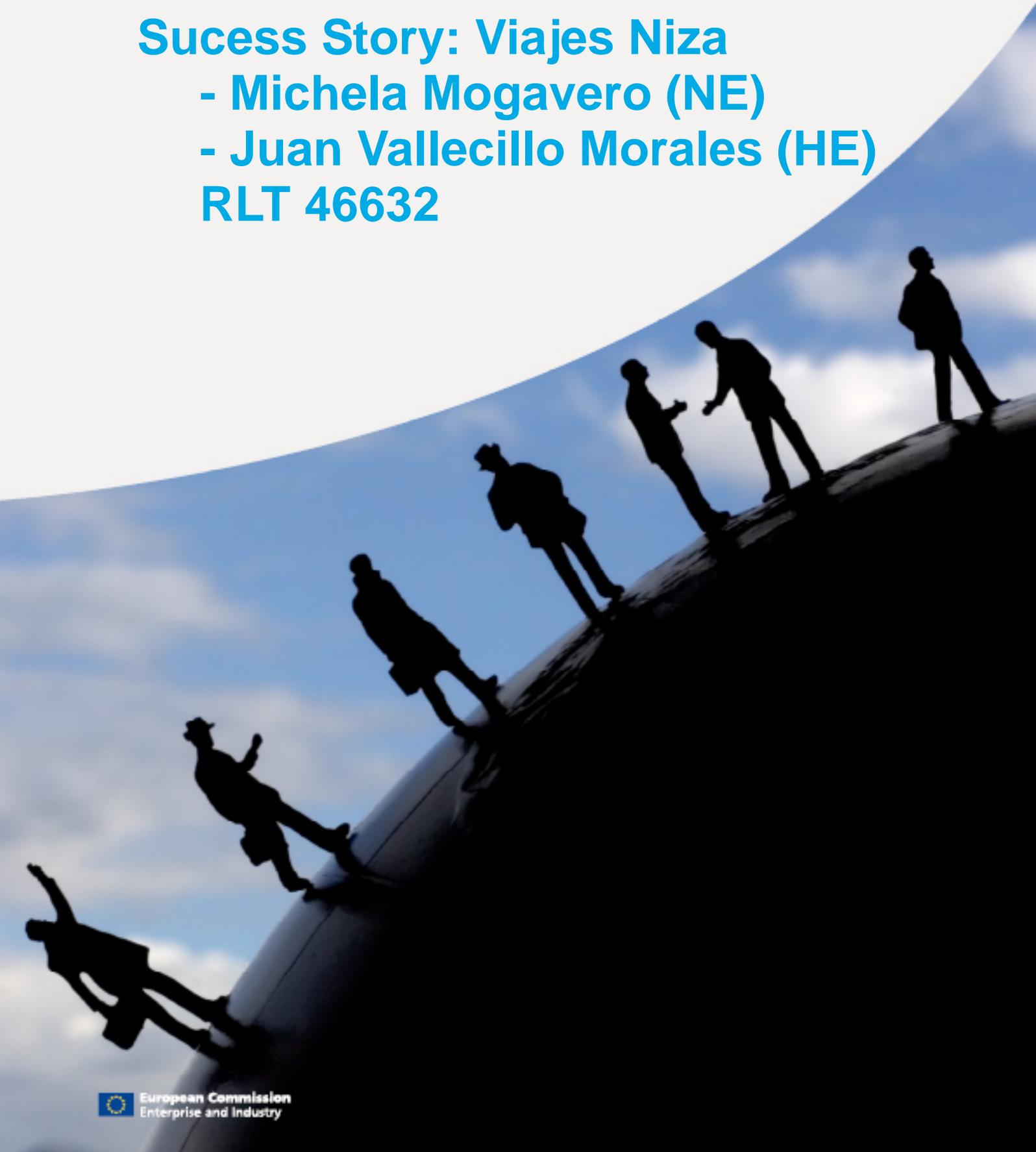


Sucess Story: Viajes Niza

- Michela Mogavero (NE)
- Juan Vallecillo Morales (HE)

RLT 46632





Erasmus for Young
Entrepreneurs

Erasmus for Young Entrepreneurs Success Story: Viajes Niza

New Entrepreneur (NE)

Name: Michela Mogavero

Age: 27

Status: Planning to shortly start up a company

Email Address:

michela.mogavero@gmail.com

Sector: Tourism

Country of origin: Italy

Host Entrepreneur (HE)

Name: Juan Vallecillo Morales

Age: 60

Experience: Over 15 years

Size of business: 12

Name of business: Viajes Niza

Email Address: jv@canarias.com

Sector: Tourism

Country of origin: Spain

Duration of Exchange: 3 months (25.03.11- 19.06.11)

Brief introduction:

HE

It is always a positive challenge and experience to bring people with a passion to learn and to become an entrepreneur into a business.

