

SOLOBUDY

Policies, Regulations, and Marketing Plan

EXE201 - TEAM 5

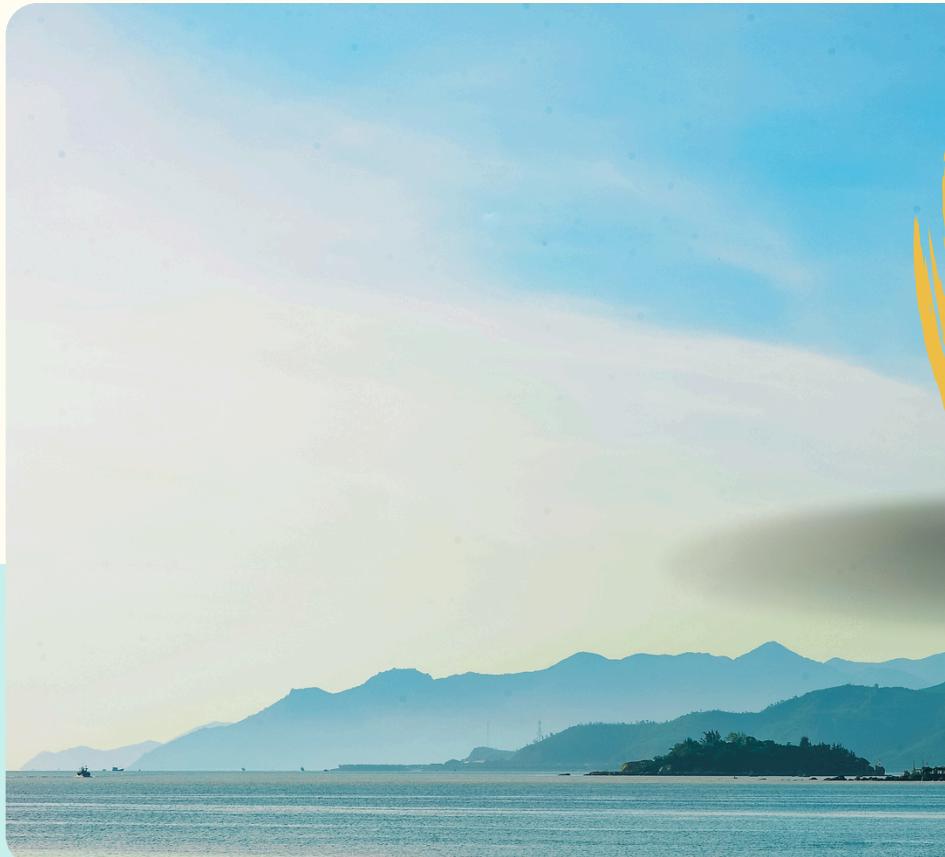


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SERVICE AGREEMENT FOR “BUDDY / TOUR GUIDE”

No: SB/HDV/2025-00XX

SOCIALIST REPUBLIC OF VIETNAM

Independence - Freedom - Happiness

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Date:, 2025 at

Based on:

- Civil Code 2015 (Vietnam)
- Tourism Law 2017 (Vietnam)
- Law on E-Transactions 2005
- Decree No. 168/2017/NĐ-CP
- Mutual agreement of the parties

Parties to the Agreement

Party A (Customer / Service Hirer):

- Full name: _____
- Date of birth: __ / __ / __
- ID/Passport No.: _____ issued on __ / __ / __ at _____
- Permanent address: _____
- Phone number: _____
- Email: _____

Party B (Buddy / Tour Guide via SoloBuddy):

- Full name: _____
- Date of birth: __ / __ / __
- ID/Passport No.: _____ issued on __ / __ / __ at _____
- Address: _____
- Phone number: _____
- Email: _____
- Bank account No.: _____
- Bank name & branch: _____

Party C (SoloBuddy - Platform provider):

- Company name: SoloBuddy Vietnam Co., Ltd.
- Address: _____
- Email: support@solobuddy.com
- Hotline: _____

Article 1. Object and Scope of Service

1. Party B agrees to provide Buddy / tour guide services to Party A as booked through the SoloBuddy platform.
2. Services include but are not limited to:
 - Accompanying, guiding, interpreting, and assisting during the trip;
 - Supporting with reasonable local arrangements;
 - Excluded: personal expenses, transportation or services not pre-agreed, unlawful activities.
3. Service period: from __ / __ / __ to __ / __ / __
4. Destination/Itinerary: _____
5. Number of travelers: ___ persons

Article 2. Service Fee & Payment

1. Total service fee (including VAT if applicable): ___ VND (in words: _____)
2. Party A shall make full payment through SoloBuddy before service commencement.
3. SoloBuddy will hold the payment until completion of services, then transfer to Party B after deducting platform fees.
4. Party B must provide valid bank details for payment.

