

TRAVEL BUSINESS PLAN PPT

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Our sales and marketing team will be recruited base on their vast experience in the industry and they will be trained on a regular basis so as to be well equipped to meet their targets and the overall goal of the organization. For instance if you are one of the few travel agency in your country or state that handles pilgrimage travels, you are show going to be making constant mega box year after year. Sales Literature The business will begin with a general corporate brochure establishing its position on the market. This shall be undertaken through recruitment of a professional team and the provision of good quality custom-designed travel packages, catering to the client's particular needs. Very little of this fascinating country has seen human habitation – this is true Africa in all her remoteness and authenticity. Hence we shall be mainly targeting those who are not that mobile but wanting to see as many sites as possible. Hence we intend to implement an aggressive marketing strategy, well supported by the other business functions. This tour will cover approximately kilometers taking the whole day to complete. The real core value will be professional expertise, provided by a combination of expertise, experience, hard work, and education in that order. The one certainty in our industry is that technology will continue to evolve and develop, changing what we market as well as how we market it. Develop enthusiastically satisfied customers all of the time. Mokolodi also offers the rare opportunity to track rhino or to walk through the bush with young elephants. We need to develop our message, communicate it, and make good on it. We intend to develop our team so that our people can grow as the company grows - a mutually beneficial relationship. In a nutshell, we do not just intend to market and sell our service, but to market and sell travel solutions and a total-quality environment. However in so doing we intend to ensure that the service we provide is of extremely high quality and comfortable. Hence our key success factors will include the following: Excellence in fulfilling the promise: We intend to offer completely enjoyable, comfortable and informative travel excursions that will ensure that travelers are thoroughly satisfied and appreciative at the end of their trip. We also intend to have well-designed brochures and other promotional material that will enable clients to have an understanding of the types of services we offer and advantages of utilizing them. Fulfillment The key fulfillment and delivery will be provided by the employees of the company. A destination that unlocks the mystery of nature – an oasis in a wilderness which is an ideal escape for nature lovers. We also intend to have information pamphlets that will provide information on our various tour packages. Solid and fruitful strategic alliances: Considering the nature of our services and our relative infancy on the market, we realize the importance of establishing and maintaining fruitful strategic alliances with various stakeholders, including hotels, lodges, and travel agencies, amongst others, so as be assured of a constant flow of customers, fulfilling their needs at every opportunity. One of the main services it aims at providing is to become a destination management company that brings alive the magnificence of this country to the traveler. All the papers and document has been duly signed and submitted, the loan has been approved and any moment from now our account will be credited. Our services will be positioned very carefully: they will be of extremely high quality, comfortable, informative and tailored to the clients needs such that they will enable individuals to have a greater appreciation of the natural environment and its intricacies. Future Services In putting the company together we have attempted to offer enough services to allow us to always be in demand by our customers and clients. Services and products provided by Sephats will initially include pre-arranged tours, custom packages according to clients specifications, travel consultation, and as time progresses making reservations for lodging amongst other related services. Our personal selling marketing strategies will rotate around keeping in touch with hotels and travel agencies for major customers, and advertising for more individual customers. Included in this package will be refreshments and information folders detailing the main sites and history of Gaborone. In addition well-done, informative brochures, fact sheets and business cards often have a triggering effect on clients contemplating utilizing our services.