



Business Plan

June 2023

We aim to run a company focused on providing customers within the communities we serve in St. Vincent and the Grenadines with an exceptional range of commercial and residential spaces, tailored to their diverse needs.

We are on a mission to create a welcoming and productive environment for businesses, professionals, and tourists alike, offering well-maintained office spaces, premium Airbnb accommodations, and reliable rental vehicles.

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1. Executive summary

a. Company description

We operate a company based in the Caribbean on the island of St. Vincent and the Grenadines, specialized in owning and managing a commercial property that includes offices and Airbnb accommodations. We generate revenue primarily through rental income.

Our primary activity consists in managing our commercial building, hosting office spaces, two premium Airbnb units, and managing two rental vehicles. Our location is conveniently situated just two minutes away from Kingstown, the capital of St. Vincent and the Grenadines.

The main goals of our company are centered around providing exceptional service and maximizing the utilization of our commercial property. We strive to maintain a well-maintained and attractive facility that meets the evolving needs of our tenants and guests. Our objective is to create a welcoming and productive environment for our office tenants while ensuring our Airbnb units offer a memorable and enjoyable stay for visitors to St. Vincent and the Grenadines. Additionally, we aim to optimize occupancy rates and rental income by employing effective marketing strategies, providing excellent customer service, and constantly enhancing our property's offerings.

Our company boasts a dedicated team with expertise in property management, hospitality, and customer service. Our property management team ensures the smooth day-to-day operations of our commercial building, handling maintenance, security, and tenant relations. We also have a team responsible for managing the Airbnb units, ensuring cleanliness, guest satisfaction, and timely communication. Our rental vehicle team oversees the maintenance and availability of our vehicles, providing efficient and reliable transportation services. With a strong focus on professionalism, attention to detail, and a commitment to exceptional service, our team collectively works towards the success of our company and the satisfaction of our tenants and guests.

b. Shareholders and corporate governance

The major shareholders in our new company are tenants for the commercial spaces. These shareholders include Caribidreams, My Crown of Curls, La Sheré lifestyle,

Jemalie John law office, Meisha Cruickshank Law firm, Adrian S. Odle Law Chambers, Hair by Cherice, and KB Pixels.

To ensure effective governance, our company operates under a five-person board of directors, who oversee the overall operations and decision-making processes.

c. Core opportunity highlights

The core highlights of the DREAMPLEXONE opportunity include:

1. Growing markets ¹
 - a. The hospitality sector market size will reach \$4.80 trillion in 2023
 - b. Forecasted +10.40% CAGR for the next five years
 - c. Estimated hospitality sector market to reach \$6.71 trillion by 2028
2. Solid business concept
 - a. We aim to run a company with the ambition to set new standards of excellence in property management and hospitality.
 - b. We empower customers to thrive by providing them with flexible and tailored solutions that meet their unique needs.
 - c. We generate revenue by charging customers with competitive rental rates for our office spaces, Airbnb accommodations, and rental vehicles.

