

SCOPING DOCUMENT

**RESEARCH REPORT ON
COMPANY RETREAT &
WORKATION MARKET**

www.bizzbeesolutions.com



www.bizzbeesolutions.com

January, 2016



INTRODUCTION

Our company ABC is interested in doing market research for the retreat industry for businesses and also individuals interested in Workation (working vacation). We want to get a better understanding of both industries, the major players, as well as segmentation of the market (either per type of companies, or per company-size).

The main purpose of this research to find potential gaps on the market, or identify opportunities that our company can capture. We are interested in working in the Hospitality & Accommodation industry, establishing a Hotel (business entity) that will specialize in working with business retreats and Workation for individuals. Our premises will be initially located in Europe (specific location will be determined with this research) and offer variety of business services, making it a pleasant location to live and work.

The **primary** target group will be Corporates and SME's from EU – companies that are interested in using our facilities for office space, organize meetings / conference with potential clients, or bring its employees strategic planning, teambuilding and retreat.

The **secondary** target group are individuals who can work from anywhere, and they are actually travelling and working. These people have need for accommodation with workspace that could meet their business needs as well. This segment can be Entrepreneurs, freelancers, contractors, IT professionals or are dependent on technology to earn a living (nowadays they are called remote workers, [Digital Nomads](#) or location independent)

The purpose of the research is to try to answer the questions below, and in addition to find new questions that needs to be answered.



RESEARCH STRUCTURE

There are several questions that we would like to be answered from this market research and they are structured as follow:

Send report to research agency, try on UpWork and should be one agency.

Other content from this document was removed due to confidentiality.

www.bizzbeesolutions.com