MeProLand

GARLAND ARAA

Group 5: Marketing & Bussiness Strategy

FOLKLORE STORY

GAR AND ARAA

Group 5: Marketing & Bussiness Strategy

GAR AND ARAA

“There was once two entities (Gar, Araa) who protected and watched over Rasoun and Arjan. with their unique supernatural abilities, they provided for the people, and ensured every living beings safety and happiness. Gar, who could control water, watered the peoples crops, and nourished the land. Araa, however, controlled the earth and the rocks, and made the land suitable for farming, and ensured that everyone could travel safely and easily.”

GAR AND ARAA

“At one point in time, Araa became greedy, and only cared to provide for certain people. this angered Gar and, upon hearing this, went to confront Araa.
this led to a war between the two entities and after days of fighting they surrendered to one another. Gar became all the streams and springs in the areas, and Araa turned into the dirt and rocks.”

MeProLand

GAR AND ARAA

TRAILS MAP

MeProLand

GAR AND ARAA

PLANT TRAILS

Trail of Carob trees

Ceratonia siliqua

Trail of lavender

Lavandula angustifolia

Trail of Bayberry

Myrica pensylvanica

Trail of Panicle Hydrangea

Hydrangea paniculata

Trail of Flame trees

Delonix regia

GAR AND ARAA

MISSION STATEMENT

By connecting the sites with hiking trails that each have a different theme, we lead tourists to the various small businesses and tourist attractions of Arjan and Rasoun. We do this by creating a fictional story that will resonate with and entertain the audience while they visit the sites and learn more about the place history and about the local plants and their uses, that way it is fun and engages the tourist with nature.

GAR AND ARAA

VALUE PROPOSITION

A unique folklore story to attract tourists and connect locals

Folklore is a marketing strategy that gets internalized in the area and increases it's value according to the popularity of the story

GAR AND ARAA

VALUE PROPOSITION

The trail combines the joy of hiking through nature and shows the goods and services that the locals provide

The different trails serve a different purpose and thus attract multiple demographics of tourists

GAR AND ARAA

CUSTOMERS & BENEFICIARIES

Customers

Tourists and locals

families, backpackers, students, agencies, archeologists, etc..

Local business owners

Who benefit from the incoming customers

Beneficiaries

Young local entrepreneurs

because of the newly found opportunities

Local women

women looking for opportunities

MeProLand

GAR AND ARAA

MEET OUR TOURIST

Guenevere Marie

50, Small Business Owner, On a Vacation

IDEAS

Open to collaboration with other small sustainable businesses

NEEDS

Someone to guide her to the best spots in a safe and entertaining way.
accessibility.

POSITIVE TRENDS

Accessible trail (easy to follow, eco friendly means of transport (ebikes, ebuses))
QR codes
fun folklore story to follow as she goes along the trail

OPPORTUNITIES

to learn about local products and take courses with the local women in the womens center.
local businesses seek to do business with international customers to promote their goods.

HOPES

to enjoy a safe and eco friendly hike with her family.
to see a flourishing community that advocates for the power of women.

HEADACHES

sHipping between her country and jordan is expensive therefore she cant work closely with local stores.
Local businesses insist on keeping their authenticity and cultural value.

NEGATIVE TRENDS

Language barrier.
some tourists might not respect the local Heritage and culture.
Handmade goods might not satisfy customer.

FEARS

Expenses.
Has trouble walking and therefore relies on accessible transport like e-buses.

