

# Sample of 5 assignment

## all are drafts only - 2020-11-05



### Flatmoen Natur

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#### The Company

Flatmoen Natur is part of a 200-year-old family farm that is surrounded by impressive mountains along the Alta River. We, father Johnny and son Levi decided to start a tour-riding business in 2017. This was the first offering of this kind in the Alta region. Horses do not dominate next to reindeer and dogsledding in the tourism infrastructure in the north. So, being the first who started a business in this field gives us a competitive advantage.

Eight Norwegian Fjord Horses, sleigh rides, local food and arctic silence guarantee an appealing offer to tourists during the winter period. Our common tours can vary from three to four hours including picking up guests and food serving in the evening.

Please, visit our website to get an impression of who we are running Flatmoen Natur and what kind of activities and services we have available.

#### Company's Plans and Projects

Sautso, the Alta River Canyon, is North Europe's deepest one. Attracting hikers, seasonal salmon anglers, and hunters. Flatmoen Nature is located rather close to Sautso and we identified the canyon as a new ...

Since the business during the winter season works well, we are making new plans for the non-wintertime. The new projects aim at two main customer segments

a) **Tour riders** – Our new product is Riding tours up to the Sautso canyon, daytrip as well as overnight tours

b) **Hunters** – One product for hunters is hunting on the back of a horse  
A second one is the transport of hunting equipment by horses

Additionally, the company will build two comfortable high-end cabins in 2021.

#### Assignment

1.

How to attract customers for **Summer Canyon Riding Tours**? Find potential Norwegian, other **Scandinavian and other international distribution channels**, organizations etc. that can serve the company as marketing and organization partners.

2.

How to reach **Norwegian hunters** that are willing and able to hunt on a back of a horse and / or are interested in environmentally friendly transport of their hunting equipment. In the case of hunting, the target group is limited to hunters from the Southern parts of Norway because of restrictions for international hunting licenses. But also, fowlers and small game **hunters from Finland and Sweden** are welcome.

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## Hasvik Big Fish Adventure

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### The Company

The fishing village of Hasvik on the southern tip of Norway's fourth largest Island of Sørøya has a long tradition in fishing tourism. Located at 70.40° N, the place with its 1000 inhabitants is renowned for an annual big fish competition. Embedded in this strong cultural environment, Mona and Ahmad Saab took over the Hasvik Hotel from her parents in 2000 and started with tourist fishing two years later. The original 20-bed business has grown rapidly since then. Today, the capacity is 150 beds and the guests have 50 boats for sea fishing at their disposal. They can stay overnight either in the hotel or in several traditional village houses and in a cabin camp. The business is geographically spread from Hasvik, to a quay a few kilometers away, to the cabin camp in Sørvær, a small place around 40 km from Hasvik. The family firm has 15 full-time employees and a seasonal part-time staff, altogether up to 25 people.

You can reach Hasvik by car and ferry or by plane. The runway of the small airport is too short for small (private) turbine airplanes. So, the company cooperates with a Helicopter transport provider that on demand connects Hasvik with the airport of the city of Alta.

The rapid growth of the company requires more and more attention to sustainability and eco-friendliness in all its operations. In this context, a remarkable development of sea fishing experience has happened over the recent years – sustainable and animal-friendly soft catch and release. It's no longer the amount of catch modern sea fishermen are looking for, it's the gentle treatment of animals. Involving research on sea fish to prevent animals from damage, special equipment has been designed. Meanwhile it becomes more and more important to capture the catch on video than to have it on your plate

The company's fishing guides have practically studied similar spots on different continents and achieved unique competence in guiding and teaching even experienced fishermen in new methods. A successful branding project in 2011/12 (new logo and internet presentation) led to a turnover increase of 100% within the following season. Soon, BFA will introduce independent online booking.

### Company's Plans and Projects

One of the company's projects is to develop a concept for the Sørvær Cabin Camp towards a Russian high-end customer segment in sea fishing. The Russian market accounts for 30% of the total turnover, so it's important for BFA to learn more detailed about expectations of a high-end Russian customer. The intention is to limit the number of tourists in favour of experience quality and more effective income generation with the company's resources.

## Assignment

1.

How to sell through **Russian High-end sales channels?** List up distribution channels in Moscow and St. Petersburg that operate within the segment of Russian High-end Sea fishing. If possible, connect BFA to these channels. Figure out which of them do focus on sustainable catch and release sea fishing according to new ethical standards in animal welfare.

