

## Travel Business Plan

### Company Name- TheTravelerBliss



**Address- Alpha-2**

**City- Greater Noida**

**State- UP**

**Pin code -201310**

### **Submitted To**

Prof. Mr. Raju Ranjan

Galgotias University

### **Submitted By**

Sunil Singh

Enrollment no- 1613101761

Admission no- 16SCSE101457

B.tech(Computer Science Engineering)

# Certificate

## TO WHOMSOEVER IT MAY CONCERN

This is to certify that **(16SCSE101457)B.tech** 8<sup>th</sup>sem of Galgotias University has done a report on “**Business Plan on thetravelerbliss**” under the guidance of **prof. Mr. Raju Ranjan Professor, Galgotias University** towards the fulfilment for the award of **B.tech(Computer science engineering)**.

**Date: 22/Feb/2020**

**Place: Greater Noida**

## **Acknowledgement**

I am grateful to **Prof. Mr. Raju Ranjan** faculty guide, Galgotias University for his valuable guidance and support at all time and also thankful to those people who has supported me directly or indirectly provided me all the necessary information throughout my research report has been successfully completed.

**Sunil Singh**

**16SCSE101457**

**1613101761**

**B.tech, 8<sup>th</sup> Sem.**

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## **Executive Summary**

TheTravelerBliss company started by sunil singh and santosh kumar sharma by december 2019 for the New Year celebration in Himachal Pradesh Manali for the College Students, And also many college and university Student Interested for This Trip. We are Promoted our poster in Instagram, Facebook Page, College And Universities .

College and University Participate Student :

Galgotias University

Amity University

Sharda University

Delhi University

Shiv Nadar University

# Abstract

The recent past showed a greater interest in recommender techniques.

Now-a days there are many travel packages existing from different websites to almost all the places over the world. A customer finds it very difficult to search for the best package as he/she has to browse multiple websites, contact many travel agents and etc. which is a tedious process and is time consuming.

There should be a system where the user should find the best package on the Internet with a single click. To address this issue, we adopt Travel Package

Recommendation System which This project will help tourist to suggest the best Travel Package among all the package deals on the web. On multiple

demands of tourist that is, a customer will select a travel package for a

particular place based on the recommendations provided by the previous customers who had experience with the package. Therefore, according to

the personalized recommendations, he/she will choose the Initially, we will evaluate

we mine the data on the tourists rating and the intrinsic features i.e., locations, travel seasons etc. Based on the data collected after mining, we

will generate a list for personalized travel package recommendations.

Furthermore, we will extract the data based on the tourist's relation with the area and season.

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collected after mining, we will generate a list for personalized travel package

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relation with

## **Company Description**

TheTravelerBliss Journeys primarily started as a bike renting travel facility which slowly evolved into an experiential travel company organizing fixed departure group trips for like-minded travelers. We took the first steps of our journey with an aim to introduce those belonging to the urban culture to an experience of the aesthetic, ecological way of life. Keeping nature close to our hearts, we began a series of journeys that took our travelers deep into the heart of forests or on top of mesmerizing cliffs.

This was aimed at helping travelers realize that journeys don't mean mere movements, it's all about the experience! Through TheTravelerBliss, we wish to create a culture of self-discovery combined with the goodness of nature and community life to curate experiences worth traveling for

TheTravelerBliss has chosen these three activities to allow the company to not be restricted by seasons, we will have trips occurring through the year. While TheTravelerBliss office is located in Alpha-2 Greater noida, it will be leading trips throughout the India, and the world.

## **Mission Statement**

Our Mission is to provide best service of the tour package with best Deal ,Adventure Excursions Unlimited mission is to provide customers with the highest quality outdoor adventure. We exist to attract and maintain customers. When we adhere to this maxim, everything else will fall into place.

at this time every person want a visit new places like a Hill station , Industrial Areas , Forest with family and friends but his no any ideas what is the visit cost of the plan how can manage the financial issue etc, so our mission is who want a visit a new places we provide the best package easily visit the place with our family and friends .

