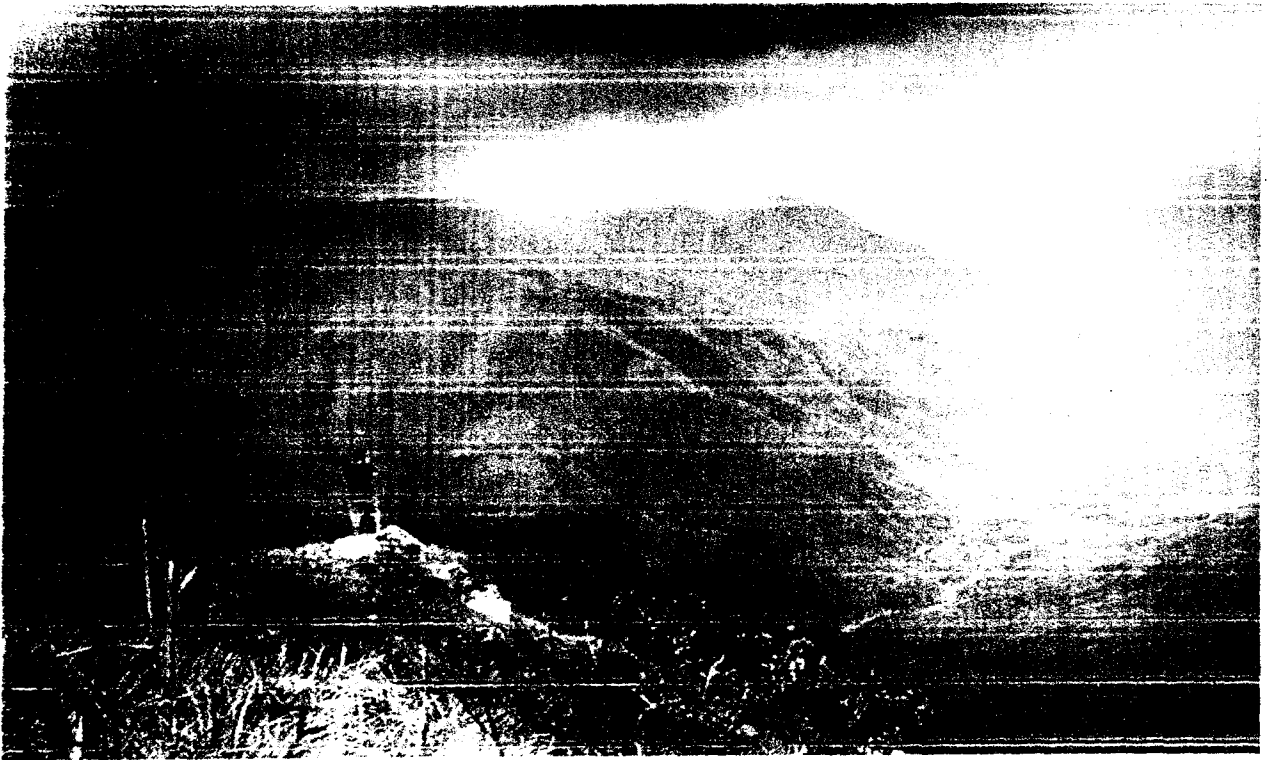


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Assignment on tourism industry



Topic: travel and tours (travel agency)



Submitted to:

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Class- BBA 6th semester

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Acknowledgement

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I also show my gratitude to my friends and all who contributed in one way or the other in the course of the project.

EXECUTIVE SUMMARY

LLONG TRAVEL AGENCY(LTA) will begin operations this year and provide adventure and travel packages to people in the Meghalaya, specifically in the Shillong. An opportunity for LYA's success exists because the national tourism and travel industry is growing at 4%, and adventure travel at 10% annually. Further, the Shillong adventure travel market is growing at least 12% annually and there are no providers who specialize solely in adventure travel in the Shillong area. LTA is poised to take advantage of this growth and lack of competition with an experienced staff, excellent location, and effective management and marketing.

The company's goals over the next three years are:

- Sales of 5,584,500 by year three.
- Maintain margins of 10% on all airline travel.
- Achieve 15% of sales from the Internet.
- Develop strategic alliances with service providers nationally, internationally, and in the Shillong area.

In order to achieve these goals LTA needs to focus on the three key area of:

- Effective segmentation and targeting of travelers within the larger travel market.
- Successfully position ourselves as traveler specialists.
- Communicate the differentiation and quality of our offering through personal interaction, media, and regional marketing.
- Develop repeat business bases of loyal customers in order to create sufficient sales.

LTA's total startup capital requirement is approximately 16, 00,000 start up funds will be given by state bank of India.

⇒ Online Account of Industry

Social media marketing helps to validate your brand. A company's social media presence, when done correctly, tells consumers that their brand is active and focused on thriving communication with consumers. ... Check out our branding blog .Social media marketing has the power to increase customer loyalty.

Now look at social media marketing. Social Media today argue that the purpose of social media marketing is to build a brand and increase a brand's visibility, through building relationships and communicating with potential customers.

The two seem to go hand-in-hand. But you may still be wondering, why social media?

“Social networks are one of the fastest growing industries in the world”.

Some e.g. of social media are:

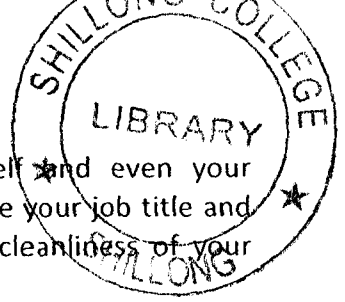
Facebook is the biggest and arguably most powerful social network in the world with 1.55 billion active monthly users. Regardless if you are a startup or fortune 500 companies, you need to be on Facebook and start engaging with your consumers.

Twitter is known as the “in the moment” platform and boasts a respectful 255 million active monthly users. Twitter is a perfect online marketing tool for businesses that want to reach out to people (and are ready for a reply).

Instagram is a visual platform designed for customers to post, share, and comment and engages through digital media. As the old saying goes, a picture is worth a thousand words.

LinkedIn is regarded as the professional social networking site. LinkedIn largely focuses on b2b marketing rather than b2c.

⇒ Business Card of a Industry



First Impression – Your business card is a representation of yourself and even your company. It requires less explanation about your basic information since your job title and your name are printed clearly on the business card. The design and cleanliness of your card explain your personality indirectly.

- **Direct Exchange of Contacts** – Exchanging business cards in person is one of the most direct and effective ways of introducing yourself to and opening a conversation with people. Professionals are more likely to call you back for the way you give out your card and introduce yourself shows sincerity
- **First Impression** – Your business card is a representation of yourself and even your company. It requires less explanation about your basic information since your job title and your name are printed clearly on the business card. The design and cleanliness of your card explain your personality indirectly. Therefore, it is very important to keep your business card clean and clear to give people a good first impression
- **Professionalism** – Having your business card ready at networking events and meetings shows that you are a well-prepared and focused businessman. It implies that you are ready and confident to put your name and your brand out there.
- **Convenience** – Business cards are portable, especially when most people place your business cards in their business card holders. The accessibility and convenience of reaching to your contact information increases the probability of you being contacted.

⇒ Get Registered in Tourism Department of India

Nowadays we see that each and every business has their own- own sectors, and there are distributed among there belonging departments. Even in the department of tourism I have to register all the details which is required in my field like (mane of the company, location, pricing

strategy etc) so that the tourism department of India will know about my company, and they will provide me customers from all over India and also it will help me getting the tourists from foreign countries, it will highlight my company name in their website as well as it will help me raising the standard of my company. So registration is a very crucial part before starting any business.

