

A decorative border of various tropical leaves, including palm fronds and monstera leaves, rendered in dark green outlines, framing the central text.

Hukilau Marketplace

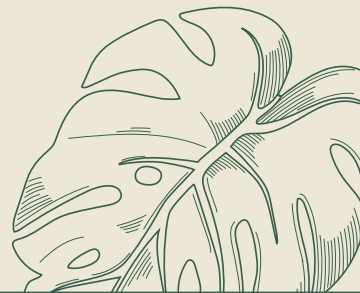
PCC Project

Team 4



Project Description

The Hukilau Marketplace project seeks to repurpose the Welcome Center into a dynamic and engaging environment of Polynesia. Furthermore, by relocating the ticketing booth, it aims to create a more accessible and efficient ticketing process for visitors and increased sales in the Marketplace.



Presentation Contents

01 Project Description &
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Project Scope

Included

- Conducting market research
- Improve existing infrastructures
- Increasing guest and visitor satisfaction
- Improving Marketplace sales

Did not Include

- Activities related to the Marketplace goods or services
- Activities related to the PCC tours or islands



Problem Statement

Since the Welcome Center reopened as the main ticketing booth the Hukilau Marketplace has seen a decrease in sales.

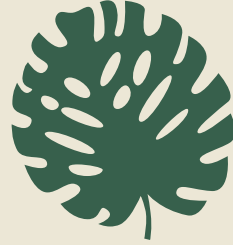


Solution



Relocating Main Ticketing

This will create more traffic through the Marketplace as ticket holders will have to walk through the Marketplace to get to the Islands



Repurposing Welcome Center

This will allow the PCC to continue to utilize the Welcome Center and direct the flow of traffic in the Marketplace

Barriers

Changing the Welcome Center into a art/history museum

- Salty winds
- Construction
- Unreliable artists
- Minimal sales increase
- Unpredictable inventory



Action Plan

Move ticketing

Move the main
ticketing office
back to the Hauula
side of the
Marketplace

Redirect Traffic

By moving the
ticketing office this
will redirect traffic
into the
Marketplace

Repurpose Welcome Center

In order to continue
to utilize the
Welcome Center
add seating to turn
into a relaxing area

Increase In Marketplace Sales

By doing this
Marketplace sales
are expected to
increase

Implementation

Employees

Ticketing employees will be moved back to the East Ticketing

Funds

Additions to the Welcome Center (Seating, Misters)

Manual Labor

Labor Force to establish new Welcome Center amenities



Cost & Budgeting

1. Seating

Average A frame wooden picnic table goes for \$219

Estimated 8 tables for a total of \$1,752

3. Labor

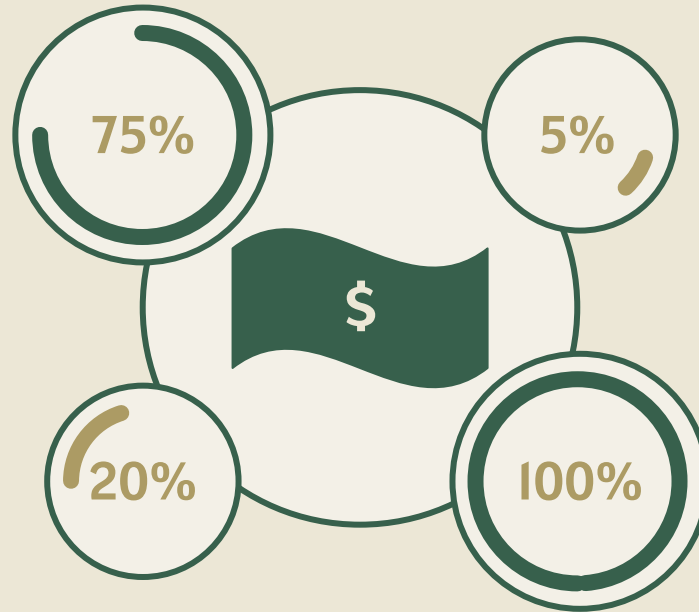
Estimated \$500

2. Mist Machines

200ft of tubing for \$100

4. Total

Estimated \$2,352



Sales & Revenue

- 2 people in 30 minutes
- 2/4 missed sales per day
- Average revenue per customer \$28





\$1.4-1.6 MILLION

ADDITIONAL

REVENUE

PER YEAR

Benefits

Low Cost

The only cost that will be inquired is the material cost for new seats and small amount of labor

Higher Sales

Marketplace sales should return to last years numbers or higher



Welcome Center

Will still be in use
satisfying head of PCC

Convenience

A very easy change for
the PCC to make for a big
increase in sales



CONCLUSION

We think if the Welcome Center is no longer the main point of entry for the PCC the Marketplace sales will increase

