

# Maupertuis

## Winter



**By Maupertuis Nephews**

Viivi Torvinen

Surendra Maharjan

Isabel Vescia

Julia Strasser

16<sup>th</sup> May, 2014

**Contents**

- 1. Introduction..... 2
- 2. Operating environment ..... 3
- 3. Target market ..... 4
- 4. “Maupertuis Winter Experience” ..... 5
- 5. Pricing ..... 9
- 6. Marketing communication ..... 10
- 7. Realisation of the “Maupertuis Winter Experience” Product Concept..... 11
- 8. Conclusions..... 13
- References ..... 14
- Appendix ..... 16
- Blueprinting –Template..... 16
- Experience triangle/pyramid template ..... 17
- Product Card..... 19
- Pricing ..... 20

## 1. Introduction

The core aspect of the course of “*Product development and pricing*” was to develop a Cultural Tourism product related to Pierre Louis Maupertuis and his expedition to the Tornio River Valley to measure the earth in order to find out if it is flattened on the top and bottom like an orange.

Our idea for the product was to create a winter safari which distinguishes itself from the other standard safaris by being related to Maupertuis. We included measurement activities on some of the important points for the measuring of the expedition which means that the customer will be able to try out some old and new measurement styles and get a greater insight of the work Maupertuis was doing and of what the expedition was actually about. In this way we want to bring the history of the Tornio River Valley and the story and experiences Maupertuis created and to the customers. So it will also be a new way to attract locals to do a safari where they are able to learn about the history of their land. The owner of the product will be the company named “Nordic Safaris” which already operates in the Tornio River Valley.

The first thoughts were to create a safari that lasts 3 days and two nights and includes most of the measurement points of the expedition and also the old way of travelling, the reindeer sledge. But we soon noticed that there were lots of problems. We could not find a reindeer farm close to our operating area nor could we be sure if the Tornio River will be able to cross all the times during winter and we wanted to include the Swedish side to our product. Therefore, we changed our plan, kept the main idea in mind and created the following product which we hope will be succeeding and attract new customers who want to measure the world once again.

## 2. Operating environment

Tornio River Valley is the best operating environment for this product development due to the fact that Maupertuis was there for his measurement expedition. In this area there are a lot of different measurement spots where Maupertuis did his measurements. Due to the fact that our safari will offer some measurement activities and due to the fact that the whole safari is under the theme Maupertuis, this area is the best one which you can choose to develop the product. Our safari will take place between Kukkolankoski and Aavasaksa which are one of the measurement points of Maupertuis. (Kumpuniemi, 2014)

From the local view to this operating environment we can say that the Tornio River is very important for local people. Moreover the Tornio River Valley was and still is important for agriculture, reindeer farming and of course for fishing. A lot of local people benefit from the river and it is an important cultural heritage for them as well. Therefore we can get some positive impact out of the local view for the development of our product concept. We can benefit from local guides who really know this area and grew up in this area. Especially in our product, to know the snowmobile routes, to know how to do ice-fishing. That's why we decided to develop a product for Nordic Safaris, the local tour operating company. But we have to involve the local people in this product development, too. It is very important, for example, to show them that they can benefit from the product and give them the chance to be part of the product. (Donnell, 2011) Otherwise there can turn up some unnecessary issues. Moreover the local people can benefit from this product too because of the maintenance of the cultural heritage and the development of the product can revive the history of Maupertuis. (Schofield, 1996)

From the national perspective level it has the impact of the development of our product that we can do more marketing and that it is easier for us to make this product popular. Furthermore, Kemi-Tornio airport is an important destination for national as well as international tourists coming here into the north of Finland and these are our customers. Due to this fact we can definitely benefit from the national perspective level. Moreover we can benefit from the national perspective level because there is still a trend for short trip holiday, especially in our product where the target market is more specialized for business tourists as well as some incentive groups. Moreover, lots of people are getting more and more interested in the cultural heritage and urban tourism which is definitely included in our product. Therefore, there will be a lot of Finnish people, business people and companies who will

come to the Tornio River Valley to learn something about their history, especially the Maupertuis measurement history and to maintain this heritage.

The international perspective level is very interesting and important as well. Tornio River Valley is natural boarder of Finland and Sweden; we have the chance to get customers from two different countries which expand the possibility to make it more popular as well. On this perspective the entrepreneurial way of acting is a big part. The co-operation with other tour companies from Sweden and of course the integration of other business groups from Sweden is very important. On the other hand there can be competition between the two different tour companies but this is a positive impact too because it motivates us to keep the development of the product always on the best service stages. Moreover, the Tornio River Valley benefits from the fact that it includes two different countries. The willingness to keep the culture and the heritage of Maupertuis is a way bigger than if there would be only one country. (Vahtola)

In the end you can say that there are different impacts from all of the three perspective level which we mentioned before. Good impacts as well as challenging impacts but challenging impacts don't mean anything negative it just keeps us to develop the product further and further and motivates to keep a high standard service quality.