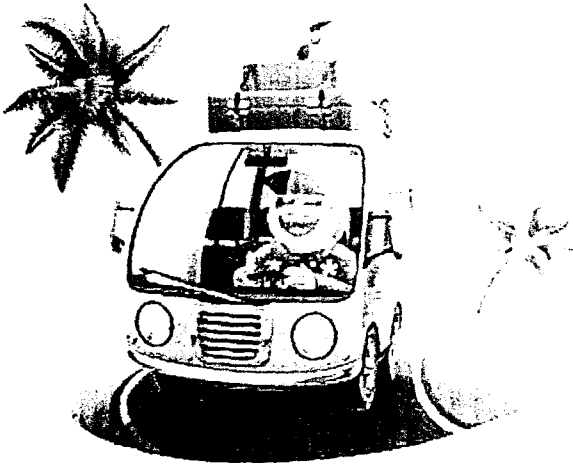
⇒ **Industry Bank Account**

As we all know we all should have bank accounts so that it will help us generating funds as well as we can deposit money in it. A bank is made so that it can help us even in the loan purpose in case of emergency, but before the loan is allowed from the bank there are certain criteria which is to be completed by the account holder for the allowance of loans. There are various types of loans nowadays like (educational loan, house loan, scooter loan, computer loan etc)

Even for business they provide loans but before that we have to follow with certain criteria which are provided by the bank, so that later the company will not face any difficulty. If we make bank accounts separately for business purpose the income tax officers will not suspect us in case of corruption, because business is made with a huge amount of money we cannot stay stick to one amount of money. Sometimes it goes down and sometimes it raises the wealth. So, having a bank account is also very crucial in business so that we can analyze the profit and loss statement.

Introduction

A travel agency is a private retailer or public service that provides travel and tourism related services to the public on behalf of suppliers such as activities, airlines, car rentals, cruise lines, hotels, railways, travel insurance, and package tours. In addition to dealing with ordinary tourists, most travel agencies have a separate department devoted to making travel arrangements for business travelers; some travel agencies specialize in commercial and business travel only. There are also travel agencies that serve as general sales agents for foreign travel companies, allowing them to have offices in countries other than where their headquarters are located.



A travel agency's main function is to act as an agent, selling travel products and services on behalf of a supplier. Consequently, unlike other retail businesses, they do not keep a stock in hand, unless they have pre-booked hotel rooms and/or cabins on a cruise ship for a group travel event such as a wedding, honeymoon, or a group event. A package holiday or a ticket is not purchased from a supplier unless a customer requests that purchase. The holiday or ticket is supplied to the agency at a discount. The profit is therefore the difference between the advertised price which the customer pays and the discounted price at which it is supplied to the

agent. This is known as the commission. In many countries, all individuals or companies that sell tickets are required to be licensed as a travel agent.

Traditionally, travel agencies' principal source of income was, and continues to be, commissions paid for bookings of car rentals, cruise lines, hotels, railways, sightseeing tours, tour operators, etc. A fixed percentage of the main element of the price is paid to the agent as a commission. Commissions may vary depending on the type of product and the supplier. Commissions are not paid on the tax component of the price. Travel agencies also receive a large variety of bonuses, benefits, and other incentives from travel and tourism related companies as inducements for travel agents to promote their products. The customer is normally not made aware of how much the travel agent is earning in commissions and other benefits. Other sources of income may include the sale of insurance, travel guide books, public transport timetables and money exchange.



HISTORICAL BACKGROUND OF TRAVEL AGENCY

Travelling is a very old phenomenon. In the previous days the people used to go to other places in search of food, pilgrimage or visiting new places by carts, bullock carts, camels and dolis. They stayed at sarais and dharamshalas and also some times in temples and other places they were provided food by the priest of the temple. In modern time they all are converted into modern star hotels and transport operators providing luxuries facilities. The travel agency business started first by Thomas Cook and American Express Company. Travel agency does not have a long history. On June 9, 1841 Thomas Cook walked fifteen miles to a temperance meeting at Leicester. On this journey he conceived the idea of hiring a train to take his fellow members of the temperance society. Thomas Cook put his idea into operation and he organized trip of 570 passengers by train. It was the first time that an agent bought the railway tickets in bulk and resold them to the members of his group. This venture was soon followed by excursions to various other places and in 1843, 3000 school children were taken to a trip from Leicester to Derby in England.

Thomas Cook started a full time excursion agency in 1845. Cook diversified his business in other directions and became a tour operator, besides being an excursionist. Cook started making his tours interesting. He arranged the first all inclusive tour from Leicester to Liverpool in 1845. He also invented hotel coupons. He took 350 people by steamship on a tour to Scotland. He also published a guide book for this tour. The excursionist invasion of Scotland soon followed in 1846 and 1847. From 1848 to 1863 Cook conducted many circular tours of Europe including visit of different countries. Thomas Cook and sons had established their first official London office in 1865. John Mason Cook now joined his father as a permanent partner and took charge to London office. In the late 70's of the nineteenth century Cook arranged a deluxe tour of India with the P & O steamship line. On arrival in Bombay, the travelers were moved in spacious compartments on Indian railways to see the Taj Mahal. Meals were served to the travelers in train. In 1874 he provided other services which were the beginning of the present day traveler's cheques. It is insured against loss. The issuing company makes little money on selling travelers cheques.

In the year 1880 John Cook left for India and established offices in Bombay and Calcutta and formed the Eastern Princess Department. The management of the company passed on to John Mason Cook's three sons in the year 1898. At the time of John Mason Cook's death the Cooks business included three aspects of travelling selling tours, banking and shipping. The company has now 700 offices and about 13000 employees around the world. The American Express Company is the world largest travel agency comes at second place after Thomas Cook and sons. Besides selling tours the company deals in traveler's cheques. The company may be said to have its origin in the same year- 1841.

The American Express Company is the major participant in the international currency transactions, buying and selling about 200 million dollars on each working day. The company also introduced American Express Credit Cards which are perhaps the most popular credit cards in the world. A holder of such credit card can go to any part of the world and pay his hotel bills, eat food in restaurants, buy an international air ticket or anything else from places where American Express Cards are accepted.

The AMEXO provides facilities of computerized reservations of hotels in major cities throughout the world. If a traveler in United States wishing to make a reservation of hotel anywhere in the world can make a phone call to the American Express Company reservation office at no charge. In 1928 another big company Exprint Travel Services appeared on the scene in Los Angeles. It started the whole business of selling tours to small travel agents. There are estimated 44000 travel agencies located throughout the world. Fifty percent of the travel agencies are in the United States.

In India travel agency business is relatively new. At the time of independence there was hardly any travel agency. Organized travel agency business really started after independence and by 1949 six travel agents in India had set up an apex body called Travel Agents Association of India with head quarter at Bombay and headed by a young travel agent Nari J. Katgara. And till now there has been a great development in the business of travel agencies. Travel agency in India is now a major trade activity generating direct employment and also considerable indirect employment by bringing tourists.

It was more so during the 1920's when the travel agent industry became vastly popular. The reason why, was simply because aviation became available to the public and that really helped boost travelling. Of course, for the most part in the beginning, travel agents were largely used by middle and upper class consumers who did have a lot of money to spend on vacations. Most of the lower class families couldn't afford to travel through a travel agent.

IMPACT OF WORLD WAR II

When the outbreak of World War Two began, it ensured the industry would take a big hit. Of course, during this time, most people weren't thinking about taking a holiday, even locally and as a result, and as anticipated, the industry took a big dive. However, after the war tourism did

see a huge upturn as more and more people just needed to escape from the post war blues. It did lead to more affordable prices and the start of package holidays becoming popular especially when more travel agencies were starting to grow and become noticed.

