Objectives:
- Size the market both in terms of number of customers and estimated revenue
- Recommend how GroupTo should adjust pricing structure and pricing points with the incorporation of newly-launched features
- Develop a go-to-market strategy for UK & Spain in a 12-month timeframe

Overview and Revenue Projection
- GroupTo is a B2B2C product and service company that allows group leaders to create customized itinerary on its proprietary mobile software platform.
- Revenue Projection for UK & Spain Market:

<table>
<thead>
<tr>
<th></th>
<th>Subscription Revenue</th>
<th>Store Revenue</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017</td>
<td>$519,280</td>
<td>$1,485,800</td>
</tr>
<tr>
<td>2018</td>
<td>$1,245,580</td>
<td>$1,685,800</td>
</tr>
</tbody>
</table>

B2B Marketing Research Results
- Marketing research:

<table>
<thead>
<tr>
<th>Social Media (Empirical Data)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Offered Tools</td>
</tr>
<tr>
<td>Facebook</td>
</tr>
<tr>
<td>Google Adwords</td>
</tr>
<tr>
<td>LinkedIn</td>
</tr>
</tbody>
</table>

Marketing Recommendations
- UK Go-to-Market Strategy
  - Market Overview
  - UK Go-to-Market Strategy
    - Target: New customers, wider distribution
    - Key markets: UK and Spain
    - Competitive landscape
      - Local players: EasyTravel, Flight Centre
      - International players: Expedia, TripAdvisor
    - Pricing
      - Subscription: Monthly fee
      - Store: One-time payment
    - Marketing
      - Direct mail
      - Email marketing
      - Social media
      - Influencer marketing
    - Overall strategy
      - Low touch, high volume
- Spain Go-to-Market Strategy
  - Market Overview
  - Spain Go-to-Market Strategy
    - Target: New customers, wider distribution
    - Key markets: Germany, France
    - Competitive landscape
      - Local players: Vueling, Iberia
      - International players: Ryanair, Air France
    - Pricing
      - Subscription: Quarterly fee
      - Store: One-time payment
    - Marketing
      - Direct mail
      - Email marketing
      - Social media
      - Influencer marketing
    - Overall strategy
      - High touch, low volume

Comparative A - Marketing Strategy
- Early stage: Niche marketing
  - Direct mail and email marketing
  - Social media
- Current stage: Mass marketing
  - TV, radio, online advertising

Comparative B - Marketing Strategy
- Early stage: Niche marketing
  - Direct mail and email marketing
  - Social media
- Current stage: Mass marketing
  - TV, radio, online advertising