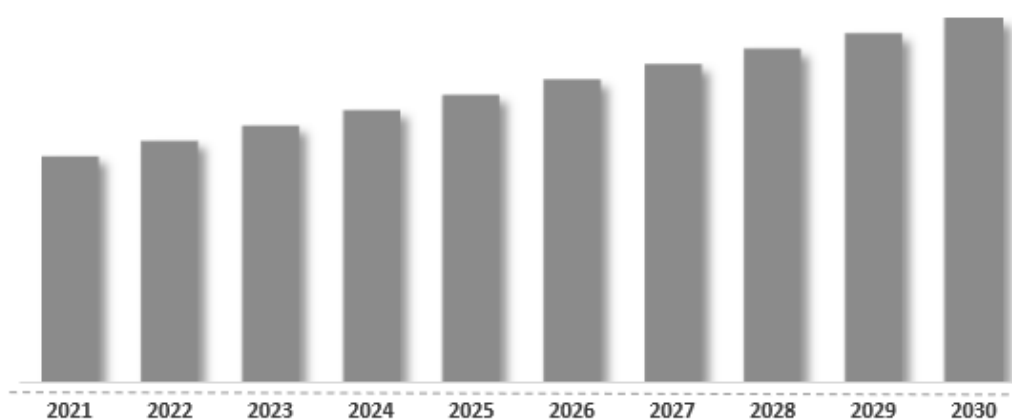
¹ Source: <https://www.fnfresearch.com>

2. Industry and market research ²

The market size, measured by the value of net revenue of the hospitality industry is estimated to reach \$4.80 trillion by the end of 2023 and is expected to grow at a compounded annual growth rate of +10.24% until the end of 2028, reaching a total value of \$6.71 billion within the next five years.

d. Industry analysis

The property management and hospitality industry is a dynamic and thriving sector that plays a crucial role in providing diverse and convenient spaces for businesses, professionals, and travelers. With a focus on meeting the evolving needs and preferences of customers, the industry encompasses various segments such as commercial properties, office spaces, residential accommodations, and vacation rentals. Companies in this industry strive to create exceptional experiences for their customers, offering well-maintained and attractive spaces equipped with modern amenities and personalized services. Additionally, advancements in technology have revolutionized the industry, enabling streamlined booking processes, enhanced customer interactions, and efficient property management. As the industry continues to evolve, it remains essential for companies to adapt to emerging trends, maintain high standards of service, and cultivate strong relationships with customers to stay competitive in this dynamic market.



hospitality market size, 2021 - 2030

² Source: <https://www.fnfresearch.com>

One of the prominent market trends in the property management and hospitality industry is the growing demand for flexible workspaces and coworking environments. With the rise of remote work and the desire for flexibility, businesses and professionals are seeking agile and collaborative spaces that cater to their evolving needs. This trend has led to the emergence of coworking spaces that offer shared offices, amenities, and networking opportunities. Property management companies are adapting to this trend by incorporating flexible workspace options into their portfolio, providing businesses with the flexibility to scale their operations and benefit from a vibrant and dynamic work environment.

In the hospitality segment of the industry, there is a shift towards experience-driven accommodations. Travelers and tourists are increasingly seeking unique and personalized stays that go beyond traditional hotel rooms. This trend has led to the popularity of vacation rentals, boutique hotels, and themed accommodations that offer immersive and memorable experiences. Property management companies are focusing on curating properties that provide exceptional amenities, local experiences, and personalized services to cater to this demand. By offering a range of unique and authentic accommodations, they tap into the growing market of experiential travelers seeking memorable stays.

The industry is witnessing a significant emphasis on sustainability and eco-friendly practices. With growing environmental consciousness, customers are prioritizing properties that demonstrate a commitment to sustainability, energy efficiency, and eco-friendly initiatives. Property management companies are adopting green practices by incorporating renewable energy sources, implementing waste management strategies, and using sustainable materials in their properties. This trend aligns with the increasing consumer demand for responsible and eco-conscious choices, and companies that embrace sustainability gain a competitive edge in attracting environmentally conscious customers.

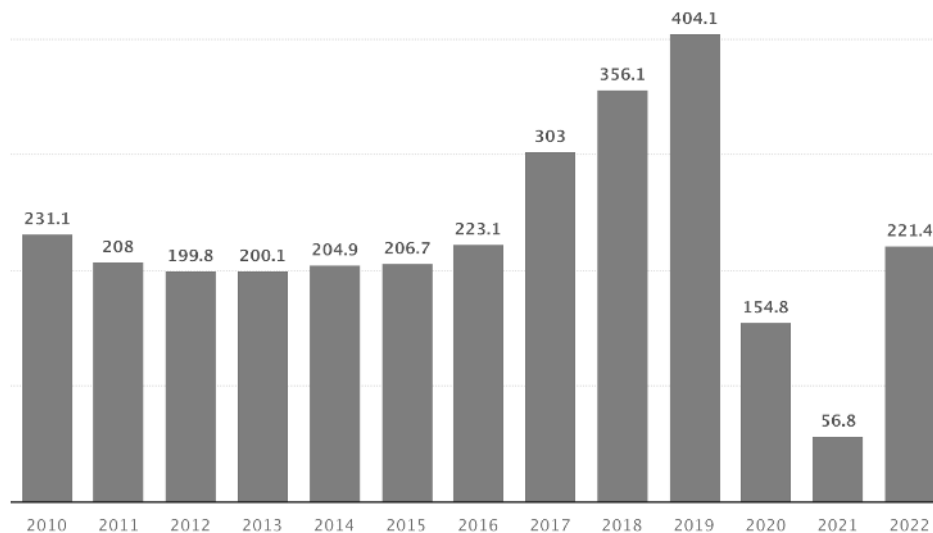
Some core market trends related to the industry include but are not limited to:

- Growing demand for flexible workspaces and coworking environments
- Rising importance of customer reviews and online reputation management
- Adoption of smart home tech and automation in property management
- Expansion of digital platforms and online marketplaces for property rentals
- Integration of streamlined booking processes for enhanced experiences
- Increasing popularity of experience-driven accommodations
- Focus on personalized services and tailored experiences
- Emphasis on sustainability and eco-friendly practices
- Rise of vacation rentals and boutique hotels

e. St. Vincent and the Grenadines as a tourism destination ^{3 4}

St. Vincent and the Grenadines, nestled in the heart of the Caribbean, is an alluring tourism destination that attracts visitors from around the world. While specific data may vary, the country has been experiencing a steady growth in tourism in recent years.

According to available statistics, St. Vincent and the Grenadines welcomed over 221,400 tourists in 2022, a notable increase from previous years. This growth can be attributed to the country's natural beauty, pristine beaches, and unique cultural experiences. The Tobago Cays, in particular, have gained popularity as a top spot for snorkeling and diving enthusiasts.



number of international tourists in St. Vincent and the Grenadines from 2010 to 2022 (in 1,000s)

Cruise tourism is also an important aspect of the tourism industry in St. Vincent and the Grenadines. The country's deep-water port, located in the capital city of Kingstown, serves as a gateway for cruise ships, bringing thousands of visitors to explore the islands annually.

Furthermore, St. Vincent and the Grenadines have positioned themselves as an attractive destination for luxury travel. The islands offer a range of upscale accommodations, including luxury resorts, private villas, and exclusive boutique

³ Source: <https://www.statista.com>

⁴ Source: <https://www.statista.com>

hotels. This has drawn high-profile individuals and celebrities, contributing to the country's reputation as a premier luxury tourism destination.

We also note that in 2022, international tourists visiting St. Vincent & the Grenadines spent \$169.5 million ECD in total. This figure represents a major increase versus the previous year's spending which was approximately \$78.00 million ECD. The significant increase in international tourist spending in St. Vincent and the Grenadines in 2022 showcases the growing popularity and economic impact of the tourism industry in the country.

However, it is also worth noting that St. Vincent and the Grenadines face certain challenges in terms of tourism development. Limited international flight connections and infrastructure on some of the smaller islands can pose accessibility constraints. Efforts are being made to address these challenges through ongoing infrastructure development projects, including the completion of new international airport on the island of St. Vincent.

In conclusion, St. Vincent and the Grenadines have seen a positive growth trajectory in tourism, attracting a significant number of visitors each year. With its natural beauty, cultural heritage, and luxury offerings, the country continues to establish itself as an enticing tourism destination in the Caribbean. With ongoing improvements in infrastructure and sustainable tourism practices, St. Vincent and the Grenadines is poised to further enhance its appeal and cater to the diverse interests of travelers worldwide.

f. Local vacation rental market analysis

With a combined residents and visitors population of over 325,732 people in St. Vincent & the Grenadines, and around 114,006 people belonging to our target customer group, the TAM (total addressable market) for a community oriented property management, residential and commercial rental, and vehicles rental company is estimated to be around \$57.00 million per year.

