

MEMÒRIA DEL TREBALL DE FI DE GRAU DEL GRAU EN NEGOCIS I MÀRQUETING INTERNACIONALS (ESCI)

BARCELONA'S BUTLER SERVICE (Entrepreneurship business start-up)

This document is without any graphic and images, as the size it was too big to fit in Aula Esci.

AUTOR/A: ANNA VIVES CASAUS DE LA FUENTE

NIA: 02324

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DIRECTOR/S: LLUÍS MOSELLA



INDEX

Thanks and acknowledgements _____	p. 2
1. Introduction _____	p. 2-3
2. Background _____	p. 4-9
3. Objectives _____	p. 9
4. Business Analysis _____	p. 10-19
• The service. What it consists of?.....	p. 10
• Services offered.....	p. 10-13
• How will the service work?.....	p. 13
• Value propositions.....	p. 14
• Partners.....	p. 14
• Costs.....	p. 14
• Client typology and segmentation/targeting/positioning.....	p. 15
• The way we will get the customers and channels.....	p. 15
• Revenue streams.....	p. 16
• Practical real case.....	p. 16-19
5. Conclusions _____	p. 19-20
6. Bibliography _____	p. 20
7. Exhibits _____	p. 21-88
• Exhibit 1	p. 21
• Exhibit 2	p. 22-31
• Exhibit 3	p. 32-40
• Exhibit 4	p. 41-43
• Exhibit 5	p. 44
• Exhibit 6	p. 45-50
• Exhibit 7	p. 51-54
• Exhibit 8	p. 55-58
• Exhibit 9	p. 59
• Exhibit 10	p. 60-61
• Exhibit 11	p. 62-68
• Exhibit 12	p. 69-87
• Exhibit 13	p. 88



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1. INTRODUCTION

My project is about the creation of a business. This business consists of entertaining the foreign valued clients of Barcelona's enterprises and surroundings. We take care of them and we fulfill their free time while they are outside the company. We also take care of their loved ones (for example: the relatives who accompany them in their business travels). The vast majority of small, medium, and big companies do not have the time to take care of their customers properly, but with Barcelona's Butler Service they have the solution! My mission is to boost the company's clients leisure time up with a wide range of proposals to make their stay in Barcelona as satisfactory as possible. It is important to emphasize that all the activities are planned taking into account the guests culture and preferences.

I realized that just a few Catalan companies have a figure inside the enterprise that is in charge of taking care of the foreign clients/partners. However, most companies choose the easy and expensive way of having some permanent seats at Football Club Barcelona, tickets for Liceu (opera house) or they are forced to stop running their business to accompany their customers all around Barcelona. Barcelona's Butler Service offers an affordable and customized solution to these problems.



Our motto is that no one but you - the boss or a representative of the company- can give the best attention to your clients, but if for any reason you or that person in charge is not available, we step in for you!

The reason why I wanted to go ahead with this project is because I consider myself an entrepreneur and I was motivated by the experience of starting a business. I like challenges and that's why I have also gone one step further with this project, that is: making it real.



Before going on with the creation of this business I made a deep field research and market analysis to understand the market, its opportunities and strengths, its threats and weaknesses, and the main competitors. To give a real shape to the business I created the name of the company, the logo, its slogan continuing with building up a website, an information pamphlet and business cards.

Once all the business was constructed on a solid base, it was time to go one step further, which is entering into the real market. To do so, I was given the opportunity to make a team with two collaborators: Laura Pujol and Lidia Espunya. We realized that by collaborating we would get a win-win situation. From me, they could get the possibility to enter in this new business, with all the research, analysis and commercial part elaborated, this is, with everything ready to start the business. In exchange, thanks to their contacts and experience, I would be able to have direct contact with many potential customers. With no customers there is no business. What's more, as I am still at my last year of university I am not available 24h a day; therefore they would take care of the customers when I am not available. Finally, they were also giving me an extension of the area where to develop the business as they are from different parts of Catalonia (Province of Girona).





2. BACKGROUND


Following you can find the analysis of the competition:

CO.	WHAT DO THEY OFFER	FOR WHO	PRICES SETTLED	WHERE?	CULTURE DIFF.
	<p>They offer tailor made services for private and corporate groups, incentive travel and business trips. They separate their services into different categories: Events & Incentives (they organize the events, find the accommodation and location of the event), Sports & Leisure (Golf, sailing competition, Spanish cuisine, etc.), Wine & Gastronomy (restaurants with Michelin stars, wine tasting, olive-oil tasting, etc.) and Accommodation (selection of hotels, manor houses, renovated castles, etc.)</p> <p>They design all services according to customer needs. They can create events, product launches, parties / celebrations of all kinds, transport, accommodation, activities, teambuilding, dinner, escort, conferences, weddings, gadgets, music, photographers etc.</p>	<p>For private and corporate groups – customers ask for the services by mail.</p>	<p>NO. The price will depend on what the client needs, the number of people, period etc. They work with the prices received from its suppliers / partners (they do not increase them so that it is the same for all types of customers) and charge a small management fee. Normally 10% of the final bill with a minimum of €300,</p>	<p>Just BCN</p>	<p>NO</p>
	<p>It used to be a personal service and offered different activities like: excursions, restaurants, transport, entertainment, tickets, messaging, rent vehicles, shopping, nightlife, and they also give the option to ask for whatever you want. They were planning the vacation for each customer.</p> <p>However, after a phone call to get deeper information, I was informed that they are reconstructing the enterprise because of work reasons and because they are mainly tourist guides of Catalonia. They will exclusively offer visits to</p>	<p>Just for individuals</p>	<p>They were usually charging a fee based fundamentally on the days of stay in Barcelona.</p>	<p>Barcelona and towns around Barcelona</p>	<p>NO</p>




	<p>the most emblematic places of the city and surroundings. They will take care of managing those reservations or recommendations that their clients may need like they did before, but only as a supplement of the touristic tours. That is, they will assist their customers with a concierge services as long as they employ one or more of their tours.</p>				
	<p>Offers assistance to individuals and to individual businesspeople. Several international awards (MUZIK, JustLuxe. MONCLOE, WLT) selected this company. They differentiate between:</p> <p><u>“Personal Assistant”</u>: It is focused on people that come for a residence or even for people who stay permanently in the city. They present the personal assistant as someone trustworthy completely at the client’s disposal.</p> <p><u>“Concierge”</u>: it is more focused on people who travel. They offer you whatever you need, wherever you are and at the time you need it.</p> <p><u>“Experiences”</u>: they create custom-made experiences throughout the world. They also offer lifestyles investments, haute wedding planner and a Luxury week (a full week in Barcelona and Costa Brava with the most exclusive activities). All services directed to: People from high-class.</p>	<p>Individuals, families and or individual business people. Just looking at the website it seemed that the services were for tourist people, however after a phone call they told me their services were just for local people.</p>	<p>NO</p>	<p>BCN and abroad. It is a chain- They are at: Barcelona, Madrid, Paris, London, Kiev, Dubai, Miami, New York, Moscow, Astana</p>	<p>NO</p>
	<p>They offer 36 private tours and they include a private luxury vehicle as well as a personal assistant (which solves the linguistic issues). Their objective is to let their customers experience the culture, the gastronomy and the entertainment of Barcelona and other parts of Catalonia. The packs are separated by the following categories: Cultural, Shopping, Beach & Sun, Mountain & Sport, Gastronomy/gourmet, Sports, Familiar and Photographic.</p>	<p>Families, individuals and couples – customers make a phone call and ask for the packs</p>	<p>They set a price per person for some packs, but in most of them the price needs to be consulted.</p>	<p>Barcelona and towns around it</p>	<p>NO</p>



	They also offer some services: Personal assistant, airport transfer, renting a VIP house on the coast of Spain, Yacht renting, Water sports, adventure sports, tickets to matches, concerts, horse-riding, golf, tennis, Spa and sea fishing.	they are wishing to enjoy.			
	Barcelona Premium offers personalized luxury and exclusive experiences in Barcelona and towns around it. They classify their service in: History and art, modernism, shopping, gastronomy, nightlife, health & beauty a part from unique experiences. Premium Barcelona is the specific program of " <i>Turisme de Barcelona</i> " designed to attract the tourist of high power income and position Barcelona as a destination for exclusive and unique travel experiences. The program has the support of several companies that organize high quality travels. They work with travel agencies to create a tailor-made luxury experiences in a special way. In the website we can see the whole range of member companies that are part of the program and are divided into 6 main sectors: accommodation, incoming agencies, restaurants, shops, transport and unique experiences.	Individuals	NO	Barcelona and towns around it	NO
	Personalized tourist services. They offer from private tours with a guide in the language of the foreigner to a complete tourist service. They design the stay in Barcelona according to the tastes, interests and concerns of the customer. The programs are based on luxury and avoiding the typical overcrowded and conventional tours. They offer: Organization and management of Barcelona accommodation, personal guides in customer's language, book restaurants (Gastronomy), treatments for health and relaxation, shopping; buy tickets for football matches and other sporting	Groups, couples and individuals – Barcelona Luxury days ask the customers for their preferences and based on them, they start	NO. Prices depend on the activities. It is not the same asking for a hotel of 5 stars than one of 3 stars.	Mainly Barcelona	NO. They just have their website in Chinese and Russian



