

Chapter two

Business plan

Standard Business Plan

Executive Summary

- **Name of business.:** I visitor
- **Legal form:** limited partnership
- **Contact address.**
- **Tel.** 024600968
- **E-mail:** ivisitor02@gmail.com
- **Type of business:** Service provider
- **Brief description of the business idea:**

intermediate service provider that link between travellers with travel agency and help traveller by making easy booking process to enjoy better experience with customized budget.

Products or services.

Description

- Free website provides the many travels agencies
- Offers the most useful, powerful and quickest way to book trips
- Customized budget for travel in Egypt
- It saves time, effort and money to select best program of trips

Customers: Anyone interested in travelling at Egypt

Owner(s)

islam, Fatma responsible for business department

Rami, Maram responsible for System Analysis department

Hanan, Habiba for responsible for IT department

Number of jobs to be created: (6)

Start-up capital:

Investment \longrightarrow 110,000

Working capital \longrightarrow 394,000

Total \longrightarrow 504,000

Source of capital:

Own savings

Partner \longrightarrow 104,000

Family loan \longrightarrow 400,000

Bank loan:

Business Idea and Market

Description of the business idea:

Every person who loves to travel face the same problem which is what travel agency suits them the most and what doesn't specially tourists visiting new countries, they don't know what the best available offer for their dream trip is, they don't know which travel agency to book with and which travel agency that's going to fulfil their needs (certain place, price and date) without being misled or stolen. I visitor is a website that would help anyone (specially tourists) who would like to travel in finding the best trips for them by choosing the trip they want with the travel agency that suits them the most according to the price, place and date they want. Our website is going to make both finding and booking amazing trips very easy by providing lots of offers provided by lots of travel agencies with different prices and places.

Description of the market:

Depending on the need business line is targeting users and travellers, should reach specific customers in Egypt, so we search for the number of people who uses the internet to travel in Egypt at 2019 are 35, 835,256 from 60,383,574

Market segment: Our web application doesn't target specific age as all ages can travel and enjoy our facilities at our web application. Dividing segment into two classes, first high-class they try to find best luxury program of trip to enjoy best experience, middle-class they try to select high quality of program with best price.

Who are we?

We are a group of 6 students, developers, designers and business planners with different experiences gathered for the graduation project for a website development. We started this together and in a continued work to develop.

Our mission

Our mission is to help travellers and tourists in finding any trip they want considering their needs (price, place and date) in the easiest and quickest way possible. Collect and gather information from the traveller about his needs and wishes and how to make him\her satisfied as possible

Our vision

Short statement

our vision is inspiring a change of way of traveller think about travelling in Egypt by providing best travel advisory experience locally

Long statement

To be the most trusted website that connects the travellers with travel agencies together and offer every traveller amazing trip That suits them in an easy way to meet high quality service in traveling in Egypt

SWOT Analysis:

<p style="text-align: center;"><u>Strength</u></p> <ul style="list-style-type: none">• High security.• Save money, effort and time.• Customer interaction and some sort of customization.• Variety in the offers we provide.• Targeting high number of users (anyone who wants to travel.)• Different financial resources.• Regular maintenance.• Accessibility.	<p style="text-align: center;"><u>Weaknesses</u></p> <ul style="list-style-type: none">• We are starting by intellectual users who can use and understand the website.• Not knowing which travel agency, the best is to book with.
<p style="text-align: center;"><u>Opportunities</u></p> <ul style="list-style-type: none">• Online service.• Saving time and effort by filtering trips by price and place and date.• Giving the customers the opportunity to read other customers reviews before booking.• Providing recommendation to the customers.	<p style="text-align: center;"><u>Threats</u></p> <ul style="list-style-type: none">• Registration with wrong information.• Culture issues and fear of travelling with new travel agencies instead of old and unhelpful travel agencies.• Start-up company concept.• Trusting problems.