About 35.00% of the St. Vincent & the Grenadines population falls within our target customer group, which consists of women and men with a good spending power between 16 and 64 years old. This presents a significant opportunity to capture a loyal clientele that will benefit from our outstanding services on a constant basis.

To estimate the minimum TAM (total addressable market) for a community oriented property management, residential and commercial rental, and vehicles rental company in St. Vincent & the Grenadines, we need to consider three core factors:

- The St. Vincent & the Grenadines area has a population of over 104,332 people and more than 221,400 annual visitors, with most of these people residing or aiming to reside within a reasonable driving distance away from any urban location. Of these, 70.00% of them or around 228,012 individuals, are between 16 and 64 years old, which falls within our customer target age group.
- Based on our services selection and prices, and using local income level data, we estimate that approximately 50.00% of these people may not be interested in our solutions due to personal preferences, economic constraints, requirements, personal conditions, or other factors.
- Assuming an average spend of \$100.00 per target customer per night and an average of five nights per customer annually, the total addressable market for our community oriented property management, residential and commercial rental, and vehicles rental company in St. Vincent & the Grenadines, is estimated at around \$57.00 million per year.

3. SWOT Analysis

Our main goals revolve around providing exceptional service and continuously improving ourselves. We strive to exceed customer expectations by creating a welcoming and productive environment for our tenants and guests. Through ongoing efforts, we aim to enhance our property's offerings, invest in cutting-edge technology, and implement sustainable practices that align with our commitment to the environment.

What sets our company apart is our unique blend of commercial property management and hospitality services. We offer a diverse range of rental options, including office spaces and premium Airbnb accommodations, allowing us to cater to the needs of both businesses and tourists. Our strategic location, just minutes away from the capital, gives us a competitive advantage in terms of accessibility and convenience. Moreover, our dedicated team's expertise in property management, hospitality, and customer service ensures that we deliver exceptional experiences and maintain high standards of professionalism.

<p>First class experience S</p> <hr/> <ul style="list-style-type: none"> - Tenured and experienced team of expert professionals - Possibility to target several customers with different needs - Industry traditionally associated to great profit margins 	<p>Capital intensive W</p> <hr/> <ul style="list-style-type: none"> - Capital intensive in property acquisition and management - New market entry now building our positive reputation - Stiff cost structure mostly featuring fixed costs
<p>Growing markets O</p> <hr/> <ul style="list-style-type: none"> - Possibility to scale-up at a regional level and beyond - Huge potential and big demand for quality hospitality services - Lack of competitors with a similar offering and the ambition to scale their growth 	<p>External dependencies T</p> <hr/> <ul style="list-style-type: none"> - Rising interest rates and growing cost of lended capital or equity - Possibility for new competitors to enter the market in one or more services segments or categories - Our services might experience a slight seasonality

4. Competitive landscape and competitors analysis

The competitive landscape for a property management, residential and commercial rental, and vehicle rental company can vary, but generally, this industry can exhibit a degree of fragmentation, with both small independent operators and larger companies competing for market share.

For a new company entering this market, success can be achieved through several strategies. Firstly, focusing on providing exceptional customer service and maintaining high-quality properties and vehicles is crucial. Differentiating oneself by offering unique features, personalized experiences, and competitive pricing can attract customers and help carve out a niche in the market. Developing strong relationships with local businesses and organizations can also lead to partnerships and referrals, boosting brand visibility and credibility.

The income streams in this industry can be scalable, particularly in the residential and commercial rental sectors. By effectively managing properties and ensuring high occupancy rates, rental income can be maximized. Furthermore, implementing efficient systems and utilizing technology can streamline operations, allowing for growth and scalability. Vehicle rental can also be scalable, as expanding the fleet and optimizing utilization can increase revenue potential.

Profit margins in property management and rental businesses can be healthy if costs are effectively managed. This includes expenses related to property maintenance, marketing, staffing, and vehicle maintenance. Efficient management practices, strategic cost control measures, and maintaining good tenant and guest satisfaction can contribute to healthy margins.