2.

**Develop a Mobile APP for our guests' personal in-check registration at** BFA, for safety declarations and rules and requirements of sustainable sea fishing. The app should also allow access to other information, such as local attractions etc. The app should support English, Russian, and Norwegian language.

**[Content material will be attached]**

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## Loppa Seafishing

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### The Company

Years ago, Patricia and Cornelius moved from The Netherlands to the outskirts of Europe, to the tiny fishing village of Bergsfjord. Cornelius has been a fan of motors and mechanics since his childhood. Together with Patricia, he started a business in boat repairing and boat building. Later, Patricia became additionally concerned with their new tourism business, Loppa Seafishing. Hubert is located in the Netherlands and does the marketing towards sea fishing enthusiasts from Western Europe who account for the company's main customer segment.

This marketing works very well, the website with focus on fishing matches customer needs and expectations. Within a few years, Loppa Seafishing has turned out to be a success with satisfied guest.

**For in depth information** about the company's owners, the location of Bergsfjord village, travel opportunities to reach the spot, experience offers, boats and fishing equipment, accommodation, and more – study the appealing and highly informative website.

### Company's Plans and Projects

Currently, there are four houses available for accommodation for small groups of guests. They **now have three** certified coastal fishing boats at their disposal, **and plan to build one extra every year**. Cornelius himself builds these WILDEBOATS.

Loppa Seafishing (LSF ) plans to exceed its capacity up to 6-7 houses and six boats. This will enable them to host a maximum of 30 guest at the same time.

Limitation of number of guests is critical for keeping the balance between the roughly 70 locals of Bergsfjord and their guests and for avoiding overfishing.

Beyond the quantitative upgrade, Loppa Seafishing want to put the business on a broader ground. The company wants to develop new potential areas of growth to increase its income. Two main approaches serve to achieve this goal:

- More and different activities, not only fishing.

- Extension of the season from now 1<sup>st</sup> of March until 1<sup>st</sup> of October to the 15<sup>th</sup> of February until 15<sup>th</sup> of November.

## Assignment

1

- Identify customers or customer channels (agencies, interest organizations ...) for our future additional offerings, those who are not intrinsically interested in sea fishing.
- Come up with new ideas for new activities to be developed.
- Make suggestions for how to approach different customer segments we want to develop, or customers who like to combine the suggested activities:

for example

Hikers in northern coastal areas

Bird watchers / birders

Fly fishers, freshwater fishers who are interested in northern mountain waters

Whale watchers

.....

Our target customers are **tourists arriving Finnmark County by plane!**

We concentrate on clients from Holland, Belgium, Germany and UK. To adapt our offerings to this niche other countries are and will not be our goals to develop. We are however very interested in more clients from Norway itself.

**Cooperation with  
rovaniemi?**

2

**LSF does involve the local community in her business.** For instance, our guest who arrive the region by plane are buying from local shops. We make the over catch of fishing groups available to locals for free....

Remember that only about fifty people live in Bergsfjord and come up with more ideas to involve the locals even more with their businesses and experiences.

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## Sami Aurora

### Contact

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[Website...](#) (Accessible before business will be launched)

### The Company, plans and projects

Anders S. Buljo is a traditional reindeer herder. He and his family live in Guovdageaidnu, in Norwegian language Kautokeino. With its 3000 inhabitants it is one of the largest Sami communities in the Arctic Tundra in North Norway. Anders is an active politician in his municipality. Earlier in his life he ran an artisan business and for many years he produced beautiful Sami handicraft. Now, long since back again to the family's core business, Anders plans to enter the tourism market. He designed a portable hotel situated upon a sledge that tolerates even the toughest arctic conditions. The idea already drew attention from larger international tour operators who encourage him to develop a complete tourism product.

So together with his son and with the cousin to his wife, Anders established the company Sami Aurora.

Target customers might become younger Japanese tourists. The prototype saw the light of the day in 2019. Three sledge hotels have been built by the end of 2020. Snowmobiles will be transporting the hotels to the camp, which itself will be moved two-three times during the winter. From November till January it is in the forest area, after that on the Vidda, the Arctic plateau. 15 reindeer are trained to draw sledges with tourists.