Description about the state (Meghalaya) in terms of travel agency:

Meghalaya, of Scottish scenery and Indian charm is a beautiful state nestled amid Assam and Bangladesh. Meghalaya, literally meaning "Abode of the Clouds" takes distinction of being among the wettest places on earth. The Cherrapunji belt receives the highest rainfall in the world. Home to an extraordinary diversity of peoples, the Khasi, Jantia and Garo tribes, Meghalaya is one of the most picturesque states of India, which serves as an ideal gateway for people in search of beauty and tranquility. The panoramic landscapes, foggy hills, cascading waterfalls, serpentine rivers, and terraced slopes soothe the minds of weary travelers. Meghalaya is blessed with rich wildlife. The dense forests of Meghalaya are inhabited by many rare species of birds and animal including elephants, Tigers, Golden Cats, Binturongs, Slow Loris, Monkeys and birds like Hornbills, Partridges, Teals, Snipes and Quails. Meghalaya is dotted with numerous tourist spots. Shillong, the capital city of Meghalaya has many beautiful sites such as Lady Hydari Park, Elephant falls, Ward's lake, Shillong peak, and the golf course, one of the best in the country.

Why I should start travel agency in Meghalaya, Shillong?

I am starting travel agency in Meghalaya because I think in Meghalaya currently travel agency business is not to vast and I will have very less competition and because of less competition I will have higher level of profit in this business and I think competition kill any business, the higher level



of competition the higher level of loss companies will face and Meghalaya has large numbers and various beautiful place where huge numbers of people visit every year in Meghalaya, visit this place and enjoy their time in most beautiful place in India with their family and friends and most tourists are from other countries, but since I have analyze that tourist sometimes find difficulty in travelling one place to another, and I have seen the most common threats they face is they have to pay double the amount of money as compared to actual amount which should be charged by the local peoples and various tourist agencies and sometime by doing this they create a negative impact among themselves and for the state or country and also for the business by doing this they may think they are satisfied and think they are having lots of profit, but they use to forget that this is not for long-term and soon they are going to face loss in their business.

So my aim is to create a business which is suitable for everyone and fair and to cheat a tourist and create a positive environment for my business and tourist and also for everyone and the motto for my business is "Stay true and loyal and build" for future benefits.

Services where I am going to provide to my customers

➤ Cherrapunji

Cherrapunji with the historic name Sohra being more commonly used, and can also be spelled Cherrapunjee or Cherrapunji is a sub divisional town in the East Khasi Hills district in the Indian state of Meghalaya. It is the traditional capital of a Nongkhlaw hima (Khasi tribal chieftainship constituting a petty state), both known as Sohra or Churra.

Cherrapunji has oft been credited as being the wettest place on Earth, but for now nearby Mawsynram currently holds that distinction. Cherrapunji still holds the all-time record for the most rainfall in a calendar month and in a year, however: it received 9,300 millimetres (370 in; 30.5 ft) in July 1861 and 26,461 millimetres (1,041.8 in; 86.814 ft) between 1 August 1860 and 31 July 1861.

➤ Living Root Bridges

Living root bridges are a form of tree shaping common in the southern part of the Northeast Indian state of Meghalaya. They are handmade from the aerial roots of Rubber Fig Trees (*Ficus elastica*) by the Khasi and Jaintia[3] peoples of the

mountainous terrain along the southern part of the Shillong Plateau. Root bridges have also been observed in the Indian state of Nagaland

Living Root bridges have also been created in Indonesia at Jembatan akaron the island of Sumatra, and in the banten provence of Java , by the Baduy people.

A living root bridge is formed by guiding the pliable roots of the ficus elasticatree across a stream or river, and then allowing the roots to grow and strengthen over time until they can hold the weight of a human being. The young roots are sometimes tied or twisted together, and are often encouraged to combine with one another via the process of Inosculation. As the ficus elastica tree is well suited to anchoring itself to steep slopes and rocky surfaces, it is not difficult to encourage its roots to take hold on the opposite sides of river banks. As they are made from living, growing, organisms, the useful lifespan of any given living root bridge is variable. It is thought that, under ideal conditions, a root bridge can last for many hundreds of years. As long as the tree it is formed from remains healthy, the bridge will naturally self-renew and self-strengthen as its component roots grow thicker.^{[7][8]}

➤ Mawlynnong cleanest village

Mawlynnong is a village in the East Khasi Hills district of the Meghalaya state in North East India. It is famous for its cleanliness and natural attraction.

It comes under the Pynursla community development block and Vidhan Sabha (legislative assembly) constituency.

➤ Dawki Mawphlang sacred forest

Mawphlang is a village in the East Khasi Hills district of Meghalaya state in north-eastern India, 25 kilometers from Shillong. The word maw means "stone", maw phlang means "grassy stone," and is one of many settlements in the Khasi hills named after monoliths.

Mawphlang was the centre of Presbyterian Church of Wales missionary and medical activity in the Khasi Hills during the 1890s. A dispensary and then clinic were established in 1878 by Dr Griffith Griffiths of Brynmawr, Aberdaron who died at Mawphlang, April 22, 1892. After Griffiths came William Williams (missionary) who also died at Mawphlang.

➤ Laitlum canyon

Perched in the East Khasi Hills of Shillong, Laitlum Canyons is a little-explored haunt of the mountainous state of Meghalaya. Laitlum translates to 'end of hills' and this sublimely beautiful hilltop appears to be true to its name. At Laitlum, all one can see are breathtaking gorges and steep winding stairways that snake their way down to the lush valley



This is the reason why, for a bird's eye view of Shillong's magnificent surroundings, there is no better place than the Laitlum Canyons

1. The Amphitheatre of Meghalaya
2. A Trekker's Paradise
3. Living on the Edge, Literally!
4. The Stream of Your Dreams
5. In The Abode of the Clouds
6. A 3000-Step-Stairway to Heaven

➤ Lalong park (Jowai)

Famous for its sacred groves and beautiful Pynthorwah Valley, the Lalong Park has gained popularity in terms of tourist destinations. A water eco-park is apparently also taking shape with an intention to change lalong into a major Tourism Hub of the District. Lalong Park - Although lesser known, the ecological park has much to offer nature lovers. A picturesque view of the pynthor wah valley of the Myntdu River can be seen from this park.

➤ Balpakran national park(Tura)

Balpakram, land of the eternal wind, according to Garo myth, has a very beautiful landscape and one of the best Canyon around the region. It is famous for unique land formations with surround the mythological stories of the Garos. Declared a national park by the Government of India, it is now a protected place and permission has to be sought from the wildlife authorities before entering. It has some unique plants species including the ones mentioned and the corridor for the Indian elephant. Balpakram was inaugurated as the National Park on 27th December 1987.

➤ Umiam lake

Umiam Lake (commonly known as Barapani Lake) is a reservoir located in the hills 15 km to the North of Shillong in the state of Meghalaya, India. It was created by damming the Umiam River in the early 1960s. The principal catchment area of the lake and dam is spread over 220 square km. Umiam Dam, which impounds the lake, was built by the Assam State Electricity Board in the early 1960s. The dam's original purpose was to store water for hydroelectric power generation. The Umiam Stage I powerhouse, located north of the lake, has four 9-MW turbine-generators, which entered commercial operation in 1965. Umiam Stage I was the first reservoir-storage hydroelectric project commissioned in the northeastern region of India. (Umtru Hydroelectric Project, a run-of-river project with an original capacity of 8.4 MW, began operation in 1957.) Three more stages of the Umiam Project were subsequently built downstream. The lake serves as a major tourist attraction for the state of Meghalaya. It is also a popular destination for water sport and adventure facilities. Tourists visit this spot for kayaking, water cycling, scooting and boating.

