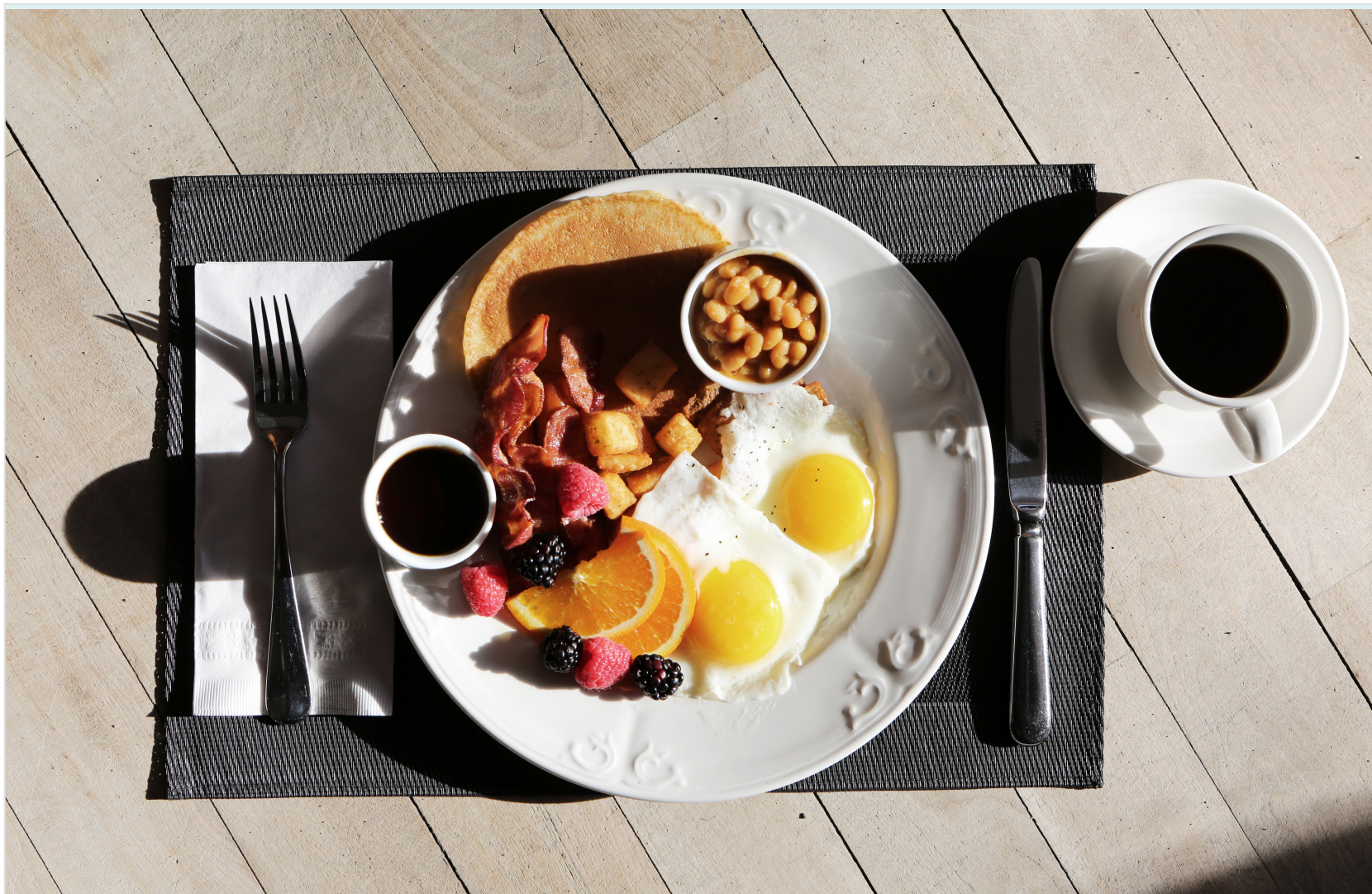


Transportation Services

- Professional Driver
- Fully-equipped Charter Bus
- Travel Insurance
- Gas & Mileage included
- On-board Attendant

