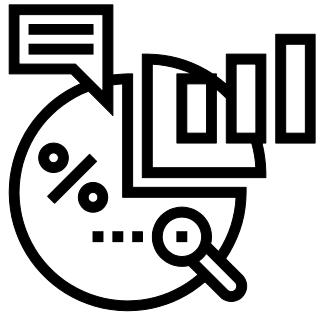
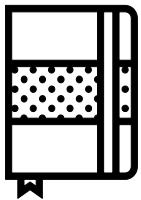


GROUP 10



Problems Identified

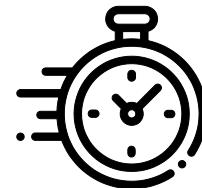
Problems Identified



Lack of
Information



Hurdles in the
Whole Process



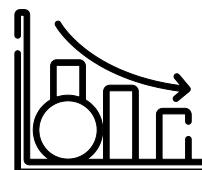
Time
Compliance



Overcharging

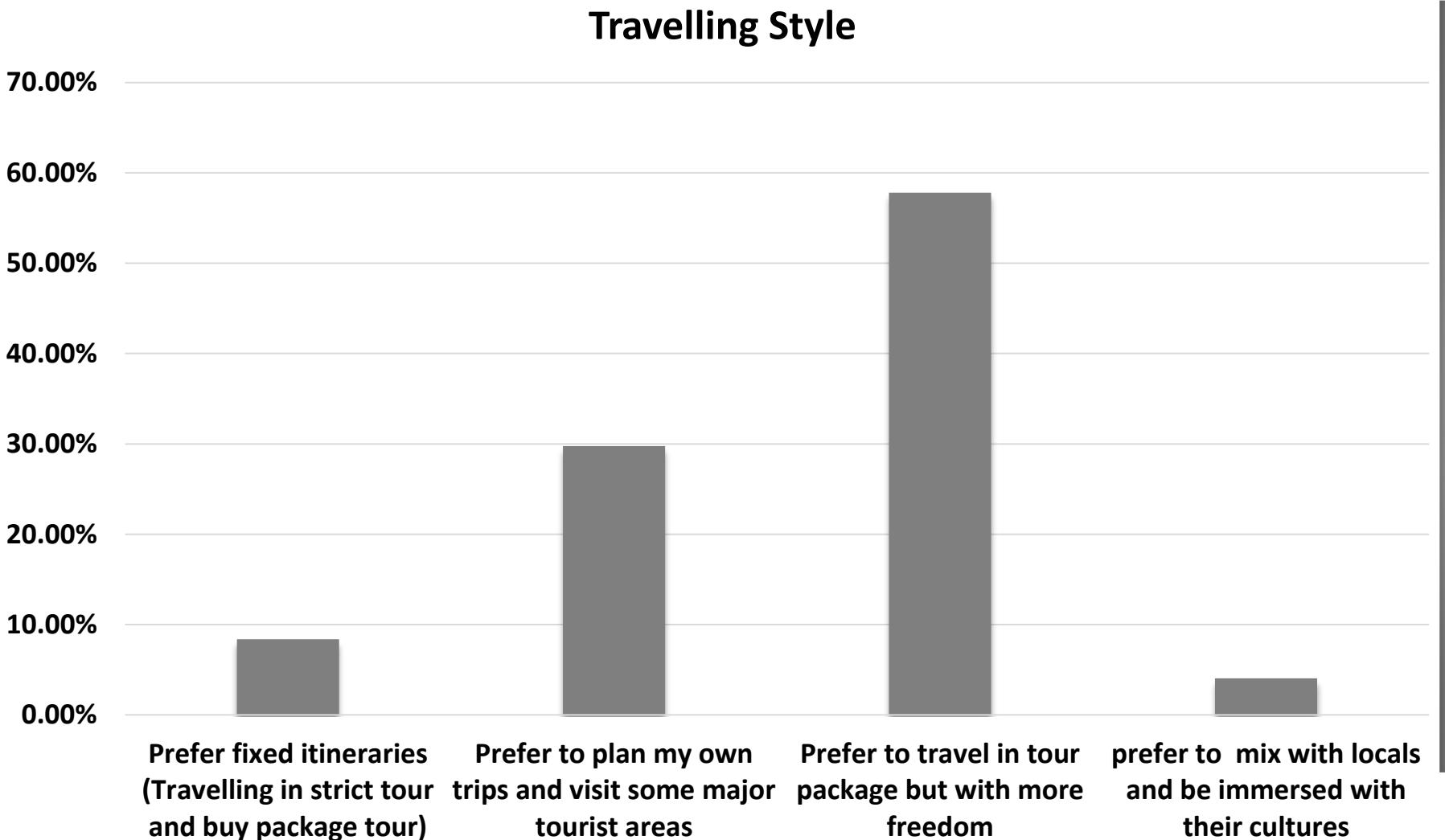


Time
Incompatibility



Inadequate
Flexibility

Customer Survey

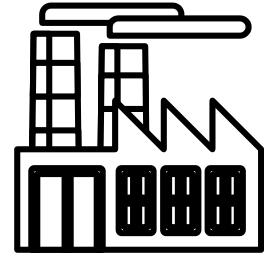


Nearly 59% Prefer tour plans with more freedom choice with partners:

Friends – 60.4%
Family – 20.3%

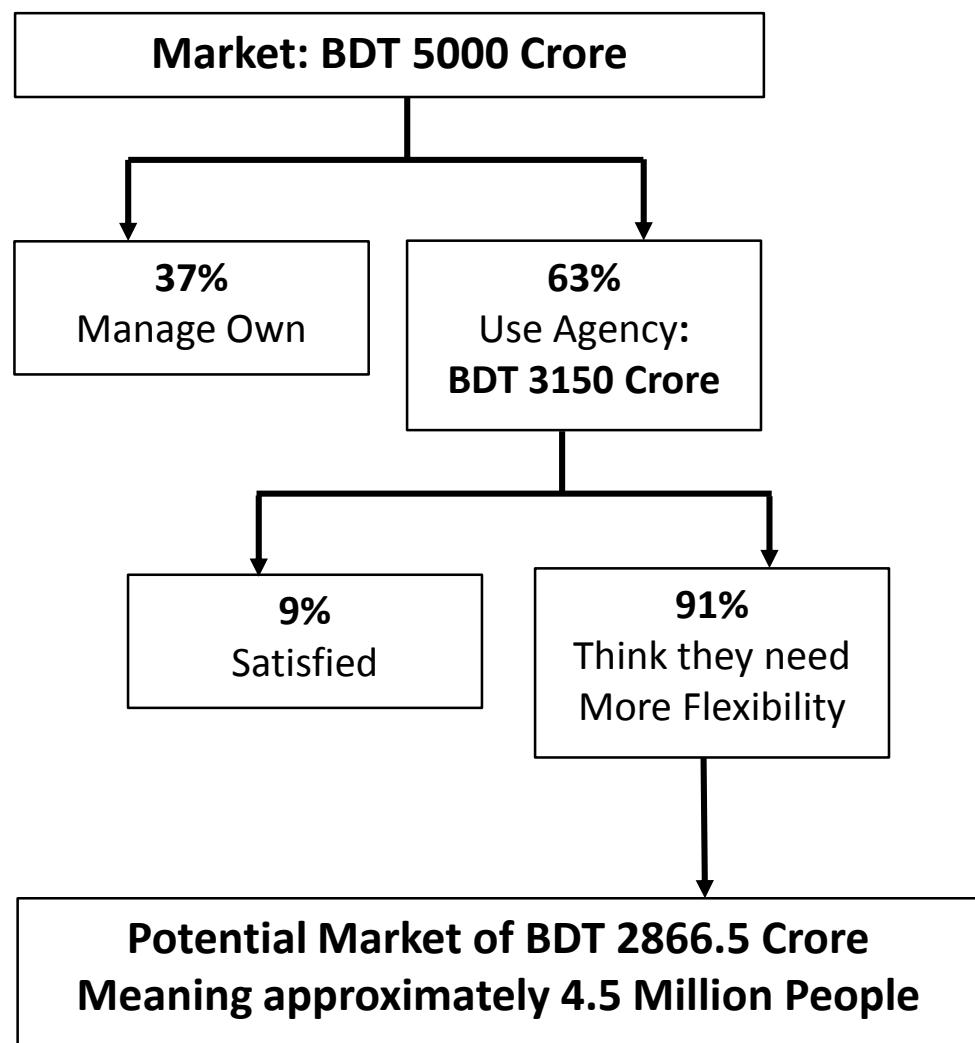
Economical Trend (PESTEL) Analysis

P Political	E Economic	S Social	T Technological	E Environmental	L Legal
<ul style="list-style-type: none">Moving Towards StabilityBDT 650 Million yearly being distributed to Tourism board for further improvement of Tourism Industry	<ul style="list-style-type: none">BDT 427.5 Billion; almost 2.2% of total GDP in 2017Will rise by 6.1% over the years (Source: WTTC)Directly supported 1,178,500 jobs amounting to 1.8% of total employment	<ul style="list-style-type: none">Target Demographic: Youth (as influencers)Increased per capita income \$1888 (2019) encourages taking vacations.Increasing number of tourists YoY.	<ul style="list-style-type: none">80.89 Million internet users currently (Source: BRTC)80.47 Million Mobile & 570,000 Broadband users87% of total users are of between the age of 18 to 25 (Source: GSMA Intelligence)	<ul style="list-style-type: none">Awareness needed against Littering of Tourist SpotsRisk of Injury in cases of not taking precautions during hiking and trekking.	<ul style="list-style-type: none">Regulated by: Bangladesh Tourism Act 2013National Tourism Policy 2010



