



Juliana Land

Prepared by,

(Tasneem Mehana-Jasem Mohamed-Ahmed Hamed-
Ali Elmislatty- Omailma El-Faitori)



Submitted to

Principles of Management

Faculty of Business Administration

Executive summary

The idea of the project is an integrated tourist village. The location of the project will be in the area of Juliana, Benghazi. What's special about this area is first the fact that it is overlooking the sea and second because it contains large areas, which is around 50,000 m. This project provides a variety of services, that suite people from all ages such as a health center, shops, spa, babysitting service and even a water park. Apart from that it will also have a luxurious hotel, which will also provide luxurious services. As for the view, this village will be overlooking the beautiful sea. A 24 hour service will be available throughout the whole year. Our service is special in a way because of the fact that the village will be isolated, so our guests will be provided with full comfort and peace. This project will attract great attention, especially from tourists, which will provide a new source of income for the country. Moreover this project is one of a kind, since there are no such similar existing projects in the country. The major challenge we face come from political instability, which is affecting the Libyan economy. In order to avoid any possible problems, anything the integrated village needs, like the staff for instance, should be local. Money transactions should be done through the electronic

banking services or checks. As for safety precautions, we will provide a well-armed security-guards along with cameras, alarms and an x-ray luggage scanner. A further challenge is the Libyan culture and tradition. The majority have a sexist mentality so we will make separated days for each gender and the rest of the days for families. This project will help decrease the percentage of unemployment, since it is huge so it needs many employees. Citizens will also save plenty of money and time, because they will not have to travel away to visit such villages. Social media serves as a great promoter nowadays. Promoting online does not cost anything. By creating accounts in applications such as Instagram and Snapchat can help us attract many customers.

Title page.....1

Executive Summary.....2

Table of content:

1) Introduction.....5

1.1 What is the product?.....6

1.2 Why is your service special?.....7

2) Where will you operate and who is our
competition?.....8

3) What is the Company's mission
statement?.....9

4) What are the main challenges your business
will face in the short and long term?...10

5) How to deal with the uncertainty of the
environment?.....11

6) What are the opportunities for your business?
Can it grow? If so, into what market?...12

7) How will you promote/market your business?
.....13

Introduction

What is more important than ones peace of mind? If you ask me I would say not a thing in the world. We're providing a whole new integrated tourist village to go to and leave everything behind. We've made available everything and anything one would want or need and opened it up all in one place to provide utmost comfort for our customers. We've spent most of our time researching what many different people find comforting and tried to make it present in what we consider to be the new land of dreams.

1.1 What is the product?

The project is an integrated tourist village. The service provided by the product includes hotels, restaurants, gymnasiums, swimming pools, football fields, playgrounds, shops, a water park and many other benefits. Such as a health center for adults and children. It also includes an equestrian club with babysitting service, a spa, special club for teenagers that allows them to participate in various activities. Such as participation in football, basketball, tennis, and many other sports. A movie theatre and an integrated library for those who love reading. It includes a large garden and garden membership includes many beautiful flowers and plants. You could use those plants in restaurants.

This village will have a luxurious hotel which will have a meeting hall, ballroom and a beautiful wedding reception. This will be a village overlooking the sea and the services will be available throughout the year and will have a special office to take the opinions of guests and show their suggestions.

1.2 Why is your service special?

We will provide many opportunities for the unemployed people. In addition this village will be isolated which provides full comfort to guests. It will also meet the citizens needs by providing an integrated place for their holidays and isolation from the world. It will be a great factor to attract tourists from abroad and a new source of income for the country and because we do not have such a project in our country; it will have a large turnout of the public. People will not hesitate to visit because they will find all their requirements and their needs. It's a place every person wants to spend their vacation in.

2. Where will we operate and who are the competitors?

The project will be located in the city of Benghazi in the area of Jaliana precisely because it is an area overlooking the sea and contains large areas which is around 50,000 meters that allows the establishment of such a project. Also characterized by not being within the city specifically and thus the village will be somewhat isolated from the city and away from the uproar; the basis of the project lies in the comfort of the guests. So we chose this place where all the points that are compatible with a project of this type.

Of course there will be no competitors and it will be easy to set up the project without any consequences. This will be the first project of its kind in our country. As we said there will be competitors. So this project will be in the first place and there will be competitors can block the project.

3. What's the mission statement?

'Our path starts with our mission, which is making sure our customers have the best quality services in the country with complete peace of mind and luxury. To have a 24 hour service with everything you want and need at your disposal'.

4. What are the main challenges your business will face in the short and long term?

We can't deny that a major challenge would be the political instability because it effects the Libyan economy. Whereas the country is suffering from the changes in foreign exchange rates and the financial liquidity. After the crisis management team studied the Libyan economy very carefully they reached a conclusion that everything the integrated tourist village would need and the staff should be local. That way we can avoid foreign exchange rate altogether. We decided that any money transaction should be through the electronic banking services or checks.

In addition we had the issue of the internal conflict happening in the country. Which had a major impact on the security of the country but we made sure to have a strong security system to protect our company from the conflict happening in the external environment. Another challenge is the Libyan culture and traditions. They have the sexist issue so we decided to make a day for men, a day for women and the rest of the week for families.

5. How to deal with the uncertainty of the environment?

We can't contradict the uncertainty of the current situation in Libya specially in Benghazi. Since the start of the Arab spring, Libya has been suffering when it comes to safety related matters. For example, the problem of the proliferation of all types of weapons, lack of policemen etc....

Business projects especially beginners often face obstacles. Fortunately we are well aware and prepared for any possible problems we may face. In terms of safety we have decided to hire professional, well armed security guards. Apart from that, we also decided to set high quality, HD cameras everywhere, along with security alarms. Concerning luggage inspection, we are willing to provide X-ray luggage scanners. Other than that it is only permitted for people with membership cards to enter the property. These security instructions will help us deal with the uncertainty of the environment we live in.

6. What are the opportunities for your business? Can it grow? If so, into what market?

The first opportunity is for our youth because ever since the Arab spring many have become unemployed. It requires a large number of employees. We will provide a job for many people. Also we will provide an opportunity for others to have an integrated tourist village in their country rather than go to other countries for the purpose of tourism. They will have everything they require in this project and thus they will save money and time. There will also be a special day for women/men and families all separate. It will be a great opportunity for the development of the economy and the life of tourism in the country. Of course, because it is a new project of its kind, it will attract a great number of people and will result from that development and provide the best of the best. This will be an attractive tool for foreign and domestic tourism and will also be a good source of income for the country. Therefore, it will have the opportunity to establish branches in other cities, because it will have quite the reputation for its services and relevance.

7. How will you promote/market your business?

Promoting your business might be the most important part of getting your business up and running. Though some people might not think it's important; it itself could make major impacts on your business. There are many methods and you need to make sure your spending your money on the right ones. Some methods are quite inexpensive and can save money; such as business cards which need to include your business name, a logo if you have one, your contact info, your website, and your slogan. Social media has a huge impact in society or even all around the world; most of the world use it on a daily basis. Applications such as Facebook, Twitter, Snapchat etc... On these applications we plan to make a page of each one and promote our page so that more people would be able to see it.