### Company's Plans and Projects

Based on Anders' innovation, Sami Aurora plans to introduce two new products to the market, The "Polar Light Sledge - your portable hotel on the Arctic Tundra" and "Ánte ádjá Siida - Sami culture and reindeer sledding"

Ánte ádjá Siida is the final part of PLS 21-hour experience, but guests can book this 2,5-hour offering separately, too.

The launch of the project had to be postponed from 2020 to 2022 because of pandemic travel restrictions

The sledge hotel is invented and designed by Anders S. Buljo himself and facilitates a comfortable overnight sleep also in minus 30 degrees Celsius.

Anders describes the PLS as twofold. The first part including the overnight stay he calls the "theory part" with storytelling dinner and singing in a modern version of a traditional GOAHTI (Sami language), in Norwegian a "gamme". Originally, this has been an earth hut in wooden structures covered with soil or peat. The version suitable for today's tourists is manufactured by the company Arctic Lavvo.

The overnight camp will consist of three sledge hotels, a Lavvo (tent) for dinner, fireplace, for get-together of guests and hosts. The meals will be delivered and warmed-up in the camp. Breakfast packages will come from the hotel. Guests can use snowshoes and enjoy the impressive cold outside their dwelling and the glittering sky on their own during the night. A high-standard sanitary facility will guarantee comfort, a night watch ensures security.

Part two, or “practice” is following the breakfast next day. Guest get a sightseeing on sledges and an insight in a herder’s work on the ground of “Grandfather Ante’s Herder community”. Again, with histories this time about the grandpa’s times, lassoing, lunch in a Lavvo (Sami tent), photo shooting and more.

The maximum of six tourists (three couples) at the same time will guarantee the intimacy of the adventure.

***Attached, you will find more detailed product descriptions.***

### **Sami Aurora’s assignment given to a Bridge project student team**

“Our livelihood is reindeer herding. A hard work in harsh climate. We are proud of our culture and we want to show who we are. Our idea is to offer others an unforgettable encounter with our indigenous way of life.

To make our idea to a valuable business idea we need your perspective, the perspective of a stranger. We want to learn from you, from your external view and expectations on things we are deep familiar with, but that are unknown to you.

1.

We ask you to put yourself in the position of a customer who has booked the Polar Light Sledge overnight package.

We ask you to develop a script, **a customer journey map**. The concept of mapping a journey means primarily a step-by-step plan that contains all 21-hour experience points from the moment we will pick up our guests at the hotel in Kautokeino to the time of their return there. You can find some of the main points of the program of this day-long journey in the product description. They are as important as the smallest details that can influence an overall experience. Beyond the mapping perspective, the screenplay approach emphasizes the lines of dramatic tension, excitement and relaxation. It will be interesting for us to learn from you how we can create a rich as well as dramatic 21-hour adventure together with our guests.

2.

Having created one or even varying customer journey maps, put yourself in our position. Take the part of the producer.

At each of the points in the customer journey map, we must go to a specific action. All action requires preparation, implementation and post-processing. It’s important that you think of the whole range of activities, which we must perform **front stage as well as backstage**, both visible for guests and invisible. Starting from the reception, to when and how to offer the food, the frame for storytelling, to the moment we must get the food delivered, at what time we have to change the bed linen, refill the gas tanks for the mobile polar sledge hotel, to maintenance and cleaning of sanitary facility – as a few examples. Consider whatever it needs to guarantee a highly satisfied customer.

It is important to keep in mind that it is we, reindeer herders, who make it all possible, from the beginning to the end. It is our lifestyle out in the Arctic Tundra that we want to make accessible with our experience product.

3.

As mentioned above, the second one of our products is Ánte ádjá Siida. Consider appropriate specifications or modifications of Ánte ádjá Siida if it is ...

- a) Offered separately as a 2,5-hour experience
  - b) Part of the total 21-hour package”
-

## **POLAR LIGHT SLED (PLS)**

## **PRODUCT NOTES**

A common thread of the program is the Sami culture of reindeer herding. The guide is a real reindeer herder. Other key words are silence, darkness, nature and climatic conditions. We want to offer our guests a comfortable experience. They should be transported comfortably, they should eat, stay and sleep comfortably. They should not freeze, be insecure and they should eat well with us. They will get to experience the real land of Sami and get an experience they will remember for the rest of their lives. We want to reach the soul of our guests and we want to have personal contact with our guest. Therefore we will not take more than 6 guests to this experience. We think that this experience is suitable for 3 pairs of friends who want to experience something together. Wrapped in spectacular Arctic sky, nature and Sami culture, this product can be something that strengthens the romance in relationships.