Pierre Louis Moreau de Maupertuis was an important French mathematician, philosopher and letter man. When France was sending two expeditions to the end of the earth to determine the shape of the earth, Maupertuis participated in one of them. One expedition went to the Equator and the other one to the Arctic Circle in which Maupertuis participated. In the expedition on the Arctic Circle they went to the Tornio River Valley to determine the shape of the earth by laying carefully calibrated measuring sticks end to end. They did it about 1000 times from the 21st until the 28th December 1736. Since that expedition Maupertuis has a significant importance in the Tornio River Valley and we may call him the father of tourism there. (The degree measurement...)

### **3. Target market**

When we were thinking why would people come to Tornio river valley area and what it has that other places does not, it was obvious that silence and nature are the biggest attractions there. Also we were thinking who would be interested in Maupertuis and would be willing to pay extra for Maupertuis themed activities. So we choose business tourists as our customer group. We were especially thinking of businesses that are in measuring industry and

interested of what Maupertuis did but other business customers are also our target market. Tornio river valley offers peaceful silence and take-off from hectic work life for business groups. We thought that this silence, peacefulness and getting close to nature are what people are willing to pay for when they decide to come to Tornio river valley.

We were first thinking to choose incentive groups as our target market but later decided that business tourists are more suitable in this case. Our product can be upgraded and part of the incentive tourists' package but because incentive packages are always tailor-made, we decided that ordinary business customers is better target group for our product. It can be sold to business groups as it is.

Our customers are adults and both men and women. Our product is suitable for all the adults and men and women can both be interested in it. There are more "manly" activities like driving snowmobile and fishing but also women can be interested in this and we thought that for women main attractions could be the beautiful nature and its peacefulness (Kacen, 2000). Customers have to be in normal physical condition because product includes lots of driving with snowmobile and also cold weather can be too hard for people who have some injuries or diseases. We cannot offer our product to customers who are in wheelchair or have other disabilities with walking or moving because our product will be in nature and there won't be accessibility tracks and everyone needs to be able to move by themselves.

We don't have age limitations for our product because target market is business tourists so customers are people who are in work life and probably aged between 18 to 60 years old. Only limitation is that they must be in normal physical condition and able to keep moving all day, this is why children and seniors are not our target group. Mainly focus will be in international tourists but this product can be also for domestic companies who want to experience something new in their country.

#### **4. "Maupertuis Winter Experience"**

Our product is called "Maupertuis Winter experience" and the basic idea of this product is to give our customers the possibility to learn about the Maupertuis history and heritage in an interesting and funny way with some of the activities which Maupertuis used to do in his era. The owner of our product is the Nordic Safari company. Due to the fact that Nordic Safaris target market is dominated by business groups, it was a decisive point why we chose them as our owner of the product. Moreover, we thought that it is easier if we develop a product for

this company because they already have skilled and trained staff and guides who have experiences and know this area really well. (Nordic Safaris) Furthermore selling the product in a Safari Company makes more sense than selling it by itself. For these business customers our product will give them the unique opportunity to get in touch with the old measurement methods of Maupertuis and learn something about the history of Maupertuis and to get in touch with the Finnish culture through several activities and delicious food. The operating environment of our product is the Tornio River Valley which expands from Tornio up to the boarder to Norway. This operating environment is very interesting due to the fact that it is the natural boarder of Sweden and Finland (Donnell, 2011). As we mentioned before we can get a lot of positive impacts from the local, national as well as international perspective to the operating environment. Our product will be operated between Aavasaksa and Kukkolankoski. The story and meaning of the product is to revive the Maupertuis history and story through several activities. We want to give the customer the possibility to get in to touch within the old days when Maupertuis lived and did his expeditions in the Tornio River Valley. The name “Maupertuis Winter experience” shows that we will give the customers with our product a unique winter experience. Not only snowmobiling, ice fishing like every safari looks like in winter. We want to give them something extra, something special under the theme of Maupertuis. Making the product unique and authentic with the Maupertuis story and activities is an important fact for us. On the other hand, it should show the customers how the life has been developed and how things were done earlier. Especially, the operating environment has a huge impact on the product as well. The product will take place in the real old measurement points where Maupertuis did his measurements. They have the chance to go back to the footsteps of Maupertuis and act, feel and taste like him. The main customer values are to give the customer the feeling that s/he is something special and that everything is tailored for the customer and his or her desires and expectations. Customers should feel as members of the whole community, they should get the feeling of the interaction. We want to give them a nice feeling through the interplay of the operating environment, the product and hospitality. The customers are part of the product and that is how they should feel. They are not only participating in the activities, they are part of the product and getting satisfied on their expectations. (Tekoniemi-Selkälä, 2014). In general, we want to give them an unforgettable, unique and especially authentic experience. To get in touch with the stories of Maupertuis by storytelling in a different, more exciting and authentic way and always keep concentrating on the customer as an important part of the product. (Daugstad & Kirchengast, 2013)

