

Applied Business Research 1 (Vera Boschman, Crystel Hoelen en Najma Yalahow)

Introduction

In the third year of the study called International Business at Windesheim University of Applied Sciences every student gets to work in a group on a research project for the study called Applied Business Research 1. For this, the authors have chosen to work on the research project from Friesland Convention Partners. This research project is a total of ten weeks long. To properly access this portfolio everything had to be documented to make this report. During the research project, the authors had a school supervisor to turn to with questions and to get feedback. In the case of the authors this is Ms. Aditi Gupta.

During the research project the authors visited the headquarters of Friesland Convention Partners and were in a New Year's Eve video of them. Along with that the authors had interviews with both the directress of Friesland Convention Partners and the marketer working there to gather more inside information.

Desk and field research are both used for this report. This report is made of a preface, executive summary, introduction, internal environment, external environment, SWOT analysis combined with the confrontation matrix, the strategy, goals, objectives, target audience, unique selling proposition, marketing message, tools, platforms, partnerships that can help Friesland Convention Partners, sustainability and a conclusion. All that combined will answer the main question: *"How might Friesland Convention Partners attract 2000 business tourists in 3 years by using a Social Media communication strategy with the focus on partnerships, accommodation, and mobility possibilities?"*

There is also an executive summary where the portfolio's answers are mentioned in short. In case, the reader(s) is currently occupied. The executive summary can be found on page 4. The complete conclusion of the whole portfolio is found on page 48. Where a more in-depth answer to the main question: *"How might Friesland Convention Partners attract 2000 business tourists in 3 years by using a Social Media communication strategy with the focus on partnerships, accommodation, and mobility possibilities?"* can be found.