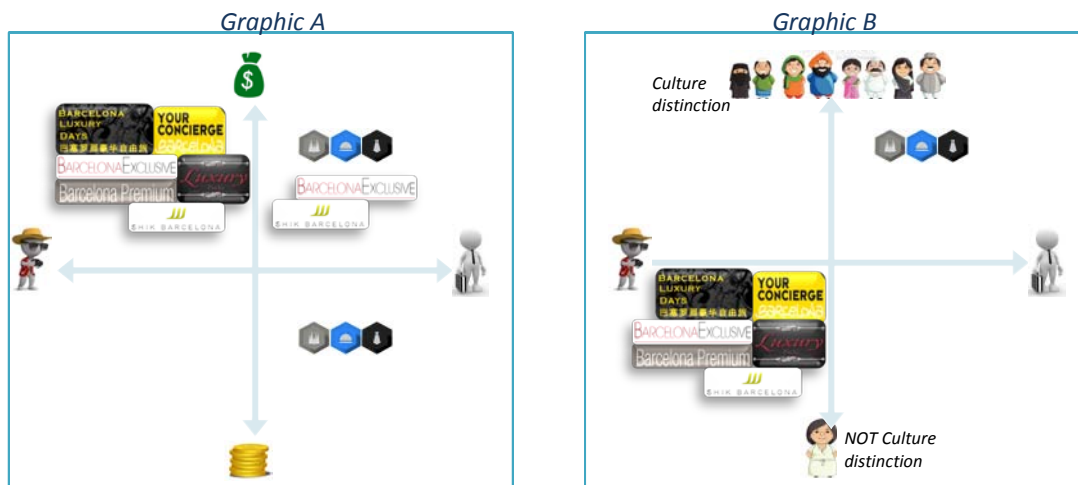
	<p>events; help the client to choose the best Barcelona's tours and visits. Regarding entertainment they inform the client about theatres, cinemas, museum and concerts available, access VIP zones and private parties in the clubs, private security, organize the customer stay, helicopter, luxury rental car/private transportation and yachting. Regarding business: they facilitate contacts between Russia, China, Brazil and other countries with Spain</p>	organizing			languages
	<p>They offer exclusive services to fulfill all the plans and ideas that the customer has. They offer Hotel and Apartment packs (which a part from the hotel it includes other leisure activities, e.g.: visit to the Losson Couture boutique, a flight in helicopter, lunch in a restaurant, Flamenco show, transfer: airport- accommodation place). A part from the packs they are also offering different activities: Sports (any kind: rafting, hydro-speed, rock climbing, etc.), Leisure (Golf, fishing, football tickets, flamenco show, yachting, museums, restaurants), Transport (luxury car rental, limousines, transfers, tours in helicopter), Accommodation (hotels, apart-hotels and apartments), Other services (Guide, personal shopper, baby sitter and professional photographer), Tours (walking or by car) and exclusive services like access to the beauty salon "Create Perruqers". This one offers business services as well:</p> <ul style="list-style-type: none"> • Organizations of conferences & events • Catering • Translator/interpreter 	<p>Individuals and business – but business just for conferences. The client needs to choose among different packs, the dates and the people involved through mail or by a phone call.</p>	<p>YES, but just for the packs (from 756 – 2100 per week) per person.</p>	<p>Barcelona & towns around it</p>	<p>NO</p>



To figure out where I wanted to position Barcelona's Butler Service, specially looking for some differentiation from my competitors, I made the following graphics.

In the *graphic A* we have differentiated between the tourist target (left side) and the corporate target (right side) in order to find out which is the main target covered by my competitors. On the other hand we have looked at the competitor's prices rank to know if they are focusing in a wealthy target or, contrary, it is indifferent for them (like in Barcelona's Butler Service).

In the *graphic B*, I wanted to notice if my competitors take into account the culture of their customers regarding the way of doing, treating and behaving. As it can be seen below, none of my competitors mention to have any special sensibility toward cultures. Giving importance to the culture is more relevant than most people think. Any behavior that for our culture is normal could offend the customers from the other culture and ruin the negotiations.



At the beginning of this project, my intention was to focus on a tourist and corporate level. However I was going to put more emphasis on the tourist level because of the increasing annual flow of tourists in Barcelona. My problem was that it was really difficult to find the competitors so I started a website and I even created a logo having in mind that kind of target (rich tourist people) (*Exhibit 1- previous logo and the final logo*). However, after developing and going deeper with the benchmark analysis, I found much more competitors than I expected and I discovered that most of them were focused exclusively on the tourist target. Clearly my opportunity was more towards the business target.

A direct competitor I found is *Barcelona Exclusive*: they offer both private and corporate services even though they make more relevance on the private ones. Another direct competitor would be *Shik Barcelona*: they offer organizations of conferences and events, which is another service that I offer. The difference is that I am offering uncommon places



where to place those meetings and we give some behavioral and protocol tips to the home company depending on the culture of the client visitor.

Another thing I realized after doing the benchmark analysis is that my competitors are driven to a high social and high-income power target. Also none of them mentions to have any care about the cultures, totally opposite to us. As far as I could investigate, they all seem quite big companies where a personal service is quite difficult to provide. The key is to be better than my competitors and make sure that my clients perceive the difference.

Apart from investigating my possible competitors, I also had some interviews with people related to some services I would be offering. Having those interviews also allowed me to establish a good relationship with my potential suppliers of those services. Talking with them was also useful to know with which kind of customer I would be dealing with, because my customers are actually two: my direct customer is the Catalan enterprise (the one that contracts me), but my indirect customers are the clients of my direct customer, who actually will be the ones giving feedback to the enterprise that contracted me. (*Exhibit 2- Daybook of the interviews*)

3.OBJECTIVES

The main objective regarding the project itself it's mainly to make it real, that is: bring the project to live and create the enterprise as a challenge of the entrepreneurship. You will find out the results I achieved along the project.

On the other hand, the main objective regarding the business is to take care of the clients/partners (or client's relatives) of Barcelonan enterprises that contract me. Whenever they need my services I will be there for them.

Another objective is to make sure that when the enterprise contract our services and leave their customers or relatives in our hands, they feel released and confident that their customers are in good hands and that they will go back to business with a much more positive feeling.

Finally, a long-term objective is to be recognized in all Barcelona. Being recognized will allow us to get better prices and commissions from our suppliers. They will be asking us to bring our customers to their places or to use their services, instead of what we are doing nowadays which is chasing the suppliers to get the best price and quality.



4. BUSINESS ANALYSIS

THE SERVICE. WHAT IT CONSISTS OF?

The main service consists of giving to Barcelona's and surrounding enterprises an alternative to entertain their customers when no one else in the company is available. We differentiate from our competitors because we give our personal accompaniment. The price depends on the enterprise that contracts us and on the amount of money they want to spend for their foreign customers (number of activities, kind of activities and quality of them). Finally we adjust to the needs of every customer because we have a deep background regarding culture and social preferences and we know that every culture needs different kind of attentions, ways of doing and ways of treatment.

My collaborators and me will help them live many experiences and enjoy every sense of Barcelona. We offer these three options to our corporate clients:

- One: they can contract the service of accompaniment only
- Two: they can contract the service of organizing the activities only
- Or, three: they can contract both, organization and accompaniment.

What's more, we give our clients three different lines of service:

- The first one is choosing among one of our 6 "butler services" (packs of experiences) already made with an approximate price settled in the website.
- The second option is the opportunity to choose the different entertainment activities that they want for their foreign customers. They can also tell us to do so, but always adjusting to the agreed budget.
- Finally, another way to surprise even more their customers is by making the meetings in uncommon places. This "surprise" will demonstrate their commitment to a long-term professional relationship.

SERVICES OFFERED

I have categorized the services in three groups:

1. **"Butler Services" (experiences mixed within approximate prices):**

Our first most basic Butler Service (pack of experiences) is the *Essential Butler Service*. This one includes my personal accompaniment and car transfers with a chauffer. We can accompany



the customers wherever they want to go: shopping, restaurants, lounge bars, clubs, casinos and karaokes for example. I make big emphasis on the fact that at the time of accompanying customers to different places we take into account their culture and social preferences. As this Butler Service is the most basic, it is the cheapest. The rest of the services I am explaining will include the Essential Butler Service (accompany + car transfer) plus additional experiences.

The second Butler Service is the *Complete Butler Service*. This one includes visiting the most emblematic monuments or museums of the city of Barcelona as well as wine, cheese or Iberic jam tasting.

Intense Butler Service is our third offer. In this one the customers will have the possibility of visiting the museum of "Camp Nou", live the experience of watching a match and after go to the Casino, karaoke or to a club.

Our fourth Butler Service is called *Relaxing Butler Service*. As the name indicates, it gives the customer the opportunity to enjoy a more peaceful experience like: going through a shopping tour (with an optional personal service), going afterwards to an Spa/massage as well as enjoying the nature while playing golf.

Luxury Butler Service is the fifth alternative. For the most exclusive clients or for the enterprises that can afford it, this Butler Service is one of the most valued. It includes a BCN tour with helicopter or air balloon and attends to performances at Palau de la Musica or Liceu, the most recognized buildings to see a good opera or theatre shows.

Finally, we have the *Exclusive Butler Service*. You can deduce for the name that this is the most expensive Butler Service. This one includes yacht renting and the possibility to choose either to Watch Formula 1 or drive a Ferrari at "Circuit de Catalunya".







All the Butler Services mentioned above have an approximate price because there are many options. For example: listening to Montserrat Cavallé at Palau de la Musica is not the same as listening to a less recognized singer.

My intention of offering a closed Butler Service (experience pack) is to save the enterprises the trouble of thinking what to propose to their customers. With the mix of different experiences already made, the enterprise just needs to go through the six Butler Services and choose the one that fits best their foreign customers. Once the decision is made, the company just needs to report us the quality of the services they want for their customers and, based on that, we will provide them the final price.



2. Create your own Butler Service:

We offer different activities that can be done in Barcelona and surroundings. All activities are categorized depending on the sense that is more developed in each one. This kind of categorization it is also a way to differentiate from my competitors, as all of them separate their services according to the typology (cultural, gastronomic, sports). The enterprise can choose an unlimited number of services, there is neither minimum nor maximum. Another option is that the company provides us the maximum budget disposed to spend and, based on it, we pick the services we consider more appropriate for their customers. The services covered by each sense are the following:

VISUAL experience	GUSTATORY experience	OLFACTORY experience
 <ul style="list-style-type: none">• Visit tourist attractions (Monuments and special places)• Modernist tour• Theatre and cinema• Museums (MACBA, Barça museum, Picasso, etc.)• Vintage galleries and fashion shows• Flamenco/Cabaret show• Helicopter or air balloon tour• Circuit de Catalunya tour• Yachting/ sailing• Aquarium	 <ul style="list-style-type: none">• Wine tasting and wineries• Gintonic tasting• Whisky tasting• Restaurants (east - west)• Tapas• Gastronomy• Cheese tasting• Iberic Jam tasting and learn how to cut it• Guide tour through the most emblematic bars of Barcelona	 <ul style="list-style-type: none">• Walk through the different parks• Walk next to the sea• Perfume shopping
HEARING experience	TACTILE experience	6th SENSE experience
 <ul style="list-style-type: none">• Palau de la Música Catalana• Liceu• Lounge bar• Discotheque• Karaoke	 <ul style="list-style-type: none">• Shopping (optional: Personal Shopper)• Showrooms• Casino• Golf• SPA• Massage• Beauty Salon• Esthetics/ Medical facilities	 <ul style="list-style-type: none">• Formula 1• Match at "Camp Nou" of FCB• Drive a high-speed car at "Circuit de Catalunya"• Sailing competition• Yatch reggatas• Visit Costa Brava/Sitges• Visit Montserrat by helicopter• Sea fishing• Amusement Park



In order to provide our clients with an approximate price, I had to do an extensive research regarding all the activities that I am offering to them. Specially, at the time of searching for restaurants, hotels and spas and some other activities, I had to investigate deeper in open public opinion sites trying to find the best places, as I could obviously not have a personal experience in all of them (**Exhibit 3 → Pricing list**).

