Flatmoen Natur Proposal

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During our time cooperating with Flatmoen we have gathered several ideas that Flatmoen can implement into their business which focuses on the customers’ needs more heavily. First off, we have created a survey which gives Flatmoen a market analysis, and more of an idea and tips from potential customers for their business. In addition. we are advising Flatmoen to reconstruct their website a tad, for example by adding new languages into their website to attract future customers and to be more global. We also have an approach which focuses on new innovative activities that they could easily implement into their business. Beginning with events such as weddings, birthdays, and things of that nature. This idea is affordable because they already have the carriage and do not need to spend too much money on anything. Therefore, we would love to propose to Flatmoen a creative solution to add a western American style photo shooting activity. The customer dresses up with western-American style clothing which the company already has, and then the customer is able to take an authentic photo (hay, cowboy hat, clothing, weapons, lasso, saddles etc). With this idea the company gets publicity through social media, adding an activity that kids and families will love. and add a quick and profitable activity for Flatmoen.

Moving onto one of our biggest ideas which is having a route through Alta and this either done on horseback or by foot. Moreover, we have planned two variants of the route, and taken a deeper look into the Alta region, and made sure it is possible with the help of locals. The route touches upon beautiful landscapes in the Alta region for example the fjords, the canyon, and gives the customer a true experience in the nature of Alta. In this route, the customer can pick berries or mushrooms, enjoy the nature, and lastly possible historical points in Alta that are worth mentioning.

Furthermore, we plan to add a few students (internship) to the Flatmoen team to especially help them with their daily operations in marketing and social media (advertisements, posts, etc). The students have proven to be overwhelmed with excitement, and have already been bombarding our commissioners email with great interest.

We recommend Flatmoen adding partnerships and cooperating with tourist agencies for discounts. For example, we have tried to create a partnership with a tourist agency in Murmansk and Karelia, but we need to wait for the pandemic to calm down. We suggest the Norwegian Association of Hunters and Anglers, magazine Jakt og fiske in order to reach their target audience in the hunting sector as well.

Last but not least we propose a long-term strategy for Flatmoen with some outside of the box thinking. To begin this idea Flatmoen would need to make a small investment to get all of the equipment for this activity. We suggest a paintball outdoor arena as well as a paintball shooting activity. The walls would be need for this activity, and they could possibly be haystacks. The great part of this idea is extremely feasible for Flatmoen because they already have hay in the farm. Lastly, a native American themed activity could really spark some interest for new clients. The customer would shoot with a bow and arrow and get a feeling for the native American culture.