## **Guiding Principles**

### **Our Service**

We Also Provide including the Trip Package

Transport Service - Volvo AC Semi Sleeper Bus , Cab Service

Hotel Service - Couple and Non Couple Sharing Room

Food service - Morning Heavy Breakfast And Dinner

Local side seeing Service - Depend On the Trip Location

## **Description**

TheTravelerBliss Company Providing for customer calling services, instagram chat and messages.

calling time follows: Monday	7:00 am – 11:00 pm
Tuesday	7:00 am – 11:00 pm
Wednesday	7:00 am – 11:00 pm
Thursday	7:00 am – 11:00 pm
Friday	7:00 am – 11:00 pm
Saturday	7:00 am – 11:00 pm
Sunday	7:00 pm – 11:00 pm

## **Ownership**

Adventure Excursions Unlimited will be a privately held travel corporation .Santosh Kumar Sharma and Sunil Singh will all hold equal number shares of TheTravelerBliss company.



## **Start-up Summary**

Adventure Excursions Unlimited start-up costs include all the equipment needed for an office, as well as the equipment needed for the mountain bike trips and white-water adventures. Other costs will be marketing fees, website development, insurance and a deposit for the office lease.

The office equipment will consist of four computer systems, DSL router, printer, CD-RW, CPU to be used as an internal server, phones, copier, fax machine and installation of DSL and two phone lines.

The equipment needed for the mountain bike trip will be a fleet of 15 bicycles, a self contained kitchen, shower and toilet system, and bicycle tools.

The equipment for the white-water adventures will include inflatable rafts (and other requisite related equipment), self contained kitchen set up, portable shower and toilet facilities, and lots of dry bags.

The marketing costs are for the brochures and advertisements. AEU will also incur costs in the development of our website. Lastly, insurance will be a large start-up expense.

## **Market Analysis Summary**

Travel industry is an upward growth industry. There are several reasons for this increase. First, a relative healthy domestic economy over the last several years and the devaluation of currency in other regions has made travel less expensive for U.S. residents. Pleasure travel has increased by 3.2% in 1999 and is predicted to grow 2.0% in 2000. Second, the healthy economy has increased business, which in turn boosted domestic business travel 4.8% in 1999 with an estimated increase of 3.6% in 2000.

## **Market Segmentation**

AEU's target customers are high income (min. \$75,000 for single person), health-conscious individuals interested in popular hard-adventure sports such as skiing, white-water sports and mountain biking. The major purchasers are located in urban areas within these States and cities.

Customer Location :

Greater Noida

Noida

Delhi

Pune

Rahtak

Gurgaon

Chandigrah

Punjab

Hard-adventure travelers are more likely to be men. Therefore, AEU's primary target market for hard-adventure sports is men between the ages of 18-34. However an increasing number of hard-adventure travelers are women (some statistics suggest that women comprise 49% of the hard-adventure market). Men, on average, spend more than women on their adventure travels.

## **Strategy and Implementation Summary (Purpose)**

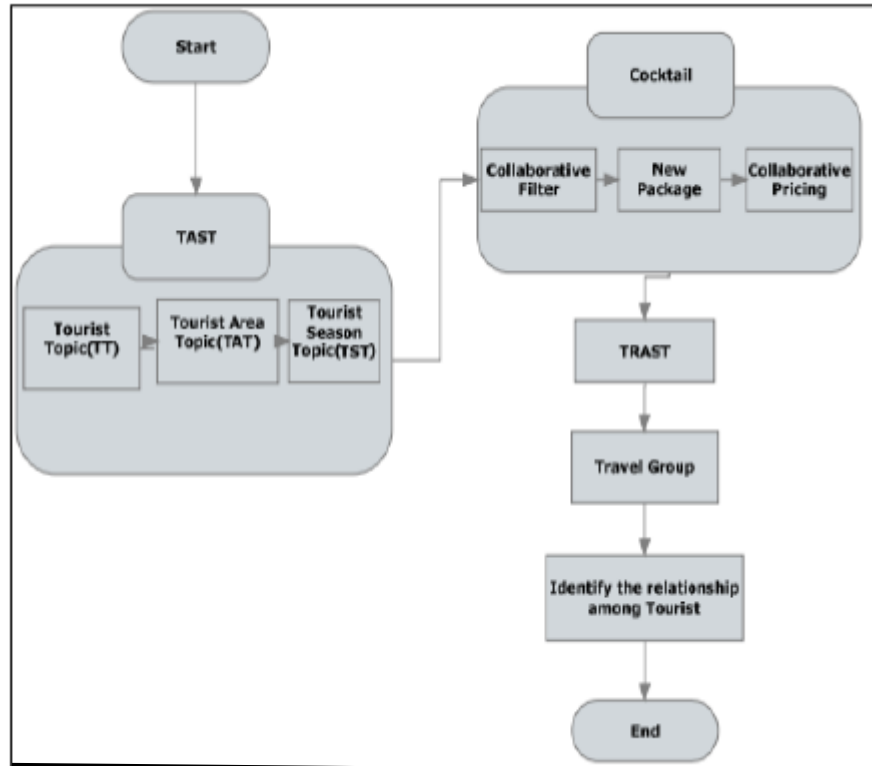
Adventure Excursions Unlimited will be going after the upper-end of the hard-adventure market. This market up until now has been underserved, there are hard-adventure tour companies, but none that are catering to the high-end spectrum. With the adventuring traveling industry steadily increasing, AEU sees a unique opportunity.