The challenge is to adapt the program so that it becomes a memorable experience for the guests. Can be compared with theatre production, what is going to happen behind and on stage.

### **Equipment and facilities:**

Transport sledges are comfortably equipped with light and heat and with plenty of space. They are pulled by a snowmobile.

Camps:

3 PLC with room for 6 overnight guests. Heat source 12kw gas stove. Battery-powered light source. Two-part gamme. The first part serves as reception, night shift, kitchen. The other part where food and culture are served to guests. It is open 24 hours a day for the guest, we can call it a kind of room service. Petrol unit powered power / light source combined with battery light. Heat sources are gas stoves.

Portable toilet. Gas-powered Cinderella toilet, very hygienic. Gas stove as a heat source. Battery-powered light source. Hot and cold water for washing hands and face.

Ánte Áddjá Siida (ÁÁS):

One traditional Lavvo. Riding reindeer, sledges with harness equipment.

### **Time Schedule:**

- 3 meals are included. Traditional Sami dinner and lunch + breakfast.
- 24-hour experience for 2 days, max 6 guests
- Start / meeting point at about 1400 (Thon hotel)
- Welcome
- Distribution of winter clothes / shoes
- Transport to PLS camp, about 15-20 minutes
- Arrival at the camp, welcome
- Info about the stay in the afternoon, evening and the next day
- Allocation of sleeping cabins (hotel rooms)
- Gathering in the big gam
- Storytelling
- Dinner serving

- Any other activities, indoors and outdoors. Can, for example, be a snowshoe trip on a set trail and any other activities
- After the common evening program, guests can dispose of their time during evening and night
- Breakfast at 0800 (from “theory” part = 1<sup>st</sup> day to the “practice” part of the experience)
- Drive from the camp with the passenger sledge
- Sight-seeing about 1-hour, max 15km
- Access and welcome to ÁÁS
- Meet the reindeer, make selfies, reindeer riding on a closed track
- Storytelling and lunch in the Lavvo
- Transport with the passenger sledge to the starting point.

# Ánte ádjá Siida



## SAMI CULTURE AND REINDEER SLEDDING

**Email** \_\_\_\_\_ [post@samiaurora.no](mailto:post@samiaurora.no)

**Phone** \_\_\_\_\_ +47 901 02 503

**Web** \_\_\_\_\_ [www.samiaurora.no](http://www.samiaurora.no)

**Facebook** \_\_\_\_\_ @samiaurora

**Meetingpoint** \_\_\_\_\_

**Duration** \_\_\_\_\_ 2,5 t

**Period** \_\_\_\_\_ December to May

**Difficulty** \_\_\_\_\_ Easy

**Clothing** \_\_\_\_\_ Warm winter clothing

**Pax** \_\_\_\_\_ Min. 2, max 14

Meet real life reindeer herders Ánte, Terje Ánte and Ánte Juhan opening the world of the Sámi village of Kautokeino in Northern Norway.

We will take you on a journey into the world of Ánte ádjá, and you can dive into the history of Sámi reindeer herding. You will learn more about our traditions and customs that are centuries old.

- Lavvo experience
- Reindeer sledding
- Sámi food
- Storytelling
- Feed the reindeer
- Take a selfie with the reindeer
- Lassoing

**Price 1800 NOK**

All photos Andreas Ausland



# Polar Light Sledge your portable hotel on the Arctic Tundra



## LUXURY OVERNIGHT STAY

*“ FEELS LIKE A CRUISE THROUGH THE FROZEN LANDSCAPE OF THE HARSH ARCTIC TUNDRA ”*

**Email** \_\_\_\_\_ post@samiaurora.no  
**Phone** \_\_\_\_\_ +47 901 02 503  
**Web** \_\_\_\_\_ www.samiaurora.no  
**Facebook** \_\_\_\_\_ @samiaurora  
**Meeting point** \_\_\_\_\_ Thon hotel Kautokeino  
**Duration** \_\_\_\_\_ 21 t  
**Period** \_\_\_\_\_ December to May  
**Difficulty** \_\_\_\_\_ Easy  
**Clothing** \_\_\_\_\_ Warm winter clothing  
**Pax** \_\_\_\_\_ Min. 2, max. 6

Welcome to our luxury polar light sledge rooms. Stay in the middle of the Arctic Tundra, where nature dictates time and the reindeer herders' past is adapted.

