

Mauritius

A remote island with potential for capital gain on
tourist ventures...

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Problem

How can we bolster economic development within an island community that will promote healthy living awhile properly preserving/respecting the Mauritian culture and local environment?

- What effect will an outside infrastructure investment have on a remote island population?
- How would you build a large scale resort on a remote island?
- Is there a large enough market, within tourism, to regain our investment?
- How can we use our gains to funnel it into creating a better environment for the island itself?
- How would Mauritius compete with similar projects sought out in places like Bali, Tulum, or Fiji?

Solution

We would like to create an immersive, remote resort on the southwest side of the island. Our goal would be to pull tourists from Europe, Africa, Australia, the U.S. and Asia to invest in real estate and consumer resources that the island has to offer. The influx of tourism will bolster the economy of the island, and it will offer new opportunities for locals within the island to capitalize on outside investment. In order to avoid imposing on island culture, we want to heavily incorporate their food, common activities and resources into our resort through restaurants, cooperative sponsorships with local recreational businesses and our use their natural resources within our architecture. This would also minimize our cost of imports which would be very expensive with an island that is remote.

Customer Relationships

- Our relationships with our customers should be one that develops a strong rapport where the experience that we provide allows individuals to verbally promote and spread our offerings. By promoting a “once in a lifetime spiritual experience” that gives off a sense of exclusivity and wellness growth while enjoying the features of Mauritius.
- Since we are in the service sector our customer relationships are very costly. We rely on providing a positive experience to bring them back for multiple trips along with new clients.

Customer Segments

- High income families
- Financially stable young individuals
- People curious about an immersive remote island experience
- Retired wealthy individuals
- Travel connoisseurs

Key Partners

- Foreign investors
- Domestic contractors
- Local distributors (Seafood products, fresh produce)
- Proper expertise (Gym trainers, Yoga instructors, Nutrition specialists, Hotel management)
- Architects familiar with natural landscape
- Nightlife Promoters

Cost Structure

- Total Capital Needed = ~ \$20M
 - (Includes all costs to set up the resort)
- Expected Revenue = ~ \$7M
- Expected Expenses = ~ \$3M
- Expected Profit = ~ \$4M
- ROI/year = ~ 20%

Key Activities

- Hiking
- Rest and Relaxation
- Health Promotion/Healthy lifestyle
- Scuba Diving
- Yoga
- Any beach or water sport-related activity
- Guided meditation
- Nightlife
- Kayaking
- Snorkeling
- Kashmir Boathouse club

Key Resources

- Locally sourced food
- Locally sourced employment (domestic)
- Local contractors (Building Resort)
- Local recreational businesses

Stakeholders

- Tourists
 - Young and Elderly
- Local People and Environment
 - Suppliers and Employees
 - Local contractors
 - Recreational companies
 - Restaurants
 - Community
 - Current beachfront owners
- Competitors
 - The Four Seasons Mauritius
 - St. Regis Mauritius
- Foreign and Domestic Investors
 - Hotel conglomerates
 - Interested partners
 - Consumers willing to buy units before launch
 - Restaurants willing to partner with the Resort

Validating Our Idea & What We have Learned...

To Validate our idea, Wil spoke with Jane, the owner of *Hotel Isabella* in Nicaragua. She funded the first mobile library in Central America that brings books to schools outside of San Juan Del Sur. When I spoke with Jane, she said that investing in a Hotel is extremely high risk and the returns are very low to start with. This is seemingly very common of most start-ups especially when trying to pull tourists to an up and coming tourist destination in a third world country. When she built the hotel she used resources from Nicaragua and outsourced her labor to local contractors like we had planned to do. She also had lots of outside investors that helped her fund the building of the hotel in order to support her vision for a mobile library within the country. In addition she made deals with local recreational businesses where if her hotel guests are recommended by the concierge that they will receive discounts at these individual companies. She also stated that she still loses money especially with the country in a civil war and tourists being deterred by the safety of the country.

Main Risks

- Permit Restrictions
 - Foreign
- Funding/Investors
- Human Resources/Labor
- Continuously Changing Consumer Demand
- Shortage of experienced personnel
- Consumer perception risk

THANK YOU!