Market **Opportunity**

Opportunity Gap



Demand & Supply Drivers

Demand Drivers

Population

Positive Relation Between Size of Population and Tourism

Income

Increased Per Capita Income (2019: \$1888)

Spending Pattern

Travelling spending increased over the years.
[Middle and Upper Middle Class: BDT 15000 – 20000
Upper Class: BDT 80000+]

Trend & Stability

New trend of travelling with the stable political and natural environment

Supply Drivers

Accommodation Facility

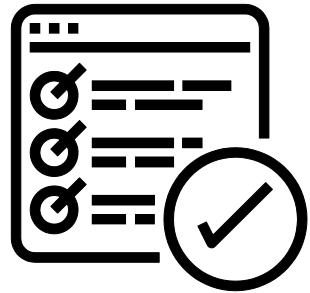
Increasing number and quality of hotels, resorts and facilities for the new surge of tourists

Infrastructure Development

Construction of roads and betterment of overall Infrastructure contributes to the cause

Communication and Security

Good communication with better security for the tourists added to the industry



Solution

Idea Generated



Website

Information
Provision

Tour
Planning

Booking

Reviews



TourDibo.com



Inbox



Profile

Search



Hotels



Transportations



Things to DO



Places

YOUR ONE-STOP-SOLUTION TO EVERY JOURNEY



HAD A BLAST!!!

Towfig003 wrote

Popular Destinations





TourDibo.com



Inbox



Profile

Search

Sajek

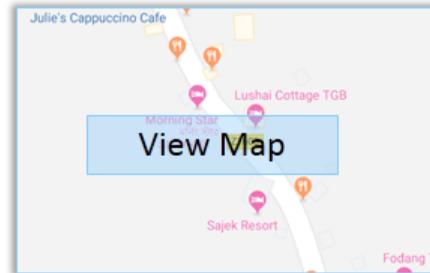
Hotels

Transport

Rentals

Information

About Us



SAJEK : HOTELS AND PLACES TO STAY

Check In

- / - / -

Check Out

- / - / -

Guests

1 Room, 2 Guests

PRICE RANGE



BDT 0 BDT 7000+

4 STAR

3 STAR



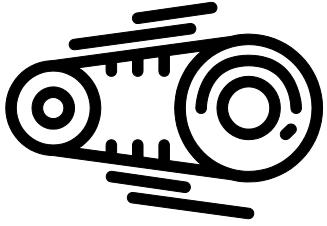
**HOTEL
MALLIK**

Ruiliupara
Dighinala, Sajek Road

Product Feasibility

Variable	Value	Rating	Score (Out of 10)
Advantage of Trend	Advantageous	Favorable	8
Unfilled Gap of Market	Increasing Opportunity	Somewhat Favorable	7
Solving a Problem	Luxurious	Somewhat Favorable	6
Timeliness of Entry	Timely	Favorable	8
Value Addition	Added Value	Somewhat Favorable	6
Customer Satisfaction	Retention	Somewhat Unfavorable	6
Customer Behavior Change	Pattern	Somewhat Unfavorable	5

Somewhat
Favorable
46/70



Competitive Landscape

Competitors

Direct Competitors

Travel Agency

Online Tour
Providing Service

Indirect Competitors

Online Booking

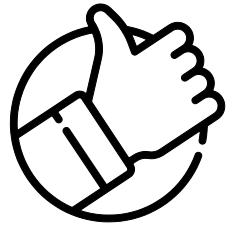
Travel Blog

Information
Guide Apps

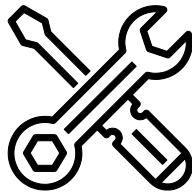
Future Competitors

Global Tour
Companies

Point of **Differentiation**



Convenience



Customizable



Information
Asymmetry

Competitor Analysis

		Convenience	Customizable	Providing Information	Availability of Transports	Domestic/ Foreign	Domestic Coverage	Experience	Recognition
	TourDibo	Even	Advantage	Advantage	High	Domestic	High	Disadvantage	Disadvantage
Direct	Travel Agency	Even	Disadvantage	Disadvantage	High	Domestic/ Foreign	High	Advantage	Advantage
	Online Tour Providing Service	Even	Disadvantage	Disadvantage	Low	Domestic/ Foreign	Low	Advantage	Disadvantage
Indirect	Online Booking	Even	Disadvantage	Disadvantage	Low	Domestic & Foreign	Low	Advantage	Advantage
	Travel Blog	Disadvantage	Disadvantage	Advantage	-	Domestic & Foreign	High	Advantage	Advantage

Overall: Moderate

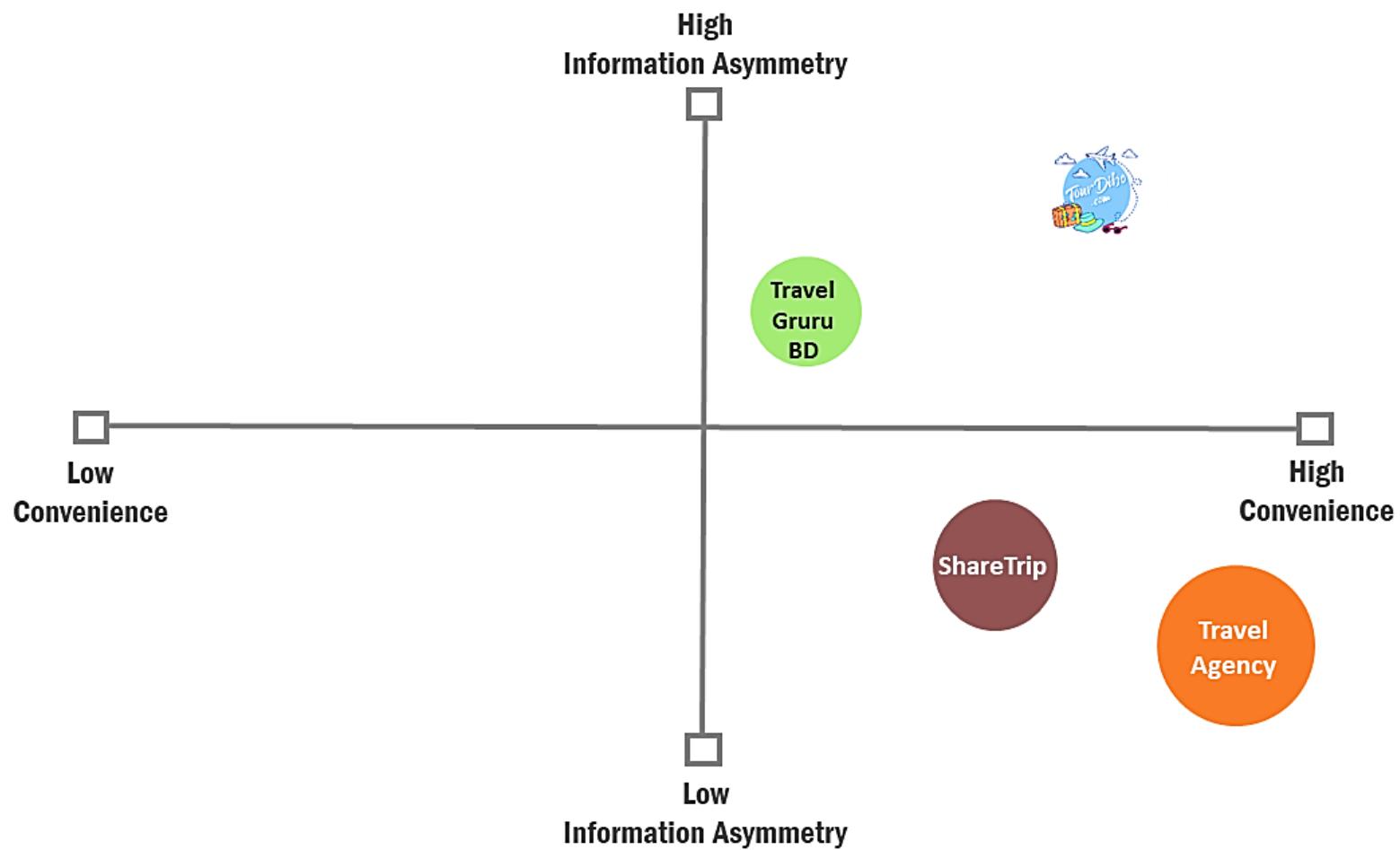
Customizable Offers at Fair Prices even though a bit behind in Recognition and Networking

Competitor Analysis – Specified

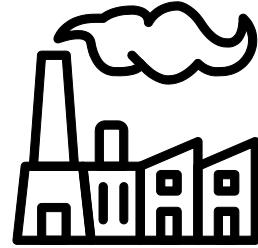
Direct Competitors (50+)

Competitors	Transportation Booking	Hotel Booking	Information Providing	Domestic Coverage	Customization	Packaged Tour	Score	Competitive Advantage
ShareTrip	Flight Only	Applicable	N/A	Limited	N/A	Applicable	40/60	Moderate
Travel Guru Bangladesh	Cars/Microbuses	Applicable	Less	Limited (4 Places)	Absent	Applicable	38/60	Moderate
Ticketshala.com	Flight/Cars	Applicable	Absent	Limited	N/A	Limited	38/60	Moderate
Tour.com.bd	All Applicable	Applicable	Absent	Limited	Absent	Applicable	36/60	Moderately Weak
Travel Agencies	N/A	N/A	N/A	Broad	N/A	Applicable	28/60	Weak