Mission

My mission is to create and seeks to manage the travel requirements of tourists and add value to their travel, and whatever money they have spend on their holidays. We tend to focus on the customer's requirments to come up with effective strategies for meeting their demands in an effictive manner, so that they won't take any bad experience with them and this is most important aim of my company because it is not only important for my company but also important for our state and country, tourists come from different coutries in Meghalaya to enjoy the beauty and peace of Meghalaya and it is very well known in the world. They want to enjoy their time which they get from their busy working life, so it is our duty to provide them with best facilities that we can provide to them and also give them best experience in their journey. My mission is also to offer corperate travel and become one of the biggest travel acengy in Meghalaya and to spread our branches to different parts of Meghalaya so that later on I can create branches in all the seven states in northeast and also to become largest travel agency in Northeast India.

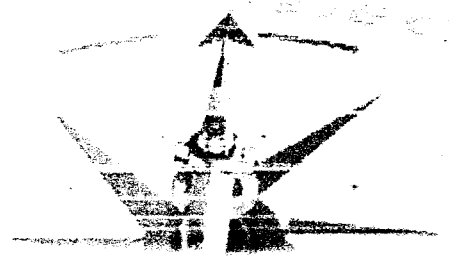


Vision

My vision is to manage the corporate management tools to improve the service while reducing tourists rates of travel. we manage almost every type of travel need which tourists wants from simplest to the complex travel which ever they need in their journey, and create an unparalleled experience that our customers could rely on us and will not have any type of doubts in their mind while traveling with us. This is my main aim toward the customer's, we also aim to maintain our vision of high class travel services at a reasonable price because we understand each and every customer and this will happen through consistent leadership, this all will be done by controlled growth and excellent commitment.

Objective

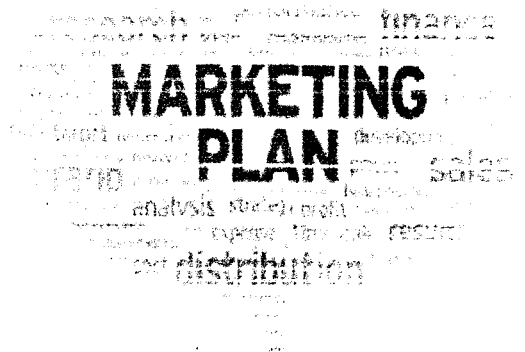
As every travel agencies try to maximize profit and achieve growth just as other small businesses do. Same as others even my aim is to build and maximize profit and achieve growth for my business. There are some of point which will help me in achieving objective goals.



- Establish market
- Developing Demand
- Expanding product line
- Two way traffic
- Seasonal filler

MARKETING PLAN

Marketing plan is most important tool for any business for the success of the business. It my best effort on activities that will move my business forward, business plan is much more than just another boring business document, it is my map to revenue, growth and longevity. It will help me to understand myself and customers. It forces me to think through problems, and come up with repeatable solutions and position me for success.



My first step will be:

MARKET RESEARCH

Before I do any anything I have to some market research and also have to know where will my company will stand in market?

Who are my ideal customers?

As per my research my ideal customer will be those persons who loves to visit new places in Meghalaya, some of my ideal customers will be those persons who are adventurers and can do anything for adventure, can pay good amount of money to visit those places of Meghalaya. I will also focus on the peoples who visit these places in their holidays so that they can be my ideal customers in future also.

Where my ideal customers are located?

So I will set up my business in Meghalaya so mostly my ideal customers are located in Shillong and most of them are located in cities of Shillong so Meghalaya is famous for its tourist places than my customers are located outside of Shillong like whole of north-east and also tourist from

outside India and those customers will give me huge benefits and more customers from their country.

What are the needs that my ideal customers from me?

As my business is Travel Agency the most important thing that my customers want from me is Service. My business run only when I will provide a best service which they want from any travel agency because I am taking them in tour and if I will not provide them with the best service they will not come again to my company due poor service and service any can be providing them comfortable journey and good guide in that place so that they can explore that place and enjoy in their journey and places.

Most important part in market plan is taking FEEDBACK from customers?

My business will be only success when I will take Feedback from my each and every customers because it will provide valuable insights about my customers and also I will come to know what are my problems and what I am lacking off to provide my customers, services which I am providing is good or I have to improve them.

Who are my competitors?

My company is build in Meghalaya so I have to know who are my competitors and what they are providing to their customers to attract them again and also what kind of services they are providing to customers. I have to know how many competitors are there in market and how I will lead from them to attract more customers towards my company.

What most tourists are worried about?

Most of the tourists are worried about is SERVICE which are provided from the travel agencies. The important part for my business is SERVICE because it is a core of my business. Without good service my business will not work in any market of the world, in a tour all customers wants is good service so I will mostly focus in service which will attract my customers again and again. Some of the services which I will provide to my customers are:

- Giving them a comfortable car for every class of peoples because every customer are different and their incomes are also different.

- I will customize travel package for each and every customers on the basis of their budgets, so that they can be fully reliable on us and have a trust on us.
- Payment of trip can be done through online payment for easy and comfortable payment and it can also be refundable if they cancel their trip.
- Most of the youngsters not only boys every time even the girls they also want to travel for a long journey with their group of friends so my company will help and give them a chance to travel by offering them with best comfort and service.
- As I am starting a new business there will lots of expenses so my strategy will be that I will hire a potential person who can do both things who are good in driving and also who are good guide who can help my customers to explore those places. This will help to save my money. If there will be any of my relatives or friends whom I know who is unemployed than I will teach them driving and also how to be a good guide. This will save my time and money in long-term.
- Best service which I will provide to my customers is punctual in time for tour and trips, because as per my research I have seen most of the tourists and customers have to wait for travel agency car and have to waste lots of their time.
- "PICK UP FROM HOME" I believe that this service will really attract a lots of customers toward my company. Because this is not given by any travel agency in Shillong, if they provide also they use to charge extra for this service, as my company is new and I have to attract more customers and have to build good name of my company I will give this service for "FREE".
- "FREE PHOTO COLLAGE" I will give every customers a free photo collage service to them to memorize their enjoyable time which they have spend in their trip, by doing this they will remember my company again and again so that every time they think for going on trip, first thing will come in their mind is my company.
- Service which I am going provide on cars will be different for different class of peoples. Basically there will be four different types of cars such as "TOYOTA INNOVA" "MARUTI DESIRE" "MAHINDRA BOLERO" AND "TATA SUMO" rate of all cars will be different.
- I will provide FREE AC to my customers if they will hire Toyota Innova, Maruti Desire or Mahindra Bolero.

Analyzing competitors

It is most important step I marketing plan without analyzing my competitors I will not able do better than them or unique thing or service which they are not using in their business by knowing them only I will able to do all this thing and able to go ahead from them. By analyzing them I will also come to know their strength where they are very strong and doing or providing best service to their customers so I will able to improve those thing in my business and try to make them my strength because business is all about how I can innovate my competitors process of doing things so that customers will attract toward my company. By analyzing

competitors I will also come to know weakness of my competitors so that I will take benefits of those weaknesses and make my company better than my competitors.

Some of my competitors in Shillong are:

Shillong Tours & Travels

Shillong Travels

Van Rap Tour Travel

Explore Shillong

Cherrapunji Tour Packages

Shillong Tour Planner

Meghalaya Tourism

As per my research I have find some of strength and weakness of my competitors such as Meghalaya Tourism because this company my biggest competitors in Shillong, so I have collected some of strength and weakness of this company.

Strength of this company is:

- It is register to Meghalaya tourism office by doing this it got lots of its customers from them on a regular basis any many time they also get foreign customers by they got lots of benefits and name.
- Its next strength is it is located in police bazaar in main city and this most busiest place in Shillong and also most crowed place, by this they got lots of notice.