Bringing together new approaches and real day to day corporate activities is a very enriching task and people like Michela soon become an asset for us.

Viajes Niza has been in business since 1993 but the company belongs to a group of companies that have been established more than 35 years ago in Tenerife. The company has over 15 years experience.

In participating in the program, the HE wishes to establish a symbiotic relationship between someone with the itch to become an entrepreneur and us carrying on an enterprise that has to adapt on a daily basis to constant changes.



NE

The choice to participate in the program was aimed at having the opportunity to get directly involved in a real and concrete business environment before starting a new business.

Dealing with a HE such as Canarias.com, leader in the field of tourism in the Canary Islands and facing every aspect of planning a trip (from flight to hotel and car rentals) has made me reach the overall goals I kept in mind since the beginning, such as dealing with hotels, analyzing the market in its many aspects, using online providers (Juniper), doing marketing research and analysis and get to know which administrative activities and day-to-day tasks are being carried out in an enterprise.

I also developed a good use of the knowledge and understanding of the Spanish language.

My company will hopefully be set up in 2012-13.

Desired outcome of exchange:

To get to know more deeply the complex field of tourism and gain the necessary confidence for a business start-up.

Both the NE and the HE looking forward to explore cooperation schemes through a cross-border cooperation once the new business is established in Italy.

Activities undertaken by NE:

HE

Michela is a real fast learner and can grasp key ideas and the important concepts real quick.

- She has participated in the hotel contracting process,
- has conducted a number of data analyses,
- has participated in the next two years strategic plan setting,
- has had the opportunity to see how our front office deals with bookings and clients,
- has learnt how the work flows through the different departments giving her a "big picture" view of how our business runs.



Erasmus for Young
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Erasmus for Young Entrepreneurs Success story: Viajes Niza

NE

During the exchange, I carried out a number of tasks as: updating the hotel database (with respect to the 7 Canary Islands), running a comprehensive marketing analysis of the previous three years (focused on the comparison between visits to the website and actual sales in the following period) and establishing, with the help of a colleague, a strategic plan with objectives and tasks to be implemented during the next two years.

Benefits achieved through the programme:

HE

We wished that Michela could have stayed longer with us, as she helped us in very important activities such as updating the contracting DB and drawing a draft strategic plan for the next 2 years. We are happy to have had her here and to have, from now on, a trustworthy person in Italy. We are thinking about cooperation opportunities that we'll be carrying on once Michela is ready with her business start-up.

NE

I learned how to deal with hotels, how to run a comprehensive marketing analysis and complete a strategic plan to enhance the revenue of the enterprise.

I learned Spanish and I'm more confident to work with foreign countries.

I now feel more confident about my own business start up, because thanks to this partnership I improved my skills and knowledge of the field of tourism and the Spanish language will represent a further asset to do business abroad.

Moreover I got a clearer idea of the requirements necessary prior to start up a business and of the strategic goals to reach once the business is already in place.

Quotation regarding the experience:

"Thanks for making this possible I highly recommend this experience to everyone wishing to start-up a business." (NE)

"Michela is the kind of person you want to have near you to get things done with little coaching. She understands concepts and ideas really fast and acts accordingly." (HE)

Future Collaborations:

NE : At the moment we are thinking about establishing our cooperation once I go back to Italy, mainly on the internet, but we will have things get more concrete once my business is in place.

HE: We want to establish a cooperation partnership based in providing Michela's future project with our business know how and a retribution based on the traffic and/or sales that she can manage to provide us through all kinds of internet or traditional platforms, counting always with our technical advice and support.

For further information about the exchange:

NIO; Tecnopolis PST Scarl Rempart / Gaetano Grasso: g.grasso@innova.puglia.it
HIO; Instituto Tecnológico de Canarias / Lucía Dobarro: rempart@itccanarias.org

More information about the programme: www.erasmus-entrepreneurs.eu