AEU's main objective in its marketing and sales activity is to make the impression on prospective customers that AEU offers a higher level of service relative to any other provider of hard-adventure tours. This will be communicated through all of the different media that we use. If AEU can make the impression that our trips are truly different and superior, then our research indicates that there will be steady demand.

Once AEU has clients signed up and participating on our trips, it will rely on superior customer attention and service to impress and retain clients for future trips. Developing long-term relationships will be the key to steady growth.

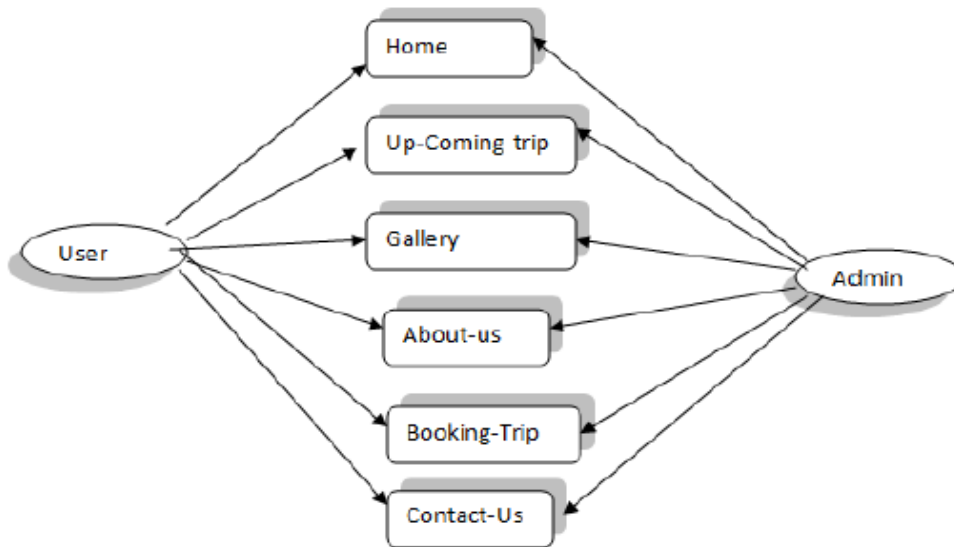
# Product Degin

The System architecture shows how the data mining concept is applied on the Travel log. When a customer login to the system, the system will analyze the travel log as Source, Destination and on which season to travel. Based on this data, the process starts analyzing travel log to display the best recommended packages on screen.

