



SPOR
guiding

Final Presentation of Business Proposals

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Spor Guiding

- Spor guiding is a family-owned guiding company, located in the heart of the Finnmark alps.
- Very experienced guides (Grown up in that area)
- Offering exceptional guiding and skiing experience in a still very untouched and remote area
- Showing the beauty of nature in a sustainable way
--> Turning hobbies into a business.
- Unique possibility to ski from summit to fjord
- Some of the best and longest snow conditions in Norway
- Authentic accommodation (Yurts directly on the waterfront)

Final Business Proposal

3) main challenges identified and solved by our specific solution approaches.

1) Spor Guiding has difficulty to portray the company and its services in the right light as well as selling themselves.

2) Customers want to get an idea of the unknown area & potential Ski tracks before taking the long journey to Finnmark.

3) Spor Guiding is looking for a way to better promote their product in order to reach more people.

Test and verification of proposals

Interviews and prototype testing to generate feedback and revise/improve our concepts:

- Stunning pictures of the area or a friend telling her about great experience could convince her to actually book
- Website should be easy and clear designed
- Everything should be directly available and bookable online
- Tour itself should have a unique selling point like "local, family-owned" that makes it special compared to other similar tours

Clearly identify important challenges but also opportunities in terms of marketing and distribution of the service.





1) Online appearance and differentiation from competition

- Spor Guiding has difficulties in presenting itself online.
- Competing companies are offering similar activities in similar environments worldwide.
- Therefore, it requires a unique selling proposition.
- The tourist market moving towards authentic, genuine and local experiences
- Create new website text which shares the atmosphere of the area, highlighting the company's strengths.

1) Sales strategy

- Spor Guiding lacks specific tourism experience and industry knowledge to assess the customers' needs
- Missing simple and easy-to-use selling point
- Three example seasonal packages, directly bookable online
- Make the process easier for customers and the company itself.





