IDEA:

Finding Tour packages and trip planning is still the most difficult thing people face in our country. So in current world of internet, if you can plan and customise your trip on a website and can book the pre- planned trips by experts according to your needs and choice will attract more customers. So we are developing two things, one is the system, on which people can plan their trip by choosing from hotels/resorts/cottages of their budget and needs and similar things for travel and transportation. And like e-commerce, you can add each thing in bucket and finally pay for the complete trip. And the second thing is, we will take local travel agents on board that are expertized in their market for several years and provide best of kind packages.

Since we aim to build market for group tour packages. This will create bulk bookings for the providers and hence will reduce the cost price of packages which will be an advantage for the customers. As they are not the only one booking for the same package.

IDEA EXPLANATION-

We endorse travel/tour package because during tour/travel you don’t need to plan , or take stress out of it instead you need to enjoy the journey and create memories

ABSTRACT:

The idea of venturing to newer locales and adventure always gets the adrenalin pumping in the human body, it’s pretty much an instinctive drive. The strenuous routine daily life though, thwarts the adventurer in us. Given that this very drab life in general will accord us the living expenditure, a little break goes a long way in keeping us on our tracks. **FIZZFLYER PVT. LTD.** provides holiday tourism for students to awesome places with grade ‘A’ travel and stay at budget pricing.

COMPANY OVERVIEW:

**FIZZFLYER PVT. LTD.** is a travel and leisure company registered in Saharanpur, Uttar Pradesh. There are 2 founding members namely Dipanshu Gupta and Aditya Kumar, all students of fourth year SRM University. We have an operating office in Chennai for handling our local business here.

MARKET OVERVIEW:

The tourism market today is jam packed with many big and small businesses over-tapping the proven tourist hotspots. Indeed, with such a high level of competitiveness, the customer satisfaction takes a backseat to these ventures personal cuts. Being avid tourists ourselves, we have personally faced such situations, spots of bother where the proper locations are not covered in a package deal; situations which leave the customers wanting.

Hence the market of personalised tours for the youth is tremendous and literally untapped at a major level.

RELEVANT MARKET SIZE:

Relevant market size is all naturalists, backpackers and adventure junkies of the country.

By 2020 online travel market size will grow, 50% of travel will be done by online sites in India.  
it will grow up to $40 billion. According to IBEF.

If we try to take over 5-10% of the market we propose to be billion dollar company in coming years.

TARGET CUSTOMERS:

1. Students of each and every university/school.
2. Sport teams playing for organisations.
3. Large group travellers.

CUSTOMERS NEED:

Independence in travel is the prima foca when coming to college student needs apart from the budget and quality. Being students ourselves, we pretty much share the thinking process of our audience and are hence better placed at heeding to their requirements as compared to our competitors.

COMPETITORS:

We don’t have direct competitors in the market as this is the new concept but some of them can be travel companies like makemytrip, goibibo and yatra.

HOW YOUR COMPANY WIN AGAINST COMPETITION?

Our idea of starting off as an exclusive caterer to youth demand sets us apart and further working under the SRM umbrella would help garner a dedicated audience.

MARKETING PLAN:

1. Product and Services: Groups tours, College IV’s, Schools vacation tours, Weekend Trips, Holiday trips to some serene locals.
2. Pricing: As we are dealing with students so our all packages are made in budget.
3. Promotions plan: Digital marketing, Competitive dynamic pricing, Word of Mouth, promoting brand in college fests.
4. Distribution plan: Friends, Interns, First happy customers.

KEY OPERATIONAL PROCESSES: Tour planning, Execution, Promotion, and General Management.

MILESTONES:

1. Creating user base through weekend trips in a short time.
2. Getting group tours from Chennai.
3. To cover untapped exotic locations in South India.
4. Expanding North –East tourism.
5. Covering all India tourism for target audience and then widespread the user base.

MANAGEMENT TEAM MEMBERS:

1. Dipanshu Gupta - Software Dept.
2. Soumyadip Chakraborty- EEE Dept.
3. Aditya Kumar- EEE Dept.

MANAGEMENT TEAM GAPS:

1. Marketing - MBA
2. Sales - MBA
3. HR- MBA

REVENUE MODEL: Creating user base is main target for short period of time then we will generate revenues by charging for our services.

Above that we can make around 2-10% profit margin according to the type of deals we have with our business partners.

FINANCIAL HIGHLIGHTS:

Key expenses:

1. Technical expenses
2. Marketing and publicising costs
3. Advertising expenses
4. Interns Stipends

Projected net income: 10% of the revenue generated

Funding requirements / use of funds

1. Proper promotion and marketing

2. Forming core technical team

3. on ground assistance team

4. Market survey to offer quality and create budget tours

SUPPORTING DOCUMENTATION:

1. Market surveys
2. Users feedback
3. Partner companies to provide services in their sector like Transport and Hospitality.

Being the first of its kind commercial start-up in SRM University, we expect help and support from the University. We hope to make the University proud with our endeavours.