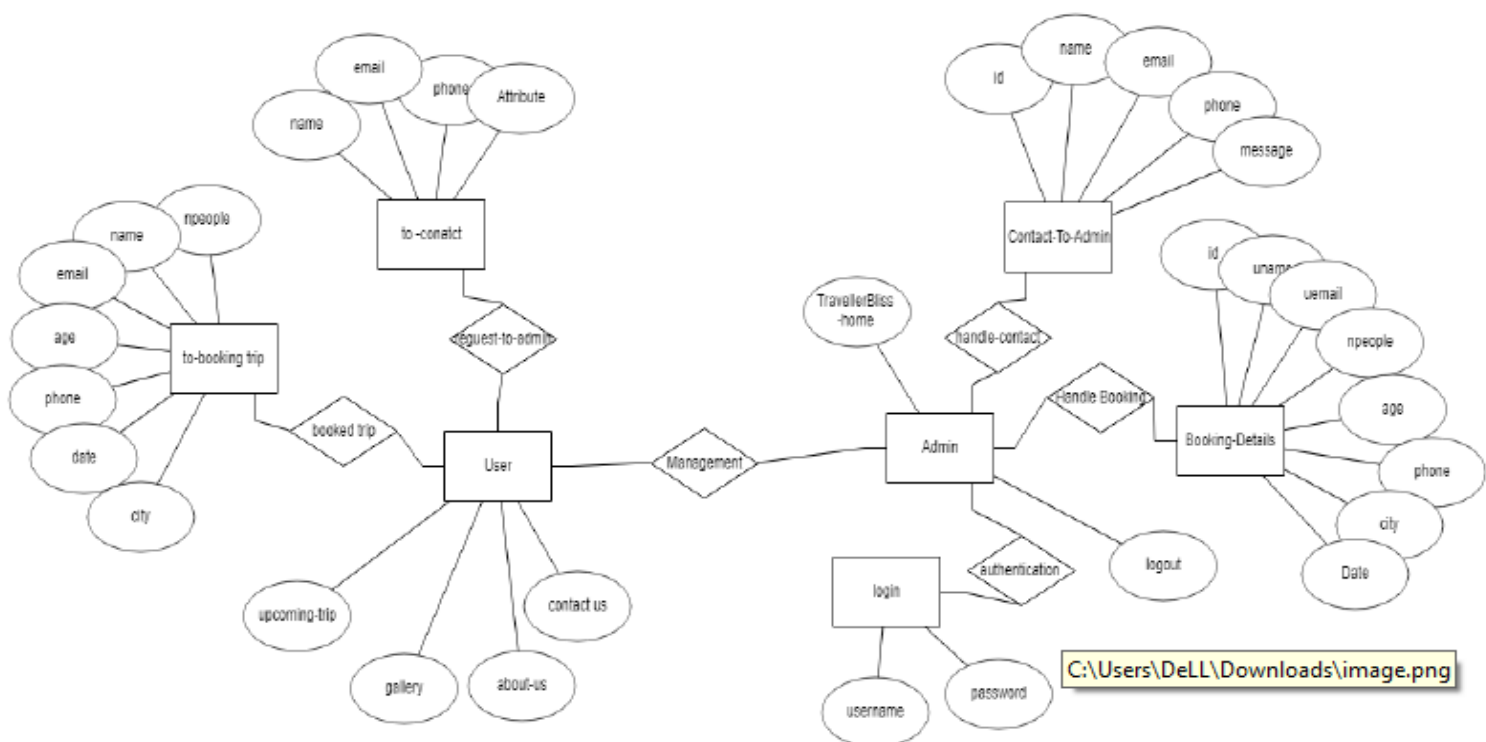


# User Panel

## User Panel of The Traveller Bliss



## Er-diagram of TravelerBliss



## Management Summary & Scope

The Three founders of TheTravelerBliss are Sunil Singh, Santosh Kumar Sharma, and Rakesh Mishra. They will occupy management roles within TheTravelerBliss, as well as being the specialist in at least one type of hard-adventure activity and being responsible for the management and operation of key functional areas.

Sunil Singh, B.tech CSE, CEO TheTravelerBliss and Financial and Advertise Management: by Santosh Kumar Sharma and Rakesh Mishra (MCA) from Galgotias College of Engineering & Technology is a Software Developer of TheTravelerBliss who is manage the all the technical competency .

Sunil Singh (B.tech) is done his schooling and academic from Rohtak (Haryana) and then he is move to noida and perusing B.tech 4<sup>th</sup> from Galgotia Univtercity and he is adventure lover, He is like to explore the nature and culture. They travel lots of adveneture place and cities trip.

Santosh Sharma(MBA) is done academic and graduation from Allahabad (UP), and currently pursuing MBA from Galgotia Univercity.

Rakesh Mishra (MCA) is done academic and graduation from Azamgrah (UP), and currently pursuing MCA from Galgotias College of Engineering & Technology. And also he is adventure lover ,explore place and nature.

We are trekking and adventure tour based company currently operating in Manali and Ladakh.Head office of marketing is in Greater Noida and base camp for trekking is in Rumsu village, Kullu district.(20 km from Manali. Our Packages - We can do treks from easy level to Expeditions .We also do Ladakh and Spiti valley adventure tours.

Our aim is to get people out of their busy city life,taking them to the lap of nature and make them feel the beauty of nature. When people are trekking they are completely disconnected with their regular lifestyle and people and they feel connected to nature. This experience can bring new aspects in the thinking of the person and this can help people focus on what they are doing.