A compelling value proposition for potential customers could include a combination of factors such as convenient location, well-maintained and attractive properties, a diverse range of rental options, competitive pricing, excellent customer service, and added amenities or services. Offering flexible lease terms, personalized experiences, and a responsive and professional team can also be attractive to customers. Additionally, emphasizing sustainability initiatives and eco-friendly practices may appeal to environmentally conscious customers. Providing a comprehensive and seamless rental experience, from booking to check-out, can differentiate a company and attract loyal customers in a competitive market.

The following chart shows a summary of the competitive environment in the vacation rental, hotels, resort, and Airbnb market:

Competitor	Average Price per Night (\$)	Property Selection	Customer Reviews	Location	Amenities/Services
The Grenadines Collection	\$300	Wide range, luxury options	Positive and satisfied customers	Multiple islands, including exclusive destinations like Mustique	Full-service concierge, private pools, waterfront locations
Bequia Rentals	\$200	Diverse options, from budget to upscale	Positive feedback and repeat customers	Bequia Island	Fully equipped kitchens, beachfront properties
Mustique Villas	\$800	Exclusive and luxury villas	Highly positive reviews, tailored experiences	Mustique Island	Personal butler service, private beaches, yacht charters
Palm Island Resort	\$600	Private island resort experience	Excellent customer reviews, peaceful ambiance	Palm Island	All-inclusive packages, spa services, water sports
Blue Grenadines	\$250	Wide range of properties, including budget options	Positive feedback, friendly and attentive staff	Various Grenadines islands	Boat charters, snorkeling excursions, beach access

main competitor analysis

The competitor analysis reveals several key findings about the vacation rental market in St. Vincent & the Grenadines. The Grenadines Collection stands out for its wide selection of luxury properties, including exclusive destinations like Mustique. With an average price per night of \$300, they attract customers looking for high-end accommodations and full-service concierge amenities.

Bequia Rentals offers a diverse range of options, catering to different budget levels, with an average price per night of \$200. This affordability, along with positive customer feedback and fully equipped kitchens, makes them a competitive choice for travelers seeking self-catering accommodations.

Mustique Villas provides an exclusive and luxurious experience, specializing in tailored stays on Mustique Island. With an average price per night of \$800, they offer personalized services, private beaches, and other high-end amenities, targeting discerning travelers seeking privacy and exclusivity.

Palm Island Resort, with an average price per night of \$600, stands out for its all-inclusive packages and serene ambiance on a private island. The resort's positive customer reviews and extensive amenities, such as spa services and water sports, attract travelers seeking a luxury retreat.

Blue Grenadines offers a wide range of properties, including budget options, with an average price per night of \$250. Their friendly staff and various amenities, such as boat charters and snorkeling excursions, position them as a reliable and customer-focused choice for a memorable vacation experience.

Overall, the competitive landscape in St. Vincent & the Grenadines showcases a mix of luxury-oriented providers, budget-friendly options, and unique experiences. Customers' preferences vary based on their desired level of exclusivity, amenities, and affordability.

5. Marketing strategy and go-to market plan

g. Marketing mix

Our business model revolves around owning and managing a diverse range of properties, including commercial spaces, premium Airbnb accommodations, and rental vehicles. We strive to provide exceptional service and create a welcoming and productive environment for our tenants and guests. With a focus on delivering personalized experiences, maintaining high-quality properties, and employing sustainable practices, our business model aims to maximize occupancy rates, generate consistent rental income, and foster long-term customer satisfaction.

Customers have multiple discovery channels to engage with us and explore our offerings. Our website serves as a central hub where potential customers can browse and book our available properties and rental vehicles. Additionally, we leverage online travel platforms and vacation rental websites to reach a broader audience and attract travelers seeking accommodations in St. Vincent & the Grenadines. We also maintain a strong presence on social media platforms to showcase our properties, share travel tips, and engage with our audience. Local partnerships, word-of-mouth referrals, and positive customer reviews further contribute to our discovery channels, building trust and credibility in the market.

