A picture containing text, clipart

Description automatically generated

|  |
| --- |
| Business Name: |
| Contact: |
| Phone: |
| E Mail: |
| Web address: |

What is your business/product?

Where does your business currently come from (who are your current partners or channels)?

Do you work with groups or individuals or both?

What if any new product do you have to sell?

What are your USPs (Unique Selling Points?)?

When is your gap, is your product seasonal?

Is your business high value, budget or mid-market?

|  |
| --- |
| What elements of your product do you think would match the travel trade needs? *(Note down during session)* |