Market Segmentation

1)Geographic Segmentation:

We are targeting Egypt with all its governorates as it's easy to open the web application and search from any place on any device. As Egypt many beautiful places and people come to visit it from all over the world, we wanted to take this opportunity and increase the tourism in Egypt and provide the tourists and Egyptians an easier way to travel and find the perfect trip.

2)Demographic segmentation:

Our web application doesn't target specific age as all ages can travel and enjoy our facilities at our web application. but after our survey we found out that the most interested age in what we provide was between 20-30 years. So we will focus on this range and we will provide them with suitable trips to attract them so that they would use our web application more often. About the other age ranges we would also provide them with suitable trips as family trips, medical and meditation trips and so on to be able to cover all age ranges and this will increase the use our application therefore more travel agencies will put their trips on our websites and therefore our profit will increase.

3)Psychographic Segmentation:

a B2B2C model emphasizes the need for manufacturers to cut out the middleman in their sales processes. focuses on creating a better customer experience and buying journey for the end consumer.

We have two types of customers to target. The first type is the users of our web application and the second type is the travel agencies that will upload their trips on our web application.

The users: we are targeting those people who would love to explore and travel foreigners and Egyptians. These people who struggle to find the best trip or travel agency to deal with will find the solution on our web application.

We will provide them with a wide variety of trips by different travel agencies to be able to compare and choose wisely.

The Travel Agencies: we are targeting the travel agencies who are willing to market their trips on our web application. These travel agencies could be big ones or start-ups as in both cases their trips will appear to the user. It could be a very good opportunity for the new travel agencies to be known.

Marketing Plan (4Ps)

Product:

Rookie travellers who want to visit a new country and find their own adventure always face a demanding issue

which is trying to find the perfect value for price trip; whether the they are seeking beach tourism, cultural tourism, ecotourism etc...

But the problem always falls within finding the suitable tour company that is able to provide the desired trip for the customer.

Low experienced travellers usually get dizzy from searching offers from various tour companies' sites all over the web

in sake of finding the desired trip for the least price

Visitor provides a big selection of tour companies offering a wide range of trips with a wide range of prices so the traveller has got all

the choices in his hands

Place:

Place or placement has to do with how the product will be provided to the customer. We provided our services over the Internet. The address: Beirut st, El Montaza, Heliopolis, Cairo

Reasons for choosing this location

- The monthly desk rent is very suitable.
- Near to El Ahrām Metro station, so everyone can reach us easily.
- Renting a full room is very easy and cheap when we need a space bigger than an office.
- Have all the commodities near it.

Promotion:

The marketing communication strategies and techniques all fall under the promotion heading. We promoted our Web Application over

- flyers
- External Marketing Companies
- Campaigns
- TV and radio ads
- Social media ads (Facebook, Twitter, YouTube)

Price

We introduce new concept of travelling by free experiment for travellers in searching for trip and booking in website provide many travel agencies with different programs in travelling inside Egypt. we provide a free trial for travel agency to add their trip programs and after 2 weeks:

1 day journey	4 days journey	7 days journey	Honeymoon (14 days)
10%	15%	20%	25%

and after a while travel agency with better feedback from travellers and high rate compare with other travel agencies, we provide it discount in commission by 5%.

Legal form

The legal form of the business will be limited partnership

Reason for choosing this legal form

- each partner is required to contribute resources such as property, money, skill or labor in exchange for sharing in the profits and losses of the business. At least one partner is involved in making decisions regarding the day-today affairs of the business.
- Though not a legal requirement, all partnerships require a partnership agreement that specifies how to make business decisions. These decisions include how to split profits or losses, resolve conflicts and alter ownership structure, as well as how to close the business, if necessary.
- there is no partner with the risk, and power, of unlimited liability. A limited liability partnership shares the liability among the owners, protecting them from the mistakes of their partners. Neither of these partnership types pays additional taxes.