Weakness of this company is:

- The only weakness of this company I find till now is that its rate for tour is very high and everyone cannot afford its rate but will be plus point for my company.

As per my research rate of my competitor for some places is:

MEGHALA YA TOURRIS M	TOY OTA	DESI RE	BOLE RO	SUM O	LLONG TRAVEL AGENCY	TOY OTA	DESIR E	BOLER O	SUMO
CHERRAP UNJI	4000	2700	3000	3000	CHERRA PUNJI	3700	2500	2700	2700
MAWLYN NONG	3500	2300	2500	2500	MAWLY NNONG	3200	2000	2200	2200
MAWSYN RAM	4500	3000	3300	3300	MAWSY NRAM	4300	2700	3000	3000
NARTIAN G	4000	3000	2700	2700	NARTIAN G	2700	2700	2500	2500
UMIAM LAKE	800	700	500	500	UMIAM LAKE	700	600	400	400

As for market my company is new so to come in peoples notice I have to give some discount to them so that they will come to my come for tour become my company rate is low as compared to other company and by give some discount it will huge save for them and they may thing as they are getting benefit, it will also attract more customers toward my company and customers may also tell to their friends and relatives about my company and will be free advertising for my company, in mouth to mouth advertising is more effective than any types of advertising because peoples believe more in "WORD" than branded content or expensive mode of advertising and this plan may give huge benefits and customers to my company.

My goal for next 3 years

This is most important part in marketing plan for my company because without goal any business is useless and aim less every company has to have some goal for their company for success of their company, because those goal only motivate them to work hard for their company so that get into next level of business.

My goal for next 3 years of my business will be to create brand name of my company in Meghalaya so that peoples will have trust on my company because trust is most important thing for successes of my company. I also aim to double my numbers of customers in next 3 years so that my sales would be double. I also want to increase my market share to dominate the market of Meghalaya so that I will able to spread my branches of my company to other part of Meghalaya.

I want my goal would be something that which will motivate me to achieve and to reach them, but not so difficult that they are just discouraging and I won't feel to work on my goal.

Marketing strategy

Marketing strategy is very crucial thing to do because without good marketing strategy, marketing plan will not work effectively, this strategies will only lead my plans forward in market. A good marketing strategy is core for any business and it goes same for my business too, some of my marketing strategies are:

INVEST IN CONTENT MARKETING

It is very important for my business as I am doing small business, so I will focus too much on content marketing because I do not have luxury of massive budget for my business so in starting I have to go with this advertising and it is most effective advertising, so that I need some drive brand awareness about my company so that I will able to attract more and more customers and lead with limited resources. Content marketing is a great way for any small businesses and for my business too.

Some of the content marketing will be:

- **Info graphics** – This are generally long vertical graphics that include statistics, charts, graphs and others information's. This strategy will inform peoples about my company, by looking in this they may able to calculate "value" of my company and they may like thing about my company, may plan their next trip from my company.
- **Webpage** – By creating a webpage of my company is very important because through my webpage they will come to know about my company and places of tour where I am offering, my webpage is free so customers may visit as many time as they want to and also able to check many deals and offers of my company.
- **Videos** – it is most modern strategy and effective strategy of modern business because it attracts most of the customers through videos. By creative and quality videos can

promote and win more customers to my customers. YouTube is one of the most effective platforms for it.

Books – In today's world there are so many peoples to loves to read book lots and I can easily target most of the customers among them, it will also attract so many customers towards my company. By giving advertising about my company in those books I can achieve all of this.

All of these strategies are not expensive so I can do without any problem about budget, and it will be very effective for my business.

Using E-mail marketing

E-mail marketing is the foundation stones of digital marketing strategy. Most of visitors who will come to my company for the first time may not go for a trip but I will able to add them on subscribing list of my email so that I may have ability to display my authority and credibility by providing valuable content to them via email and able encourage them to plan a trip through my company.

And my previous customers will inspired to become my regular customers by weekly and daily time sensitive updates on my product information.

Paid search

Paid search is one the most useful tool for advertising in Google, this tool will really will really help me in getting in notice of people and most of the peoples believe in internet no matter it is right or wrong. This tool will help me getting at top of Google first Page by this I will get more customers, but Google charge for this tool and it is not to high, even small business owner can also take advantage of it.

Dropping business card

Dropping business card is more effective and is very necessity in term of marketing strategy. I am running small business such travel agency I must prepare a cards and start handing them out to different groups of peoples, so that they will know about my company. This will attract more customers to my company.

Speaking at events

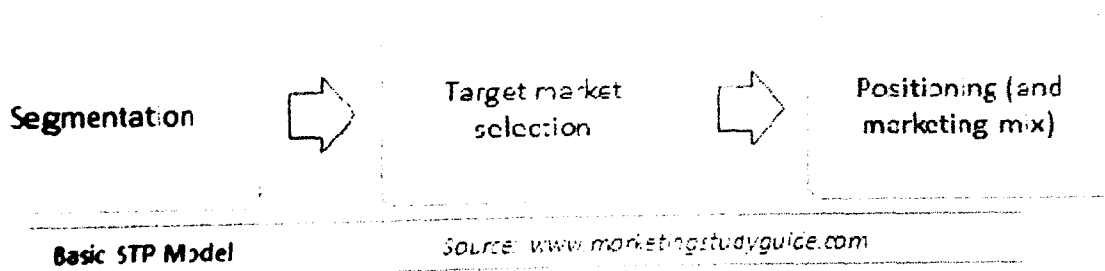
Speaking at events is very useful for attracting new customers such as professional events offers me and give chance to meet new peoples, I should start telling them about my travel agency, by this I will build my brand awareness. By doing this I will create great impact on them when I will speak to them. I will try to find some local events where I can speak about my travel agency and I should also find events related to travel industry.

Advertising strategies

It is most effective mode of strategy which is very important to use in today's world because without advertising no business can build their name in market. So I don't have too huge amount to spend on advertising, I will use two type of advertising such as: NEWSPAPER AND RADIO. Currently both mode is available in market that also local one. This will help me in getting more local customers.

My next step in business strategy will be (STP) Segmentation, Targeting, and Positioning. It is an important concept in the study and application of marketing.

The STP process demonstrates the links between an overall market and how a company chooses to compete in that market. It is sometimes referred to as a process, with segmentation being conducted first, then the selection of one or more target markets and then finally the implementation of positioning. The goal of the STP process is to guide the organization to the development and implementation of an appropriate marketing mix, as highlighted in the following diagram.



Market Segmentation

- I will split a market into smaller groups with similar product needs. I will identify characteristics, for the purpose of selecting appropriate target markets. I will segment between three groups such as adult, persons who gets holiday in vacations and families.

Targeting (or target market selection)

- I will proactive selection of a suitable market segment (or segments) with the intention of heavily focusing the firm's marketing offers and activities towards this group of related consumers. I will target this groups differently because all are not same and to attract them I have to give different offers also.

Positioning (which is sometimes referred to as product positioning)

- I will position my travel agency on the basis of market segment and those customers who will come to my company for their trips and this customers will also be faithful toward my company because I am portioning my company on their needs.

STP models

This approach is shown in the following diagram and discussed in the Basic STP Process section.



Why STP is so important for marketing process?

- a) Segmentation splits buyers into groups with similar needs and wants to best utilize a firm's finite resources through buyer based marketing.
- b) Attract the right customer.
- c) Reduce risk in deciding where, when, how, and to whom a product will be marketed.
- d) Increase marketing efficiency by directing effort specifically toward the designated segment in a manner consistent with that segment's characteristics.
- e) Helps in customer retention.
- f) Customer delight
- g) Reduce the cost of the company by not marketing the product where its not required.

