

Progetto **Meta: Italia Meridionale** Project



**Team-Active Workshops Pilot Project**

For

**Master Training Centre (MTC) Phase**

**Business Plan**

**2002-11-11**

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## **Executive Summary**

The viability of the Team-Active Pilot Project requires a location boasting a strong client base and a large open training area for its workshops. This Business Plan provides the necessary findings to make informed decisions regarding Project development.

Leadership and management training in Europe is a growth market. According to ISTAT and EUROSTAT sources, there is a tendency for small and medium size enterprises to request cost-effective training from external services; while, over the same last 10 years, self-learning had declined. These statistics support the trend for individuals to follow programs like the ones offered in the Team-Active Pilot Project, initially: Leadership, Orienteering and Communication.

Consulta Meta I.M. (CM-IM) commissioned this comprehensive assessment to document the soundness of the opportunity. For the Team-Active Pilot Project to succeed, a location supporting growth objectives of the Project needed to be identified. This Business Plan took into account the operational resources and identified the infrastructure potential of the Golf Hotel in the Punta Ala region and the Sole Alto Vacation Centre in the Val di Sole region.

The Business Plan needed to confirm that the Team-Active Pilot Project would be an ongoing success. It became evident that substantial financial investments are not required for this Pilot Project. For the 8 month duration of the Pilot activity we foresee expenses totaling 75,904 € and revenues of 79,040 €, generating a small profit.

The uniqueness of this initiative is in the professional approach, implementation methods as well as in the curriculum and its delivery. Because of training material availability (or lack of), workshops will be initially offered in English and French only, and later, also in Italian.

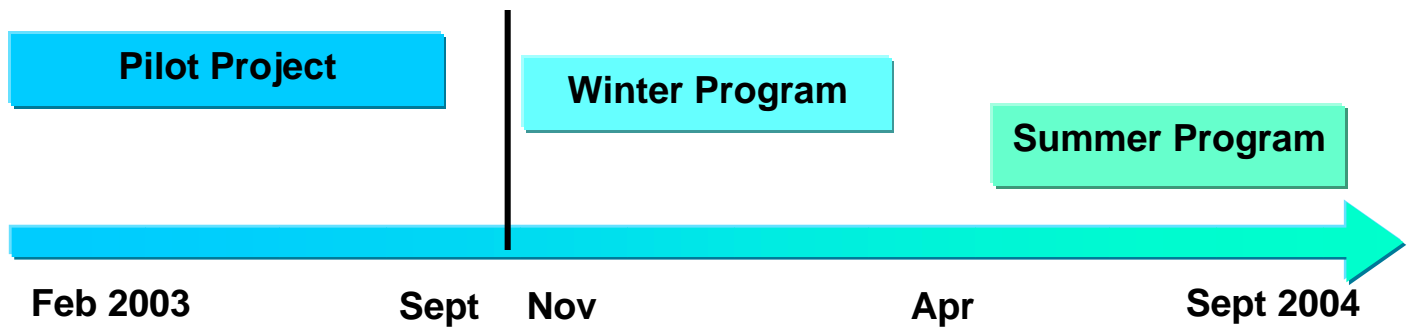
After consideration, the Golf Hotel, although well located, could not reproduce all the environments required for this Pilot Project. The Sole Alto Vacation Centre proved to have distinct advantages. Number of potential clients, available natural resources, collaboration with other local centres and local economic growth were some elements that supported the choice to locate the workshops in the Sole Alto Vacation Centre.

A joint venture would ensure growth and positive financial returns already from the Pilot Project. If, after due consideration of the present document, a business agreement can be reached by December 31<sup>st</sup> 2002, the Pilot could begin February 1<sup>st</sup> 2003.

Benefits to the Sole Alto Vacation Centre will include clients extending their stay at the hotel, new activities attracting potential clients, diversifying current services to offer more options to clients. Through focused local marketing and by offering these workshops to clients of other local hotels, there will be a greater exposure of the Sole Alto Vacation Centre.

1 APPENDIX 'D'

Project evolution



Duration

Pilot:	8 months
Winter:	5 months
Summer:	5 months

Workshop Timeline

Pilot Project:	Basic Leadership, Communication, Map & Compass
Winter Program:	Pilot Program workshops + Basic Management, CPR
Summer Program:	Winter Program workshops + Advanced Leadership, Orienteering, Emergency First Aid

Staff Timeline

Pilot Program:	1 Instructor 1 Administration/Public Relations/Marketing Supervisor
Winter Program:	3 Instructors 1 Administration/Public Relations/Marketing Supervisor
Summer Program:	4 Instructors 1 Administration/Public Relations/Marketing Supervisor