The main product modules are; we will go with the snowmobile from Kukkolankoski to Aavasaksa which takes about two hours. Everybody will get some traditional clothes, clothes which Maupertuis was wearing in his times. On the way we will make a break and will provide some snacks and hot drinks. All the way the guides will tell the customers some stories about Maupertuis and his experiences in the Valley during his expedition. When we are arriving in Aavasaksa, the guides will introduce the customers to the measurement activities and after this there will be a measurement workshop where the customers will try the measurement methods on their own. In the end the customers will receive a certificate about their measurement activity. After the measurement we will have lunch. There will be an open fire and we will serve traditional finish salmon soup. After the lunch we will take the snowmobiles and go back to Kukkolankoski. On the way back to Kukkolankoski we will have a stop for ice fishing. All the equipment is provided and is included in the final price. After the ice fishing we are heading on to Kukkolankoski. In Kukkolankoski we will have a nice themed dinner putting some music, stories and acts to the dinner related to Maupertuis. There menu for the dinner will be as first dish salmon tartar, then reindeer steak and in the end there will be some dessert. (Maupertuis'n astemittaus Tornionlaaksossa...)

While developing a tourism product you always have to think about some requirements which you have to complete to give the customer a nice experience as well as requirements for the customer that he is able to participate in the tour. General requirement for our product is definitely "Quality". Due to the fact that we concentrate on business groups, the quality is really important for us. Quality always has to be on its highest standard. This means, especially the food has to be in a good quality and has to be tasty. Snowmobiles, the different equipment for the measurement activities and the ice fishing have to be in good conditions. Quality is not all about food or equipment; the service quality has to be good as well. This means we need skilled and trained staff. Guides who know the area very well and who can interact with people and know the customers expectation, what they want to see and experience. (Quality in tourism)

Safety is another important issue. We will be driving snowmobile for long time, we have to be sure in advance that everybody has a driver's license which is also important for the legislation. There will be lots of customers who never drove a snowmobile before so the risk that something could happen is more. Therefore we need to make some requirements like checking the driver's license and give them clear instructions before using the snowmobile. Moreover, we have to give the customer some information before how s/he should dress



because of weather conditions like extremely cold, snow and wind. All the insurances which you normally need for this kind of tour will be taken over from the Nordic Safaris company. Nowadays sustainability is a big trend in the tourism sector and customers like the sense of sustainability. Therefore our product should be sustainable as well. Some requirements to fulfil the sustainability are that we try to use only local products for our food what we are serving. Of course all the waste will be transported back to the Nordic Safari company. We try to maintain the cultural heritage in this Tornio River Valley and show the customers how life has been years ago. (Miten teet hyvän..)

If you analyse the uniqueness and innovativeness of our product you can see it differs a lot from other products. First of all the opportunity to try the old measurement methods of Maupertuis is a very unique experience which no other tour offers. Especially the operating environment where they will do the measurements workshops is putting a special unique sense to the product. They can go back to the Maupertuis era and measure the distances of the two different measurement points. Every customer will get some traditional Maupertuis clothes and through all the storytelling all over the day they can get into this historical time and go underground in another far away world. As we mentioned before, the operating environment puts some extra sense of uniqueness to the product, the customer can enjoy the silence in the middle of nowhere when we are doing the break on the snowmobile tour. They can get lost in their mind, can get away from their stressful lives and can enjoy being in the middle of nowhere and in the background the stories of Maupertuis which will give the experience another nice sense of uniqueness. Then in the evening when we will have this Maupertuis themed dinner they can review their experiences of the day with a special Finnish dinner and some more Maupertuis stories, acts and traditional music. In our opinion, this product has a lot of uniqueness and innovativeness and is different to other normal snowmobile and ice fishing safaris. With our product customers can get in another atmosphere, the atmosphere of Maupertuis. (Tekoniemi-Selkälä, 2014).