3. Speechless customers:

There is nothing better to start to deal with business surrounded by a surprising atmosphere. At Barcelona's Butler Service we believe it is important to capture the attention of our clients and make them happy. So we thought about placing the companies' meetings at uncommon places: Football Club Barcelona stadium, at Montserrat or in a boat are three good examples.

HOW WILL THE SERVICE WORK?

If the company contracting us decides to choose the Butler Services (experiences packs) available in our website and with approximate prices, they need to contact us by phone or by mail to know the exact price. In this case the price will depend on the quality of the services. For example, if the client chooses the Essential Butler Service, which includes my personal accompaniment plus transfers with a car with a chauffeur, they will need to tell me the category of the car they want for their foreign customers. Obviously, it is not the same price hiring a Volkswagen than hiring a Mercedes or a Limousine.

On the other hand, if the company prefers to mix the different experiences by themselves, they also need to contact with us to know the final price, or if they either prefer us to mix the experiences for them, we will need to know their budget in advance to get the most competitive fee. In both cases, the price will depend on the quantity of the activities as well as the quality of them.

Once the clients know the exact price, they need to pay the service in advance; except our fee, which is charged at the end of the service. We usually ask them for their credit card number to make the purchases. Most of the times, the sum of the final price is quite high, so we cannot afford the risk of non-payment.



VALUE PROPOSITIONS

The main value proposition is giving the release to many Barcelonan enterprises to have an alternative when for any reason they are not available to take care of their customers. Another value proposition is the easiness of asking for our services, through a phone call or by mail the company tells us the service they are picking and based on it we directly purpose them the final price. Also, we give a personalized service to the clients we take care of. Furthermore, the price depends on our customers (the quality and the variety of the services have different prices so, any enterprise can afford our services if they choose the most basic experiences). Finally, and probably the most important added value is the relevance we give to the cultures of the client we will be treating with. To have a bigger reference regarding the small things that can improve or worsen a relationship within a culture I prepared several tables where I detailed behaviors and ways of doing in order to know how to act and react in each culture (*Exhibit 4- culture tables*)

PARTNERS

The partners in this business are basically all my suppliers of all the services I am offering to the enterprises for their customers.

The other partners are my two collaborators: Laura Pujol and Lúdia Espunya. They partnership was a big help to enter the real market.

COSTS

A big advantage of this business model is that I do not need a huge initial investment of capital. The only expenses that I would have in the beginning are (*Exhibit 5 - Invoices*):

TASK	COST
Web's domain payment	90, 14€ - for 1 year
Printing promotional pamphlet payment	68 € - 150 units
Printing business cards printing payment	86€ - 51 units
Our time	-



CLIENT TYPOLOGY AND SEGMENTATION/TARGETING/POSITIONING

Our main target are enterprises from Barcelona and surroundings which receive clients from all around the world and have the need to have someone responsible and with experience to fulfill the customer's free time when the own enterprise is not available. We can either just accompany their customers following the instructions made by the company, we can simply organize the program for their customers or we can do both, accompanying and organizing their stage.

It does not matter if it is a big or a small company because the price the company wants to spend for their customers depends on the quantity and kind of activities it chooses, but also on the hours of work that my team and I put in. It is different if the company contract us just the service of accompaniment, organizing or both. We do not want to exclude any company to use our services, and that's why we make a big relevance on the price.

THE WAY WE WILL GET THE CUSTOMERS & CHANNELS

The way I will get the customers is through making an alliance/ collaboration with Laura Pujol and Lúdia Espunya. Laura Pujol, 25 years old, is an expert in protocol and her knowledge will be really useful to know how to treat with the maximum respect each client. She has been travelling around the world and has many contacts spread around it. Lidia, 27 years old, is a professional of communication and with her knowledge it will be easier to make us understand and stand out among all the other competitors. She has grown up around a business-family that will provide us with many customers as well, specially from the south of France. So, the faster way to get customers will be through the word-of-mouth.

I have also created some commercial and online material for the three of us to get known faster and to provide potential customers with some physical support. The most important is the website I created: www.bcnbutlerserive.com (**Exhibit 6- the website**). In there, the clients can surf through the web to find who we are, the Butler Services (packs of experiences) we are offering, the different individual experiences, the uncommon meeting places and the way to contact us. Before launching the website we had to register trademark at the OGE for avoiding being copied, (**Exhibit 7- Trademark registration form**). We promote ourselves delivering promotional pamphlets (**Exhibit 8- promotional pamphlet**) and business cards to the customers we meet (**Exhibit 9- Business cards**). If customers have a good experience with us, they will recommend us and they may even repeat if it is given the occasion again.



REVENUE STREAMS

Our objective is to be the most competitive as possible and to get known fast. As we do not need a big initial capital investment, we have decided the following price structure:

ACTIVITY	PRICE
Accompaniment through the different activities only	200€/4 hours
Making the organization of the activities for HALF a day	80€
Making the organization of the activities for a FULL day	150€
Accompanying + organization of HALF a day	280€
Accompanying + organization of a FULL day	350€
NOTE: <i>We will not add any margin on the activities; the prices will be the ones set by the supplier as we already charge our fee apart.</i>	

PRACTICAL REAL CASE

Thanks to the collaboration with Laura Pujol and Lúdia Espunya as an entry strategy of entry to the real market, the 29th of May we had our first clients. They were 12 businessmen from different enterprises from Switzerland. We know they are not our objective targets, but it is a way to start being known. So this time, it is not a Catalan enterprise that contracted us; it is a Switzerland friend from Laura that contacted her. They met each other in a business meeting in Switzerland. His request was the following: He wanted us to organize for him and for the 11 businessmen more their stage in Salou and Barcelona with our accompaniment.

Laura's friend told us the different activities they were wishing to preform in both cities. He was giving us the information though emails. To have clear who were day and what they wanted, we wrote down their request; this is doing a briefing (**Exhibit 10- briefing**). When we had the small briefing done, we prepared the contra-briefing (**Exhibit 11- Contra-briefing**). At the contra-briefing is where we settled our proposal about the different places to perform the different activities, additional activities that they could find interesting as well as a Plan B, in case some activities unexpectedly couldn't be done at the proper moment.

They agreed with the contra-briefing, however they wanted to do just one modification: they didn't want to contract any car transfer service (contrary to their first request). After the modification we started to do the final and concrete planning of all activities (**Exhibit 12- final planning**). While making the planning, we noticed that the Football Club Barcelona Match



(Barça- Getafe), previously settled on the 5th of May, it was officially changed to the 3rd of May. Quickly we noticed that change of dates to our customer. The 3rd of May they were having other plans, so they were not able to assist to the match.

Before explaining the experience of having the first customers, it is important to know that in this case there has no been any economic transaction but in exchange we got something even more valuable: a portfolio of contacts, graphic support and potential clients.

- THINGS WE TOOK INTO ACCOUNT BEFORE GIVING THE SERVICES:

First, we need to know what our clients expect and want from our service. It is not the same having a customer that comes to see the cultural and historical face of Barcelona than another that comes to enjoy the leisure activities that offers the other face of the city. In our case, the Switzerland customers where interested only in leisure and having a great time in Barcelona and Salou. What customers usually like the most are the uncommon and non-touristic places. They want to know the hidden secrets of the city that just local people know.

Second, before taking care of the customers it is extremely important to know where they come from and their culture. It is important to know what behaviors are appropriate and which are offensive, taboo topics, education, traditions, etc.

Finally, even though it might sound strange, it is useful - as accompanists of the customer- to have a set with some basic objects. It can help us in unexpected situations and incidentals, and at the same time we keep the customer more than satisfied. For example, with the Switzerland customers we were bringing: tissues, deodorant, sunscreen, strips, and mobile charger, wiped, a personal diary with emergency numbers, among others.

- COMPROMISING SITUATIONS:

In some occasions we faced some situations that were quite unpleasant and sometimes difficult to solve. For example, often they were asking us for Internet. In another occasion they were asking us to bring our “friends” with clearly ulterior motives. We learned that in this situation the professional answer is to let them know that if they want any female escort we can offer them a wide variety that are very reliable, inasmuch as none of our friends is dedicated to the profession.



Another uncomfortable situation was when the customers were insisting on talking about some complex and delicate topics like politics or religion. A good answer was letting them know that we do not have the sufficient knowledge to have a deep discussion about them.

A bit overwhelming situation it was when third persons complained about the behavior of some of our clients (for example: some of them were not completely sober and they were having an overexcited behavior). In this case it was important to assume the responsibility and apologize to the affected people. We might face the situation of having someone hurt or with an illness so we always need to have ready the emergency number as well as the closest pharmacy localized.

Another situation that we have experienced is working as a “translator”. In some services, mainly restaurants or taxis, they didn’t speak foreign languages (not even English), so, in these situations we had to translate them the menu, the indications or any other information as well as the information provided by the personal.

- IMPROVISED SITUATIONS:

We need to have a plan B and even a plan C in our heads, why? The following situation that happened with the Switzerland customers is a good example:

In one occasion we brought them to a really nice restaurant at the Gòtic neighborhood, an old restored castle, where is not crowded with tourists. They didn’t like it because it didn’t have any terrace so they couldn’t look at the sea. Our first thought was to go to the Barceloneta, but the restaurants over there are low quality and full of tourists. Another thought was to go to the restaurants settled next to the port, but they are too expensive and the quality is not good either. Finally we realized that the perfect place would be the terrace of the History’s Museum of Catalonia. This one has food of good quality, without many tourists, next to the sea and with good views. The clients were amazed. So as we can see with this example, we encounter situations where the programmed activities may not work- either by inclement weather, illness, dislike of the customer and many other reasons- so apart from having other plans it is essential the ability of improvisation.

