

Spor Guiding Final Business Proposal

After extensive research and intensive examination of the company, including personal interviews, our team was able to identify 3 main challenges that will be explained in the course of this document and solved by our specific solution approaches.

1) Spor Guiding already represents a solid business model, but still has difficulty to portray the company and its products or services in the right light as well as selling themselves.

2) Unknown areas are difficult to access and it's hard to imagine how potential Ski tracks will look like. Customers want to get an idea of the area before taking the long journey to Finnmark.

3) Social media marketing or marketing in general is only managed left-handed by Tore himself so far. The capacity exists and Spor Guiding is looking for a way to better promote their product in order to reach more people.

Identified Business Case (core problem):

The challenge for Spor Guiding is that they are located right next to the very impressive nature "Finnmark Alps" and have a lot of guiding experience in this area, but they don't know how to best portray themselves as a business to potential customers or how to widely promote their product. They also lack the necessary tourism experience to assess what else might be relevant for customers.

How did we test and verify our proposals?

To evaluate our ideas and the market demand for the product, we conducted a series of interviews and prototype tests and used the generated feedback to revise and improve our concepts.

Interview (Conclusion of main results):

3. Why do you like backcountry skiing? Which emotions do you associate with it?

- Pure joy/Snow conditions: powder mountain/Connecting with people who have the same interest
- Beauty of the nature/Untouched, wild areas/The view at the summit earned by hard hike beforehand/Downhill
- Feeling freedom/Adrenalin rush/Connection with nature/Contrast to everyday life/Physical activity/Pure happiness

8. If you book a guided tour (“with Spor Guiding”) what do you expect the product to be like? What key features are important for you?

- The core product “backcountry downhill” must stand out and be convincing and memorable
- A warm welcome/Good atmosphere in the group/Friendly skilled and trustworthy guides/pleasant accommodation
- Logistical support/Shuttle service from Alta city/When I book backcountry skiing, that’s what I want to do!!

12. What could catch you as a potential customer to book a guided backcountry experience?

- Already follows “Spor guiding” on Facebook and Instagram and has thought about booking a tour
- Stunning pictures of the area or a friend telling her about great experience could convince her/Website should be easy and clear design/At the moment still a bit confusing/Everything should be directly available online and bookable
- Tour itself should have a unique selling point like "local, family-owned" that makes it special compared to other similar tours/Multi-day tour crossing the Finnmark Alps

Based on the feedback from the interviews, we were able to clearly demonstrate a general demand and the core of the product, as well as identify associated emotions and important challenges but also opportunities in terms of marketing and distribution of the service. Feedback for the flyer prototype will be included later under point 3.

1) Online appearance and differentiation from competition

Spor Guiding has difficulties in presenting itself online in a distinctive way and in the right spotlight, especially considering the huge competition worldwide. Many companies operating in this segment are spread all over the world and offer similar activities in similar environments. Some of them even have a wider range of activities. Therefore, it requires a unique selling proposition.

The frozen chase



Spor guiding is a local, family-owned guide company, located in the heart of the Finnmark alps. From generation to another, we have been committed to sustainably sharing our home surroundings and lifelong hobbies for all the adventurous souls and adrenaline junkies from all over the world. The atmosphere of Langfjordbotn community will make you feel right at home and the best snow season of Norway will surely keep you active. Our goal is to give you a safe once-in-a-lifetime experience in our unique mountains, during all seasons. Here you can utilize our phenomenal guiding services or take your time to explore the area on your own. Either way, you are warmly welcomed to stay in our authentic waterfront accommodation and enjoy the local, nutritious cuisines. Typical days with Spor Guiding are filled with adventurous activities, surrounded by the mountains and the sea, as well as restful nights by the bonfire and nature sounds. Prepare to experience the freedom and

beauty of the untouched nature of the arctic.

What makes Spor guiding unique, is the fact that they are born and raised locals, who are simply sharing their hobbies and home surroundings. The tourist market is moving more and more towards the demand for authentic, genuine and local experiences. Therefore, we decided to create a new website text which shares the atmosphere of the area, highlighting the company's strengths.

1) Sales strategy

Spor Guiding also lacks tourism experience and industry knowledge to assess the customers' needs. Besides, they are missing a simple and easy-to-use selling point, which was also critiqued in the interviews.

WINTER from December to April.

Activities:

Ski touring & split boarding in the Finnmark Alp
Back country skiing & snowshoeing on the Finnmark Highlands
Polar night activities with torches
and mushroom picking
Fishing/Sea fishing
+Activities taught by professionals
+Aurora season
+Holiday events (Christmas, NYE, Valentine's Day, Shrove Tuesday, Easter)

Accommodation:

Authentic waterfront yurts
yurts
Meals included if needed
Bonfires with snacks and hot drinks

SUMMER from May to August.

Activities:

Mountain biking
Glacier hiking
Forest activities e.g. berry, herb
Midnight sun activities
Fishing/Sea fishing
+Offroad Finnmark biking event
+Langfjordrennet skiing event
+Holidays (May day, Midsummer)

Accommodation:

Authentic waterfront

Meals included if needed
Bonfires with snacks and hot drinks

AUTUMN from August to October.