Now, I have done STP so next step will come is S.W.O.T in my business strategy which will help me in analyzing whole market in a four different groups were I will know knowing where is my strength, opportunities, weakness, threats and it will make it easy for me to understand environment.

A SWOT analysis is a common tool for business analysis and marketing planning. The letters stand for strengths, weaknesses, opportunities and threats. Marketing managers using a SWOT analysis may list columns on a sheet a paper for each category, with intersecting rows for the marketing manager's company and relevant competitors. This creates a chart showing how the companies match up.

Strengths

Strength of my company will be the most important part by which I will move forward in market and I can also take advantages of it, this are as follow:

- Services- As I am in travel agency so core of my business will be services.
- Rates – Rates will be my strength because as compared to others travel agencies my rates is low from them.
- Timing – It will be other strength of my company, my company will be on time for a trip and customers will not have to wait.
- Motivation – It will be my strength because my goals will always motivate me to work hard to achieve them as early as possible.

Weaknesses

- Uncertainty – Uncertainty will become my weakness because all of my customers will not get attracted towards my company.

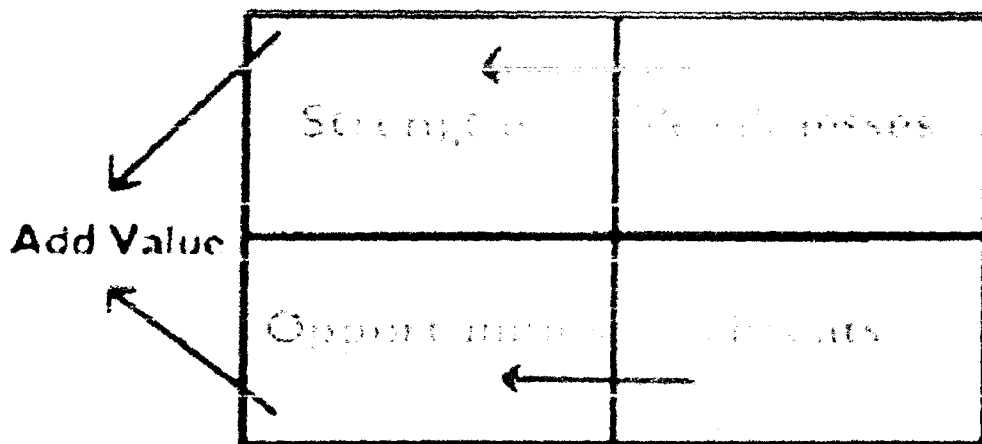
- Hire – There are chances that my customers not be satisfied by my driver because of his some causality in driving or while guiding them.

Opportunities

- Wide market – It can be opportunity for my business and Shillong market is wide spread with lots of opportunities.
- Growth – Growth of market and my business both can become opportunity and can have benefits from them.
- Employs – A good and experienced employs can really boots my business and can turn into opportunity for my company

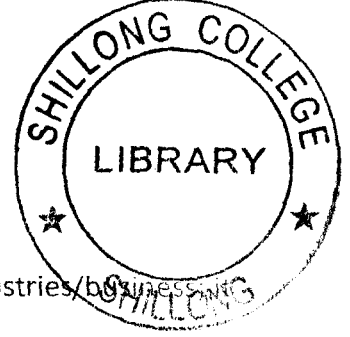
Threats

- Govt. policies – Govt can be threat for my company by adding new policies and tax which can affect my company as a whole.
- Accident – In any unwanted situations where I can't avoid accident this can be biggest threats for my company.
- Competitors – If my competitors will have advanced technologies or provide better services, if they have good customers relationships, this can threat my company.



SWOT Analysis

PESTLE analysis



Pestle analysis is the main part of any business even for the small scale industries/business. It helps us to evaluate the between the inner and the outer world.

PESTLE stands for:

- Political
- Economic
- Social
- Technological
- Legal
- Environmental

Political:

The policies of my business will be based on the policies of the ruling govt. if the govt. makes new policies it can affect my travel agency, we all know since the implementation of GST it is affecting in the business world some may earn profit and some are facing losses, so even the tax policies will affect my business.

Economic:

Nowadays, the whole population of the world is facing problems with the factor of pollution, so I have to execute a different plan so that it will not affect the economy of my state or country, there should be something to deal with it by using eco-friendly vehicles, so that it will not harm the economy, and also it is somehow related with my customers so I have to set an affordable price for them, and also by generating employment.

Social:

Society plays an important role in the betterment of any business; it can help us in promoting the business by using social median and posting advertisement.

Technological:

There is no such technology in my business but according if I can generate enough money I will be using battery vehicles and vehicles which consume less fuel. By using GPS navigation to my vehicles and a strong of internet or Wi-Fi's, by using emails or telephones services for communication purposes in the car itself. My company is also offering online payment method so that I can get customers from different places of the country or the country itself.

Legal:

By registering my company in Meghalaya tourism so that I can get customers not only from Meghalaya but also from different regions of the country and foreign countries as well, getting permission from the headmen of the district or state council officers so that I will have all the legal rights in my company.

Environmental:

Considering that Meghalaya is a state with full of beautiful landscape and greenery, I have to be aware of this so that my travel agency will not harm the environment of the state and I don't want the state to be polluted by the means of transportation that is used by my company.

FINANCIAL PLAN

Technical aspect

- Equipment- Travel agency office require good communication system, telephone, fax etc which will cost as follow

	Rs
Office equipment: telephone, fax, computer	25000
Furniture	7000
Other misc. assets	5000
Total	37000

➤ Building

A rented building with 500 sq feet area is sufficient to start a travel agency assumed at Rs. 4000 per month. An advance of Rs. 40,000 is considered.

Utilities

POWER- Ordinary load is sufficient to operate the office.

WATER- It is required only for human consumption.

MAN POWER- The travel agency can employ 4 experienced staff. A monthly salary of Rs 4000 is provided for each employee.

➤ Implement schedule- If suitable location is identified and the financial is arranged, the project can be implemented within the one month's time.

➤ Assumption-

- Numbers of booking per day is estimated 4 this work out to 10,000 service charge rate is estimated at the location of tour.
- Salary for 4 employees is assumed at Rs 4000/- per month each.
- Power charge is estimated at the current rate which works out to Rs 12,000 per annum.
- Printing and stationery conveyance expenses are estimated at Rs 15,000 per annum.
- Telephone charge is assumed of Rs 12,000.
- Other misc. expenses are estimated of at Rs 15,000 per annum.
- Cost of cars Rs 13, 50,000, Numbers of cars are 4.
- Rate for parking will Rs 12,000 per annum.
- Depreciations rate will Rs 15,000 per annum.

➤ Equipment supplies

Office equipment supplies are locally available in market.



COST OF PROJET AND MEANS OF FINANCE/CASH FLOW

Cost of project	Rs
Land and building(advance)	48,000
Equipment	37,000
Per-operative expensive	50,000
Working expenses	50,000
Purchases	13,50,000
Total	15,50,000
Mean of finance	
Capital	6,00,000
Term loan	10,00,000
Total	16,00,000

PROFIT AND LOSS ACCOUNT

PROFIT AND LOSS ACCOUNT OF LLONG TRAVEL AGENCY FOR THE YEAR ENDED 31/12/2018

PARTICULARS	RS	AMOUNT	RS
WAGES	200	COMMISSION(per day)5,000*356	18,25,000
PRINTING AND STATIONERY	30,000	ADVANCE BOOKING(365*1000)	36,500
ADVERTISEMENT	15,000		
SALARY(for 4 STAFF)	1,92,000		
BILLS PAYABLE	24,000		
INSURANCE	1,200		
LOAN	10,00,000		
TELEPHONE BILL	12,000		
DEPRECIATION: BUILDINGS=480 CARS	1,62,480		

=1,62,000			
MISC. EXPENSES	5,000		
Total net profit c/d	14,09,620		
TOTAL	18,61,500		18,61,500
		To net profit b/d	14,09,620

What are the critical risks of my business?