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Article 3. Rights & Obligations of Party A (Customer)

1. Provide accurate personal information (ID, contact details).
2. Make payment in full and on time.
3. Follow safety instructions, local laws, and trip regulations.
4. Not to request Party B to perform unlawful or non-agreed activities.
5. Has the right to cancel/modify service subject to Cancellation Policy.
6. Provide service feedback after completion.

Article 4. Rights & Obligations of Party B (Buddy / Tour Guide)

1. Provide valid identification (ID/Passport) and profile verification to SoloBuddy.
2. If licensed tour guide, provide license for verification.
3. Perform services as booked: guiding, assisting, interpreting, and supporting Party A.
4. Ensure customer's safety within reasonable scope of responsibility.
5. Not to alter itinerary or abandon service without prior consent.
6. Comply with Vietnam law, SoloBuddy's terms and conduct standards.
7. Violations may result in account suspension or termination by SoloBuddy.

Article 5. Cancellation & Refund Policy

1. If Customer (Party A) cancels:
 - More than 48 hours before service: 100% refund
 - 24-48 hours before service: 50% refund
 - Less than 24 hours: no refund (except force majeure)

2. If Buddy (Party B) cancels:
 - Party A will receive 100% refund.
 - SoloBuddy may impose penalties on Party B under its policy.

3. Force Majeure (natural disasters, epidemic, government orders...):
 - Parties negotiate a reasonable solution (refund, reschedule)

Article 6. Safety & Insurance

- Party A is encouraged to purchase travel/accident insurance.
- Party B must provide assistance in emergencies, including contacting authorities, but shall not replace Party A's legal responsibility.
- Both Party A and Party B are responsible for their own personal safety beyond the agreed scope.

Article 7. Data Protection & Privacy

1. SoloBuddy guarantees to protect personal information of Party A and Party B.
2. Information will only be used for service provision, payment processing, and dispute resolution.
3. Data may be shared only with Buddy (for essential details) or legal authorities (if required by law).
4. SoloBuddy complies with Decree 13/2023 on Personal Data Protection.
5. Users may request access, correction, or deletion of their data.

Article 8. Dispute Resolution

1. Disputes should first be resolved through negotiation between the parties.
2. If unresolved, the dispute shall be submitted to the competent People's Court in Vietnam or arbitration upon mutual consent.
3. Applicable laws: Vietnam Civil Code 2015, Tourism Law 2017, Law on E-Transactions 2005.

Article 9. Effectiveness & Termination

1. This Agreement becomes effective when Party A clicks “Agree & Confirm Booking” on the SoloBuddy platform.
2. The Agreement terminates once Party B has completed the service and Party A confirms receipt.
3. Any modification must be made in writing (electronic form) and confirmed by the parties.

Article 10. General Provisions

1. By confirming the booking, Party A declares that they have read, understood, and accepted all terms & policies of this Agreement and SoloBuddy.
2. Parties commit to fulfilling their obligations under this Agreement. Breaches shall be subject to liability as per this Agreement and applicable laws.



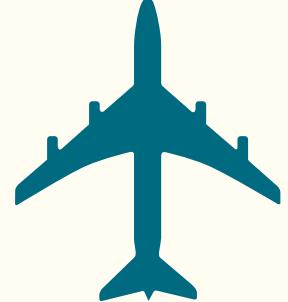
Marketing mix 4P

1. Product

- A digital platform connecting travelers with local tour guides, personalized by AI (recommendations based on interests, language, destination, and schedule).
- Book trusted local guides with transparent e-contracts protecting both travelers and guides.
- Real-time location tracking of both guests and guides for maximum safety, especially for solo travelers.
- Exclusive experiences: markets, festivals, and authentic local culture instead of mass tours.
- 24/7 emergency support and a clear refund policy in case of weather issues or guide quality problems.
- Guide ranking system based on ratings and bookings, ensuring reliable choices.