Last but not least we will analyse how the company's location, site and destination affected the development of our product concept. First of all the fact that the Nordic Safari company is operating in the Tornio River Valley was a decisive point why we took them as our tour company. Due to the fact that we wanted to create a product for business and incentive groups, Nordic Safaris gave us a good opportunity to create the product for them. On the other hand we knew that they are offering tours with snowmobiling and ice-fishing but we wanted to improve one of those normal safaris and wanted to establish something unique and

authentic. As Nordic Safaris says on their webpage that they will give the tourists ‘experiences in nature, local culture and food, memorable surprise and if you want, peaceful silence’ we tried to keep our product development on their values and goals which they want to give the tourist. Especially the Tornio River Valley gives the customers experience in the nature. Local culture and food is also included in our product, with the Maupertuis stories and the different dishes we will offer. In another way it affected our product development because we wanted to give the customer something which they surprise and which is memorable. So we decided to give them the opportunity to do these measurement workshops and get in real touch with Maupertuis. (Welcome to our...)

## 5. Pricing

The pricing for the product was done with the help of the pricing FIT product template in Excel (table 1). We first thought of all the activities that we have included and that needed to be priced. In the activities package we included the price for the snowmobiles plus extra costs such as gasoline, the ice fishing equipment, the rental of the measurement equipment, snacks and firewood, paper and costs for the certificates and the costs for the guides. We separated everything by the different VAT each product can have. We also first converted the prices we got from Nordic safaris which were gross prices into cost prices by using the calculation formulas (table 2). When using the formulas the commission, if existent, and the contribution margin and the specific VAT will be taken off to receive the cost price of each single product. This is necessary in order to get an overview of what the ‘naked’ product is worth and from that point on we can start to add contribution margin then to create profit. Table 4 shows the different cost prices we calculated per person under the right VAT. The VAT for the guides is 10% as the guides we use are in the main part snowmobiling guides and snowmobiling runs under transport and has therefore a VAT of 10%. All the rental costs like the ice fishing equipment and the measurement equipment as well as the costs for firewood and the tools for the certificate and the gasoline are having 24% of VAT. The costs for renting the ice fishing equipment as well as the operating costs for the snowmobile, the gasoline were given through the Nordic Safari and converted into a cost price per person by us through the calculation sheet. The VAT for the snacks that includes sausages and juice is by 14%. Once we got all the prices for each part we used the Gross Price Calculation sheet and put for every VAT section (24%, 14%, 10% 0%) the cost prices from the FIT product. We decided on a contribution margin of 50% and a got the net price of the activities all together.

The net price for the lunch was calculated through the portion card (table 3) by adding the ingredients for the salmon soup. For the dinner we will have at Kukkolankoski we contacted the local Restaurant and asked for some of their best menus they offer and decided to take the one including a White Salmon Tartar and Reindeer Steak and desert. From the given price we subtracted 80% contribution margin and took the net price. So for the lunch and for the dinner we have set 80% contribution margin as for food this number is always a really high one.

In the end we summarized the different net prices (table 4).

So we summed up the net price for the activities, the net price for the lunch and the net price for the dinner to one total net price of our product. Then we added a 20% commission by using the Gross Price calculation sheet for each net price and adding the commissions together. The commission can be used if Nordic Safaris will sell this product to for example tour operators and agencies abroad or also national. After putting a 20% VAT on the commission we reached our final price of 293,25 € which we just added up to 295 € to make it an more even price for selling. (Tekoniemi-Selkälä, 2014).

## **6. Marketing communication**

Our product will be one of the Nordic Safari's activities so it will be marketed through their marketing channels. Most of the Nordic Safari's existing customers are business customers so there is no need for new target market strategy (given information, 20.02.2014). Kotler's marketing mix's four Ps include product, place, price and promotion (Kotler, 1972). We already have unique place and product and price is also scaled not too high but also not too cheap as we don't target mass tourism. Promotion also should be in line with our product and its image.

For the international customers and businesses we will use travel agencies that will sell our products to customers. We think this is the best way to reach business groups and for business groups it is easier to search for information about products and activities that are available through local agencies. We can also participate in events around tourism and cultural traditions where we can bring out Tornio river valley's history and nature for the new customers.

For domestic customers we will use similar marketing as to internationals but we pay more attention in tourism fairs for example Nordic travel fair that is Northern Europe's biggest travel fair. There we can also find other agencies that could be interested in selling our

product on abroad and also inside Finland. In this kind of fairs it is also easier to get in contact with businesses rather than individual tourists. Also in Tornio center we will market our product for customers who are staying in Tornio for more than just one day, they can find information about our product in tourism information centers.