When starting a business, it is understood that there are **risks** and problems associated with development. The business plan should contain some assumptions about these factors. If my investors discover some unstated negative factors associated with my company or its product, then this can cause some serious questions about the credibility of my company and question the monetary investment. If I am set up front about identifying and discussing the risks that the company is undertaking, then this demonstrates the experience and skill of the management team and increase the credibility that I have with my investors. It is never a good idea to try to hide any information that you have in terms of risks and problems.

There are many risks in my business it can be of various types it can be related to the industry, risk related to the company, and risk related to its employees. My business should also take into consideration the market appeal of the company, the timing of the product or development, and how the financing of the initial operations is going to occur, and there are certain other problems too like how cutting costs can affect you, any unfavorable industry trends, sales projections that do not meet the target, costs exceeding estimates, and other potential risks and problems.

What are the Potential risks of my business?

In my industry there is a potential risk of finance because since I am starting a new business so my expenditure is more so it can take time to recover the money, if my business doesn't run properly so I have to end up closing my business then it may lead to a huge loss for me and well as my wealth.

What are the obstacles for my business?

The only obstacle for my business is there are lots of competitors in this business and specially the location where I am going to take place also matters because there are lots of travel agencies so; I have to be unique according to my plans and strategies to stay in top amongst all.

BACKUP PLAN FOR MY BUSINESS

Each and every business has their own plans and their own strategies. But we don't know how much we are sure that it will go thoroughly? No one knows, so we should not always stick with one marketing plan or one strategy because later on if the business will not succeed in its goals we are going to regret. There should be something for backup so that we will have a chance to recover from the threats of the business when the business is in its ending stage. We should be always ready with the backup plans because no one knows what may happen in future, for now it may run as we have planned but later it might not work as we have thought, and my backup plan might work better than my actual plan. If I do not succeed in this business then there are certain things I can do to recover all the losses which may happen to me in future, so I have some of the backup plans that I will use when I will face this type of difficulties. There are two types of plan through which I can recover if my travel agency will not work according to my plan, they are:

- If my travel agency will not work and cannot generate the customers that I have expected, then I am thinking to give my tourists cars on rents to others who ever is interested, so that at least I can earn something from it, according to my plan the ones who will take my cars in rent, they will pay me certain amount of money which is going to be fixed by me. If they take swift desire in rent then I will amount it for rs1000 per day, but it depends if they don't have any customers then it will be hard for them to pay me as well, and sometimes they can cheat me by saying they did not do any business today or they dint had any customers that they can take, even for this I have planned, before leaving from

my office I will check the fuel indicator and how much the car has travelled the distance, so after that at the end of the day if they give excuses that there was no business today I can check the fuel indicator and the distance travelled by the car. But before giving my car I have to find a loyal and sincere driver/person so that I can fully trust on him and it will help me growing my business and bring in the right track.

- If the business is not going well in this field then I will utilize the extra space which is left in my office and obviously I will have some extra space because the area of my office is 500sq.ft. then I can utilize the extra space by opening a small café in it, because the location where my office will be located is one of the busiest place of this state, so obviously the demand of coffee and beverages will be high and it will mostly target the youngsters of the youth and sometimes the staffs of other companies may come and have a sip. Later, if I realize that the business of travel agency is not going further and the growth of it has stopped but mostly my income is coming from café shop then at least I can open a proper café shop in that specific place, and I will have a chance to bigger the size of this business. If I am earning from both the plans and business then I can contribute to do double business and increase my income.

What are the milestones and objectives of my business?

Milestone schedule

It is very crucial to make a schedule for any business because it helps the business to complete its exit goals. I have to utilize my resources thoroughly and I must constantly ensure that the deadlines are reached through various strategies.

If I have the right resources (land, labor, capital,) there is no doubt that my business will run in systematic manner. Bt I should know how to utilize by ignoring all the other miscellaneous expenses that is not good for my business and I have to work on my strategies as well if I do not succeed in my strategies then I have to come up to the new one so that It will help me going in

my business. My strategies should be sustainable so that it can be helpful in various ways. If I do not succeed with the pricing strategy then I have to come up with the new one I cannot stay stick with it only.

Timing and objective

A graph will need to ensure that it recognizes the importance of timing and how it can greatly affect it reaching its objectives. In order for this issue to be overcome fund break will be utilizing a milestone chart to ensure that it is keeping on track with its various objectives.

This table is shown below and highlights Fund breaks targeted goals and the various times it takes to complete although this may be subjected to change if any issues should arise.

I will share a chart of a company and it gave me an idea how to deal with it:

Based on the table shown above Fund breaks most critical deadlines will be those that affect its growth. This will include marketing, management and finance milestones. For Fund break this will mean that it will need to ensure that each milestone be completed on the set deadline.

Once a milestone is completed then it will need to revise its resources and the situation at hand to ensure that it is able to meet its next milestones. If resources are lacking or the situation at hand poses some form of issues then Fundbreak will need to re-strategise in which case the milestone chart itself may be subjected to change.

Relationship of events:

Various events will overlap in order for milestones to be reached. Marketing will be ongoing thus it overlapping with operations and finance whilst the continuity of the business strategy may be subjected to change when specific milestones are reached.

Fund break will need to be acknowledging of its goals and how each impacts others from succeeding. Based on the noted strategies however this shouldn't be a problem and thus it should be assumed that the milestone chart will be able to be adhered to.

How I will manage my enterprise?

Effectively managing my business enterprise involves many aspects. From the day-to-day to the large-scale annual events or maintenance, managerial duties are often never-ending. My solid leadership and understanding of the industry are a great start, but these alone will not create solid management in my business.

- **Lead with knowledge and confidence:**

To build my leadership skills, I have to find a more experienced manager willing to mentor me. By using *networking* to connect with managerial staff from other companies that can give me wisdom. In this ever-changing world, it is crucial that I should stay current and informed on any technology, products and practices that relate to my company.

- **Delegate effectively:**

No matter how skilled I am or I will be, I will not be able to manage everything on my own. However, delegating can create more work for me if I do not do it well. I have to make a list of things that I know I must do myself and things that could successfully be accomplished by another and I should spend time in the areas in which I can excel, but be careful not to over-delegate. If I have given too many tasks away, I will spend all of my time monitoring their progress, leaving myself unable to accomplish my own tasks.

- **Hire the right employees and manage them with care:**

To interview and screen every candidate, performing background checks and credit checks, especially if they will be handling money. Be purposeful about job descriptions so that the eventual employee will know of my expectations and be clear about what is required of them. Set clear expectations in employee manuals and be prepared to consistently enforce those expectations. Consequences for unethical or inappropriate behavior should be labeled in employee manuals.

- **Motivate and train your employees:**

As business practices and technology change, it is important educate my employees. I have to motivate them with bonuses and rewards for specific achievements. Building employee morale will benefit me and the business and Share the company's success with the employees to give them a sense of ownership and belonging.

- **To meet the needs of my customers:**

My employees should be well-trained in customer service, but I should lead as their best example. Make it a priority to truly listen to the needs of your customers. Ask appropriate, open-ended questions about the customer's needs and desires.

- **Market my company effectively:**

Although my business will have a paid marketing staff, I must still be willing to use my own skills and those found in my own department to market my company. I may be required to coordinate and create marketing activities, including print media, target market research, advertising and customer communication.