- FURTHER LEARNINGS:

Some clients appreciate having alternatives leaving behind the car or the taxi at the time to move around the city. We should have more information about bikes renting, taxi bikes, “Segway” as some examples.



Moreover, it is important to know the main special shops of the area, for example: the best shop of liqueur or tobacco, shoemakers, pharmacies, shopping streets, antiquarians, art galleries, pastry shops, ice cream parlors, dry cleaner's.

Finally, apart from providing the customers the file of the final planning, it would be great (and we plan to do it) to provide them also a pocket file with some relevant information like: citizenship laws (alcohol limits, maximum speed permitted, tobacco regularities, maximum noise allowed in the night...); social customs (the welcoming gestures, social taboos, behaviors...), political and social context, emergency phone numbers, basic vocabulary as well as include parties and fairs that occur on the dates of visit of the customers.

Apart from these clients, the last 22nd of May, we had the celebration of the 20th anniversary of ESCI and I brought there some of my business cards. I talked with some teachers about my project and even with the Minister of Business, the honorable Sir.Felip Puig. One of the guests, Jordi Priu, has already put me in contact with three possible collaborators (***Exhibit 13- emails***)

5. CONCLUSIONS

From the beginning the creation of a business was a big motivation for me. Even though in the beginning I was a bit lost about which target would be the appropriate, I learned that by making deep research and being persistent, you can get much more information than what I was expected. What's more getting the interviews from unknown people whose lives are extremely busy, it was a challenge. The power to convince them was mainly by phone and being the most kindly person they have ever met. At the time of the personal meeting the main key was a big smile to get as much information as possible. It is true that sometimes it wasn't that easy, and between the first small chat by phone until the real meeting, there was a huge path of emails.

I have also realized that with commercial support is much easier to talk with people about the business. Talking with people in some events I learned how to make a quick and brief summary of what's my project about. I was happy to receive much support from all the people I talked with.

Since September-October when we started this project with my mentor until now, May, we actually achieved our main objective, that is: become a real enterprise. As I said, the way entering the market was through my two collaborators. Having them, as partners, has been a



really good experience, even though when taking decisions it takes more time rather when I was alone preparing the business. Even though I am the founder of this start-up, as the entrance to the real market was done together, I have learned that everything needs to be consensual.

If the first objective was already difficult to believe, I got even more surprised when we had our first clients. From the experience I learned that the responsibility and the willing of doing the things in the right way it is the most important.

So, all in all, I realized that whatever you purpose, if you go for it and you make an effort for achieving it, everything is possible. And even more, if you have a support, like in my case, my mentor.

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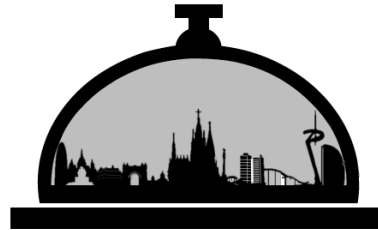
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7. EXHIBITS

Exhibit 1- First logo creation vs. Final logo

Following you can find the first logo that was created having in mind my first objective target: high-class and wealthy tourist. Using grey, black and white tonalities for transmitting elegance and sophistication. You can observe the skyline of Barcelona inside a type of bell usually used to call the butlers.



Barcelona's Butler Service

The final logo is the one I show below. It is designed in order to catch the attention of enterprises. We tried to represent the name of the business: "Barcelona's Butler Service" on the logo. On the first hexagon it is shown the most emblematic monument of Barcelona, La Sagrada Família, representing the city. On the second hexagon there is a type of bell that is usually used to call for butler services. Finally, on the third and last hexagon, we have a tie trying to represent the corporate level to which is our objective target.





Exhibit 2- Daybook of the interviews

In this daybook you can find the different interviews and meetings I had in order to get real information. My objective in all of them was: know how to get the clients, who were these clients and what did they want. The information recollected from interviews is reflected on the project.

The 23st of November I made an interview to **Oscar Rodríguez Rivera**, a limousine chauffer that have worked with Hilton Hotels.

Usually limousine services are contracted by hours and their usual routes are the ones with less traffic. Limousines usually include Champaign and confectionery. As in the beginning of the project I was more interested with the tourist target and for that target and my intention was to work with gratuities, it was interesting for me to know if that type of client was giving some. Oscar's answer was that *"95% of the gratuities came from individuals"*. Taking that into account, I though it was good to use gratuities as a way of payment for the tourist target but not for the corporate target.

He explained me that usually five stars hotel and luxury cars agencies have a special win-win agreement: the interest of the hotel is having the service, and the interest of the luxury car agency is getting clients. In the case of Oscar, only the 20-30% of the services were made to a hotel; and the rest came from labor relationships with big enterprises or from advertisements on Internet or other media.

At Hilton Hotel the most common uses of the limousines were for picking up the guests form the airport, or bringing the businessmen's wife for shopping. Oscar was in charge to create the shopping routes, as the client was mainly foreign (Germany and England). The most common and popular area for shopping is Passeig de Gracia. The target was mainly businessmen from 45-50 years old and the businessmen's wife.

An interesting fact that Oscar explained me was that most of the rich/ famous people, do not really ask for a limousine car because it is too striking; instead they opt for luxury cars (like Mercedes class S).

A funny anecdote he explained me was that one day he was driving three Swedish couples, and in the middle of the road they made him stop in front of a store of Iberian products.



The 26th of November I could interview **Laura Costa**, a personal shopper from Barcelona.

To know more about the type of client that uses exclusives services, that was the main topic we talked about. She said that the biggest volume of clients were men around 40 years old. She has more or less the same volume of local customers as foreign customers (usually from Germany and Suisse).

The typology of its client it is mainly people that travel a lot (commercial agents). These customers are looking to feel good with them and usually this necessity comes from a job change or divorce (their wife was the one buying their clothes). They usually buy elegant and casual clothes but at the same time they need to feel comfortable. Laura, before start working, needs a personal interview to get to know the client and its personal need.

The average spending on the shopping its is around 1000 euros (without including the service of personal shopper).

The most common place for shopping is Passeig de Gracia and Born. Clients usually don't have any brand or shop preference. There is just an exception, a client that every some period of time buys for her wife an exclusive handbag which costs 6.000 euros and he even needs to subscribe to a waiting list get it. Clients usually ask for advice in daily occasions and not just for special events. This type of service it is also usually given as a present.

Laura explained me an interesting anecdote. It was about a man that all his live had been wearing hairpiece and, even though everyone knew it, he was afraid to taking it off. Laura carried out a "face study" and the advice to him was to wear bear, use complements like foulards or wearing fashion glasses (even though he didn't need them). He was not convinced at all, because that hairpiece was giving him confidence, so Laura opted to show him pictures of famous people without hair like Josep Guardiola (ex-trainer of Barcelona Football Club). Just with those pictures he got convinced.

The 4th of January I visited eight different luxury hotels from Barcelona and I made interviews to concierges, buttons and doormen of these hotels. The hotels I visited and the name of the respondents are the following:



- **Ohla Hotel** – Interview with **Roger** (Concierge)
- **Grand Hotel Central** – Interview with **Talisa** (Concierge)
- **Mandarin Oriental Barcelona** – Interview with **David Ballbe** (Doorman)
- **Majestic Hotel & Spa Barcelona**– Interview with **Nassim** (Concierge)
- **Alma Barcelona** – Interview with **Javier** (Concierge)
- **Hotel Casa Fuster** – Interview with **Nicolas** (Doorman)
- **Claris Hotel** – Interview with **Edgar** (Buttons)
- **Renaissance Barcelona Hotel** – Interview with **Maica** (Concierge)

Talisa – Grand Hotel Central

David - Mandarin Oriental Barcelona

Nicolas – Hotel Casa Fuster

Edgar – Claris Hotel

Following, there is a table where you can find the information obtained from the interviews:



	OHLA HOTEL	GRAND HOTEL CENTRAL	MANDARIN ORIENTAL	MAJESTIC	ALMA BARCELONA	CASA FUSTER	CLARIS HOTEL	RENEISSANCE BARCELONA
Nationalities	Most volume: Americans	Americans	Americans and Asiatic (more Chinese than Russians)	Americans, English and Middle east (more Arabs)	Americans (but from everywhere)	Russians and Spanish	Americans	Americans and Europeans
Client typology	Couples	Vacation / from cruises	Winter more businessmen and summer more for vacation	Vacation	Depends on the month (mix with business people and vacation)	Vacation and businessmen	Businessmen (winter) and vacation (summer)	Vacation (not business in that hotel – “Barcelona is not a business city, is a vacation city”)
Days of stage	Depends (from 2 days – weeks)	2- 4 days	Some days	4 – 5 days	From days to months	2 days	2- 5 days	From 1- 2 days to long to long stage vacation
High season	Easter week- November	End of June	-	-	March - November	Summer	-	-
What client want	City break		From the hotel good service and location	From the hotel expect a good service, location, food and nice rooms	The city is what they want, they want local places (the less touristic the better), just places that local people know	Have a good time and information about the restaurants	Cover all their needs	Leisure + the city + gastronomy (mainly: fishes and shellfish)



Anecdote	-	A whim - extravagance- from a client: one day rent luxury car (Ferrari + helicopter + sailboat	An Arabian client spend 4.000 euros in candy and fruit	A client asked: how to get to Ibiza by metro. Another client asked to organize a private flight for him.	- no answer	-	Sometimes some customers accept the service to enter in the room while they are nude and a bit drunk	A client asked to get Catalan sausages at the buttons from a famous store, but the buttons confused the room and leave them in front of another room and they disappear, until a Japanese couple at the receptionist said: thank you for the gift (the Catalan sausages)
Money wasted	Hotel from 250- 400 day + waste outside hotel	500- 1000 per day	450 – 500 per day	Between 600- 1.500 per day	- no answer-	From 660 – 2000 per day	-	It depends
Activities/ What are they looking in Barcelona	Tours + Shopping + Gastronomy + night life	Tourism + shopping (women)	Tours with limousine	Visit monuments (tourism) and shopping	Rent a sailing boat/ rent bikes (in summer)/ private tours. They don't ask for personal shoppers!	Go to good restaurants	Shopping and gastronomy and tourism	Sports, events, tourism and shopping



Hotel + luxury cars agency	Agreement with car enterprises	Car from the hotel (not agreement with any agency)	Agreement with car agency	Agreement with limousine enterprise	Does not have agreement with luxury cars	Yes, an agreement with a car enterprise	Yes, an agreement with an enterprise	From one trusted supplier
Gratuity (tips)	Yes	Yes BUT depends a LOT on the quality of the service (Americans give highest tips)- Client really DEMANDING	90% of the client give tips	Yes, most of them	- no answer -	Yes, most of them	Yes	Just a little
How to get the clients	Own client phones or private secretary	Internet (booking.com) / by phone	Department of booking	Client direct contacts through website/ travel agencies (most popular way)	-	Direct clients make the contact + Internet + Travel agencies	Direct client contacts, as it is a hotel that is relevant for it valued museum sculptures and art.	E-mail



The 15th of January I interviewed **Esther Pardo**, a recognized Personal Shopper in Barcelona which has appeared in many mass media, including television (TV3, Telecinco, Antena 3, Cuatro, etc.)

