



Summary

Greystone Travel will be operating from a commercial space at 55 North Cres, Toronto, ON, M8R 2T5.

Unique Selling Points:

- Personalized Adventures
- Expert Guidance
- Memorable Experiences

Mission

Our mission is to deliver unforgettable travel experiences, ensuring that every journey with us is filled with excitement, and unforgettable memories.

Our Commitment:

- Thrilling Adventures
- Personalized Service
- Sustainable Footprints

Business Goals

Short-Term:

- Website Launch
- Local Partnerships

Long-Term:

- Global Expansion:
- Eco-Friendly Initiatives

Business Structure

Ownership: Greystone Travel is a corporation jointly operated by a husband and wife team. The shares are equally divided, with each partner holding a 50% stake in the company.

Business Description

Services Offered by Greystone Travel

- Personalized Planning by our expert travel counsellors
- Group Tours led by passionate guides who bring destinations to life.

Target Market

- Adventurous Explorers
- Eco-Conscious Travelers
- Small Groups and Solo Travelers

Marketing Plan

- Website optimization
- Social media campaigns
- Travel blogs and destination guides
- Email Newsletters
- Collaborations and Partnerships

Supplier Relationships

- Maintain strong ties with key suppliers
 - Airlines
 - Hotels
 - Other partners

Technology Use

- Cutting-edge software to manage bookings
- Modern website with user-friendly interface
- CRM for maintaining accurate records of customers

Financial Plan

Startup Costs

- Registration Fees
- Marketing Budget
- Equipment Expenses

Cash Flow Forecast

In the initial year, we anticipate a steady positive cash flow as revenue from bookings and services exceeds operational expenses.

Financial Plan

- In the initial year, we anticipate a steady positive cash flow as revenue from bookings and services exceeds operational expenses.
- We'll meticulously manage expenses, optimizing operational costs without compromising service quality.