What are the key variables for my business to be successful?

- **Retaining customers**
- **Product development**
- **Cash management**

Retaining customers:

A business is successful when it can retain its key customers, I have to develop new plans and ideas to stay connected with my customers.

For instance, A proactive and aggressive company does not become complacent after getting the big contract; it works to keep it. Develop new ideas based on the needs of your larger clients to keep them interested in doing business with your company. If your company cannot retain its top clients from year to year, staying successful will become increasingly difficult.

Product development

Whether if I sell a tangible product or a service, if I do not keep up with the changes in my marketplace as dictated by my customers, I cannot survive. Being first to market and staying ahead of the competition is always ideal in trying to maintain my market share, but it is not always achievable. At minimum, we need to make sure you I am keeping up with the demands of my industry and are consistently recognized as a company that stays on top of product changes.

Cash management

In any industry, with any company, one of the main keys to success is managing your cash flow properly. Maintain open lines of communication to potential investors and lenders at all times. That way, when you need financing quickly, you have options. The ability to manage your business so you have cash on hand can also help you get financing. When lenders see that you are able to balance your books and maintain a profit, they are more likely to approve your financing. Cash on hand is also important for those times when you cannot get approved for financing but need operating capital right away. Learn to manage your cash to help your company survive and prosper.

Implementation of control system...

There is no certainty that management control systems will always be effective, either in terms of design or in terms of implementation. These systems can only increase the probability of achievement of organizational objectives of effectiveness, efficiency, accuracy of financial reporting, and compliance. Management controls should be integrated or in-built into the organization's activities. These in-built control systems will influence the organization's capability to achieve its objectives and also help in improving the quality of its business operations. There are five components of management control - control environment, risk assessment, control activities, information and communication, and monitoring the control system.

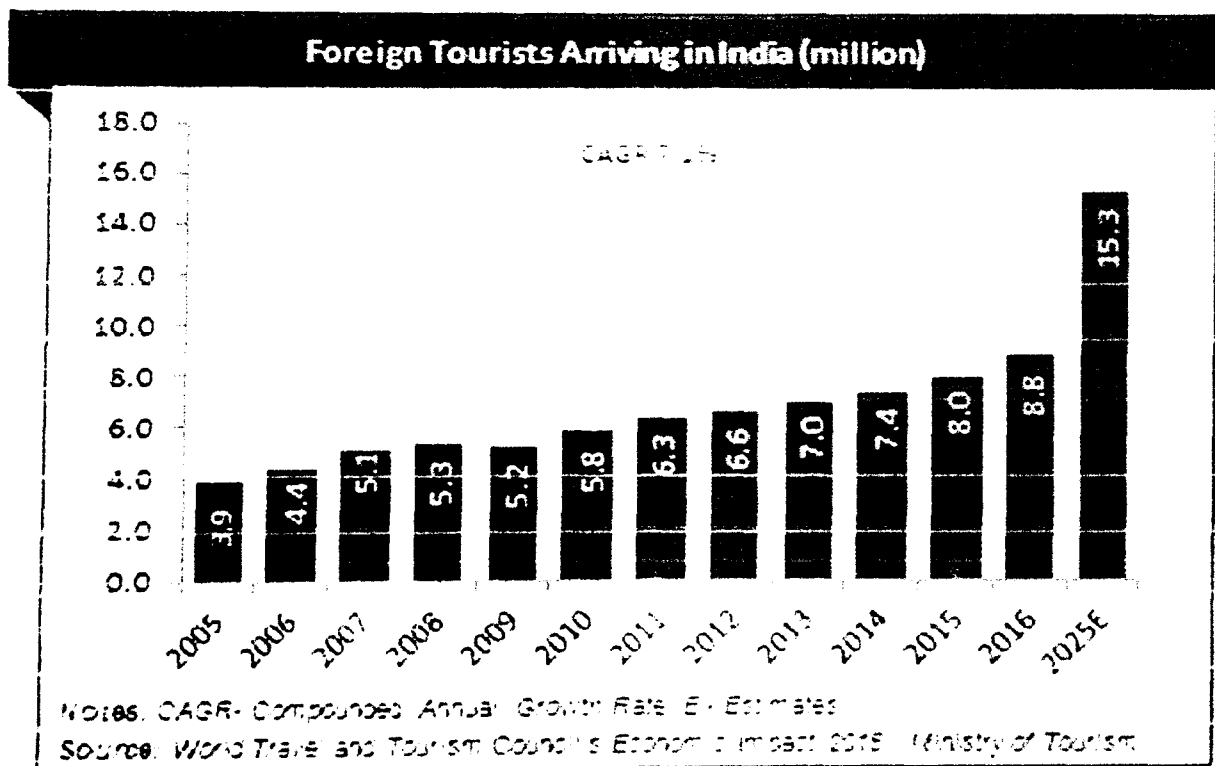
Control activities refer to the policies and procedures that are used in an organization to provide a reasonable assurance that the directions and instructions given by the management are followed appropriately.

Control activities differ depending on the business environment, organizational objectives, and complexity in business operations, the people involved in the implementation of these activities, and organizational structure and culture. Conducting meetings helps in improving decision making and also in reducing the time taken for the decision-making process. Four different types of meetings which serve different purposes are: the daily check-in, the weekly tactical, the monthly strategic, and the quarterly off-site review. Information systems will not be effective without proper communication between the different levels of management. Communication is not only required to pass on the information but is also necessary for coordination of work, assigning responsibilities, etc. Two types of communications - internal communication and external communication - take place in any organization. The management controls are designed in such a way that the control activities involved are monitored on a continuous basis or separately. Continuous monitoring helps the organization by offering feedback on whether the control components are effective or ineffective. Separate assessment of activities helps in understanding the effectiveness of the control system as a whole and, in turn, of the continuous monitoring processes. The most important factor while implementing control systems is that the organizations should have proper processes in place to identify, communicate, follow up, and rectify discrepancies (if any) in the set plans and objectives. Control is a process that is executed by people, and the relevant procedures should be practiced thoughtfully, rather than mechanically. Consistency of



execution is another major requirement for the success of the administration of management control systems in an organization. The issues faced in implementation can be those which hinder the management control process or dysfunctional consequences of implementing the management control system. In the creativity phase, the decision-making power lies with the owners and communication is informal. In the direction phase, the organization adopts a functional structure with revenue centers and cost centers; it implements accounting, budgeting, and inventory management systems; there is formalization of communication and incentive schemes. In the decentralization phase, profit centers are created; managers are motivated through increased autonomy and incentives; and internal control and reporting systems help monitor the activities of lower level managers. In the coordination phase, organizations adopt a divisional or product structure.

I am presenting a chart of other travel agency for the estimation of their business till 2025, on the basis of this I will prepare my own chart which is going to be similar to this chart because I am not settles with my business yet.



Conclusion

Tourism is an important instrument for augmenting economic development of an area. It credits employment through guides, cafe, transport etc. It contributes largely to the national income. At the same time it provides exposure to an area. Tourism can also stimulate new and expanded community facilities; it provides opportunities for residents to interact with diverse people, lifestyles, values and cultures. A brief account of tourism potentiality in Shillong and its surroundings. In the present day, the capital city of Meghalaya, Shillong is known for its quiet and pristine ambience. Shillong tourism covers famous places and holiday attractions in capital city of Meghalaya, at the same time there are a significant number of tourist inflows are experienced throughout the year. But owing to Lack of awareness by state and local government, tourism is yet to develop here. Tourism could flourish here through proper co-operation and co-ordination of the Survey of India, State Government, Tour Operators and Meghalaya Shillong Municipality along with active and effective participation of all the local beneficiaries.