Positioning Map

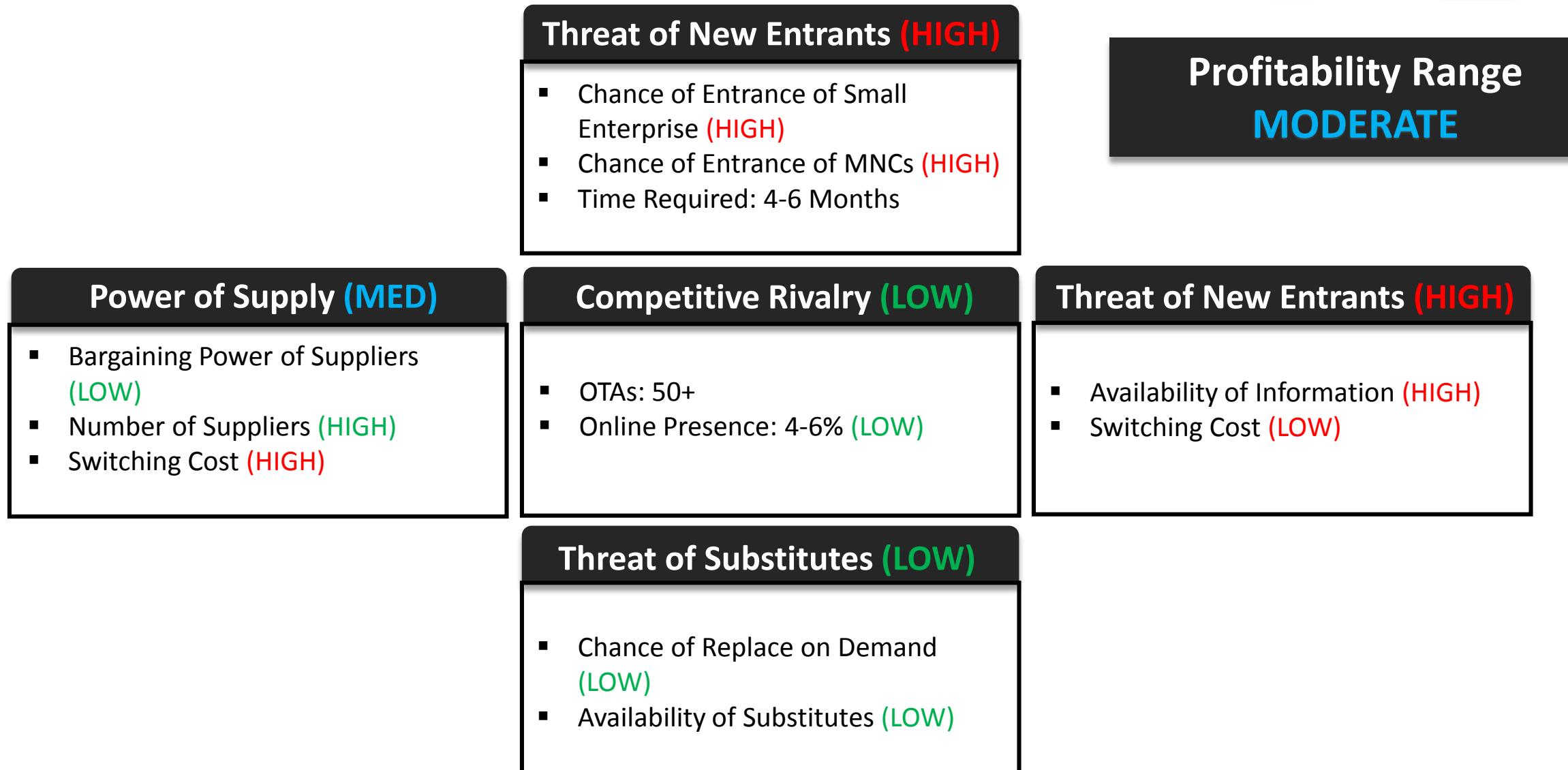


**Moderately
Advantageous**



Industry Analysis

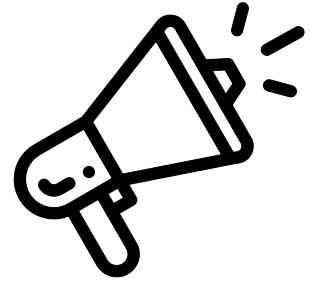
Five Forces Model



Industry Feasibility

Variable	Value	Specified	Rating	Score (Out of 10)
Size	Large	5,000 Crore	Favorable	8
Growth	High	16.67% (Historical)	Favorable	7
Industry Age	Young		Somewhat Favorable	6
Major Players	Fragmented	500+ Companies and 25000 Agents	Somewhat Unfavorable	5
Profitability	Moderate	14.91%	Somewhat Favorable	6
Major Regulations	Regulated	Bangladesh Travel Agencies Act 2013 and Tourist Resort Act 2010.	Somewhat Favorable	6
Demand	Want to Have		Favorable	8
Operating Margin	Low	less than 27%	Unfavorable	4
Porter's Five Forces	Moderate	-	Somewhat Favorable	6

**Somewhat
Favorable
56/90**



Marketing Plan

Segmentation

Demographic

- Age Group
- Income Level
- Gender: Male (74%)

Psychographic

- Spiritual Motivation
- Lifestyle Improvement

Behavioral

- Tech Savvy
- Flexible
- Result Oriented

Geographic

- Current Location: Dhaka
- 5.4 Million Youth

Source: Dhaka Population 2019. (2019, September 1). Retrieved from World Population Review:

Source: Jain, S. (2018, May 16). 30 Bangladesh's Digital Marketing and Social Media Marketing Stats and Facts. Retrieved from Sorav Jain

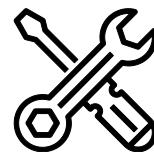
Targeting - Buyer Persona

	Profile 1	Profile 2	Profile 3
	YounDult	Millennial	Gen X
Age	18 - 25	25 - 30	35+
Profession	Students	Job Holder (Entry)	Job Holder (High)
Income	Low (10k-20k)	Medium (40k - 100k)	High (100k+)
Preference	Adventurous	Adventurous /Relaxing	Relaxing
Spending Pattern	Low to Medium	Medium to High	High
Media	BTL: Social Media (Facebook, Instagram)	Essentially Below the Line. At the same time Above the Line	ATL: TV Campaigns

Positioning & Differentiation



Convenience



Customizable



Information
Asymmetry

Your One-Stop-Solution to Every Journey

Initially: Single Tier Pricing
Long Term: Variable Rate Pricing

Initially: More for the Same
Long Term: More for More

IMC - Message

Objective

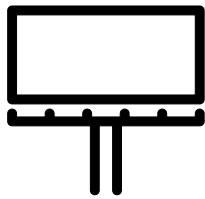
0.75% of Existing Market Gap in Year 1

Appeal Rationally

IMC – Media (ATL)



Print Ad



Billboards
& Posters



Personal
Communication
Channel



YOUR
ONE-STOP-SOLUTION
TO EVERY JOURNEY

visit www.tourdibo.com for more!

IMC – Media (BTL)



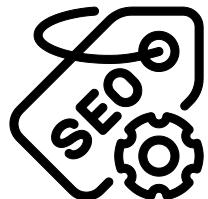
Social Media



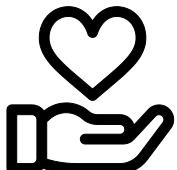
E-mail
Promotion



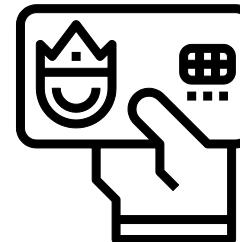
YouTube
Ads



SEO & SEM



Loyalty
Programs





TourDibo.Com



Arsal Ahmed

Home

Create



TourDibo.Com
@TourDibo

Home

Posts

Reviews

Photos

About

Community

Create a Page



Like



Follow



Share



Send Message



Write a post...



Photo/Voice



Tag Friends



Check in



No Rating Yet

Posts



TourDibo.Com updated their cover photo.

1 hr ·



Community

See All



Invite your friends to like this Page

About

See All

Rampura,
Dhaka, Bangladesh

Send Message



TRAVELING
MADE
EASIER

Login

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See our Blogs!
Book Your Ticket Now!
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Best hotels within your budget! Visit now!
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Register Now!

Happy Traveling!