Because we value the nature and its pureness and silence we have to also consider sustainability in our marketing. We don't target mass groups or mass tourists but rather groups that are willing to pay bit more for unique and inclusive packages. We also will educate people about the area, Maupertuis and Tornio river valley's history and traditions. We teach our customers to also respect and value Lapland's unique nature and environment. We will also indicate environmental aspects in our marketing so that travelers know what is expected from them.

## **7. Realisation of the “Maupertuis Winter Experience” Product Concept**

Our product is winter based and is operated between two of the twelve measuring points. We have included five different activities in our product including lunch and dinner i.e. snowmobiling, ice fishing, Measurement activity, lunch and themed dinner. To realise the first two activities, the important thing is the season and place. Season of operation creates a huge difference in the formation and consumption of it. Without snow and coldness this product can't exist. Rest of the activities can be done in any time of the year. Guides depending on the size of the group are essential throughout the product. They are the “must” element of the product which is responsible for many things including experience creation and safety of the customers.

For snowmobiling, obviously snowmobiles are essential; in our product snowmobiling service is owned by “Pohjolan safari/ Nordic safaris” itself. Nordic safaris can easily cater to the snowmobile requirements for our group size and even they can provide services to different groups at a time. We have also considered legal things like “use of land” during the trip, we don't actually know if the route includes any private properties but these are some issue that Nordic safaris can handle professionally as they have been doing in for many years now. Ice fishing is conducted in the river “Tornio”. The safety issues are highlighted in the product and monitored precisely by the guides. All equipment needed would be provided by the company. We wanted to do reindeer safari because that would have been more Maupertuis themed and more in line with the story (Jensen). This would have been also more creative and sustainable

but we found out that stakeholders don't have enough reindeer for group of 20 persons (Richards, 2011).

Measurement activity is the part which separates our product from normal safari package, it relates to the history and the activities done by Mr. Maupertuis. For the measurement activities we had been trying to contact to the personnel from school where more precise information about measurement and procedure to do the activity can be obtained. After the spontaneous trial by us and our teacher "Teija Tekoniemi-Selkälä", lately we finally got in touch with the measurement department and their response for creating the program was very positive and they mentioned that they had the measurement tools and they would be very happy to participate. They have also mentioned that they would train the guides for measurement activity. We were very happy to get feedback from them as the feedback has brought more feasibility in our product. Storytelling is a core element in our product which accompanies the guest from the beginning of the trip till the end. Storytelling plays a strong role in the measurement activity and to make consumer feel that they are doing something which is very memorable and actually done by Maupertuis. Storytelling element enhances the tourism product and gives a concept and quality. (Jensen)

Lunch is prepared and served in open nature in open fire, so it also adds up to the experience. As it is prepared in open area some precautions should be taken regarding fire and hygiene. Dinner is served by the company's restaurant "Pohjolan Pirtti" accompanied by some drama/information giving activity by guides with the traditional dress as worn in 18<sup>th</sup> century which further helps in enhancing the environment and help in creating a good experience. Most of the activities that we offer are already owned by Nordic Safaris, so they know the process very well and they readily have the resources.

For marketing a product certain target customer and market is necessary. Owner Company "Pohjolan Safarit" already has a market, but for these types of product they might not have customers. We have targeted at business tourist who have interest towards history and are willing to do quick one day tour. Marketing and sales is done as per the company's marketing strategies. We have also thought that very few people know about Maupertuis, so it is very likely that people hesitate to buy the product. The prerequisite for the sale can be that people are made aware of the Maupertuis and then they are introduced with this type of products.

## 8. Conclusions

We have been able to obtain the final product after having many changes into it time and again. We had to modify the first design of the product due to the pricing problems into it. We think that we have designed very fine product considering many things like sustainability, history, heritage, quality, authenticity. The feasibility of the product is very high and it has some extra element of “Maupertui” which differentiate our product from similar products throughout the Lapland. We got lots references for pricing different activities from the company “Pohjolan Safarit”. There was active communication between us during the product development and pricing process. With modification for three times as per the guidance of teachers and commissioner we were finally able to create a product. In the final presentation we got very positive response and product was a success. However, it could be developed in the further dept. in professional path considering every detail of the product. (Company information)