We pick you up at the local hotel with our snow carriage before heading into the wilderness to our portable hotel of polar light sledge rooms at the Arctic Tundra.

Upon arrival you will be checked in by our professional concierge and shown to your room. Dive into the comfortable environment of our luxurious and comfortable rooms, enjoy the amenities of our hotel reception area and if you like listen to our guides information about Sami reindeer herding, culture and traditions in a modern society.

After a good night's sleep, possibly accompanied by the northern lights we will serve you breakfast in our hotel reception. Before we take you on a travel back in time at our Ánte Ádjá Siida where we welcome you to the world of reindeer herding, Sami culture and traditions anno 1800.

Are you ready for your once in a lifetime adventure in the reindeers pastures of the Arctic Tundra in Northern Norway?

Book with us today!

Price NOK 10.000,- pp.  
(EUR 990,- pp.)



All photos Andreas Ausland

### Contact

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### The Company

Spor guiding is a family-owned guide company located in Langfjordbotn, the heart of the Finnmark Alps. Husband and wife, Tore & Gro, and their son Vegard live and run the company. Tore and Vegard work as guides and are both grown up in these mountains. Gro is managing, ready to answer any questions about booking, accommodation, transportation etc. In addition, we have a team of locally known guides with great passion for nature. We arrange and customize nature-based adventures for small groups of up to 12 people, for families, companies and individuals. Our main goal is to provide our guests with safe and unique experiences in wild nature.

*(Cit. from the company's website).*

**The distinct feature of our company is** ski hiking in the Finnmark Alps (our Mountain area) and biking and glacier walk in the summer.

We do deliberately NOT use promotion markers such as Midnight sun or Northern Light. These are not the core of the product, but bonuses.

**Main customers of Spor guiding** are Skiers who want to experience something special, in the north and not mainstream. We also teach customers on avalanche issues, both private and companies. Our guest are mainly from the south of Norway and central Europe. We have surprisingly few Russian and Finnish skiers visiting us.

**Our key marketing** platform is the website that guests also use for contact. We are also present on Instagram and Facebook, but not sufficiently structured yet.

**The company's cooperation network depends on seasonal conditions.** In winter, it is almost impossible to rely on cooperation with local partners dealing with dog sledding and tourism in general. Guests within this field of activity mostly do not feel comfortable on ski. On the other hand, our ski guests use dog sledding offerings from our neighbors to add on to their experience with us. During the summer season, however, there are opportunities to cooperate with local and regional agents and tourism companies. Together, we can create experience packages with glacier hiking as one part, combined with campfire, cycling, kayaking etc.

For the variety of activities and accommodation we offer, also for getting a quick view on our guides, please visit our website <https://sporguiding.com>

## Project Cabin Camp

Spor guiding want to develop new services and products. We will build three new cabins (Yurt for reference) very close to the seashore in 2021. The luxury cabins and an additional sanitary building and sauna will serve our guests as summer as well as winter camp. Since we often get masses of snow along the coast, we have chosen a yurt-like style that is suitable to carry the enormous weight. We want to run the cabin camp ecologically as a kind of self-regenerating and self-sustaining system.

Spor guiding want you to help us solving the following challenges:

### Assignment

1

What can students imagine to experience living in such a cabin camp? In summer, in winter?

2

As for the idea of a sustainable cabin camp, we are looking for new solutions for efficient sanitary building, for generating electricity, for water supply and handling of sewage water. E.g., is it possible to integrate the sea for energy extraction? Every feasible solution from you or from existing similar ventures are welcome.

How to handle the large amount of snow in an efficient and innovative way?

3

How can we design our ski, glacier and mountain bike tours in a new way; what are new features we can add to the tours?

What kind of experiences, sensations, emotions and learning do Finnish and Russian skiers expect from taking our tours?

What kind of experiences, sensations, emotions and learning do glacier hikers expect in the summertime?

What does attract different customer segments? Do exist any potential customer niches with yet unknown expectations regarding glacier skiing and glacier hiking?

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