The TourDibo.com Team

If You No Longer Want to Receive Our Mail then Click Below

UNSUBSCRIBE

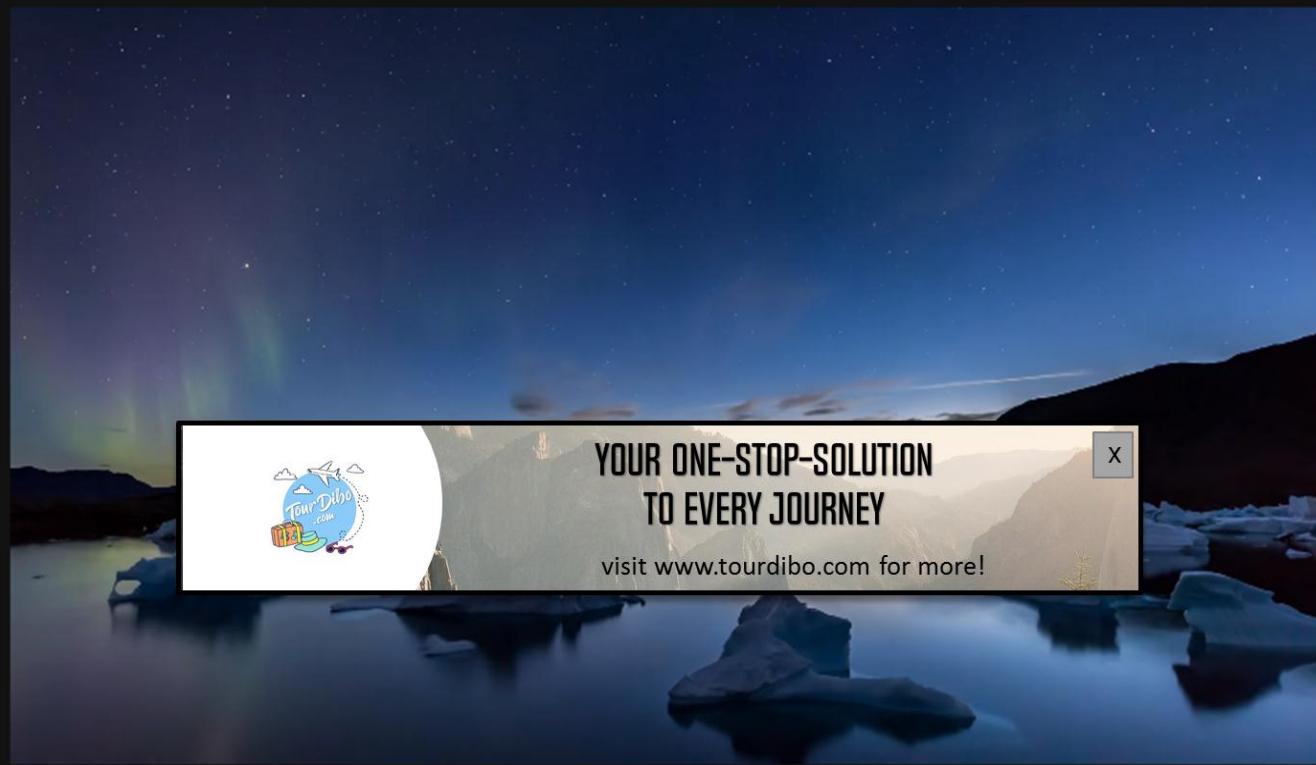
TourDibo // House # 28, Road # 2, Block # C, Banasree, Rampura, Dhaka
Email // customerrelation@tourdibo.com

Contact: 01XXXXXXXX



YouTube

Peru 8K HDR 60FPS (FUHD)



GRÖNLAND

GREENLAND - LAND OF ICE 4K

4,740,590 views • Nov 22, 2018

62K

776

720



720



...



SHARE



SAVE



...

Up next

**ELEMENTS OF**
ICELAND
Stefan Forster
2.1M viewsAmazing flight over a massive
bird colony by Voler Avec les
Oiseaux 4.3M views**BEAUTIFUL SCOTLAND**
(Highlands / Islands)
Stefan Zimmermann
4.2M viewsGlacier Calving by qrmondo
8.2M viewstop 10 Strange Places to visit
by World Top ON RecommendedThe Alps 4K by Gaëtan Piolet
2.0M views

IMC – Budget

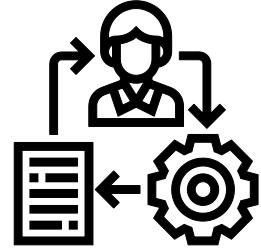
	Q1	Q2	Q3	Q4	Yearly
Advertisements	766,500	547,500	328,500	547,500	2,190,000
Discounts And Promotions	70,000	50,000	30,000	50,000	200,000
Digital Billboards	157,500	112,500	67,500	112,500	450,000
Print Media	70,000	50,000	30,000	50,000	200,000
Loyalty Program: Customers	17,500	12,500	7,500	12,500	50,000
Loyalty Program					
Gold	70,000	50,000	30,000	50,000	200,000
Silver	52,500	37,500	22,500	37,500	150,000
Bronze	52,500	37,500	22,500	37,500	150,000
Referral Bonuses	175,000	125,000	75,000	125,000	500,000
Virtual Gift Cards/ Vouchers	87,500	62,500	37,500	62,500	250,000

*BDT

Marketing Roadmap

January	February	March	April	May	June	July	August	September	October	November	December
Print Ads											
Billboards											
Social Media											
									E-mail Promotion		
			Personal Communication						Personal Communication		
			Youtube Ads								
			Mass Media								
			SEO and SMO								
			Travel Blogs								

First Year



Human Resources Planning

Promoters

Individuals	Percentage Interest
Nusrat Afroze	19%
Towfiq Ahmed	14%
Al Fahim	10%
Shayka Quraishy	10%
Hossain Muhammad Shahriar	10%
Syeda Nabiha Ferdous	9%
Shahidul Islam	6%
Afroza Akter Sraboni	5%
Arafat Ahmed Nihal	8%
Nancy Prantika Sarker	4%
Sanviraj Jahin Hoque	5%
Total	100%

Founders' Collaboration Agreement

1. The Purpose

The undersigned founders are collaborating with the purpose of developing together a corporation (hereby known as "The Company") called "TourDibo.com Pvt. Limited".

2. The Company and the Legal Form of Business Ownership

The Company shall be a 'Private Limited Company' under The Companies Act (Bangladesh), 1994. The Agreement governs the collaboration of the founders. The Company will continue perpetually, unless dissolved in accordance with this agreement. The Founders will register the name of The Company in the proper jurisdiction of the law. The Company's Principal Office address will be set by the majority of the Founders.

3. The Founders and the Ownership Structure

The following individuals are hereby admitted as founders ("The Founders").

Individuals	Percentage Interest
Nusrat Afroze	19%
Towfiq Ahmed	14%
Al Fahim	10%
Shayka Quraishy	10%
Hossain Muhammad Shahriar	10%
Syeda Nabiha Fardaous	9%
Shahidul Islam	6%
Afroza Akter Sraboni	5%
Arafat Ahmed Nihal	8%
Nancy Prantika Sarker	4%
Sanviraj Jahin Hoque	5%

4. Brief Business Concept

"TourDibo.com Pvt. Limited" will be a travel and hotel transportation booking Website Company that will show hotel and lodge reviews, accommodation and transportation bookings and other travel related contents.

5. Key Personnel

Upon formation of the company, the elected founders will be appointed to serve as the CEO, the CFO, the CTO, the CMO, the CCO, the CHRO and the COO as per the majority votes of the founders and the directors.

6. Initial Capital

These specific founders hereby commit to contribute:

Individuals	BDT
Nusrat Afroze	200,000
Towfiq Ahmed	60,000
Al Fahim	35,000
Shayka Quraishy	50,000
Hossain Muhammad Shahriar	35,000
Syeda Nabiha Fardaous	4,000
Shahidul Islam	50,000
Total	434,000

The other founders will earn their 'Sweat Equity' through contributing the company with their physical and intellectual labor and property.

7. Founders' Consideration Payment

The Founders of The Company will not take any consideration up until minimum of two years upon the commencement of the business. The Founders will be considered for payment only after the first profitable quarter of The Company.

8. Dispute Resolution

In case of arising of any disputes of in The Company, The Founders will together set up meetings, vote on the disputed topic and come to a conclusion. The votes of the majority shall be considered the final decision and conclusion for the company.

9. Buyback Clause

The clause obligates the departing founders to sell their interest to the remaining founders if the remaining founders are interested according to the Companies Act (Bangladesh), 1994.

Sale of the company to an interested third party will take place only if the founders authorize the sell and otherwise conforms to all applicable laws and acts.

CHIEF EXECUTIVE OFFICER

Position Title: Chief Executive Officer

Job Summary

The Chief Executive Officer ("CEO") of TourDibo.com Pvt. Limited is responsible for the success of the company. Together, the Board and CEO assure the company's relevance to the compliance community and its constituents, accomplishment of the it's mission and vision, and accountability to its members. The Board delegates responsibility for management and day-to-day operations to the CEO, and s/he has the authority to carry out these responsibilities in accordance with the direction and policies established by the Board. The CEO provides direction and information to the Board as it carries out its governance functions.

Accountabilities

1. Governance

- a. Represents the Board's general philosophy regarding the compliance profession.
- b. Helps the Board articulate its role and accountabilities and that of its committees and individual members, helps the Board evaluate its own performance.
- c. Works with the Board President and committee chairs to enable the Board to fulfil its governance functions and facilitates the optimum performance by the Board, its committees and individual Board members.
- d. Keeps the Board fully informed on the condition of the company and on all the important factors influencing it.
- i. Identifies problems and opportunities and addresses them; brings those, which are appropriate to the Board and/or its committees; and, facilitates discussion and deliberation.
- ii. Informs the Board and its committees about trends, issues, problems and activities in order to facilitate policy-making. Recommends policy positions to the Board.
- e. Works with the Board to build consensus in decision-making.
- f. Works with the Board President to resolve conflicts between Board officers, committee chairs, and Board members.
- g. Works with the Board President to maintain a positive and productive culture on the Board.
- h. With the Board President, focuses Board attention on short and long-range strategic issues.
- i. Works with the committee chairs to prepare agendas for meetings (Executive, Finance, Nomination, and Compensation).
- j. Assist the Board President with their duties including the development of Board agendas, resolving issues, and anticipating issues that may arise.
- k. Oversee the operational aspects of the annual board election process.