## References

- Company information. Viewed on 01.04.2014 <http://www.nordicsafaris.com/company.html>
- Daugstad, K. & Kirchengast, C. (2013). Authenticity and the pseudo backstage of agri-tourism. *Annals of Tourism Research* 43, 170–191.
- Donnell, O. J. (2011). Settlement of the Tornio River Valley. *Around the World in Eighty Years*. Viewed 02.03.2014. <http://www.aroundtheworldineightyyears.com/tornio-river-valley/>
- Jensen, R. (no date). *Storytelling in management, marketing and advertising*. pp. 1-10
- Kacen, J. 2000. Girrrl power and boyyy nature: the past, present, and paradisal future of consumer gender identity. *Marketing Intelligence & Planning* 18,6/7 345±355
- Kotler, P. (1972) A Generic Concept of Marketing. *Journal of Marketing* (pre-1986);
- Kumpuniemi A. (2014). In the Footsteps of Mr. Maupertuis –The Man Who Flattened the Earth. *Designing Tourism Services* 13.2.2014.
- Miten teet hyvän riskianalyysin. Viewed 03.04.2014 <http://www.edu.lao.fi/kehittaminen/virtuaalikoulu/matkailu/turvallisuus/riskienanalysointi.htm006C>
- Maupertuis'n astemittaus Tornionlaaksossa 1736 – 1737 Viewed 19.02.2014 <http://lapinkavijat.rovaniemi.fi/maupertuis/mittauspaikat.html>
- The degree measurement by de Maupertuis in the Tornionlaakso Valley 1736- 1737. Viewed 19.02.2014 <http://lapinkavijat.rovaniemi.fi/maupertuis/index.html>
- Quality in tourism. Viewed on 02.04.2014. <http://sdt.unwto.org/en/content/quality-tourism>
- Richards, G. (2011). Creativity and Tourism: *The State of the Art*. *Annals of Tourism Research* 38(4), 1225-1253.
- Schofield, P. (1996). *Cinematographic images of a city: Alternative heritage tourism in Manchester*. *Tourism Management* 17(5), 333-340.
- Tekoniemi-Selkälä, T. (2014). Memorable and/or meaningful experiences, Lapland Centre of Expertise for the Experience Industry (LEO) – Experience Pyramid. *Designing Tourism Services* 19.2.2014
- Tekoniemi-Selkälä, T. (2014). Pricing workshop. *Designing Tourism Services* 13.3.2014

Vahtola, J. Tornio gateway of the centuries to Lapland and the west. University of Oulu.  
Viewed 03.04.2014. <http://www.nordicsafaris.com/home/tornio-gateway-of-the-centuries-to-lapland-and-the-west.html>

Welcome to our website. Viewed on 28.03.2014. <http://www.nordicsafaris.com/>



## Appendix

### Blueprinting –Template

Concrete Elements <b>(Tangible touch points)</b>	Kukkolankoski to Avasaksa With snowmobile	Measurement activities	Lunch	Snowmobile to ice fishing	Avasaksa to kukkolankoski with snowmobile	Theme Dinner
Customer Process/Journey	Experience driving with a snowmobile	Experience the measurement tools, old and new ones, related to Maupertuis	Enjoying and getting the taste of a finish lunch (related to Maupertuis)	Fish like Maupertuis, enjoying the fire	Experience driving with the snowmobile	Enjoying the theme Maupertuis dinner
Visible Service Process and Person responsible	Snowmobile driving, little breaks with tea and coffee, storytelling about Maupertuis  Guide	Using the measurement Tools, calculate distances from A to B  Guide	Open fire lunch, cooking Salmon on the open fire Maupertuis stories  Guide	Getting the fishing equipment try to fish your own fish  Guide	Snowmobile driving, little breaks with tea and coffee, storytelling about Maupertuis  Guide	Having dinner all together, enjoying traditional food and getting entertainment related to Maupertuis  Guide
<b>Intangible Touch points e.g. hospitality, story, delight-factors, authenticity, individuality, activating senses</b>	Stories about Maupertuis, self-driving with a snowmobile, feeling the atmosphere of being in the middle of nowhere	Try to measure as Maupertuis, very interactive part	Getting in touch with local food, authentic nature experience	Getting active and fish your own fish	Stories about Maupertuis, self-driving with a snowmobile, feeling the atmosphere of being in the middle of nowhere	Authentic theme dinner related to Maupertuis, Traditional food, stories about Maupertuis
Invisible Service Process and Person responsible	Getting the snowmobiles ready, preparing snacks and hot drinks for the trip  Guide	Delivering of measurement equipment  Guide	Preparing the lunch and fire  Guide	Delivering fishing equipment  Guide	Getting the snowmobiles ready, preparing snacks and hot drinks for the trip  Guide	Cooking dinner  Guide
Time-table (duration)	2 hours	1 hour	1 hour	1 hour	2 hours	2,5 hours