Around a 75% who consumes her services are women and 50% of them are from foreign countries. Their main clients come from America, Arabia, India, China, Korea and Russia (Not Japanese and neither Europeans).

The local clients are around a 50% and they usually consume her service because of a change of their size, stress and no time for shopping.

What the foreign customer wants in this kind of service it depends from where they come from. For example, the Koreans and the Chinese people are looking for enjoying the experience (they like going to places and shops which have a local history, and Esther telling them for example: "this shop was founded in 1998 and it started as a family business". But on the other hand we have the Russians who prefer only shopping, shopping and more shopping. So, this is a clear example that we really need to take into account the cultures of our customers, because as we can see, even at the time of shopping they have different tastes.

There are different types of clients, but most of them are demanding. Esther explained me an experience of two Arabian men, who were the most demanding people she ever worked before. They were asking in every shop an excellent treatment including compliments and flattery.

For me it was interesting to know how was she getting the clients. Esther's answer was that most of the times is from outsiders, agencies of communication (shopping tour), webpage and appearing in media. She also does some courses.

Its foreign clients waste around 1000- 2500, with some exceptions like the Arabians who spent 30.000 euros and they even gave Esther and the saleswomen some gratuity. The most popular area for shopping is Passeig de Gràcia and depending on the client they can buy at the most expensive shops or to one of the cheapest. Esther says that, sometimes tries to educate to the customers that wants to buy a really basic garment (for example: a basic t-shirt) for a huge



amount of money because it is from a recognized brand, when in another “normal” shop they can find more or less the same basic garment, but 3 times less the price.

One of the anecdotes that Esther explained me is that more than once she had to ask for permission to close the shop just for a client, or at least, having a separate area where they could be alone (as normally, this exclusive shops, are quite big).

Esther has a lot of contacts that enables her bringing her customer to other places. For example, some women ask for massages or personal trainers; and some men have asked her for offshore fishing (pesca de altura). Also: boats, helicopters, outside Barcelona, etc.

The 17th of January I interviewed a chauffer from the enterprise Cars Deluxe, **Robert C. Martínez Lopez**.

Robert C. Martínez Lopez is the most veteran chauffer at the enterprise Cars Deluxe. Most of the people that ask for their services are men around 40 years old or families (because families of 5 members they do not fit in a normal taxi), and the 98% of them are foreigners. Customers usually come from North America (they have a different culture of driving), Australia and Europe. Between the 60- 70% come for vacation and the 40%- 30% come for business.

With his experience tells me that, most of the clients are flexible and polite, but there is also the exception of finding a really demanding customer that sets what he wants from the beginning. (He highlights that Russians are usually the most demanding and difficult customers, but that its purchasing power every time is growing more and more).

It is a service usually used as a way of transport from the airport to the hotel/apartment and also for regular transfers (from a place to another) place. It is used as a service, not as an experience.

The kind of customer that uses this type of service is usually looking for a more individual and good treatment, a closed price. Also using this type of service marks distinction and also discretion. Actually Robert explained me the following anecdote: one day he was driving the directive of PEMEX (fuel enterprise in Mexico) who was closing a deal in the car. The directive



told Robert to continue driving until they had closed the deal. So in this case, Robert really needs to be discrete and professional, as it was something confidential.

Most of the people that contact them are because they had a previous commercial work but also most of the times are from hotels, travel agencies, business's organizers, agencies of apartments, enterprises and touristic departments.

The average of spending by the users is around 200 euros per day, but it depends on the client. However, he has been witness of seeing clients that were paying 600 euros for the service of the transfer and then spending 500 more in a restaurant, so in just one day there are clients that can spend 1100 euros.

Mots of the client give tips, around a 95% of them. Also, the typology of the clients usually like to go shopping in Passeig de Gràcia and El Corte Inglés.

His tip was that if I do the service in the way they want it, the client will appreciate that and it will settle confidence.

The 5th of February I had the opportunity to talk with the commercial director of Cathelicopters, **Ernest Siquier**. Cathelicopters is one of the main helicopter companies in Barcelona.

Customers that usually ask for their services are mainly men (60%) and a bit less women (40%). There are some enterprises that also contract their services as an incentive for the workers. The clients come from all around the world. The top 9 customer nationalities are the following: German, French, American, Sub-Korean, Englishman, Dutch, Belgian, Swiss and Brazilian. Most of them are businessmen looking for a good and exiting experience. Just some specific clients use their services as a way of transport.

They have 3 mainly tours.

- The first consists of just seeing Barcelona from the sea. It lasts for 6 min. and the price is 50€/person.
- On the other hand is flying over Barcelona. It lasts for 12 min. and the price is 95€/person.



- The last one consists on flying over Barcelona and going to Montserrat. It lasts 40 min. and the price in 300€/person.

There is also the possibility of a customized service, that is: the customer tells the exact point where he wants to be picked up. This service is really expensive. It costs 1800€ plus a 10% of VAT. Almost none of the clients gives gratuities.

Ernest told me that the way to get the clients was through event companies and travel agencies. I was surprised when at the same time he told me that hotels are not interested in collaborating with helicopter companies.

But I even got more surprised when he explained me the following story. He explained me that the king of Qatar comes to Barcelona very often and that he really likes helicopter tours. The problem was that many times he wanted to fly at a time that was already occupied because he was never making a reservation. After some dealing, Ernest told to his spokesmen that if he was willing to fly at any time of the day, he should book all the day. The cost of booking all the day is 30.000 euros. He accepted it more than ones and in some occasions he hadn't even gone for that tour.



Exhibit 3- Pricing lists

In order to have a quick access to all the services I am offering I created a list with several options of each service with basic information like: the address, prices, phone number, opening days, etc. To maintain the harmony with the whole project, I made the pricing list categorizing each services inside the sense more developed (like in the website).



Exhibit 4- Culture tables

CHINESE	
They like...	They do NOT like...
✓ Giving business card with 2 hands	✗ Number 4
✓ Gifts: within a red and gold paper	✗ White flowers
✓ As gifts: liqueur, tobacco, wine...	✗ Showing the money at the time to pay
✓ Number 8	✗ Eye contact for a while
✓ Casino and Karaoke	
✓ Start to eat when they invite to do so (not before)	
✓ Keep physical distance	
✓ Let him speak first to know	
✓ Luxury brands	
✓ They like to show their social status	
✓ They prefer to eat in circular tables	
✓ High power distance (hierarchy).	

JAPANESE	
They like...	They do NOT like...
✓ Karaoke	✗ Waste food and resources
✓ Value small things (e.g.: in a restaurant small portions)	✗ Leave before the boss (they need to wait)
✓ Fish	✗ Be late
✓ Aesthetics	✗ Sitting before being offered to seat
✓ Drinking	✗ The mess
✓ Manga	✗ Point at people
✓ Value the membership	
✓ Spas/ urban oases	
✓ Add “-san” as an honorific at the end of people’s name	
✓ Cleanliness (e.g.: leave you dish clean after eating, not leave any piece)	



AMERICAN	
They like...	They do NOT like...
<ul style="list-style-type: none"> ✓ Eye contact – shows interest, sincerity and confidence. ✓ Smile means friendliness ✓ Brief hand-shake ✓ Directness in communication ✓ Punctuality and participation ✓ A meeting is considered successful only when is decided something very concrete ✓ Use “please” and “thank you” even at the smallest kindles. Also “Pardon” or “Excuse me” if you touch someone or you get too close. ✓ Humor and sarcasm ✓ Emphasis on the written word 	<ul style="list-style-type: none"> ✗ Short distance ✗ Silence – they feel uncomfortable ✗ Interrupt someone ✗ Long negotiations (time is money) ✗ Cash gifts ✗ Gifts given is discouraged /limited by many US companies

RUSSIAN	
They like...	They do NOT like...
<ul style="list-style-type: none"> ✓ Vodka ✓ Eastern orthodox churches ✓ Tea time ✓ The roles of men and women ✓ Patience ✓ Gifts and money ✓ People that knows their language ✓ Business cards printed one side in English and the other side in Russian. ✓ Conversation topics: peace, current situation in Russia and their current economic situation ✓ Handshake ✓ Punctuality 	<ul style="list-style-type: none"> ✗ Smile at everybody (it is considered insincere. Just smile to friends) ✗ Compromising ✗ Speaking or laughing loudly ✗ Making the “OK” sign with your fingers is considered rude ✗ Never turn down offers of food or drink, it is considered rude



ARABIAN	
They like...	They do NOT like...
✓ Spices	✗ People showing bare shoulders, stomach, calves and thighs.
✓ Handicrafts	
✓ Hospitality	✗ Pointing at others
✓ Bargaining	✗ Eating with the left hand
✓ Handshake (between men, and men and women- women only if the men offers the hand first).	✗ Crossing the legs when sitting.
✓ Receiving gifts	✗ Do not show the bottom of the feet
✓ Good topic: Sports	✗ "Thumbs up" is an offensive gesture
	✗ Do not refuse gifts
	✗ Bad topics: wife and daughters.