2. Mission, and strategic planning

- a. Helps the Board determine the Company's mission, vision, short and long-term goals
- b. Helps the Board monitor and evaluate the Company's relevancy to the compliance community and other constituencies and the effectiveness of the Company's programs and activities.

3. Management and administration

- a. Provides general oversight of all activities, manages the day-to-day operations, and assures a smoothly functioning, efficient business organization.
- b. Provides management and oversight of primary business lines (publishing, membership, conferences, certification).
- c. Assures program quality and organizational stability through the development and implementation of standards and controls, systems, procedures, and regular evaluation.
- d. Assures a work environment that recruits, retains and supports quality staff and volunteers. Assures process for selecting, development, motivating, and evaluating staff and volunteers.
- e. Recommends staffing and financing to the Board. In accordance with Board action, recruits personnel, negotiates professional contracts, and sees that appropriate compensation structures are developed and maintained.
- f. Specifies accountability for management personal and evaluates performance regularly.
- g. Maintain and support the policies as defined in the policy manual.
- h. Regularly perform market analysis.

4. Financial

- a. Provides strong understanding of ideas that will have a positive return on investment of time and money.
- b. Promotes programs and services that are produced in a cost-effective manner while maintaining quality.
- c. Oversees the fiscal activities of the Company including budgeting, reporting and audit.
- d. Works with the Board to ensure financing to support short and long-term goals.

5. Member and Community Relations

- a. Facilitates the integration of TOurDibo.com into the fabric of the compliance community by using effective marketing and communications activities.
- b. Acts as an advocate for issues relevant to TourDibo.com, its services, members, and the compliance community.
- c. Listens to members, volunteers, and the compliance community in order to improve services and generate involvement.
- d. Serves as chief spokesperson for TourDibo.com assuring proper representation of the Company to the compliance community and other constituencies.
- e. Initiates, develops, and maintains cooperative and productive relationships with key constituencies, including, but not limited to, policy makers, the regulatory and enforcement community, compliance professionals, its members and the organizations they serve.

6. Legal and regulatory compliance

- a. Ensures the filling of all required legal and regulatory documents and monitors compliance with relevant laws and regulations.
- b. Establishes and maintains an effective compliance program for the Company.

CHIEF FINANCIAL OFFICER

Position Title: Chief Financial Officer

PRIMARY FUNCTIONS

- Direct and control the financial and administration operations of the company, to ensure timely, accurate and efficient financial systems, processes, reporting and statutory compliance.
- Ensure quality financial, commercial and operational input to business initiatives.
- Ensure sufficient funding for business sustainability and growth.
- Participate in strategy development and implementation of operational strategies.

KEY ACCOUNTABILITIES

Maintain Financial Records and Assets

- Ensure compliance with all statutory, tax and shareholder requirements.
- Oversee independent audit function.

Reporting

- Oversee reporting to ensure accurate information is provided to the executive team and shareholders on time.

Systems, Processes and Technology

- Link the development of the finance function to anticipated and actual growth of the business.

Planning, Forecasting and Information for Decision Making

- Control and present the annual business plan and re-forecasts.
- Appraise executive team of financial position and forecasts.
- Control and provide input into decisions relating to investment proposals and projects.

Financing and Cashflow Management

- Establish and evaluate businesses capital requirements and implement programs to secure funds.
- Determine optimal working capital requirements for sustainability and manage them.

Risk and Compliance

- Ensure that all necessary policies and procedures to safeguard assets and minimise financial and commercial risks are in place.

Project Work

- Direct the analysis of new proposals providing commercial and financial input, particularly in relation to new products and initiatives.

People and Leadership

- Supervise, coach and support direct reports and monitor development of finance team.
- Provide visible leadership for the organization in all interactions, internally and externally.
- Be a sounding board and right hand to the CEO.
- Support the Board and its initiatives, with strong communication on all relevant governance, compliance and risk matters.

Other Functional Areas

- Consider other areas that may be managed by the CFO, such as company secretary, HR, IT, facilities and property, legal and more.

CHIEF TECHNOLOGY OFFICER

Position Title: Chief Technology Officer

Job Summary

Chief Technology Officer (CTO) of TourDibo.com is to lead and grow the company's technology organization, with responsibility for the vision, leadership, and implementation of overall technology strategy. The role will require a passionate, business-oriented technology leader who can provide strategic leadership and management in the design and development of the major technical initiatives that support strategic business programs and facilitate revenue growth. S/he will be able to get into the details while providing strategic, technical, and operating expertise and guidance, and bringing creativity, vision, and passion to the technology organization and its services. Along with the senior management team, the CTO will play a critical role in the development of the company's holistic business strategy (customer acquisition and retention, product roadmap development, infrastructure and platform development), and then lead the development and implementation of technology that aligns with this business strategy.

Responsibilities

1. Provide strong daily inspiration, leadership, and management to the technology teams, including recruitment, employee training and development, and performance management.
2. Define, architect, and execute the organizational and infrastructure plan required to fulfill the company's business and technology strategies.
3. Supervise all functional areas of technology including software design and development, enterprise architecture, quality assurance and testing, operations and technical support, network and systems administration, and information security management.

4. Grow and scale the team by recruiting world-class technical talent as needed. Create and foster an environment conducive to innovation, high productivity, and high quality.
5. Provide high-level leadership to development projects that improve the functionality, reliability, scalability, and security of the company's applications and systems.
6. Drive a software development lifecycle process and culture that ensures the appropriate balance in which quality services are provided in a fast-paced, dynamic environment.
7. Create a strong internal culture to manage technology projects with accurate time estimates, adherence to deadlines, and strong communication to stakeholders.
8. Oversee the technology organization's information security, disaster recovery, and business continuity efforts.
9. Work in partnership with internal functional teams as a technology partner in forwarding business capabilities.
10. Provide input to annual budget exercises, and manage organizational spending to set budgets.
11. Assist the senior management team in crafting the Company's holistic growth and organizational management strategies.
12. Deliver the highest level of service to both internal and external constituents.

CHIEF MARKETING OFFICER

Position Title: Chief Marketing Officer

Job Summary:

Reporting to the Chief Commercial Officer, the Chief Marketing Officer is responsible for all facets of marketing, including market research, product development, branding, loyalty management, e-commerce, advertising, promotions, and sponsorships. The CMO works closely with key functional areas such as customer service, reservations, revenue management, operations, and finance. This position also plays an important role interacting with several external parties, including advertising agencies, market research organizations, travel and non-travel marketing partners, and a variety of other providers. A high energy self-starter who is a committed business professional with a 'can-do' attitude and proven experience that is capable of delivering effective and timely results. The Chief Marketing Officer should function as the ultimate "customer champion" within the enterprise.

Responsibilities

1. Oversee all marketing and communications-related functions for TOurDibo.com and hold ultimate accountability for the marketing performance of the company
2. Hold overall responsibility for the definition, evolution and communication of TOurDibo.com, ensuring its effectiveness
3. Develop, implement and oversee the overall advertising, digital marketing strategies through multiple channels to achieve business goals
4. Recognize digital trends, see the digital future, and understand consumer behavior, matching these with brand desires to create beneficial opportunities and solutions

5. Oversee the marketing communications program
6. Drive digital marketing strategy including the effective use of social media more broadly
7. Oversee the it's portfolio of services
8. Oversee Company's market research program to ensure that they best understand the marketplace and their specific needs and purchase behaviors
9. Create, direct, and implement the company's promotional programs to stimulate awareness and sales in particular market segments
10. Review, select and engage with chosen advertising agencies and ensure that Company's advertised image is consistent
11. Develop and implement all current and future customer affinity, loyalty and retention programs and their relationships with relevant marketing partners
12. Provide strong leadership and mentoring to a team of highly skilled marketing professionals
13. Monitor competitive activity
14. Manage Company's marketing budget

CHIEF COMPLIANCE OFFICER

1. Ensuring compliance with applicable domestic law and regulations.
2. Ensuring compliance with the Company's internal policies, including adequate knowledge of them and documenting compliance.
3. Ensuring compliance with ethics policy and implementation of whistle-blowing procedures.
4. Responding to regulatory findings, deficiencies and violations, in conjunction with the chief of internal audit.
5. Monitoring resolution of consumer complaints.
6. Overseeing fraud investigations involving customer accounts and recovery of funds, and coordinating investigations with appropriate internal resources and external investigation and enforcement officials.
8. Conducting internal investigations of employee activities where there are violations of bank policy or regulation.
9. Maintaining effective documented compliance and security programs.
10. Overseeing the records retention program, with appropriate attention to safeguarding customer privacy.
11. Reviewing new products and services (and marketing materials) to ensure compliance with applicable rules, regulations and regulatory policies.
12. Ensuring the adequacy and effectiveness of the compliance and security training programs

CHIEF OPERATION OFFICER

1. Collaborate with the CEO in setting and driving organizational vision, operational strategy, and hiring needs
2. Design and implement business strategies, plans and procedures to achieve the vision
3. Set comprehensive goals for performance and growth
4. Establish policies that promote company culture and vision
5. Oversee company operations and employee productivity, building a highly inclusive culture ensuring team members thrive and organizational outcomes are met
6. Leading employees to encourage maximum performance and dedication
7. Evaluate performance by analyzing and interpreting data and metrics
8. Be a partner to the CEO
9. Write and submit reports to the CEO in all matters of importance
10. Assist CEO in fundraising ventures
- 11.
12. Adhere to company, federal, state, and local business requirements, enforcing compliance and taking action when necessary
13. Promote someone they don't want to lose
14. Participate in expansion activities
15. Manage relationships with partners/vendors