Key Highlights

- AI-powered personalization for optimal guide recommendations tailored to each traveler's needs.
- Real-time tracking + emergency support - a rare feature in the market.
- Transparent after-sales and refund services build strong trust, especially among solo travelers.





2.Price



Basic Tour:

598.000 VNĐ



Pro Tour:

749.000 VNĐ



Pro Premium tour: 879.000 VNĐ



- Flexible pricing by hour or full-day tour, adjusted by location, guide experience, and experience type.
- Transparent quotes shown upfront in the app - no hidden fees.
- Flexible refund policy for cancellations due to weather or guide quality issues.
- Special offers for loyal customers, multi-day bookings, and group tours.
- Public, reasonable service & commission fees to benefit both travelers and guides.

3.Place

Distribution Channels



Website/OTA



Social Media



Local
Partnerships

Digital Marketing & PR

- **Paid Ads: Facebook, Instagram, TikTok targeting solo travelers; Google Ads (search/display) on personalized travel keywords; YouTube Ads showcasing reviews, AI features, and tracking.**
- **Content & PR: Share real customer experiences and unique tours; partner with solo travel influencers/bloggers; publish in-depth articles on major media, blogs, and travel forums.**

Community & Referral

- **Build Facebook/Zalo groups for solo travelers and local guides to share and support each other.**
- **Run referral programs with reward points or vouchers to encourage friend invitations.**

Customer Care

- **24/7 support with built-in emergency and real-time tracking features.**
- **Collect and act on feedback quickly to improve experience and build brand trust.**

4.Promotion



MARKETING PLAN



Phase	Time	Objectives	Key Activities	KPIs
1	Brand Awareness & Customer Engagement (January - March)	<ul style="list-style-type: none"> • Build website awareness and drive traffic. • Attract user sign-ups on the platform. 	<ul style="list-style-type: none"> • Launch official website + "Pre-booking" landing page. • Basic SEO for 20 keywords (e.g., solo travel Vietnam). • Blog content: solo travel tips & stories. • Collaborate with 5-10 micro-KOLs to drive traffic. • Mini contest on Facebook/TikTok with hashtags. • 30% discount for the first 100 bookings. 	<ul style="list-style-type: none"> • 10,000 website visits. • 1,000 user registrations. • 5-7 UGC posts/backlinks from social media.

Phase	Time	Objectives	Key Activities	KPIs
2	Launch & Attract First Users (April - June)	<ul style="list-style-type: none"> • Boost website traffic and booking rate. • Build partnerships with homestays and restaurants. 	<ul style="list-style-type: none"> • Launch "SoloBuddy – Alone but Not Lonely" PR & social campaign. • Run Google Ads (Search + Display) targeting travel keywords. • Partner with 10 homestays/hotels for banners and service links. • Send weekly email newsletters with travel tips and deals. 	<ul style="list-style-type: none"> • 20,000 website visits. • 100 successful bookings. • 3-5 official partners (homestays/restaurants).

Phase	Time	Objectives	Key Activities	KPIs
3	Growth & Market Expansion (July - September)	<ul style="list-style-type: none">• Increase website traffic and bookings.• Attract international customers (expats and tourists from Europe, the US, Japan, and Korea).	<ul style="list-style-type: none">• Advanced SEO for 70 international keywords.• Partner with global travel bloggers for reviews and backlinks.• Launch AI Trip Planner and promote via viral social content.• Run #SoloButNotAlone campaign to encourage user sharing.• Launch affiliate program for KOLs and travel websites.	<ul style="list-style-type: none">• 40,000 website visits.• 300 successful bookings.• 10% international users.• 10 high-quality backlinks (DA > 40).

Phase	Time	Objectives	Key Activities	KPIs
4	Retention & Optimization (October - December)	<ul style="list-style-type: none"> Increase repeat customer rate. Prepare for fundraising 	<ul style="list-style-type: none"> Loyalty Program: Earn points and redeem vouchers. Customer Appreciation (Oct-Dec): Thank-you emails and special offers. Returning customers: 20% discount for repeat bookings. Email marketing: Personalized trip suggestions. Online survey: Improve UX. PR case study: Attract investors. 	<ul style="list-style-type: none"> 60,000 website visits (~130,000 total/year). 700 successful bookings (annual). 20% repeat customers. Complete funding profile and contact 1 investor.



**THANK
YOU!**