Our marketing mix features the following elements:

- **Product:** We offer a range of well-maintained properties, including office spaces, premium Airbnb accommodations, and rental vehicles, to meet the diverse needs of our customers.
- **Price:** Our pricing strategy aims to strike a balance between competitiveness and profitability, considering factors such as location, amenities, and market demand.
- **Place:** Our properties and rental vehicles are strategically located in St. Vincent & the Grenadines, with convenient access to major attractions, business centers, and transportation hubs.
- **Promotion:** We employ various promotional strategies, including online advertising, social media campaigns, and partnerships with local businesses and travel influencers, to increase brand visibility and attract customers. We

also prioritize customer reviews and testimonials to showcase positive experiences and build trust in our brand.

h. Marketing goals

Our main marketing goals are centered around increasing brand awareness, attracting a steady flow of customers, and fostering customer loyalty. We aim to position our company as a leading provider of quality properties and rental services in St. Vincent & the Grenadines. By consistently delivering exceptional experiences, personalized customer service, and maintaining high-quality standards, we strive to build a strong reputation and generate positive word-of-mouth referrals. Additionally, we focus on enhancing our online presence, engaging with our target audience through social media platforms, and leveraging digital marketing strategies to reach and connect with potential customers.

Our main advertising and sales channels encompass a combination of online and offline channels. In the digital sphere, we utilize our website as a central platform for customers to discover and book our properties and rental vehicles. We also leverage online travel platforms, vacation rental websites, and online travel agencies to expand our reach and tap into a wider customer base. Social media platforms play a vital role in our marketing efforts, allowing us to showcase our offerings, engage with our audience, and run targeted advertising campaigns. Offline channels include local partnerships with businesses and organizations, as well as traditional advertising methods such as print media, brochures, and local event sponsorships. By employing a diverse range of advertising and sales channels, we aim to reach customers through their preferred channels and ensure maximum visibility and engagement.

We will measure the success of our marketing plan by tracking the number of leads and conversions generated by each marketing channel. We will also track the number of new clients per month and revenue generated. We will regularly evaluate the effectiveness of our marketing efforts and adjust as necessary to ensure that we are meeting goals.

Among the key validation metrics for tracking our expansion plan, we will include:

- Traction KPIs: revenue, revenue growth, additional revenue streams added, number of customers, number of customers growth, average price per night, average nights per booking, average cart size

- Retention KPIs: customer retention, average visits per customer per year

- Sustainability KPIs: customer acquisition cost, customer lifetime value, closed sales on total leads, EBITDA, and EBITDA / Sales.

- i. Target customers

Our company's target customers encompass a diverse range of individuals and businesses seeking exceptional property and rental solutions in St. Vincent & the Grenadines. On the residential side, our target customers include vacationers, tourists, and families looking for comfortable and memorable accommodations during their stay in the Caribbean. We cater to travelers seeking unique experiences, personalized service, and a variety of options to suit their preferences and budgets. From couples seeking a romantic getaway to families looking for spacious villas or groups of friends planning a beach retreat, our properties cater to the needs of a broad range of leisure travelers.

On the commercial side, our target customers are businesses and professionals seeking well-equipped and conveniently located office spaces in St. Vincent & the Grenadines. We provide flexible and customizable office solutions to meet the evolving needs of startups, established businesses, and independent professionals. Our target commercial customers value accessibility, modern amenities, and a productive work environment. By offering a range of office spaces, from private offices to shared coworking spaces, we aim to attract entrepreneurs, freelancers, and businesses of various sizes seeking a professional setting to operate and grow their ventures.

- j. Marketing tactics

The marketing plan of our company focuses on a comprehensive and integrated approach to reach our target customers, enhance brand visibility, and drive customer engagement. Our plan includes a mix of online and offline marketing strategies to maximize our reach and effectiveness.

Online marketing strategies involve optimizing our website for search engines, utilizing social media platforms to engage with our audience and run targeted advertising campaigns, leveraging online travel platforms and vacation rental websites to expand our reach, and utilizing email marketing to nurture customer relationships and promote special offers. Additionally, we emphasize the importance of customer reviews and testimonials to build trust and credibility.

