



Consulting Report: Holiday Manor Fishing Lodge

Mr. Robert Woyzbun

Mr. Wil Hedican

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Ms. Tina Pulko



KIS Showcase

About the Firm, Our Clients and KIS!!!

Director: Rob Woyzbun

Consultants: Tina Pulko & Laura Wynne



- ***QBC is Canada's top undergraduate consulting program***
- ***Started as an MBA course in 1973, QBC has worked with over 300 different businesses and public organizations - completed over 650 successful consulting projects***
- ***QBC is now a year-round venture***

Taking Care of Business Since 1973!

QBC's Goals...



To provide high-value and high-impact consulting services and advice to owners, managers and professionals who lead the region's small and medium-sized businesses, not-for-profit, and public organizations

To provide Queen's School of Business students with state-of-the-art consulting training and experiences to enhance their career prospects

QBC?

Goals

Services

Clients

Hierarchy

Course
Process

Project
Process

Financials

Services Provided by QBC...



*Marketing
Strategy &
Management*

*Systems & IT
Management*

*Starting A New
Business*

*Production & Operations
Management*

*Financial
Management*

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Proud to be a Partner with the Monieson Centre and the Knowledge in Society Project



- **QBC is contributing consulting time and management for 15 projects**
- **Applicants from the 15 economic regions in eastern Ontario are eligible to receive fully subsidized consulting services up to a value of \$2,000**
- **We're here to showcase one of them...**

Why QBC?



- **We are current QBC consultants**
- **Practical real world experience**
- **Valuable experience**
- **Exclusive status among students**
- **Urban versus rural client projects**

The Project



- **Client: Holiday Manor**
- **Wil to discuss company further**
- **Three phased project:**
 - **Analysis of potential target markets**
 - **Further analysis of Kingston area angler market**
 - **Business plan and website recommendations**

The Project – Phase I



- **Initial meeting to discover areas of focus**
- **Secondary research on target markets defined in the business plan (anglers, corporate retreats, weddings and eco-aware clients)**
- **And other potential markets identified through discussion (families, immigrants living in the GTA, and young adults)**
- **Rating attractiveness of markets according to trends and Holiday Manor's current asset structure**

The Project – Phase II



- **Primary and secondary research on angler's market in Kingston area**
- **Survey to discover travel and fishing preferences of the angler market**
- **Interviews to further gain insight**
- **Provided recommendations for promotional strategy**

The Project – Phase III



- **Recommendations for current business plan**
- **Focus on angler target market**
- **Recommendations for current website**
- **Overall promotions recommendations**