

# Initial Scoping Report for Wakatip Cruise



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## Executive Summary

The business proposal set forward by Wakatip Cruises to offer sailing cruises on Lake Wakatipu in the South Island of New Zealand has been assessed and developed in this initial scoping report. As the client Mr. Brasher has suggested there is a currently limited chartering agencies in the area, and his proposed business plan addressed how he would endeavour to provide a twenty per cent return per annum and sell the venture in eight years for at least NZ\$1.5 million.

The initial scoping and research into Wakatip Cruises proposal was first greeted with enthusiasm, however many factors proposed by Mr. Brasher are deemed inadequate for the environment the venture is based. The current boat design, location restraints, customer expectations and the proposed budget expectations have been scrutinised and preliminary research is covered into remedying these threats and weaknesses through several suggested changes. Making sure the business can make the most of its opportunities and strengths is addressed, with a strong need to get the product known in specific tourist information channels to help the potential customers utilise an exciting sailing experience.

This is very much a preliminary research effort into a venture that requires further research to conclude on the financial viability and practicality of the product in an inherently risky weather environment and a lucrative yet aggressive tourism market.

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