## Challenges

### 1. Building and Maintaining the Credibility of Online Presence .

(One of the biggest concerns for a TheTravelerBliss is to establish and maintain a reliable online presence. Only having your own website is not sufficient to help you be visible in such an abject and demanding competitive era.)

### 2. Maintaining own Service Standard

(In this competitive era, where everybody is ready to steal your customers, you must maintain an indubitable standard of your travel business to retain your customers. So TheTravelerBliss provide a standard type quality and service.)

### 3. Make Booking Procedure more Convenient

(This mobile era is very convenient but competitive, where people use smart phones for almost everything. Our TheTravelerBliss company provide online portal for customer which is very easy process procedure for booking.)

### 4. Dealing with Duplicate Data Entries

(Our company receiving a great deal of data from different sources like website, call center, social media, resellers and so on. And manage it.)

### 5. Expense Management

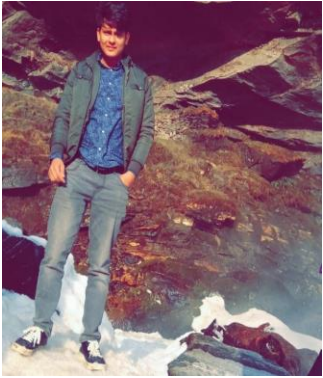
### 7. Tedious Operational Management

(The daily operations create a huge problem although manage them efficiently and properly. TheTravelerBliss owners find it stressful to handle bookings, customer requests, and so on.)

### 8. Knowing Clients' Requirements

(TheTravelerBliss first concern is that to know the client requirements and quires and provide solution them and make comfortable.

## TheTravelerBliss Team



Sunil Singh  
(B.tech(CSE) –Gu)  
(CEO)



Santosh Kumar Sharma  
(MBA –Gu )  
Management Dept.



