Route 66 in New Mexico
Harvey House

Proposed Business Plan

Name
How does the name of your resort/Harvey House reflect a positive image?

Mission statement
What are the goals of your resort/Harvey House?
What services are you selling?
How will your resort/Harvey House benefit the customer?
How is your resort/Harvey House different from current competition? What unique services do you have to offer?

Target market
Who are the customers of your Harvey House? Where do they live? Describe their age, gender, income and educational level.

Competition
Who are your three nearest direct competitors? Who are your indirect competitors?

Pricing
Describe the price range for all services offered. For example: gift shop, hotel rooms, spa services, etc.

Advertising
Which advertising medium - print, television, radio, or Internet - would be most effective for reaching your target market?