INDIAN	
They like...	They do NOT like...
✓ Men shake hands (men do not touch women at meeting or greeting)	✗ Public displays
✓ Personal distance with people	✗ The hand wave (side-to-side) used for westerns to say "hello", in India is interpreted as "no" or "go away"
✓ When Indian people move their head from side to side (in western countries considered a sign of negation), in India means "yes".	✗ Left hand is considered unclean, so don't use it to touch someone
✓ Give business cards when you are introducing yourself.	✗ Do not touch the head of any person
✓ They want to deal with the most highest-level representative (strong hierarchy)	✗ Pointing footwear at someone is considered an insult
✓ Before going to business negotiations it is important to ask about the live	✗ Do not point with one or two fingers, is considered an insult



Exhibit 5- Invoices



Exhibit 6- The Website

You can both use your browser and take a look on the web: www.bcnbutlerservice.com or you can take a look on the images below, which is actually the website.

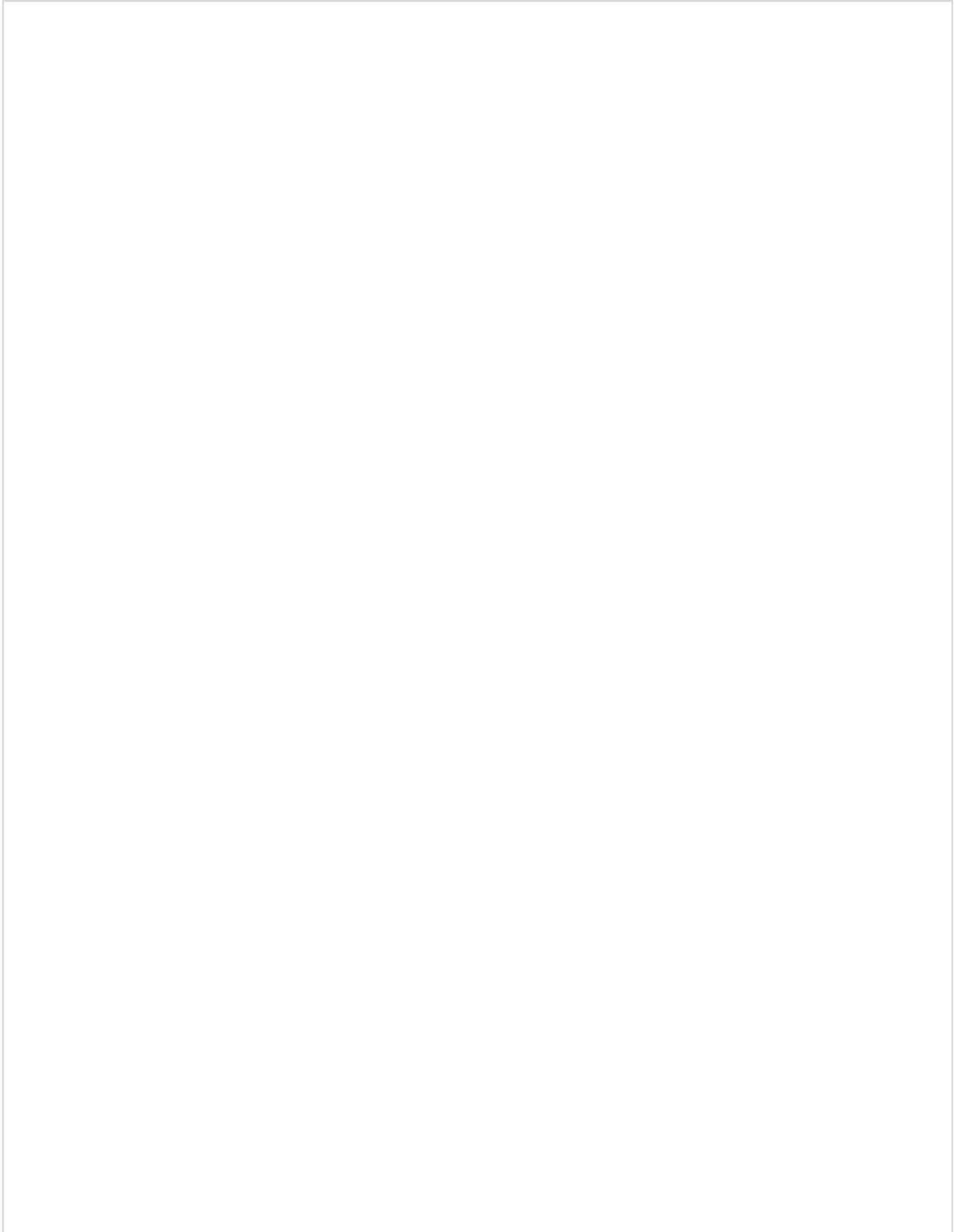
Page 1- Home





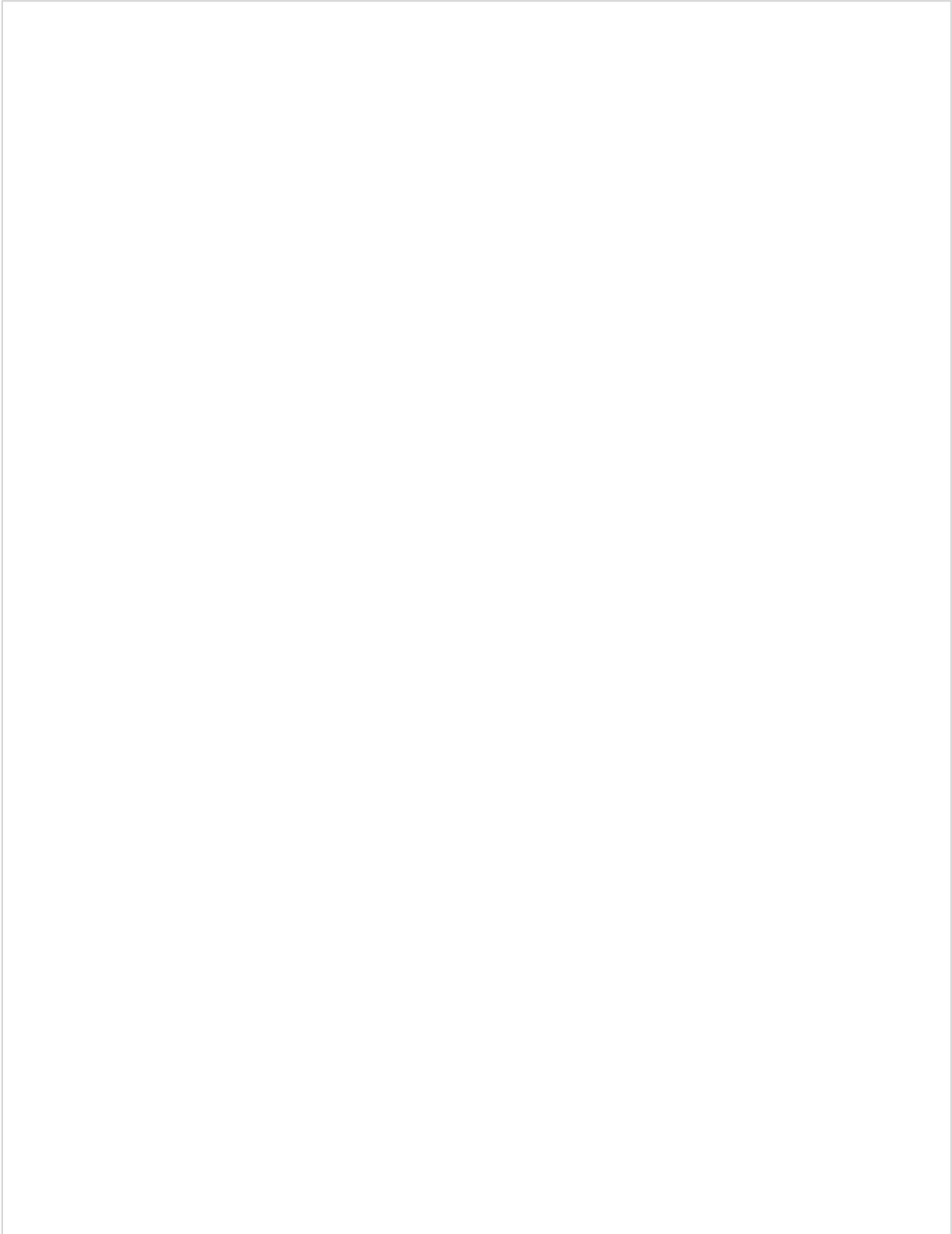
Page 2- About us







Page 4- Customize





Page 5- Meetings



Page 6- Contact us

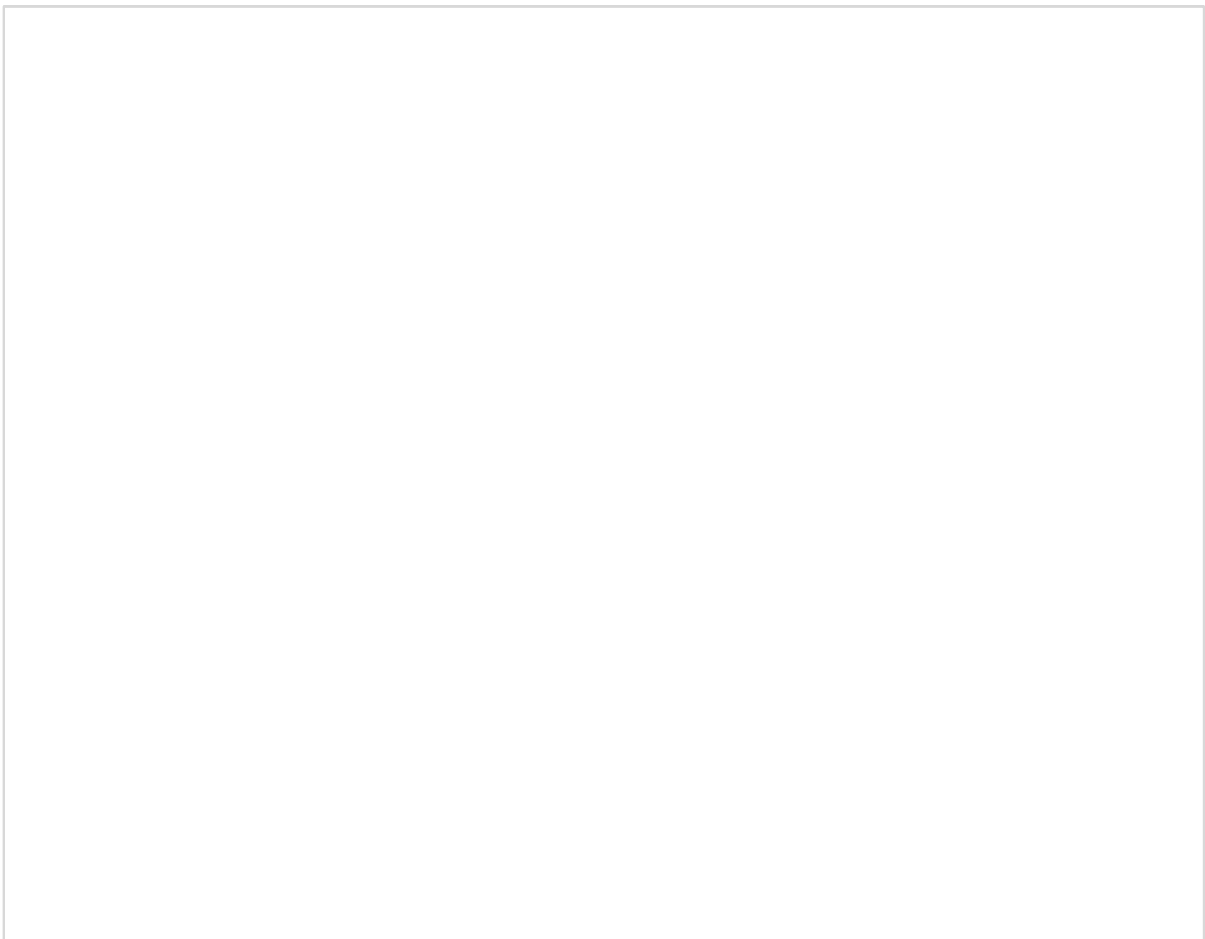




Exhibit 7- Trademark registration

Here I show you the example of the application form to register the trademark that we had to fulfil. It is not the original as we did the registration in person and we couldn't have a copy of it. Below I just show you the parts we had to fulfil and how we fulfilled them. The last image is a scanning of the proof of registration.





Proof of the registration



Exhibit 8- Promotional pamphlet

Page 1/4



Page 2/4



Page 3/4



Page 4/4



Exhibit 9- Business Cards

Front part:

Back part:



Exhibit 10- Briefing

Once we knew what our customers were requiring us, we wrote down what they wanted (the briefing) to have clear have it clear and present afterwards our purpose with the contra-briefing. The briefing was the following:

- **Client that contacted us:** *Herr Olivier Telschow*

- **General information of the other clients:**
 - Olivier Telschow, CEO BS MediaVision AG
 - Rolf Metzger, Assessor de clients, Zürich Schweiz Assegurances.
 - Stefan Huber, Business Development Manager Engineered Systems, Oracle Software (Schweiz) GmbH
 - Philipp Wüst, CEO, BrainX
 - Michel Hager, Sales Director, Ochsner Sport
 - Sebi Gehrig, Manager, SERO GmbH
 - Markus Diethelm, Manager, Atos AG
 - Peter Beyer, Head TFCM EAME, Syngenta
 - Dr. Stefan Meyer, Manager, SAP
 - Stephan Flury, Manager, Teradata
 - Ralph Straeuli, Sr Mgr Business Management & Operations, Cisco Systems (Switzerland) GmbH.

- **Typology of the service:** *Business and leisure*

- **Dates:** *From 30 of April until the 5th of May*

- **Activities that the client requests:**
 - *Golf at Salou*
 - *Match at Football Club Barcelona (Barça vs. Gertafe)- 5th of May*
 - *Clubs*



- *Discotheques*
- *Restaurants and wineries*

- **Places:**
 - Cities: *Barcelona and Salou.*

 - Tuesday 29th: *Two businessmen out of the 12 arrive before the others. They need a hotel in Barcelona to stay the night from the 29th- 30th.*

 - Wednesday 30 of April: *The rest of the group (10 businessmen) arrive on the 30th and they stay until the 4th at Magnolia Hotel (Salou)*

 - Friday 4th- Saturday 5th: *The entire group needs a hotel in Barcelona.*

 - Saturday 5th- Sunday 6th: *just two of the businessmen need a hotel in Barcelona.*

- **Accompaniment service:** *Yes*



Exhibit 11- Contra-briefing

We send them the contra-briefing, which is sending them what they were requiring us in an appropriate format with some additional proposals.

Page 1/29

Page 2/29

Page 3/29

Page 4/29



Page 5/29

Page 6/29

Page 7/29

Page 8/29



Page 9/29

Page 10/29

Page 11/29

Page 12/29



Page 13/29

Page 14/29

Page 15/29

Page 16/29



Page 17/29

Page 18/29

Page 19/29

Page 20/29



Page 21/29

Page 22/29

Page 23/29

Page 24/29



Page 25/29

Page 26/29

Page 27/29

Page 28/29



Exhibit 12- Final planning

