



# Consulting Report: Holiday Manor Fishing Lodge

**Mr. Robert Woyzbun**

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**Ms. Laura Wynne**

**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*

QBC?

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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**