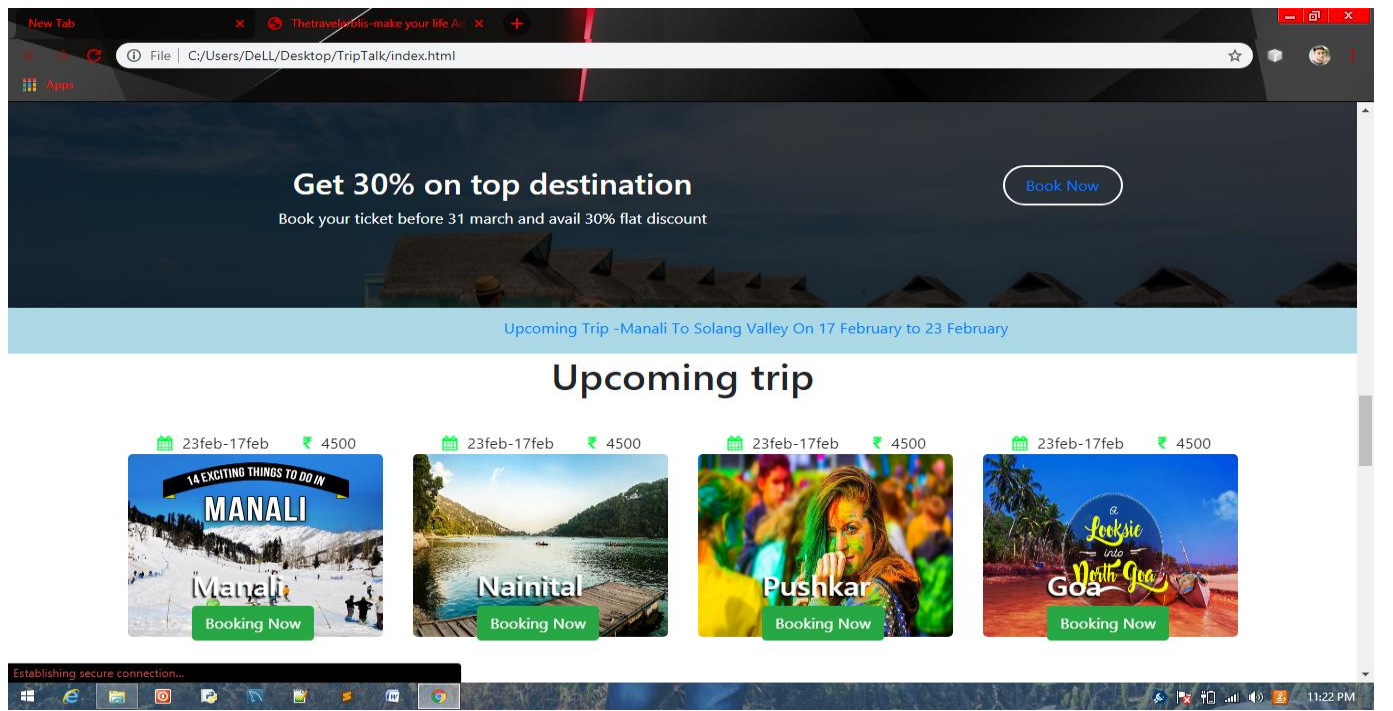
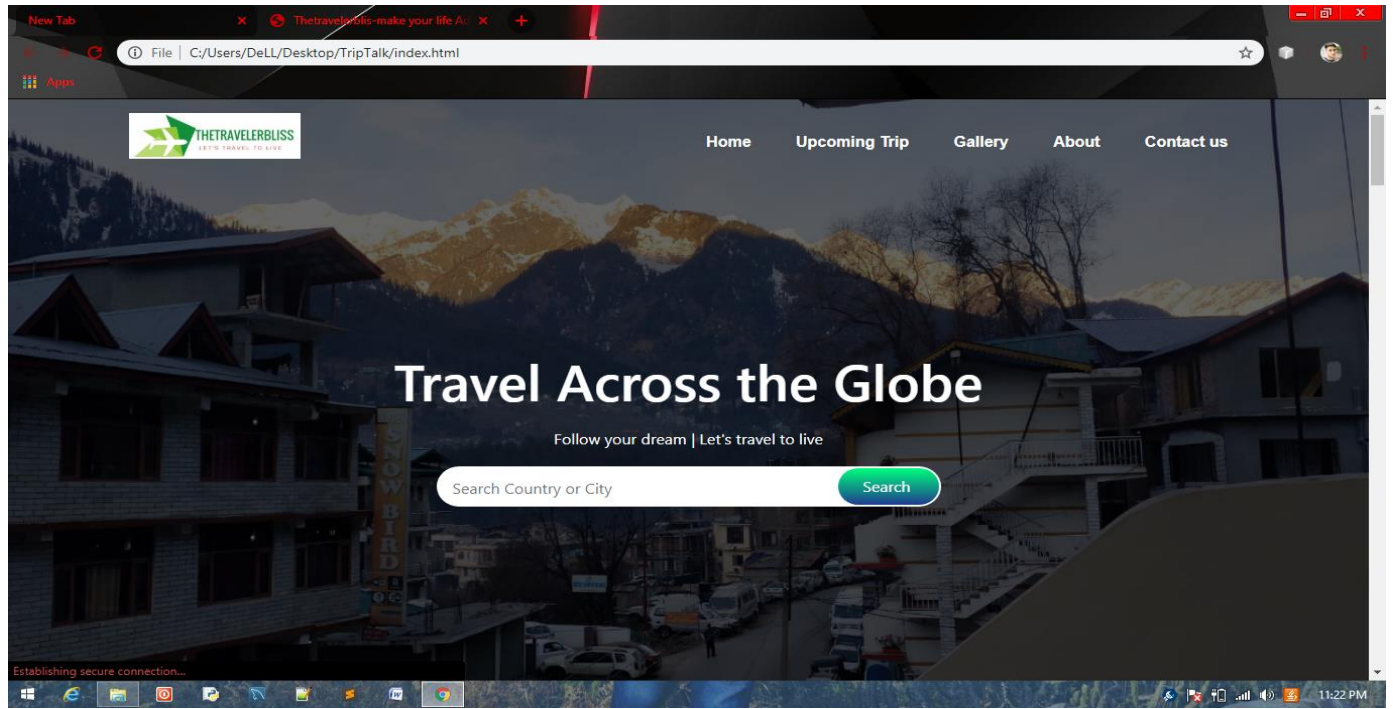
Rakesh Mishra  
(MCA-GCET)  
Technical Dept.

## **Conclusion**

Our aim is to get people out of their busy city life, taking them to the lap of nature and make them feel the beauty of nature. When people are trekking they are completely disconnected with their regular lifestyle and people and they feel connected to nature. This experience can bring new aspects in the thinking of the person and this can help people focus on what they are doing.



# The TravelerBliss Team Webiste Interface



Thank You 😊.