### TripTactix Business Plan

# 1. Executive Summary

This business aims to launch an intuitive digital platform that promotes local tourism in Egypt by offering detailed information on historical sites, museums, and monuments, while simplifying the booking process for domestic tourists. By focusing on Egyptians who have limited awareness of or access to cultural landmarks, the platform will serve as both a guide and a tool for exploration, aiming to boost national pride and stimulate internal tourism.

## 2. Business Description

Business Name: (To be decided by the founder)

Industry: Travel and Tourism / Information Technology

Product/Service: Web-based platform showcasing Egyptian heritage sites with booking features

Target Market: Egyptian nationals, primarily youth, students, and families

Business Model: Commission-based, advertising, and partnership revenue

Mission Statement: To reconnect Egyptians with their own history by making local tourism more accessible, informative, and engaging.

### 3. Market Analysis

#### 3.1 Market Needs

Limited digital platforms catering to Egyptians specifically for tourism.

Lack of accessible, detailed, and trustworthy local tourism info.
Complicated or offline booking systems for museums and sites.
3.2 Target Market
Egyptians aged 15–45
University students and school groups
Middle-class families interested in affordable, cultural outings
Domestic tourists from rural or urban areas
3.3 Market Trends
Growth in smartphone use and internet penetration
Rising interest in cultural and heritage tourism
Government encouragement of internal tourism post-COVID
4. Products and Services
Detailed pages for each location (history, builder, importance)
Online booking for tickets (solo and group)
Interactive maps showing nearby sites based on user location

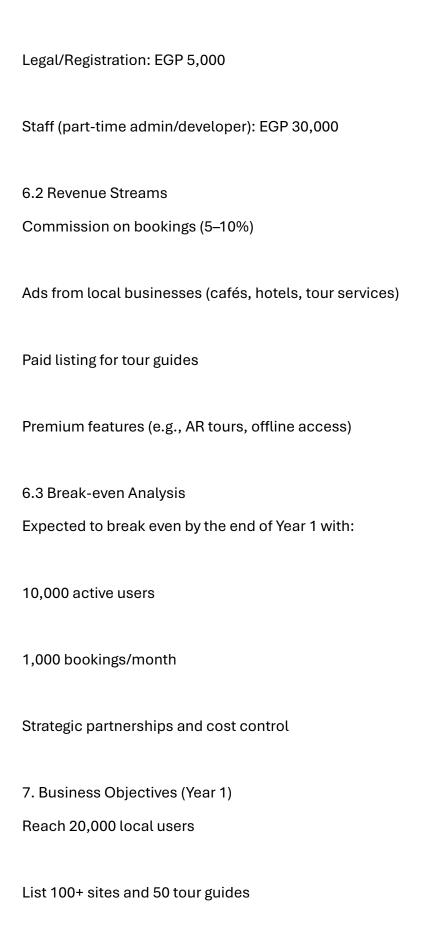
Search and filter options by region, type, or era Blog/articles section about Egyptian heritage Tour guide profiles with reviews and ratings 5. Marketing Strategy Social Media Marketing (Instagram, Facebook, TikTok) Collaborations with Egyptian universities and schools SEO and Content Marketing (e.g., blogs about famous places) Influencer Partnerships with local travel bloggers Loyalty Programs and referral bonuses 6. Financial Plan

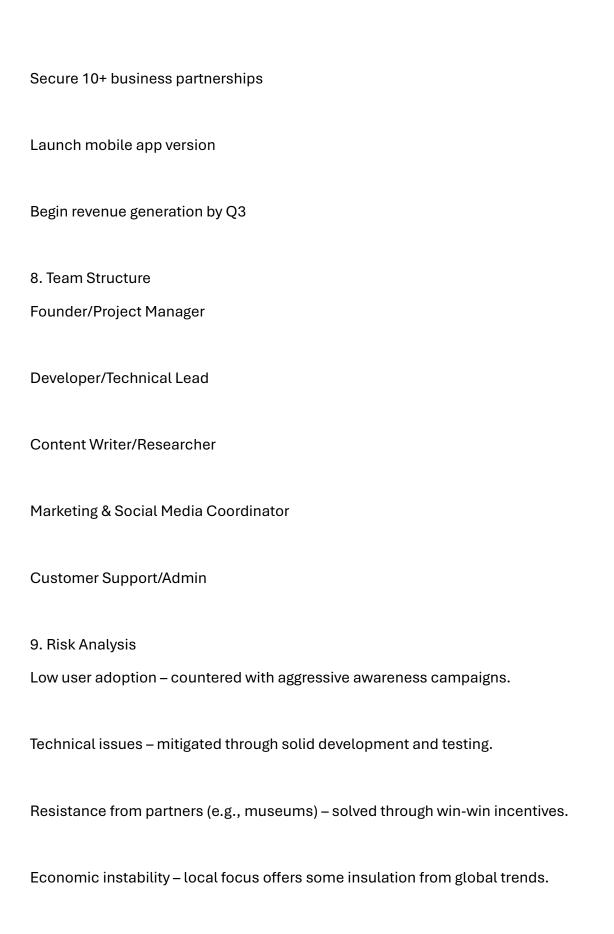
6.1 Startup Costs

Website & App Development: EGP 80,000

Hosting & Maintenance: EGP 10,000/year

Marketing (initial 6 months): EGP 50,000





10. Expa	nsion	Plans	(2–3	Years)
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Add audio guides, AR features, and virtual tours

Integrate transport booking (trains, buses)

Expand platform to include eco-tourism and adventure tourism

Offer educational resources for schools/universities