## Experience triangle/pyramid template

<p>Intellectual Level (The realization of the product idea in the process of experiencing –How?)</p>	<p>Offers some individual learning experiences like measurements methods, measurement workshop</p>	<p>High level of authenticity-&gt; operating environment, stories about Maupertuis, get in touch with Maupertuis history</p>	<p>Measurements, themed dinner Maupertuis clothes, Ice fishing</p>	<p>Experiences are harmonized, built up on each other, everything is related to Maupertuis but in different activities</p>	<p>Positive -&gt; middle of nowhere, getting out of the stressful daily life</p>	<p>Interaction recommended for the learning experience, guides will give some introductions to the customers, High interaction between customers themselves and guides</p>
<p>Physical Level (The realization of the product idea in the service environment – How?)</p>	<p>Operating environment Tornio River Valley, related to Maupertuis, same area but different places</p>	<p>High authenticity because real places where Maupertuis did his measurements</p>	<p>Yes definitely, operating environment is the environment of the history itself</p>	<p>Can activate almost every sense, see the measurement points, touch it by doing it by yourself, taste local food, hear and smell nature</p>	<p>Differ a lot, middle of nowhere, in the forests, no stress, peaceful landscape</p>	<p>High level of interaction with the environment, using the environment for the activities, measurement, ice fishing</p>
<p>Motivation level (The realization of product idea in marketing – How?)</p>	<p>Authentic tour, not normal winter safari, special theme with unique style</p>	<p>“Maupertuis Winter experience” -&gt; safari winter experience specialized through Maupertuis theme</p>	<p>The name of the product is the name of the theme and story!</p>	<p>Product card shows a high level of multi-sensory elements</p>	<p>Winter experience in the Tornio River Valley, Special winter experience in an peaceful operating environment</p>	<p>Customer market -&gt; business groups -&gt; high level of interaction especially during the measurement workshops</p>

<p>Idea phase (The description of the product in general – What? Why?)</p>	<p>Customer can mention his desires and expectations, very customer oriented and tailor made for customers</p>	<p>Maupertuis and the other type of Safari in the related operating environment -&gt; high authenticity</p>	<p>Theme/Story -&gt; Maupertuis and his measurements!!</p>	<p>The sense to feel and get in touch with old measurement activities related to Maupertuis, feel and touch the nature -&gt; snowmobiling, ice fishing, open fire And get the taste of local food and local cultural heritage</p>	<p>Customer groups -&gt; business groups or incentive groups, Getting out of the daily stressful live in a peaceful nature environment, losing the mind in a different world -&gt; Maupertuis world</p>	<p>Little group size, not big groups, Tour should stay authentic and unique</p>
INDIVIDUALITY	AUTHENTICITY	THEME/STORY	MULTI-SENSORY	CONTRAST	INTERACTION	

## Maupertuis Winter Experience



### Contents of the Product

Snowmobiling from the starting point (Nordic safaris)  
Measurement activities at Aavasaksa,  
Salmon soup lunch in open fire,  
Ice fishing,  
Maupertuis themed dinner,  
Information on the history related to Maupertuis  
All the equipments necessary are included in the final price

### Price (for a tour operator/an intermediary)

295€ Gross price  
20% commission  
Reservation through phone and email  
Terms of cancellation and payment as per Nordic Safaris

Contact information  
Pohjolan Safarit/ Nordic Safaris  
Ph. +358 400 692 301  
Info@nordicsafaris.com

### Operations

Winter season  
Not operated if over -35 c.  
Between Kukkolankoski and Aavasaksa  
Min 10- max. 20 customers  
Starting and ending at Kukkolankoski (Pohjolan Safarit/  
Nordic Safaris)  
1 day tour, around 10 hours  
Languages used, Finnish, Swedish, English and Russian  
as per the need



## Pricing

You can also double-click the excel file image to get the datas opened in excel.