CHIEF HUMAN RESOURCE OFFICER

1. Ensuring effective recruiting, onboarding, professional development, performance management, and retention
2. Maintaining workplace peace
3. Overlooking needs of employees
4. Crafting talent acquisition strategies to build strong pipelines for future hiring needs
5. Formulating career development plans
6. Promoting inclusion in the workplace and reinforcing our position as an equal opportunity employer

By signing below, The Founders submit that they agree to all of the terms and conditions stated above:

Nusrat Afrose

Shahidul Islam

Towfiq Ahmed

Afroza Akter Sraboni

Al Fahim

Arafat Ahmed Nihal

Shayka Quraishy

Nancy Prantika Sarker

Hossain Mohammad Shahriar

Sanviraj Jahin Hoque

Syeda Nabiha Ferdous

BOD & BOA

Board of Directors

Individuals	Seats
Venture Capitalists	2
Founders	2
FFnFs	1
Angel Investor	1
Total	6

Board of Advisors

Individuals	Occupations
Syed Mostaque Hossain	DGM (IT), Biman Bangladesh Airlines
Sk. MD. Alauddin	Assistant Accounts Officer, BCIC
MD. Raisuddin Ahmed	GM (Marketing), Roxy Paints Limited

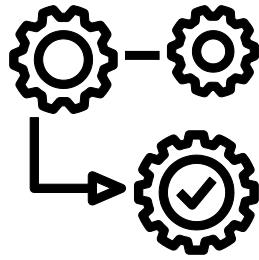
Management Positions

HR	Finance & Accounting	Legal
CHRO	CFO	Consultant Lawyer
HR Administrator	Chief Accountant	

Operations	IT	Marketing
COO	CTO	CMO
Administration (Full time)	Full time Designer, Web Developer	Customer Relationship (Full time)
Site Representative (Part time)	Full time App Developer	Marketing Consultant
Operation Coordinator	Part Time Designer, Web Developer	Marketing Research Analyst
	Part time Content Designer	

Employee Requirements

	Year 1	Year 2	Year 3	Year 4
Expected Number of Customer Served	23,252	44,888	72,194	105,049
Expected Highest Number of Customer Served Daily	90	175	281	409
Number of Employees	32	40	49	57
Salary Paid	8,220,000	11,140,800	14,528,160	19,275,000



Operational Roll Out

Office Space

5 – Room - Compartment

House # 28, Road # 2
Block C, Banasree,
Rampura, Dhaka

Rent: BDT 26000 Monthly

1400 Square Feet

Reasonable Rent

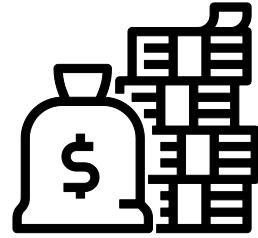
Good Communication System

Easy to Commute

Business-Friendly Environment

Value Chain

	Inbound Logistics	Operations	Outbound Logistics	Marketing and Sales	After Sales Services
Core Activities	<ul style="list-style-type: none"> ▪ Hotels (100 for Pilot Run) ▪ Transport Companies, Railways. ▪ Local Car and Boat Rentals 	<ul style="list-style-type: none"> ▪ Information Provision ▪ Bookings ▪ Transportation Facilities 	<ul style="list-style-type: none"> ▪ Cash Payment ▪ Mobile Financial Services ▪ E- Wallet ▪ Courier 	<ul style="list-style-type: none"> ▪ Google AdSense ▪ SEO ▪ Search Engine Marketing ▪ Facebook Page ▪ Offers and Discounts 	<ul style="list-style-type: none"> ▪ Hotel Reviews & Ratings ▪ Feedback Reception ▪ Action against Complaints ▪ Loyalty Points
Support Activities	Infrastructure	<ul style="list-style-type: none"> ▪ One Physical Office ▪ Legal Framework 			
	HRM	<ul style="list-style-type: none"> ▪ IT Team ▪ Agile Workforce & Interns 			
	Technology Development	<ul style="list-style-type: none"> ▪ Website Based Bookings ▪ ChatBots and Data Analytics 			
	Resource Procurement	<ul style="list-style-type: none"> ▪ Bangladesh Parjatan Corporation ▪ Bangladesh Tourism Board 			



Start-Up Capital Requirement

Fund Raising

The Timeline

	Month 0	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12												
RR&D	Recruiting Cost	Data Collection	Content Development																						
	5,000	491,250	40,000																						
Website & App Development	Recruiting Cost	Structure Development			Data Input																				
	12,000	630,000			32,000																				
Operation	Workplace Equipment						App Distribution	Test Run		Initial Marketing			Product Launch												
	670,000						238,000	135,000		206,500															
	Workspace Rent, Electricity Bill, Internet Service and Salary of Accountant																								
	576,000																								
Legal	Lawyer	Necessary Registration		Consulting Lawyer																					
	20,000	96,635																							

*BDT

Initial Capital Expenditure (CapEx)

Items	Amount
RD&D	536,250
Website & APP Development	884,000
Workplace Equipment	481,600
Legal Expenditure	96,635
APP Disbursement	238,000
Total	2,236,485

*BDT

Net Working Capital

Items	Amount
Test Run	135,000
Workspace Rent	280,000
Electricity Bill	72,000
Internet	24,000
Salary of Accountant	240,000
Marketing Expense	206,500
Consulting Lawyer	68,000
Total	1,025,500

*BDT

Bootstrapping

Individuals	Capital Amount	% Interest
Nusrat Afroze	200,000	19%
Towfiq Ahmed	60,000	14%
Al Fahim	35,000	10%
Shayka Quraishy	50,000	10%
Hossain Muhammad Shahriar	35,000	10%
Syeda Nabiha Ferdaous	4,000	9%
Shahidul Islam	50,000	7%
Afroza Akter Sraboni	30,000	5%
Arafat Ahmed Nihal	30,000	9%
Nancy Prantika Sarker	7,000	2%
Sanviraj Jahin Hoque	21,000	5%
Total	522,000	100%

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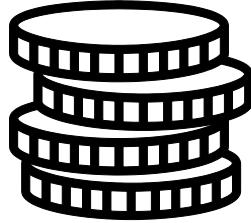
FFnFs

	Profile 1	Profile 2	Profile 3	Profile 4
Name	MD. Nayeem Ahmed	Naznin Hossain	Syed Mostaque Hossain	Marufa Akter
Occupation	Businessmen	Housewife	Service Holder	Banker
Relation with the Co-founder	Father	Mother	Father	Sister
Investment Amount	4 Lakhs	5 lakhs	5 lakhs	1 Lakh
Investment type (Debt or Equity)	Debt	Equity	Equity	Equity
Conditions (Any)	-	-	-	-
Incentives				
Interest	Variable Interest Rate (Inflation + 2%)	-	-	-
Stock	-	3%	4%	2%
BOD	-	-	1 Seat	-
BOA	-	-	-	-

Fund Requirement

	Q1	Q2	Q3	Q4	Yearly
2021-22	2,022,000	1,500,000	0	0	3,522,000
2022-23	2,300,000	600,000	2,000,000	0	4,600,000
2023-24	2,400,000	0	1,500,000	0	3,500,000
2024-25	500,000	0	0	0	500,000

*BDT



Financial Plan

Revenue Stream

	2021-22	2022-23	2023-24	2024-25
Market Size (Domestic)	50,000,000,000	58,335,000,000	68,059,444,500	79,404,953,898
Average growth rate	16.67%	16.67%	16.67%	16.67%
Number of Tourists	8,000,000	8,847,014	9,783,708	10,819,575
Average Spending of tourists (Yearly)	6,250	6,594	6,956	7,339
Inflation Rate (Estimated)	5.50%	5.50%	5.50%	5.50%
Number of Hotels (Estimated)	320	440	520	520
Access to Internet	87%	90%	93%	93%
Tourists Able to Use Our Service	6,960,000	7,962,313	9,098,848	10,062,205
% Tourists Who May Be interested (Searching for more Flexibility)	58%	58%	58%	58%
Tourists Who May Be interested	4,036,800	4,618,141	5,277,332	5,836,079
Target Market (Aged 15-45)	72%	72%	72%	72%
Target market (Number of Tourists)	2,906,496	3,325,062	3,799,679	4,201,977
Market Penetration (% of Target Market)	0.80%	1.35%	1.90%	2.50%
Market Penetration (Tourists)	23,252	44,888	72,194	105,049
Market Penetration (Taka)	145,324,800	295,982,456	502,210,096	770,958,578
Commission	5.00%	5.00%	4.50%	4.00%
Commission from the User	7,266,240	14,799,123	22,599,454	30,838,343
Average Cost of Hotel	1,000	1,055	1,113	1,174
Average Tourist per Room	3	3	3	3
Room Booked (Yearly)	7,751	14,963	24,065	35,016
Average Room Booked in Taka	7,750,656	15,785,731	26,784,538	41,117,791
Commission from Hotel	387,533	789,287	1,339,227	2,055,890
Average Revenue Per Person	329	347	332	313