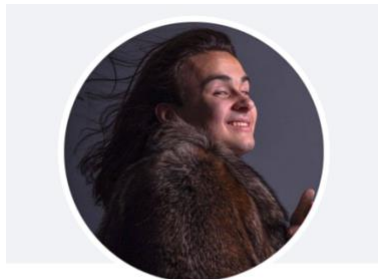
Activities:

Mountain biking
Glacier hiking
Forest activities e.g. berry, herb and mushroom picking
The foliage sea fishing
+Activities taught by professionals if needed
+Aurora season from late September
+Holiday events (Autumn festivities, Halloween)

We decided to come up with three example seasonal packages that would be directly bookable online, to make the process easier for the customers. Thus, both the clients and the Spor Guiding staff can better adjust to the tours in terms of timing.

2) Bird's eye view of Finnmark Alps

Unknown areas are difficult to access and it is hard to imagine what potential ski tracks will look like. Customers want to get an idea of the area before they make their long journey to Finnmark.



Sander Isaksen

Sander Isaksen

can be contacted via Facebook Messenger

<https://www.facebook.com/sander.isaksen.58>



Pilan, in the Lofoten archipelago

There is nothing like the **Lofoten Islands** in winter. The Pilan route offers an easy start with **great views of the Atlantic Ocean** and the surrounding mountain peaks.

Nearest train station: **Narvik** via Sweden.

In order to make it easier for customers to imagine what guided tours in the Finnmark Alps might look like, we have found a contact person with a drone who is willing to cooperate with Spor Guiding to take pictures from the air. This footage could also act as an attractive lure for customers, as such perspectives are still quite unique.

3) Prototype & Final version of the Flyer

As a comparatively young company, Spor Guiding is looking for a suitable way to promote their business efficiently and widely in order to attract more customers and generate the necessary turnover. At the moment, social media pages and marketing are still managed left-handed by the owner himself and more advertising needs to be done.

Prototype:

THE FROZEN CHASE

Spor Guiding

GUIDED TOURS
FINNMARK ALPS

Tore Karlstrøm & Vegard Karlstrøm
Tappeluftveien 67|9545 Langfjordbotn
<https://sporguiding.no>

EXPERIENCE THE UNTOUCHED BEAUTY OF NORWAY

Authentic & Pure

- Local, family-owned guide company, located in Langfjordbotn - the heart of the Finnmark alps.
- We arrange and customize adventures for everyone, who wants to escape the daily grind and recharge batteries in nature
- Our goal is to satisfy your desire for free and wild nature by simply sharing our hobbies and home surroundings.
- We offer a different range of activities such as skiing, mountain biking, glacier hiking and forest activities.
- Seasonal packages include the activities, authentic waterfront accommodation, meals and much more!

For more information about our trips, please call +47 975 70 080 or visit <https://sporguiding.com>. You may also email us at post@sporguiding.no

Feedback of Prototype:

- Some adjustments to fonts, introduction (color choice)
- Separation and better structure of bullet points on the second page
- Highlighting the authenticity & eco friendliness
- Pictures of people/Guides making it look more intimate
- Facebook & Instagram connections (Icons)
- QR code generator
- 10% discount on trips booked over flyer

Final Version:



Spor Guiding

THE FROZEN CHASE

GUIDED TOURS
FINNMARK ALPS

TORE & VEGARD
KARLSTRØM

TAPPELUFTVEIEN 67
9545 LANGFJORDBOTN

EXPERIENCE THE UNTOUCHED
BEAUTY OF NORWAY

Authentic & Pure

- Local, family-owned guide company - from generation to another.
- Skiing, mountain biking, glacier hiking, forest activities, eco-friendly waterfront accommodation, bonfires & much more!
- Seasonal packages and individually customized adventures available.

Contact us:
+47 975 70 080
www.sporguiding.com
post@sporguiding.no

QR code, Instagram icon, Facebook icon

We wanted to create an affordable, time-saving solution that could be easily spread by the company. An advertisement flyer designated to be the best pick for us to compose. We have also contacted several watering holes, where the flyers can be sent. These places are sports equipment stores, wildlife companies and hotels, where people with similar interests meet.

Contact of potential future business partners

In order to promote Spor Guiding efficiently and broadly, we have contacted a number of potential cooperation partners in several countries, who in one way or another represent similar interests, in order to display the flyer we have created and to draw the attention of potential customers to the company.

Find List of Confirmed Cooperation Partners below:



Adventure Apes
info@adventureapes.fi // +(358) 40 770 9874
Kuusamo, Finland



Congress-Hotel Meridian
meridian@meridian-hotel.ru // (8152) 288 650
Murmansk, Russia



Indiana Ventures
info@indianaventures.com // 04 50 49 48 60
Morzine, France



Visit Tromsø
sylvi@visittromso.no // 77 61 00 00
Tromsø, Norway

(Possibility of displaying flyers for small fee/Extensive cooperation can be discussed)