Microsoft Office  
Excel 2003 Workshee

### Pricing (Table 1)

Product cost		Setting the gross price, Vat and calculating contribution margin		Calculating VAT and contribution margin when commission is calculated from gross price			
<b>Amount of clients</b>	20	<b>Cost/ Person</b>		<b>Using the competitor info as base (€/person)</b>		<b>Gross price with VAT and where commission is calculate from</b>	
Restaurant services per person VAT 14%	Price/ person			Gross price (adult)	230	Commission in %	0 % 10 %
Snacks (1 Saugage and 1 juice)	2			Amount adults	20	In €	0 460
<b>Sub total</b>	40	2		<b>Gross price total</b>	4600	Commission VAT 24 %	0 110,4
<b>Other variable costs 24%</b>	Price/ person			VAT from gross price		Net Sales incl. VAT	4600 4029,6
firewood (fire place for lunch)	2			<b>VAT 24%</b>			24 % 338,91 296,89
Certificate and picture of measurement with mauperitus	5			Multiplier	0,193548		14 % 15,09 13,22
Measurement rental cost (total cost 150€ - divided per person= 7,5€)	7,5			<b>VAT 14%</b>			10 % 247,83 217,10
Ice-fishing equipment rental (Contribution margin 50% , commission 20%, given price through Nordic safaris 10€/ person)	3			Multiplier	0,122807		0 % 0,00 0,00
Gasoline (Apprx. Use of gasoline 10l. / 100 km. For one snowmobile, distance 120 km. :21€/ snowmobile+1€ reserve)	11			<b>VAT 10%</b>		Sales without VAT	3998,17 3502,40
<b>Sub total</b>	570	28,5		Multiplier	0,090909	Cost price	1497,4 1497,4
<b>Other cost VAT 10%</b>	Price/ person					Contribution margin €	2500,77 2005,00
Amount of guides (safari, sport & leisure activities)	2					%	62,55 % 57,25 %
Hours (if 2 hrs so 3 hrs working time)	11						
Salary per hour	10					Gross price with VAT and commission	230 230
Indirect employee costs (commonly used multiplier)	1,67						
<b>Sub total</b>	367,4	18,37					
<b>Other costs VAT 10%</b>	Price/ person						
per snow mobile- contribution margin 50% - commission 20%- VAT10%)	26						
<b>Sub total</b>	520	26					
<b>Total</b>		<b>1497,4</b>	<b>74,87</b>				

### Pricing (Table 2)

#### Counting Gross Price

<b>Gross price</b>	229,859	
comission	20 %	45,97181
VAT	24 %	11,03323
<b>Net price</b>	<b>172,854</b>	
+ VAT	24 %	13,68
+ VAT	14 %	0,56
+ VAT	10 %	8,874
+ VAT	0 %	0
<b>Price without VAT</b>	<b>149,74</b>	100 %
Price without VAT	24 %	57
Price without VAT	14 %	4
Price without VAT	10 %	88,74
Price without VAT	0 %	0
<b>Cost price total</b>	<b>74,87</b>	(selling price -> no profit!)
cost price	24 %	28,5
cost price	14 %	2
cost price	10 %	44,37
cost price	0 %	0
<b>Contribution margin</b>	<b>74,87</b>	<b>50 %</b>

#### Converter of Net Price to Gross Price

<b>Gross price</b>	0
comission	0
VAT	24 % 0
<b>Net price</b>	

#### Converter Gross Price to Net Price

<b>Gross price</b>	
comission	0
VAT	24 % 0
<b>Net price</b>	0

### Pricing (Table 3)

<b>Portion Card</b>		13,1578947
Salmon Soup Lunch		

Amount bought	Amount used	Ingredients	Unit kg/l	Weight loss %	Purchase price € excl. VAT	Price for used ingredients €	Price for used ingredients per number of portions €
2,500	2,500	White fish			7,80	7,80	19,50
2,500	2,500	Potatoes		10	1,60	1,78	4,44
0,300	0,300	Carrot cubes			0,35	0,35	0,11
0,300	0,270	Onion		10	0,69	0,77	0,21
1,000	1,000	Cream			3,00	3,00	3,00
0,200	0,200	Dill			1,70	1,70	0,34
0,100	0,100	Black pepper			1,63	1,63	0,16
0,100	0,100	salt			0,53	0,53	0,05
0,010	0,010	spices/laakerinlehti			0,6	0,60	0,01
	6,980						
Cost price for ingredients							27,82
Costs per kilo							3,99

Total amount of used ingredients kg / l

Kg

Size of Portion

Kg

Number of Portions  kpl

Menu list price does not usually include corr

Menu list price (net price)	114 %	<b>7,93</b>
- VAT	14 %	0,97
= Price excl. VAT	100 %	6,95
./ Cost price for ingredients	20 %	1,39
= Contribution margin %	80 %	5,56

### Pricing (Table 4)

Net prices €

snowmobil	172,854	contribution margin 50%
lunch	7,93	contribution margin 80%
dinner	39,843	contribution margin 80%
Net price	220,6252567	
commission	58,57	
VAT on con	14,0568	
<b>Total Gross</b>	<b>293,2520567</b>	

Guidelines for the final results

dinner from Pohjolanpirtti	52,90 € incl. 20% commission and 80% contribution margin VAT 14% calculated with the Counting Gross Price sheet: 39,843
Lunch	See portion card net price: 7,93
commission	commission for summary calculated through Gross Price Templet Dinner+Lunch 12,6, activities 45,97