

## Second business coaching report

**JETSET** Midland and Belmont in WA was the winner of our \$10,000 TA Fastrack business coaching prize, and the firm's Adrian Caruso has been working with owner Ronnie Malthouse on improving the agency's business.

His second report is below.

After finding out about Ronnie's business and personal goals and how to align them with each other, we started drafting a Business + Marketing Action Plan to help her achieve these goals.

A business plan is critical to achieving consistent growth in ANY business.

The sad fact is most small to medium sized travel businesses don't have a business plan and if they do it's not recent and it certainly isn't communicated clearly to the staff on whose shoulders the successful execution of the plan resides.

If you don't have a plan (or map) of where you want to go, how do you know when you have arrived there?

To go from being a small travel business with small profits to a large travel business with large profits you need to do the things large successful travel businesses do now.

The benefits of a business plan are also realized immediately

through the process of just thinking clearly about your travel business for an extended period of time.

Where do you want it to go?

Focus is what is missing in our day-to-day lives generally.

Doing a business plan will force you to focus and through that focus, you will re-ignite your passion and energy for what you are doing.

How many times have you heard the loser recount..... 'I just seemed to lose sight of what was important to me.'

Planning is an essential element in success of every kind.

Furthermore, all businesses should be sale ready, even if the owner does not intend to sell.

This type of planning will illuminate the areas of your business that are far from in order and cause you to fix them now.

A sale ready business means your investment is liquid and it does not require you to be there in order to work.

This kind of company is valuable and owning valuable assets is what wealth creation is all about.

Next week we will discuss the most important parts of a Business Plan and what are the most important things Ronnie needs to start measuring in her business to help her complete her plan....and most of all make it work.



**ABOVE:** Sofitel Melbourne's Banquets Bar Manager Sunia "Sunny" Negara showed the crowd the sort of skills needed to be a Sofitel waiter at the Melbourne Food and Wine Festival on 11-12 Feb.

He balanced a tray of wine glasses on a mechanical surfboard for the maximum time of 50 secs as part of the Tupperware Waters Challenge, much to the delight of the crowd watching at Melbourne Docklands' Waterfront City.

### UA tips consolidation

UNITED Airlines ceo Glenn Tilton has told a conference in New York that he thinks airlines in the US will inevitably find ways to merge.

"It's going to happen," he said, adding that UA "won't sit idly by" if it could benefit from any moves.

### Hogg gets Brazilian

BTI Brasil, the third largest TMC in Brazil, is set to join the Hogg Robinson global network following the split between Hogg Robinson and Dutch firm BCD Holdings.

The Brazilian co had the choice to join either of the firms' networks, and has opted to stick with Hogg.

## Why do gypsies walk funny?

**RIGHT:** There were a lot of pretty weird stunts by suppliers at the recent Harvey World Travel conference in Kuala Lumpur, but it would be hard to top this outfit worn by Insight Vacations national sales mgr David Farrar (left), who posed as a clairvoyant, ably assisted by md Lorraine Sharp.

The pair offered to provide some psychic Insight into the futures of HWT agents at the conference.



### Queenstown Crowne

**INTERCONTINENTAL** Hotels Group has launched its third Crowne Plaza hotel in NZ, with the rebranding of the former Parkroyal Queenstown following a complete refurbishment.

Crowne Plaza Queenstown has 139 guest rooms, wireless internet in meeting areas and the full range of Meeting Success offerings.

### Rail Plus earlybird

**RAIL** Plus is offering an extra day's free travel on 6, 8 or 10 day Eurail Selectpasses, for purchases made before 31 Mar 06.

Selectpasses allow travel through three to five adjoining European countries by ship or rail over a two month period.

The product is available all year without seasonal price fluctuations.

## Reservations Manager

- Great opportunity to work with Australia's leading leisure resort operator in Sydney's CBD
- Salary package negotiable

Voyages is looking for an experienced Reservations Manager to take the helm of what we believe is the heart of the organisation.

You will need to have enthusiasm, drive & integrity in order to engage & lead our talented team, coupled with a strong background in operations & impeccable attention detail in order to ensure our external & internal customers get what they need – precisely when they need it.

This is a wonderful opportunity for a dedicated professional to make your mark in tourism & hospitality. If this sounds like you – we would love you to contact us.

Please send applications to Cameron Murray by 6th March. [cameron.murray@voyages.com.au](mailto:cameron.murray@voyages.com.au)  
If you would like further details about the position, please call Cameron on 02-8296 8043



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