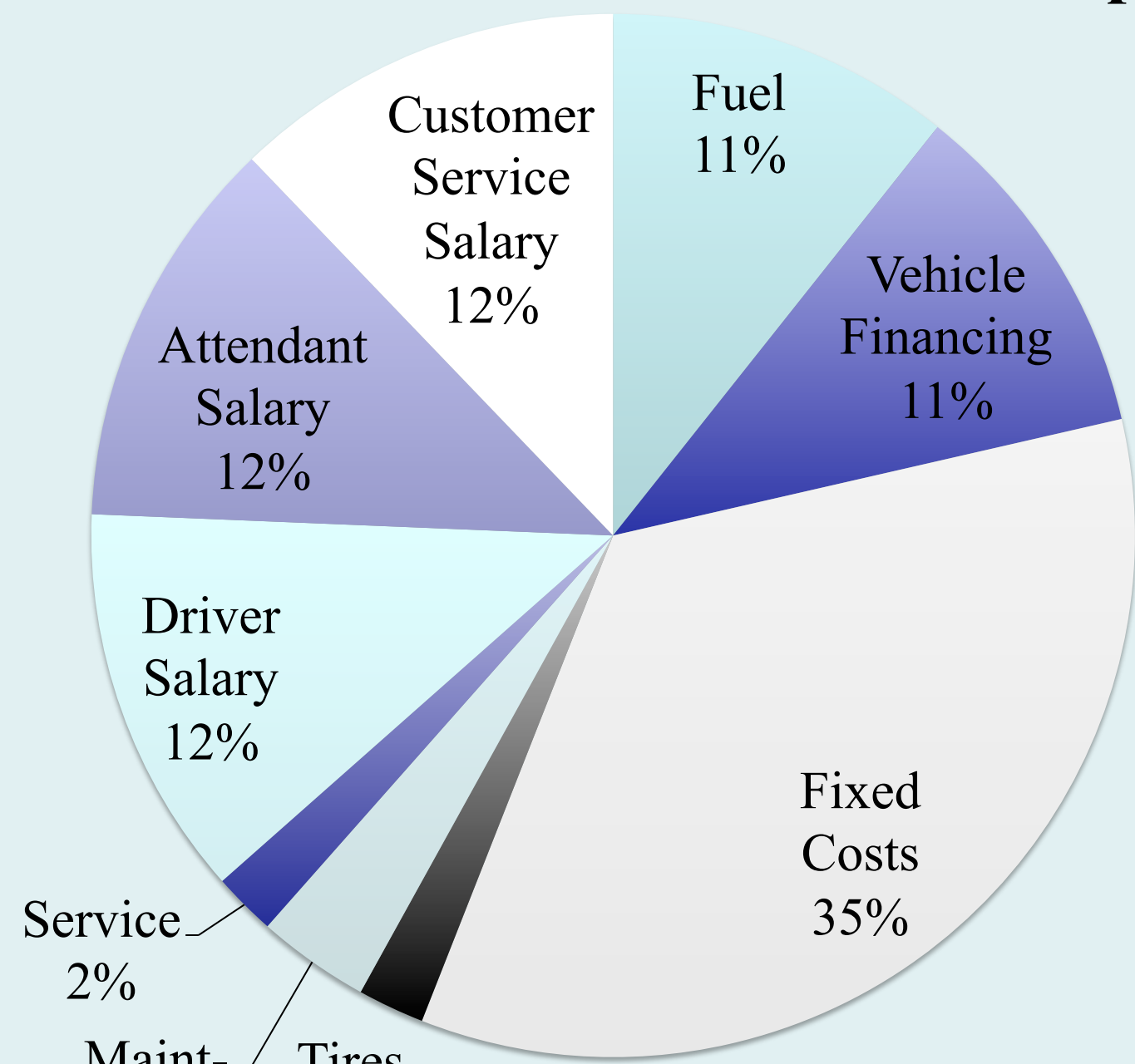
Amenities

- Luxury Bedding
- Complimentary Breakfast
- Complimentary Wi-Fi
- Complimentary Toiletries
- Excursions & Activities



Financial Analysis

Operating Cost per Vehicle



Fuel	\$35,100
Finance	\$35,253
Fixed Costs	\$113,541
Tires	\$6,795
Maintenance	\$11,454
Service	\$6,417
Driver Salary	\$40,000
Attendant Salary	\$40,000
Customer Service Salary	\$40,000

Profit Potential Estimate

	Year 1 (3 Buses)	Year 2 (5 Buses)	Year 3 (8 Buses)	Year 4 (12 Buses)	Year 5 (15 Buses)
Total Revenue	\$1,583,700	\$3,052,500	\$5,337,600	\$8,712,000	\$11,925,000
Total Cost	\$985,680	\$1,807,080	\$3,180,460	\$5,247,760	\$7,215,670
Total Profit	\$598,020	\$1,245,420	\$2,157,139	\$3,464,240	\$4,709,330

*Costs calculated by www.freightmetrics.com.au/Calculators/TruckOperatingCostCalculator/tabid/104/Default.aspx

Your adventure awaits at
www.cruzecharters.com

Special thanks to Dr. Kathryn Zeno (Sponsor) and Dr. Tammi Redd (Reader) for the mentorship and guidance throughout this business proposal. Thank you to friends & faculty of Ramapo College of New Jersey for the support and encouragement as well.