The final planning, like the rest of the documentation that we send to Switzerland customers was in German. In the following pages I present you the final planning that we send them. Even though it is in German it intuitive to know what we are offering.

- *Page 1/18:* The cover
- *Page 2/18- 3/18:* A table showing the activities to be performed day by day
- *Page 4/18- 7/18:* We present good restaurants from La Costa Daurada and Barcelona
- *Page 8/18:* We give information about the hotels where they will be staying in Salou and Barcelona.
- *Page 9/18-14/18:* Here we offer our customer a Plan B and, according to the structure of our business, we have categorized the different activities according to the sense more developed. For example:
 - *Page 9/18:* Here we have some activities regarding the 6th sense experience. In this case they are mainly risk sports like: sailing, diving, snorkeling, horse riding, BTT and climbing.
 - *Page 10/18:* The activities in this case are associated to a visual experience like Romanian, Medieval and Modernist tours in Tarragona.
 - *Page 11/18:* The gustatory experience is the one developed in this case when offering different wineries to have some wine tastings.
 - *Page 12/18:* We offer the possibility to work through natural parks or do some hiking through different routes. That would be a hearing and olfactory experience. Hear and smell the nature.
 - *Page 13/18:* The activity in this case is related to the tactile experience. We offer different SPAs to go and relax.
 - *Page 14/18:* Another tactile experience would be in this case the Casino.
- *Page 15/18 – 18/18:* Finally, regarding the nightlife, we show our guests some bars, clubs, show girls and sports to be found in Barcelona and La Costa Daurada.





Barcelona ist eine sehr kosmopolitische Stadt und die Hauptsadt der Kataloniens. Sie hat so viele Aktivitäten für seine Besucher, von Kultur bis sport. In Barcelona gibt es viele verschiedene Geschäfte zu einkaufen und viele Plätze für Freizeitaktivität geniessen . Auf dieser Reise genießen Sie die Barcelonasnacht, wo Sie die Freizeitaktivität und Erotiksaktivitäten geniessen können werden.

DAY BY DAY PROGRAMME			
29 April – 5 Mai			
PAX	ZEIT	PROGRAMME	DETAILS
TAG 1 /29 April			
Zwei Personen: Herr Telshow und Herr Metzner.	22.35 Uhr	Empfang von Herrn Telschow und Herrn Metzner, Terminal 1, El Prat Flughafen in Barcelona.	Frau Pujol wird Sie empfangen.
Herr Telshow und Herr Metzner.	23.30 Uhr	Check - in Hotel Catalonia Pedrera.	Ort: Pg. de Gràcia - Còrsegastraße
Herr Telshow und Herr Metzner.	00.00 Uhr	Die beste Cocktail-Bar in der Nähe.	Cocktail - Bars: Mutis, Bocagrande, Omm, Belvere, etc. Ort: Pg. de Gràcia.
TAG 2 /30 April			
Ganze Gruppe	Morgen	Besuchen der Born Distrik.	Ort: Ciutat vella
	Mittagessen	Restaurant Neri	Ort: Sant Severstraße, 5
	Abend	Empfang der Gruppe. Terminal - 1, Prat Flughafen, in Barcelona.	Frau Pujol wird Sie empfangen.
	Abend	Check – in Hotel Magnolia	Ort: Salou
	Abendessen	Lumine Restaurant (Cuina catalana i creativa)	Ort: Salou
TAG 3/ 1 Mäi			
	Morgen	Golf	
	Mittagessen	*	
	Abend	Golf. Plan B: Kellers, Sportliche Aktivitäten, Kultur, SPA, etc.	
	Abendessen	AQ Restaurant , Tarragona	Katalanische und kreative Küche.
	Nacht	Verschiedene Optionen**	



TAG 4/ 2 Mai			
	Morgen	Golf	
	Mittagessen	*	
	Abend	Golf. Plan B: Kellers, Sportliche Aktivitäten, Kultur, SPA, etc.	
	Abendessen	Restaurant Arcs, Tarragona	Katalanische und kreative Küche
	Nacht	Verschiedene Optionen**	
TAG 5/ 3 Mai			
	Morgen	Golf	
	Mittag	*	
	Abend	Golf. Plan B: Kellers, Sportliche Aktivitäten, Kultur, SPA, etc.	
	Abendessen	Restaurant Mare Nostrum	Katalanische und kreative Küche.
	Nacht	Verschiedene Optionen **	
TAG 6/ 4 Mai			
	Morgen	Golf oder andere Aktivitäten.	
	12.00 Uhr	Mittagessen	
	14 Uhr	Gehen zu Barcelona	
	18 Uhr	Ankunft in Barcelona	
	18.30 Uhr	Check – in hotel Catalonia Pedrera	Herr Telshow und Herr Metzger machen Check-in und die andere Leute stehen für Ihre Gepäckte zur Verfügung.
	20 Uhr	Abendessen, Barcelona's Butler Service Vorstellung.	Pomarada, Pg. de Gràcia.
	23 Uhr	Verschiedene Optionen **	
TAG 7/ 5 Mai			
	3 Uhr	Abholung der Gepäckte.	Hotel Catalonia La Pedrera
	4 Uhr	Ankunft in Flughafen.	Terminal 1 El Prat Flughafen.