Group 5: Marketing & Bussiness Strategy

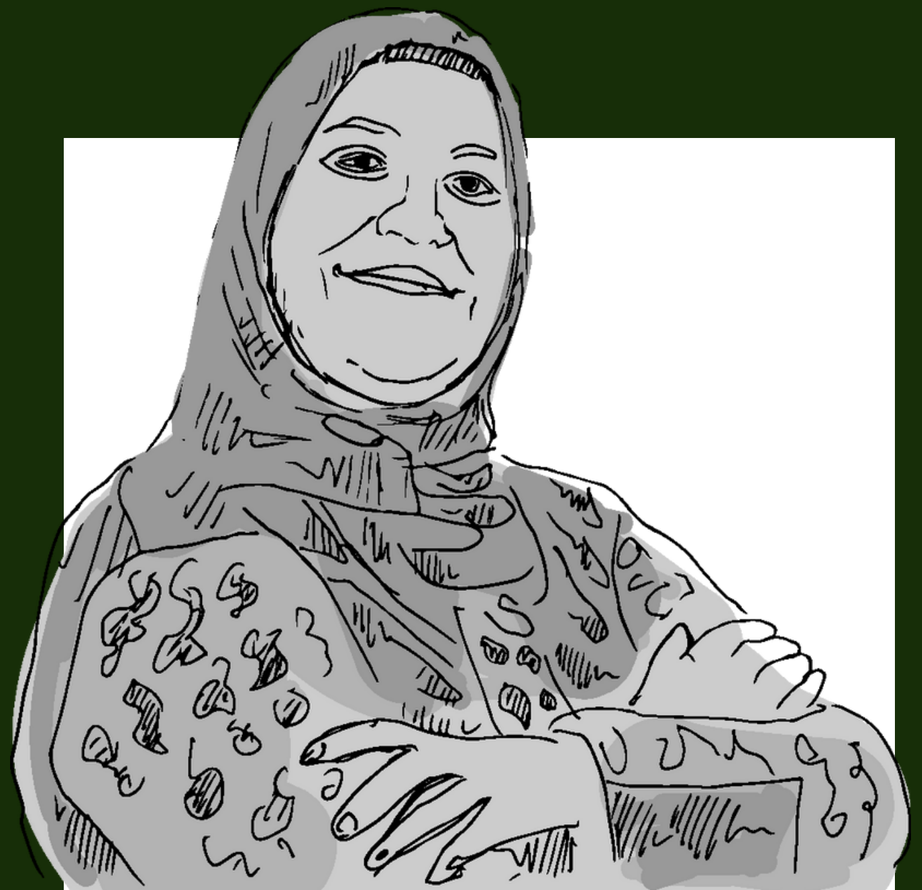
MeProLand

GAR AND ARAA

MEET OUR LOCAL

Um Mamdouh

40, Crafts store owner, sells handmade art out of clay



IDEAS

Seeks to teach local women the art of pottery and to sell her products

NEEDS

A stable income.
A safe environment for women to learn the craft and continue to work with it.

POSITIVE TRENDS

Brings together local women of similar interests.
Teaches a creative hobby.

OPPORTUNITIES

To sell and promote her work.

HOPES

To share the joys of her hobby with local women.
To find like minded people to work with.

HEADACHES

Promoting the business and spreading work about the provided courses.
The local womens willingness to attend the classes.
Lack of funds

NEGATIVE TRENDS

Jumpstarting the project.
Materials are expensive.

FEARS

Criticism from local community
Competition.

Group 5: Marketing & Bussiness Strategy

GAR AND ARAA

KEY PRODUCTS

Diversity of the trails

Each trail offers a different kind of service and attraction for the incoming tourists, as well as providing a clear idea of Rasoun and Arjans features

Accessible transport for trails

E-Buses and Electric Bikes are provided for transport throughout the hiking trails, for those who need them

Interactive trail

Signages and QR Codes that are interactive, and provide helpful information and fun to the tourists and the locals as well

MeProLand

GAR AND ARAA

CHANNELS

- Local Businesses
- Social Media Platforms
- Tourism Agencies
- Signages
- Word of Mouth

GAR AND ARAA

KEY PROCESSES

- Finding a team and local workers willing to take part
- Maintaining the Trails (Ecologically, Bus drivers, Signages protection, etc...)
- Jumpstarting the market strategy
- Advertisement of the enterprise

MeProLand

GAR AND ARAA

KEY PROCESSES

- Make sure that entrepreneurs are not being exploited by tourists
- Sensibilize people on the beauty of Ajloun and the different activities that can serve people of different demographics and of different interests
- Have an easily accessible platform that is informative and at the same time aesthetically pleasing (have characters, etc...)

GAR AND ARAA

KEY RESOURCES

Ecological Landscape	**RSCN**	**Local Volunteers**
Reputation of Channels	**Creativity**	**Engagement of Academics**

Creativity : A resource by the population, both locals and tourists, and how they contribute into writing the story over periods of time through word of mouth.

It is ensured to be permenant because once folklore is spread through the community it is difficult to be lost, and so development will be ongoing

MeProLand

GAR AND ARAA

KEY PARTNERS

RSCN

Ministry of Tourism

Locals

Tourists

Local business owners

Online platforms that will advertise our enterprise

GAR AND ARAA

KPI

Reviews on social media

Review on social media can be helpful to provide feedback for further development

Big number of tourists

Big number of tourists spreads the story furthers and increases the popularity of the areas

Better income and living condition (for the locals)

By marketing the area, more customers are provided, thus providing more economical growth

The spread and acceptance of the story

The story needs to be acceptable by the locals and the tourists, so that they would be willing to spread it further

Tourism agencies contribution

Tourism agencies can use this marketing strategy in order to attract tourists to these areas

GAR AND ARAA

SOCIAL OR ENVIRONMENTAL IMPACT

Connection between locals and tourists

The story provides a link between them, as it is interactive and a way to start conversations, making it a good way for connecting.

Improving local economy

This marketing strategy will attract more tourists and thus more customers and thus more improvement on the local economy

growth of local businesses, sustainable livelihoods

If these areas become a tourist attraction, then it will give the locals a sustainable livelihood

Improving the link between the landscape and the people and increasing the value of nature by the plants added for each trail

This gives improtance to nature and more care to it, which is one of the most vital attraction in the areas, and is important for the sucess of this strategy

Empowerment of women (hand made products...)

This strategy puts eyes on what's happening in these areas, specifically the women businesses that empower them

GAR AND ARAA

COST DRIVERS

- Costs related to the plants that will be added (price per piece,etc..)
- Bus and bikes (Costs)
- Costs related to maintenance
- Platform license and advertisement (costs related to marketing)

INCOME DRIVERS

- Donors
- Local shops
- Events

MeProLand

THANK YOU

Group 5: Marketing & Bussiness Strategy