Offline marketing strategies involve local partnerships with businesses and organizations, participation in local events and trade shows, print media advertising in local publications, and distribution of brochures and promotional materials in

strategic locations. These offline strategies aim to create local awareness and attract customers who prefer traditional marketing channels.

To execute our marketing plan effectively, we will need to hire a team of specialists with expertise in various areas. This team may include:

- **Digital Marketing Specialist:** Responsible for managing our online presence, including website optimization, social media management, online advertising, and email marketing campaigns.
- **Content Creator/Copywriter:** In charge of developing engaging and persuasive content for our website, social media platforms, blog posts, email newsletters, and other marketing materials.
- **Graphic Designer:** Responsible for creating visually appealing and cohesive branding elements, designing marketing materials, and ensuring a consistent visual identity across all marketing channels.
- **Customer Experience Manager:** Focused on ensuring exceptional customer experiences, managing customer feedback and reviews, and implementing strategies to enhance customer satisfaction and loyalty.

The following steps describe in detail the marketing activities to be carried on:

1. **Inbound marketing:** these tactics are essential as their main scope is to attract potential customers by providing them with valuable content and building trust in our brand. Some of the inbound marketing tactics that we plan to use include:
 - a. **Content Creation:** Developing informative and engaging content, such as blog posts, guides, and videos, that provide valuable information about our destinations, local attractions, and travel tips. This content can be optimized for search engines to attract organic traffic to our website.
 - b. **Social Media Engagement:** Utilizing social media platforms to engage with our target audience, share captivating visuals and stories, and respond to inquiries and comments. This allows us to build relationships, increase brand awareness, and drive traffic to our website.
 - c. **Lead Generation:** Implementing lead generation strategies, such as offering exclusive travel guides or special promotions in exchange for

email sign-ups. This enables us to nurture leads through targeted email campaigns and build a database of potential customers interested in our offerings.

2. **Outbound marketing:** these tactics are also important as they will enable our firm to reach potential customers who may not be actively seeking our services. Some of the outbound marketing tactics that we plan to use include:
 - a. **Email Marketing Campaigns:** Sending targeted emails to potential customers who have shown interest or subscribed to our newsletters. These emails can include personalized offers, updates on new properties or promotions, and recommendations based on their preferences and previous interactions.
 - b. **Print Media Advertising:** Placing advertisements in local and regional publications, including travel magazines and newspapers, to reach a wider audience and generate brand visibility.
 - c. **Direct Mail Campaigns:** Sending promotional materials, brochures, or postcards directly to potential customers' physical addresses to create awareness and drive interest in our offerings.
3. **Brand awareness:** brand awareness and brand development are going to be critical to our success as a company. We plan to use various tactics to increase brand awareness and develop our brand, including:
 - a. **Consistent Branding:** Ensuring consistent use of our brand logo, colors, and visual elements across all marketing materials, website, and social media platforms to create a recognizable and cohesive brand identity.
 - b. **Influencer Partnerships:** Collaborating with travel influencers or local ambassadors to showcase our properties and experiences, leveraging their reach and credibility to expand our brand awareness.
 - c. **Customer Referral Programs:** Implementing referral programs that incentivize our satisfied customers to refer their friends and family to stay at our properties, driving word-of-mouth marketing and organic brand advocacy.
4. **Business development:** these tactics are also going to be essential for our company, enabling us to expand our business and generate new revenue streams. Some of the business development tactics that we plan to use are:
 - a. **Strategic Partnerships:** Collaborating with local businesses, such as

tour operators, restaurants, or transportation providers, to create bundled packages or cross-promotion opportunities that enhance the overall customer experience.

- b. Targeted Advertising Campaigns: Utilizing online advertising platforms, such as Google Ads or social media ads, to target specific demographics or interests, reaching potential customers who are actively searching for vacation rentals or travel experiences.
- c. Networking and Industry Events: Participating in local and regional industry events, trade shows, or conferences to connect with other businesses in the tourism and hospitality industry, fostering collaborations and generating leads.