PLÄTZE:

COSTA DAURADA RESTAURANTEN:

- **Lumine Restaurant** (35 – 45 €)

Es ist ein exklusives Restaurant das das neben den Meer und natur mittendrin steht. Hier können Sie eine kreative Küche genießen. Ort: Salou.

Web: www.lumine.com

- **AQ Restaurant** (40 – 50€)

AQ Restaurant ist in Zentrum der Tarragona Stadt, neben die Tarragonas Kathedrale. Hier können Sie die große kreatione der katalanischen Kuchen essen. Tarragona.

Web: www.aq-restaurant.com

- **Arcs Restaurant** (35 – 40 €)

In ein lokal in der alt Distrik in Tarragona, wo seine arkus sind 1350. können Sie eine traditionelle und mediterrane Küche zu probieren. Ort: Tarragona.

Web: www.restaurantarcs.com



Page 5/18

- **Mare Nostrum Restaurant (30 - 45€)**

Es ist ein Innenstadt-Restaurant, wo Sie frische und saisonale genießen können. Ort: Tarragona.

Web: www.hotelciutatdetarragona.com

Balandra Restaurant (30 – 45 €)

Seaside-Restaurant mit frischen Meeresfrüchten, dem legendären Viertel del Serrallo. Tarragona

Web: www.balandra.cat

- **Villa Alexandre Restaurant (60 – 100 €)**

Es ist ein Haus im Kolonialstil des zwanzigsten Jahrhunderts. Mit mediterraner Küche der high standing. Salou.

Web: www.villaalexandre.es



Page 6/18

- **Can Bosch Restaurant** (38 – 80 €)

Haute Cuisine ist ein ausgezeichnetes Restaurant mit einem Michelin Stern und mit kreativer Küche und sie kochen nur mit fischen Produkten. Cambrils.

Web: www.canbosch.com

- **El Rincón de Diego** (36 – 98 €)

Das ist ein Restaurant mit einem Michelin Stern mit einer kreativen und mediterranen Küche. Ort: Cambrils.

Web: www.rincondediego.com



BARCELONAS RESTAURANTEN:

- **La Pomarada** (15 – 50 €)

Das ist ein ideales Restaurant zu treffen, mit die privat Salons. Sie können die besten Asturische Küche genießen. Ort: Barcelona

Web: www.pomarada.com

- **Hisop** (60 – 100€)

Das Restaurant ist neben Francesc Macià Platz. Dort Können Sie Gerichte von hoher Qualität mit einem fischen Geschmack. Dies ist mit einem Michelin Stern ausgezeichnet.

Web: www.hisop.net

- **Neri Restaurant** (22 – 60 €)

Es ist ein restaurant in einem schönen Platz, die die beste Platz in Barcelona steht. Es heisst Sant Felip Neri. In diesem Restaurant können Sie eine Katalanish gastronomie finden und schmecken.

Web: www.hotelneri.com/neri-restaurant/restaurant



Hotels

- **Hotels Catalonia. La Pedrera******

In der Mitte der modernistischen Route im Stradtzentrum von Barcelona, nur wenige Minuten von der Sagrada Família un die Menge der Passeig de Gràcia. Ein geräumiges, mit viel Licht, mit Frühstrücksbuffet, WLAN und eine 24 Stunden Rezeption.

Web: www.hotelescatalonia.com/es/nuestros_hoteles/europa/espanya/catalunya/barcelona/hotel_catalonia_la_pedrera

- **Hotel Magnòlia******

Exklusives Hotel in der Stadt von Salou, nur 50 Meter vom Strand entfernt, ein ruhiges Hotel. Genießen Sie eine SPA, gutes Essen, Child free, Schwimmbad, Bar, etc.

Web: www.magnoliahotelsalou.com



PLAN B.

SECHSTER SINN EXPERIENCE

- **Escola Nàutica de la Costa Daurada (Wasserschule),**

Hier können Sie verschiedenen Sportarten, zum Beispiel: Segeln, Tauchen, Katamaran, Skifahren, Kajak, Angeln, Schnorcheln...

Web: www.escolanautica.info

- **Hípica West fort**

Reitstunden und Ausflüge.

- **Centre BTT Salou**

Ausflüge an der Costa Daurada auf dem Fahrrad.

Web: www.escolanautica.info

- **Klettern**

Ein perfekter Ort zum Klettern.

Web: www.costadaurada.cat/d1/turismeactiu.php?idioma=DE_DE



SEH EXPERIENCE

- **Tarragona die römische Route**

Tarragona, hat die beste römische Routen in Katalonien. Besuchen Sie Amphiteatre romà, Arc de Berà, pont del Diable, circ romà, fòrum, muralles, die museums, etc.

Web: <http://www.tarragonaturisme.cat/de/routen/node/rmerroute>

- **Mittelalterlich Route**

In Tarragona befinden sich so viele Kirchen, Kathedrale und andere monuments.

Web: <http://www.tarragonaturisme.cat/de/routen/node/mittelalterliche-route>

- **Modernistische Route**

Die besten katalanischen Architekten der Moderne: Josep Maria Jujol, Antoni Gaudí, Lluís Domènech i Montaner, etc.

Web: <http://www.tarragonaturisme.cat/de/routen/node/modernistische-route>



GESCHMACKS UND GERUCHS EXPERIENCE

- **Cooperativa Vinícola Nulles**

Genießen Sie die besten Weine inmitten moderner Architektur bei katalanischem Abendessen. Nulles.

Web: www.vinicoladenulles.com

- **La Boella**

Mit den Weintouren, Restaurants, Hotels, Ölplantagen.

Web: www.laboella.com

- **Clos – Barenys**

Große Weinverkostungen. Es gibt die Möglichkeit selbst große Events zu veranstalten.

Web: www.closbarenys.com



HÖREN EXPERIENCE

- **Wandern**

Wandern an der Costa Daurada, mit wunderbaren Wanderwegen unterschiedlicher Schwierigkeitsgrade.

Webs: www.feec.es www.euro-senders.com

- **National Parks**

Besuchen Sie die verschiedenen Nationalparks in der Umgebung:
Naturpark der Serra de Montserrat, National Park Poblet und andere Naturgebiete der Costa Daurada.

Web: http://www.costadaurada.info/d1/espaisnatsindex.php?idioma=DE_DE



TAST EXPERIENCE

- **Termes Montbrío******

Eine der Besten in Europa. A Montbrío del Camp.

Web: www.termesmontbrio.com

- **Hotel Mas Passamaner*******

Luxus SPA. La Selva del Camp.

Web: www.maspassamaner.com

- **Gran Palas Hotel******

Luxus SPA. La Pineda.

Web: www.granpalashotel.com



Page 14/18

CASINOS

Sie werden auch in den Casinos von Barcelona oder Tarragona spielen können.

- In **Barcelona**, können Sie spielen:
Poker, Mini Punto, Americanisch Roulette, Französisch Roulette, Black Jack, Poker Cash, Tables, wild race, video Poker, rodets und jackpots.

Und mit so viel restauranten.

Web: www.casino-barcelona.com

- In **Tarragona**, Sie kann spielen mit:
Poker, Black Jack, Americanisch Roulette, Jackpots, rodets, video slots und Jackpots.

Web: www.casino-tarragona.com

Page 15/18



NACHTLEBEN IN LA COSTA DAURADA

BARS

- **Flash Bar**

Das ist ein Lokal mit einer Bar, einem Restaurant und einer Disco. Es ist perfekt für eine Nacht in la Costa Daurada. Ort: Salou.

Web: www.flashbarsalou.com

- **Lunatic Bar**

Das ist die beste Cocktelerie in Salou, wo Sie auch etwas essen können.

Web: www.lunatic.com



Page 16/18

RELAX UND CLUBS

- **Chalet La Palmera**

Hier gibt es ein Relaxhaus, in dem Sie sich wohl fühlen können, wie in Ihrem Haus oder in einem gemütlichen Hotel. Sie sind sehr diskret und zudem haben Sie eine gute Ausstattung.

Adresse: Nordstraße, 65, Erdgeschoss. Salou. Telefon : +34 977388189

Web: www.chaletlapalmera.com

- **Salou 49**

Ein Relaxhaus, in dem Sie Pornoshows sehen können und andere Parties genießen. Die Prostituierten haben die Zimmer in kleinen luxusen Häuser.

Adresse: Ciutat de Reusstraße, 49. Salou. Handy: +34 636911315

Web: www.salou49.es

- **Club Brigitte**

Ein Stripteaseclub, wo Sie auch mit Ihren ausgewählten Prostituierte in einem Privatzimmer sein können.

Adresse: Adv. Barcelona, 4. Cunit. Telefon un Handy: +34 977163090/670260872

Web: www.clubbrigitte.com



NACHTLEBEN IN BARCELONA

BARS

- **El molino**

Das ist ein Café – Konzert in Barcelona der Berühmteste in der Europa während des XX. und des XIX. Jahrhunderts und wurde als ein transgressiver Raum zulässige Grenzen.

Sonntag, 4 Mai:

- 19 Uhr Godoys Monolog
- 21.30 Uhr Magie mit Ruben Vilagrand

Web: www.elmolinobcn.com

- **Omm Night Club**

Eines der exklusivsten Bars und des Nachtlebens. Es befindet sich in einem 5 Sterne Hotel Grad Lux.

Web: www.hotelomm.es/night-club

- **Eclipse Hotel W**

Join Eclipse & Bpremium for a R&B Beats by BIG MIL. Pre Party at W LOUNGE.

Dress Code: Glam & Chic

Web: www.bpremium.com/barcelona/eclipse



Page 18/18

SHOW GIRLS & ESCORTS

Show Girls:

- **Caesar Palace**

Einer der beste Show Girls Clubs in Barcelona.

Web: www.caesarpalace.es

- **Fuego**

Ein Show Girls Club, der alle gebotene Pornos zeigt, zusätzlich private Shows erhältlich.

Web: www.fuego.es

Escorts:

- **Felina Barcelona**

Die besten Escort in Barcelona. Mit Privatzimmer.

Adresse: Can Bruixastraße, 42B Telefon: + 34 934095319

Web: www.felinabcn.com

- **Eulàlia Roig Escorts**

Die besten Escort in Barcelona. Mit Privatzimmer oder in sein Hotel.

Handy: +34 638 160 225

Web: www.eulaliaroig.com



Exhibit 13- emails