- ***Start-up capital***

Estimation of start-up capital EGP		
INVESTMENT		
Furnished office	40,000 \$	
Equipment office	70,000\$	
Total investment		110,000\$
Working Capital		
12 months salaries	180,000\$	
8months of marketing campaign	100,000\$	
supplies	15,400\$	
subscription of internet for 12 months	8,400\$	
server rent for 12 months	34,200\$	
Domain	20,000\$	
Rent for 12 months	36,000\$	
Total working capital		394,000\$
Total Start-up Capital		504,000\$

Sources Of Start-Up Capital

Sources of Funding

Type	Source	Condition (duration/ interest)	Amount
Equity capital	Partners	52,000\$ EGP of each partner to build start-up with 0 interest.	104,000 EGP
LOAN 1	Family	7 years Family loan with 0% interest rate and we will pay the first instalment in third year of operation	400,000 EGP
Total Funding			504,000 EGP

Organization and Staff

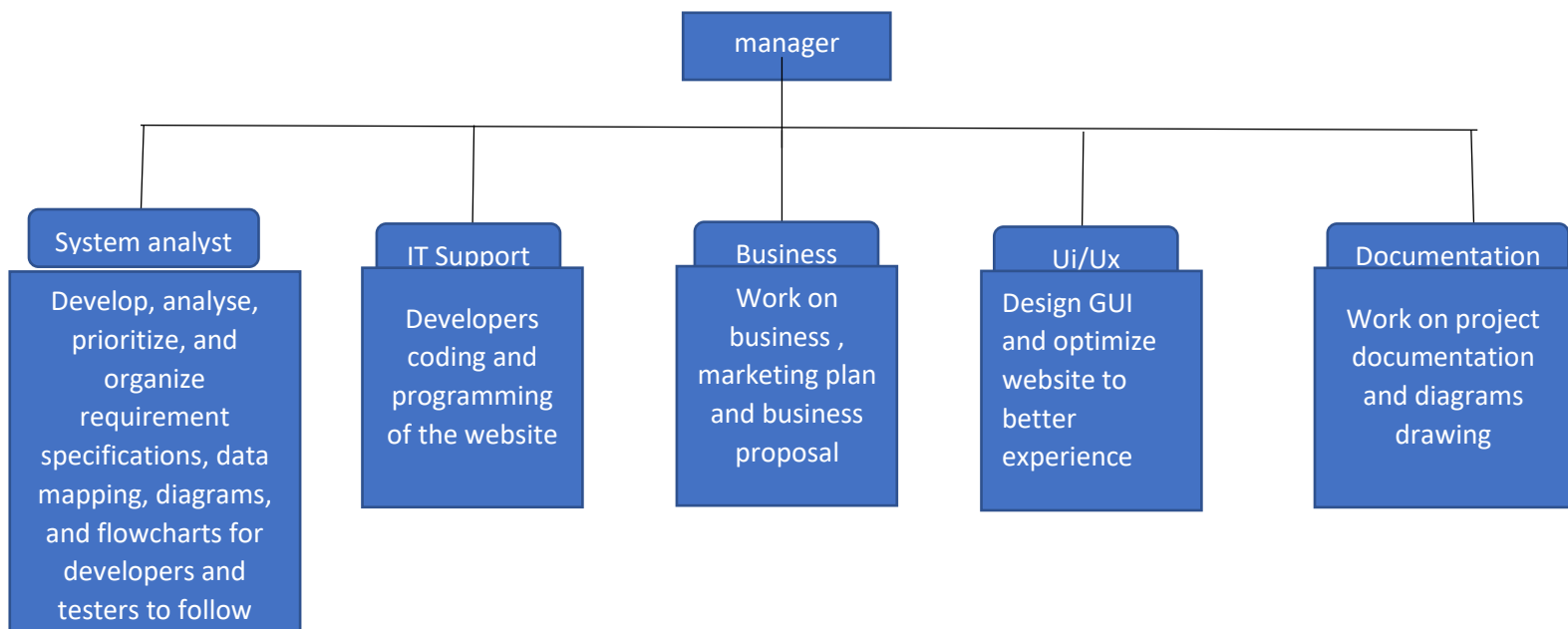
Staff requirements

ID	Position	Tasks, Responsibilities and Qualifications
#_01 Islam	Financial accounting	<p>Responsibilities: Gather and monitor financial data, prepare monthly, quarterly and annual statements, forecast costs and revenues and Prepare budgets</p> <p>Qualifications: A bachelor's or master's degree in accounting, finance, business, economics, statistics or a related field</p>
#_02 Hanan	IT support	<p>Responsibilities: Installing and configuring computer hardware, software, systems, networks, testing new technology, Setting up accounts for new users and Providing technical support across the company</p> <p>Qualifications: Associate's or bachelor's degree in computer science or a related field</p>
#_03 Habiba	Digital marketing	<p>Responsibilities: Research advertising trends, Research competitors' pricing and products, decide on appropriate placement of ads and determine what content will reach customers</p>

		Qualifications: a bachelor's degree in Marketing or related field
#_04 Marram	Public relation	Responsibilities: dealing with enquiries from the public, the press, and related organisations, Qualifications: A degree in any subject is acceptable, although English, management, business or media studies
#_05 Rami	Customer service	Responsibilities: Handle customer complaints, provide appropriate solutions and alternatives within the time limits; follow up to ensure resolution and Keep records of customer interactions, process customer accounts and file documents Qualifications: A degree in any subject is acceptable, although English, management, business.