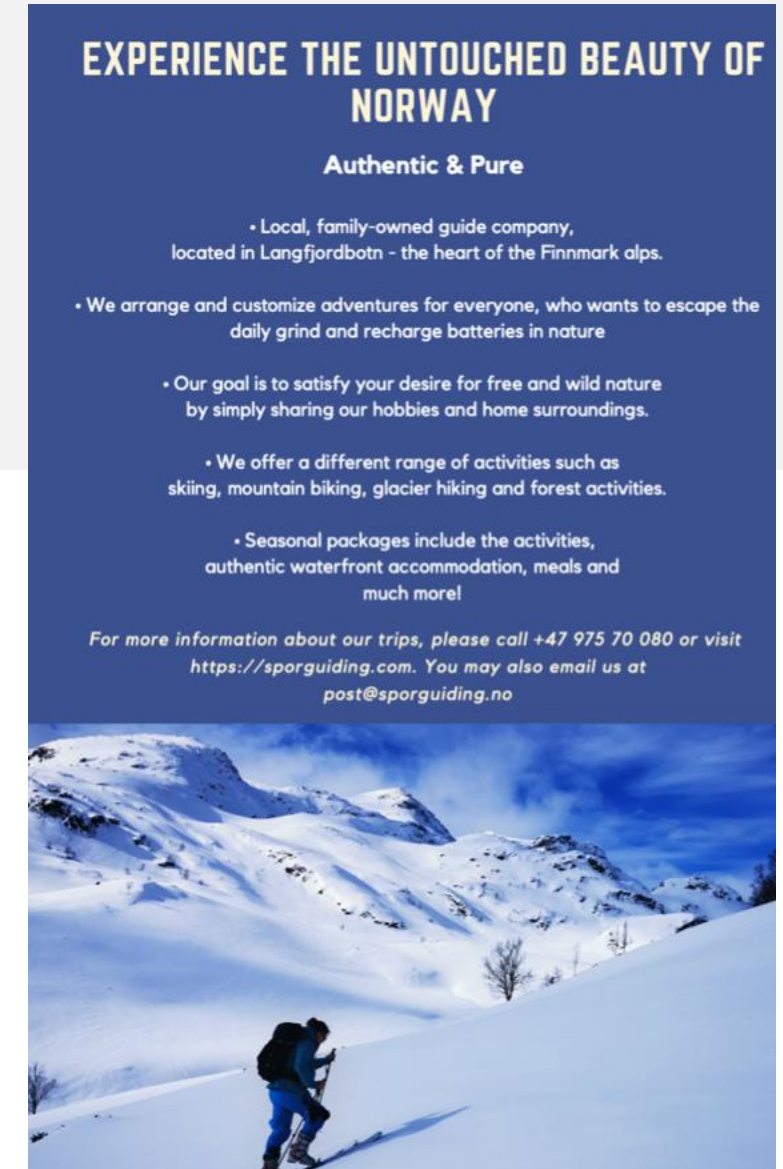
2) Bird's eye view of Finnmark Alps

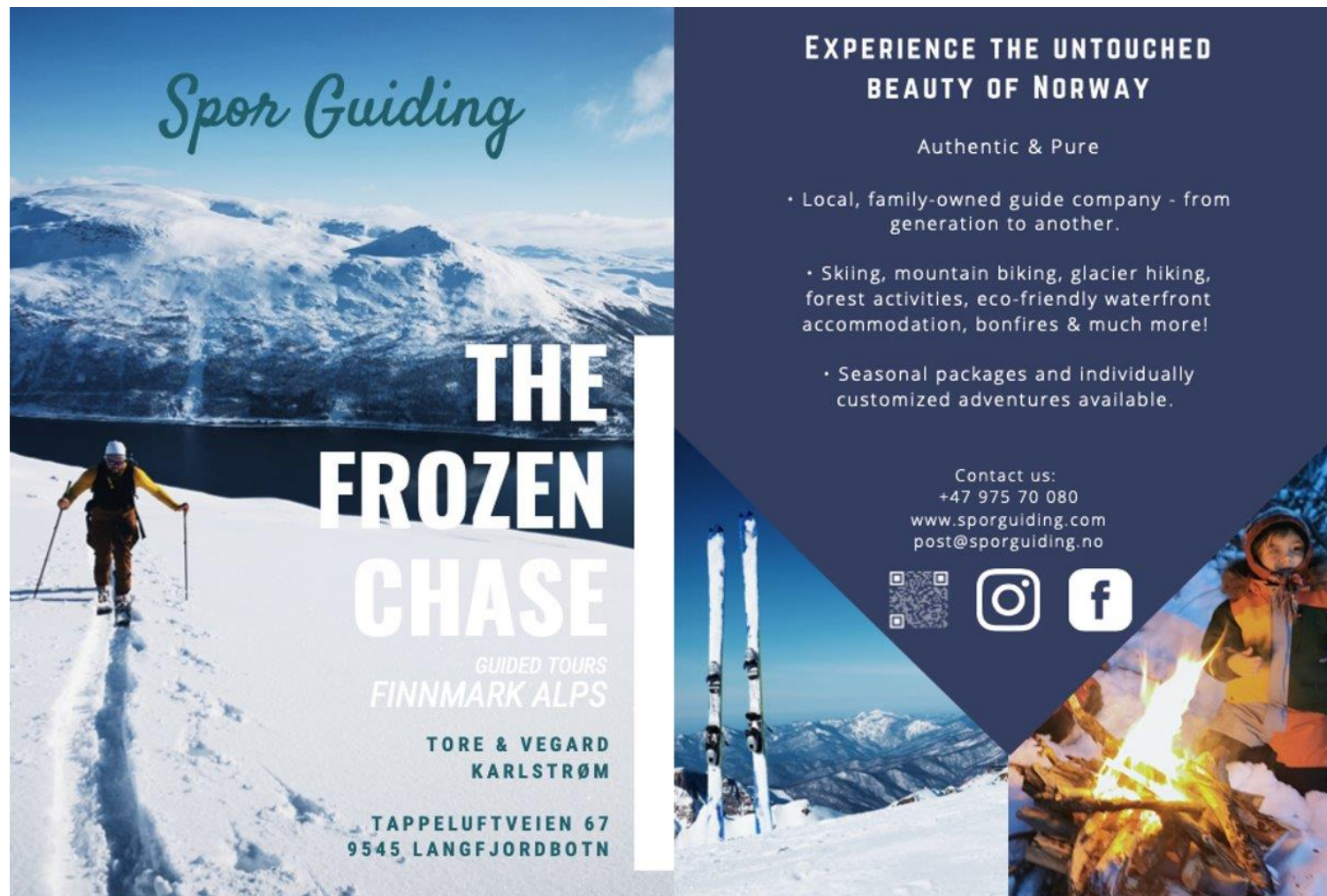
- Unknown areas are difficult to access & hard to imagine what potential ski tracks will look like
- Customers want to get an idea of the area before starting their long journey to Finnmark
- Contact person with drone agreed to cooperate with Spor Guiding to take pictures from above
- Footage could act as attractive lure, as such perspectives are still quite unique



3) Prototype & Final version of the Flyer

- Spor Guiding is looking for a suitable way to promote their business efficiently
- 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 displayed
- Sports equipment stores, wildlife companies and hotels, where people with similar interests meet.





Final version of
the Flyer

Contact of potential future business partners

List of Confirmed Cooperation Partners:

- potential cooperation partners in several countries
- represent similar interests
- display the flyer



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Morzine, France



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CONCLUSION

- It is much harder to find cooperation partners for displaying a flyer than we thought
- Not every idea from the beginning is realizable (Instagram page with continuous content)
- The structures of sales, marketing and online presence management are much more extensive, complex and interlinked with other factors than expected.
- The creative steps and the actual company case work went hand in hand and turned out to be very helpful