



1. Summary

VISION - Loch Clash, much more than just the old harbour

- Kinlochbervie
 - Where it is?
 - What's it like?

- Loch Clash
 - Current state
 - Vision for the future

- Who will make this happen?
- What has been done so far?
- What is the plan for the future?

2. Business Overview

- Introduction
- Current position
- Competitive advantage
- Growth plan

3. Business strategy

- Project Plan
- Tactics
- Strategic issues
- Core values
- Stakeholders

4. Marketing

- SWOT and critical success factors
- Market research
- Distribution channels
- Strategic alliances
- E-commerce and technology
- Tactical promotion plan
- Marketing budget
- Credibility and risk reduction

5. Team and management structure

- Skills, experience, training and retention
- Advisors
- Management systems

6. Financial budgets and forecasts

- Income / Expenditure Analysis – estimated only

Summary

- Where we are



- Where we want to get to
 - *Loch Clash , much more than just the old harbour, developed for much more than profit.*
 - *Owned by the Community, Run by the Community, for the benefit of the Community.*