#_06 Fatma	HR	Responsibilities: prepare and review compensation and benefits packages Administer health and life insurance programs Implement training and development plans Plan quarterly and annual performance review sessions Inform employees

		<p>about additional benefits they're eligible for (e.g extra vacation days)</p> <p>Update employee records with new hire information and/or changes in employment status</p> <p>Qualifications: A bachelor's or master's degree in Business information system, business, economics or a related field</p>
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Planned organization chart



Business model:

Problem	Solution	Unique value proposition	Customer segments	Key activity	Channel
<ul style="list-style-type: none"> • Tours and adventure activities • Unaware of Customer Requirements • fraud by some travel agency • Complex Booking Process • Wasting of time to select the best price • Problems that face new travel agencies with marketing 	<p>1/Upgrade booking processes, make them shorter with fewer details asked and more information provided.</p> <p>2/ Build relationships with customers, understand their requirements, likes and dislikes to tailor a package.</p> <p>3/ hire a qualified developers to build a responsive travel website with essential features for your trip.</p> <p>4/ provide different types of travel agency to meet user requirement</p>				

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- **Staff costs**

Position	Salary per month	Salary per 12 months	Total annual staff cost
Financial accounting	3500	42,000	
Digital marketing	3250	39,000	
IT support	4250	51,000	
Public relation	2300	27,600	
Customer service	2200	26,400	
HR	3000	36,000	180, 000\$

- **Monthly sales plan**

Month		1	2	3	4	5	6	7	8	9	10	11	12
Sponsors	Price/add	2500	2500	2500	2500	2500	2500	2500	2500	2500	2500	2500	2500
	quantity	2	5	7	5	8	12	10	14	4	10	15	18
	turnover	5000	12500	17500	12500	20000	30000	25000	35000	10000	25000	37500	45000
Average Trips commissions	Price/trip	600	600	600	600	600	600	600	600	600	600	600	600
	quantity	10	13	17	11	24	29	31	35	39	40	42	46
	turnover	6000	7800	10200	12800	14400	17400	18600	21000	23400	24000	25200	27600
Total		11000	20300	27700	19100	34400	47400	43600	56000	33400	49000	62700	72600

- **Monthly operational cost plan:**

month	1	2	3	4	5	6	7	8	9	10	11	12
salaries	15,000	15,000	15,000	15,000	15,000	15,000	15,000	15,000	15,000	15,000	15,000	15,000
marketing	20,000	15,000	14,000	12,000	12,000	12,000	10,000	5,000	0	0	0	0
supplies	7,500	0	0	0	0	7,500	0	0	0	0	0	0
server	2,850	2,850	2,850	2,850	2,850	2,850	2,850	2,850	2,850	2,850	2,850	2,850
internet	700	700	700	700	700	700	700	700	700	700	700	700
domain	1,667	1,667	1,667	1,667	1,667	1,667	1,667	1,667	1,667	1,667	1,667	1,667
rent	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000
Total operation cost	50,717	38,217	37,217	35,217	35,217	41,217	33,217	28,217	23,217	23,217	23,217	23,217

Statement of income

For the year ended December 31,2022

	Accounts	amount	amount
Revenues			
	Sponsors	275,000 \$	
	Average Trips commissions	208,200 \$	
total			483,200\$
Expenses			
	Salaries expenses for 12 months	180,000 \$	
	Supplies expenses for 12 months	15,400\$	
	Utilities expenses for 12 months	62,600 \$	
	Marketing expenses for 8 months	100,000\$	
	Rent expenses	36,000\$	
total			394,000\$
NET INCOME BEFORE TAX RATE			89,200 \$

Statement of income

For the year ended December 31,2022

	Accounts	amount	amount
Revenues			
	Sponsors	275,000 \$	
	Average Trips commissions	208,200 \$	
Total			483,200 \$
Expenses			
	Salaries expenses for 12 months	282,000 \$	
	Supplies expenses for 12 months	19,020 \$	
	Utilities expenses for 12 months	69,396 \$	
	Marketing expenses for 7 months	99,995 \$	
Total			470,411 \$
NET INCOME BEFORE TAX RATE			12,789 \$

Cash Flow:

Month	Pre-operation	1	2	3	4	5	6	7	8	9	10	11	12
Cash beginning of the month	504,000	42,000	42,000	42,000	42,000	42,000	42,000	42,000	42,000	42,000	42,000	42,000	42,000
+Equity	104,000												
+loans	400,000												
+sales		11000	20300	27700	19100	34400	47400	43600	56000	33400	49000	62700	72600
Total cash in	1008000	53000	62300	69700	61100	76400	89400	85600	98000	75400	91000	104700	11460
+investment	110,000												
Total cash out	110,000	9166.7	9166.7	9166.7	9166.7	9166.7	9166.7	9166.7	9166.7	9166.7	9166.7	9166.7	9166.7
Cash at the end of the month	898,000	43833.3	53133.3	60533.3	51933.3	67233.3	80233.3	76433.3	88833.3	66233.3	81833.3	95533.3	2293.3

Opening Balance:

Assets	value	Liabilities and equity	value
Fixed Assets		Equity	104,000
Furnished office	40,000	Long term liabilities:	
Equipment	70,000	Family Loan	400,000
Total Fixed Assets	110,000	Total long-term liabilities	
Current Assets:		Current Liabilities:	
Cash and bank	394,000		
Total Current Assets:	394,000	Total Current Liabilities:	
Total Assets	504,000	Total liabilities and net worth	504,000

Profit margin:

Month		1	2	3	4	5	6	7	8	9	10	11	12
Total sales	477,200	11000	20300	27700	19100	34400	47400	43600	56000	33400	49000	62700	72600
operations	392,104	50717	38217	37217	35217	35217	41217	33217	28217	23217	23217	23217	23217
Profit (before tax)	85096	(39717)	(17917)	(9517)	(16117)	(817)	6183	10383	27783	10183	25783	39483	49383
Income tax. 15%	25377.15	0	0	0	0	0	927.45	1557.45	4167.45	1527.45	3867.45	5922.45	7407.45
Net profit	59718.85	(39717)	(17917)	(9517)	(16117)	(817)	5255.55	8825.55	23615.55	8655.55	21915.55	33560.55	41975.55