*BDT

Income Statement – Year 1

	February 2021-January 2022				
	Q1	Q2	Q3	Q4	2021-22
Commission Income from Users	1,089,936	2,179,872	1,453,248	2,543,184	7,266,240
Commission Income from Hotel	58,130	116,260	77,507	135,636	387,533
Net Commission income	1,148,066	2,296,132	1,530,755	2,678,820	7,653,773
Total expenses					
Salaries and Allowances	2,055,000	2,055,000	2,055,000	2,055,000	8,220,000
Rent, Electricity etc.	102,000	102,000	102,000	102,000	408,000
Website Maintenance Cost	136,500	136,500	136,500	136,500	546,000
App Maintenance Cost	127,000	127,000	127,000	127,000	508,000
Postage	52,317	104,634	69,756	122,073	348,780
Stationery and printing	27,902	55,805	37,203	65,106	186,016
Advertisements	766,500	547,500	328,500	547,500	2,190,000
Depreciation	45,740	45,740	45,740	45,740	182,960
Interest Expense	30,000	30,000	30,000	30,000	120,000
Total expenses	3,312,959	3,174,179	2,901,699	3,200,918	12,589,755
Total profit before tax	-2,164,893	-878,047	-1,370,944	-522,098	-4,935,982
Income tax	0	0	0	0	0
Net profit after tax	-2,164,893	-878,047	-1,370,944	-522,098	-4,935,982

*BDT

Income Statement – Year 2

	February 2022-January 2023				
	Q1	Q2	Q3	Q4	2022-23
Commission Income from Users	2,219,868	4,439,737	2,959,825	5,179,693	14,799,123
Commission Income from Hotel	118,393	236,786	157,857	276,250	789,287
Net Commission income	2,338,261	4,676,523	3,117,682	5,455,943	15,588,409
Total operating expenses					
Salaries and Allowances	2,785,200	2,785,200	2,785,200	2,785,200	11,140,800
Rent, Electricity etc.	153,000	153,000	153,000	153,000	612,000
Website Maintenance Cost	204,750	204,750	204,750	204,750	819,000
App Maintenance Cost	190,500	190,500	190,500	190,500	762,000
Postage	100,999	201,998	1,346,650	235,664	673,325
Stationery and printing	53,866	107,732	71,821	125,687	359,107
Advertisements	657,000	657,000	657,000	657,000	2,628,000
Depreciation	53,684	53,684	53,684	53,684	214,736
Interest Expense	30,000	30,000	48,750	48,750	157,500
Total operating expenses	4,198,999	4,353,864	5,462,605	4,405,485	17,208,968
Total profit before tax	-1,860,737	322,659	-2,344,923	1,050,458	-1,620,558
Income tax	0	0	0	0	0
Net profit after tax	-1,860,737	322,659	-2,344,923	1,050,458	-1,620,558

*BDT

Income Statement – Year 3

	February 2023-January 2024				
	Q1	Q2	Q3	Q4	2023-24
Commission Income from Users	3,389,918	6,779,836	4,519,891	7,909,809	22,599,454
Commission Income from Hotel	200,884	401,768	267,845	468,729	1,339,227
Net Commission income	3,590,802	7,181,604	4,787,736	8,378,538	23,938,681
Total operating expenses					
Salaries and Allowances	3,632,040	3,632,040	3,632,040	3,632,040	14,528,160
Rent, Electricity etc.	229,500	229,500	229,500	229,500	918,000
Website Maintenance Cost	307,125	307,125	307,125	307,125	1,228,500
App Maintenance Cost	285,750	285,750	285,750	285,750	1,143,000
Postage	162,436	324,873	216,582	379,018	1,082,908
Stationery and printing	86,633	173,265	115,510	202,143	577,551
Advertisements	788,400	788,400	788,400	788,400	3,153,600
Depreciation	64,421	64,421	64,421	64,421	257,683
Interest Expense	48,750	48,750	48,750	48,750	195,000
Total operating expenses	5,556,305	5,805,374	5,639,328	5,888,397	22,889,403
Total profit before tax	-1,965,503	1,376,231	-851,591	2,490,142	1,049,278
Income tax	0	481,681	-298,057	871,550	367,247
Net profit after tax	-1,965,503	894,550	-553,534	1,618,592	682,031

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Income Statement – Year 4

	February 2024-January 2025				
	Q1	Q2	Q3	Q4	2024-25
Commission Income from Users	4,625,751	9,251,503	6,167,669	10,793,420	30,838,343
Commission Income from Hotel	308,383	616,767	411,178	719,561	2,055,890
Net Commission income	4,934,135	9,868,270	6,578,847	11,512,981	32,894,233
Total operating expenses					
Salaries and Allowances	4,818,750	4,818,750	4,818,750	4,818,750	19,275,000
Rent, Electricity etc.	344,250	344,250	344,250	344,250	1,377,000
Website Maintenance Cost	460,688	460,688	460,688	460,688	1,842,750
App Maintenance Cost	428,625	428,625	428,625	428,625	1,714,500
Postage	236,361	472,722	315,148	551,509	1,575,741
Stationery and printing	126,059	252,119	168,079	294,138	840,395
Advertisements	946,080	946,080	946,080	946,080	3,784,320
Depreciation	77,305	77,305	77,305	77,305	309,220
Interest Expense	48,750	48,750	30,000	0	127,500
Total operating expenses	7,438,118	7,800,538	7,558,925	7,921,345	30,718,926
Total profit before tax	-2,503,983	2,067,731	-980,078	3,591,636	2,175,306
Income tax	-876,394	723,706	-343,027	1,257,073	761,357
Net profit after tax	-1,627,589	1,344,025	-637,051	2,334,564	1,413,949

*BDT

Common Size Income Statement

	2021-22	2022-23	2023-24	2024-25
Net Commission income	100.00%	100.00%	100.00%	100.00%
Total operating expenses				
Salaries and Allowances	107.40%	71.47%	60.69%	58.60%
Rent, Electricity etc.	5.33%	3.93%	3.83%	4.19%
Website Maintenance Cost	7.13%	5.25%	5.13%	5.60%
App Maintenance Cost	6.64%	4.89%	4.77%	5.21%
Postage	4.56%	4.32%	4.52%	4.79%
Stationery and printing	2.43%	2.30%	2.41%	2.55%
Advertisements	28.61%	16.86%	13.17%	11.50%
Depreciation	2.39%	1.38%	1.08%	0.94%
Total operating expenses	164.49%	110.40%	95.62%	93.39%
Total profit before Interest and tax	-64.49%	-10.40%	4.38%	6.61%
Interest Expense	1.57%	1.01%	0.81%	0.39%
Total profit before tax	-66.06%	-11.41%	3.57%	6.23%
Income tax	0.00%	0.00%	1.53%	2.31%
Net profit after tax	-66.06%	-11.41%	2.03%	3.91%

*BDT

Summary – Years 1 & 2

2021-22					
	Q1	Q2	Q3	Q4	Yearly
Revenue	1,148,066	2,296,132	1,530,755	2,678,820	7,653,773
Net Profit	-2,164,893	-878,047	-1,370,944	-522,098	-4,935,982
OCF	-2,119,153	-832,307	-1,325,204	-476,358	-4,753,022
Cash BEP					
Unit	10,507	9,792	9,077	9,792	39,168
Actual	3,488	6,976	4,650	8,138	23,252
Accounting BEP					
Unit	10,657	9,941	9,226	9,941	39,766
Actual	3,488	6,976	4,650	8,138	23,252

2022-23					
	Q1	Q2	Q3	Q4	Yearly
Revenue	2,338,261	4,676,523	3,117,682	5,455,943	15,588,409
Net Profit	-1,860,737	322,659	-2,344,923	1,050,458	-1,620,558
OCF	-1,807,053	376,343	-2,291,239	1,104,142	-1,405,822
Cash BEP					
Unit	12,398	12,398	21,341	12,456	49,709
Actual	6,733	13,467	8,978	15,711	44,888
Accounting BEP					
Unit	12,564	12,564	21,624	12,622	50,372
Actual	6,733	13,467	8,978	15,711	44,888

*BDT

Summary – Years 3 & 4

2023-24					
	Q1	Q2	Q3	Q4	Yearly
Revenue	3,590,802	7,181,604	4,787,736	8,378,538	23,938,681
Net Profit	(1,965,503)	894,550	(553,534)	1,618,592	682,031
OCF	(1,901,082)	958,971	(489,114)	1,683,013	939,714
Cash BEP					
Unit	17,148	17,148	17,148	17,148	68,591
Actual	10,829	21,658	14,439	25,268	72,194
Accounting BEP					
Unit	17,356	17,356	17,356	17,356	69,426
Actual	10,829	21,658	14,439	25,268	72,194

2024-25					
	Q1	Q2	Q3	Q4	Yearly
Revenue	4,934,135	9,868,270	6,578,847	11,512,981	32,894,233
Net Profit	-1,627,589	1,344,025	-637,051	2,334,564	1,413,949
OCF	-1,550,284	1,421,330	-559,746	2,411,868	1,723,169
Cash BEP					
Unit	24,290	24,290	24,225	24,121	96,925
Actual	15,757	31,515	21,010	36,767	105,049
Accounting BEP					
Unit	24,556	24,556	24,491	24,388	97,991
Actual	15,757	31,515	21,010	36,767	105,049

*BDT



Legal Matters

Legal Foundations

Name Clearance Certificate

Step 1

Online
Application

Step 2

Opening an
E-Account
With RJSC

Step 3

Preliminary
Name
Search

Step 4

Payment
Of
Fees

Step 5

Submit
Money
Receipt

Step 6

Obtain Name
Clearance
Certificate

Costs:

BDT 600

for Each Name

BDT 100

For Time Extension

Legal Foundations

Stamp Duty Payment

Only Step

Payment of Stamp
Duty is made to
The Treasury of
BRAC Bank

Costs:

BDT 3,000

Article of Association

+ **BDT 50** for Certified Copy

BDT 1,000

Memorandum of Association

+ **BDT 50** for Certified Copy

Legal Foundations

Register at RJSC

Basis: Companies Act 1994

- Step 1: Preparing MOA and AOA as appropriate to the entity type
- Step 2: Apply for company registration
- Step 3: Filling in Name Clearance Submission number and letter number
- Step 4: Filling in the prescribed forms
- Step 5: Attaching the MOA and AOA
- Step 6: Submitting the Registration Application
- Step 7: Depositing the required fee
- Step 8: Uploading document in online
- Step 9: Printing the uploaded documents and Submitting those documents
- Step 10: Receiving a Certificate of Incorporation

Legal Foundations

Register at RJSC

Required Documents

1. Name clearance certificate
2. Memorandum and Articles of association
3. Filled in Form I: Declaration on Registration of Company
4. Filled in Form VI: Notice of Situation of Registered Office and of Any Change therein
5. Consent of Director to act
6. List of Persons Consenting to be Directors
7. Particulars of the Directors, Manager and Managing Agents
8. Proof of payment for Treasury Stamps
9. TIN Certificate of all Directors

Costs:

BDT 500

for affixing on MoA

BDT 4,000

For affixing on AoA

BDT 1,200

For filing 6 Document

BDT 9,975

For Authorized Share Capital

Legal Foundations

Make Company
Seal

Open
Bank Account

Legal Foundations

Obtain Trade License

Basis: City Corporation Ordinance, 1983

Step 1: Collect prescribed Application

Step 2: Submit completed Application Form with supporting documents

Step 3: Inspection by the Licensing Supervisor

Step 4: Deposit required fees

Step 5: Obtain Trade License

Costs:

BDT 1,000 – 20,000

License Fee

BDT 10

Application Fee

Legal Foundations

Obtain Trade License

Required Documents

1. Application Form
2. National ID Card of the Entrepreneur
3. Holding Tax Payment receipt
4. Recent Passport Size Picture of the Entrepreneur
5. Declaration of non –Judicial stamp to abide by the rules & regulation of City Corporation & Municipal Corporation
6. A certified copy of the memorandum and articles of association
7. A copy of the certificate of incorporation
8. Agreement of Partnership
9. Tax Identification Number certificate
10. A copy of the lease agreement of the registered office
11. Work Permit from Bangladesh Investment Development Authority
12. Statement of Bank Solvency

Legal Foundations

Obtain TIN Certificate

VAT Registration

Basis: Value Added Tax Act 1991

Step 1: Collecting prescribed application

Step 2: Submitting filled in application form with supporting document

Step 3: Verifying the documents by NBR officials

Step 4: Physical inspection of the business premises

Step 5: Obtaining a VAT Registration Certificate

Required Documents

1. Fill-up an application form
2. Enterprise Trade License.
3. Bank Solvency Certificate.
4. Owners 02 photograph.
5. National ID/Passport copy of owners
6. IRC/ERC if enterprise is doing Import and Export Business.
7. Article & Memorandum of Association (if enterprise is Limited Company.)
8. TIN Certificate
9. Location map of Enterprise premises
10. Copy of BOI Registration

Legal Foundations

Registration with BIDA

Basis: Investment Board Act 1989

- Step 1: Collect a local investment registration form
- Step 2: Deposit the Registration fee
- Step 3: collect a pay order/bank order
- Step 4: Submit the completed application form
- Step 4: review of the application and documents
- Step 5: Obtain Registration Certificate

Cost:

BDT 5,000

Registration Fee

Legal Foundations

Registration with BIDA

Required Documents
1. Application in duly filled in prescribed form
2. Trade License
3. Certificate of Incorporation along with Memorandum of Association (MOA)
4. Deeds of the proposed land
5. Background of the proprietors in officials letter head pad
6. Pay Order/Bank Order for applicable registration fee in favor of Bangladesh Investment Development Authority
7. TIN Certificate

Legal Foundations – Tax Rate

¹[**52JJ. Collection of tax from travel agent.**- Any person responsible for paying on behalf of any airlines to a resident any sum by way of commission or discount or incentive bonus or any other benefits convertible into money called by whatever name for selling tickets of an airline or for carrying cargo by air shall deduct or collect advance tax at the rate of zero point three zero per cent (**0.30%**) of the total value of the tickets of the airlines or any charge for carrying cargo by air at the time of payment to such resident.

Explanation.- For the purpose of computation of value of tickets or charge, any payment made in respect of any embarkation fees, travel tax, flight safety insurance, security tax and airport tax shall not be included in such value or charge.]

Tax Bracket: **35%**

Private Limited Company

Ordinance: Income Tax Ordinance 1984

Legal Foundations – Acts List

Acts	Year
Proposed Tourism Act	2012
National Tourism Policy	2010
Information & Communication Technology Act	2013
National Information & Communication Technology Policy	2018
Digital Security Act	2018
Tourist Resort Act	2010
Bangladesh Tourism Protected Area and Exclusive Tourist Zone Act	2010
Bangladesh Tourism Board Act	2010
Bangladesh Travel Agencies (Registration & Control) Act	2013

Source: Finance, M. o. (2019, October 22). *Policies, Acts and Laws*. Retrieved from Economic Relations Division (ERD): <https://erd.gov.bd/site/page/Govt--Policies,-Acts-and-Laws>

Source: Mubina, K., & Anis, A. (2017, June 16). *Bangladesh as an Ecotourism Destination*. Retrieved from Researchgate: https://www.researchgate.net/figure/Present-Scenario-of-Tourism-Related-Laws-and-Acts-in-Bangladesh_

Legal Foundations – Institutions

Bangladesh Parjatan Corporation (BPC)

Under The Ministry Of Civil Aviation And Tourism
Established In 1972

National Hotel & Tourism Training Institute

Institute For Professional Tourism Management Training

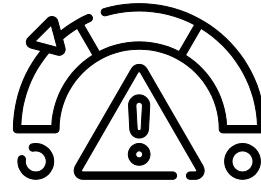
Bangladesh Tourism Board

Established In 2010 To Meet The Strong Demand For Private Sector And The Tourism Professionals

Legal Foundations – Global

Acts	Year	Described
Tourism Act	1969	Focuses On The Tourism Organizations And Their Coordination
Transport Act	1985	Controls And Regulates National & Private Bus Transport Companies
Package Travel & Tour Regulations	1992	Controls Delivering Of Responsibilities Of Tour Operators To Their Customers
Surface Law	1979	Governed By “The International Carriage Of Passenger By Road Act”
Sea Law	1974	Governed By “The Athens Convention”
Air Law	1944	Defined By “The Warsaw Convention”

Tourism laws are also affected by **“Health and Safety Commission”, “International Air Transport Association”, “Strategic Rail Authority”, “Civil Aviation Authority”**

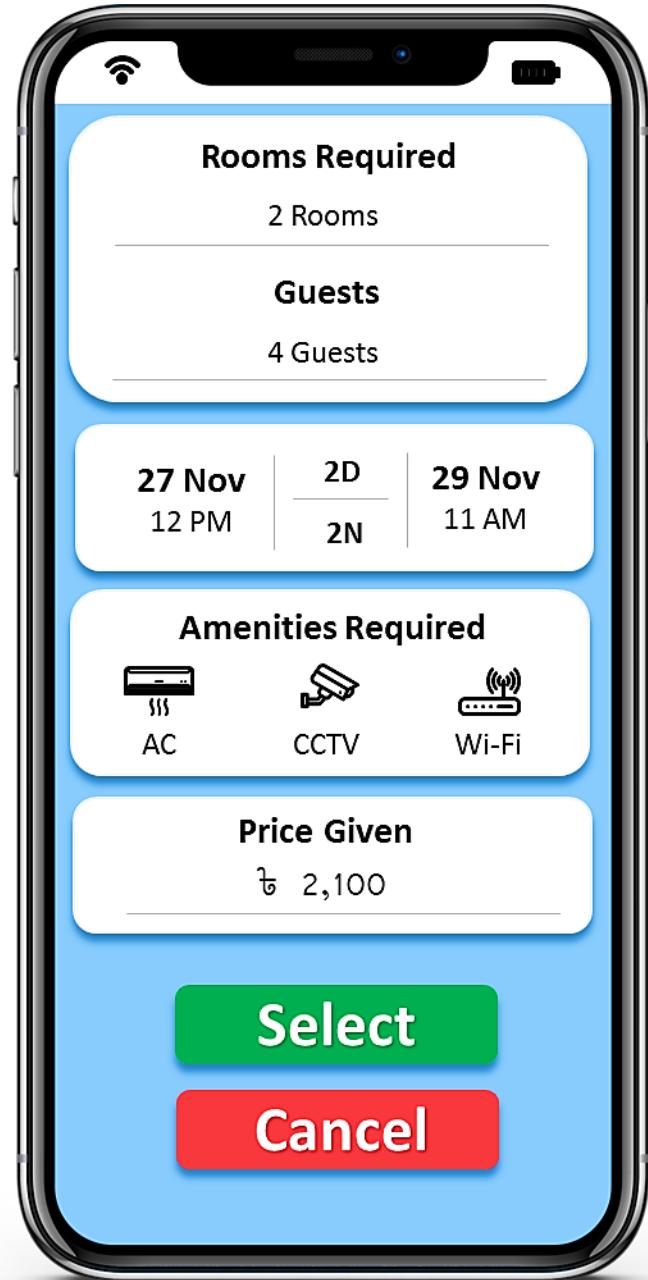
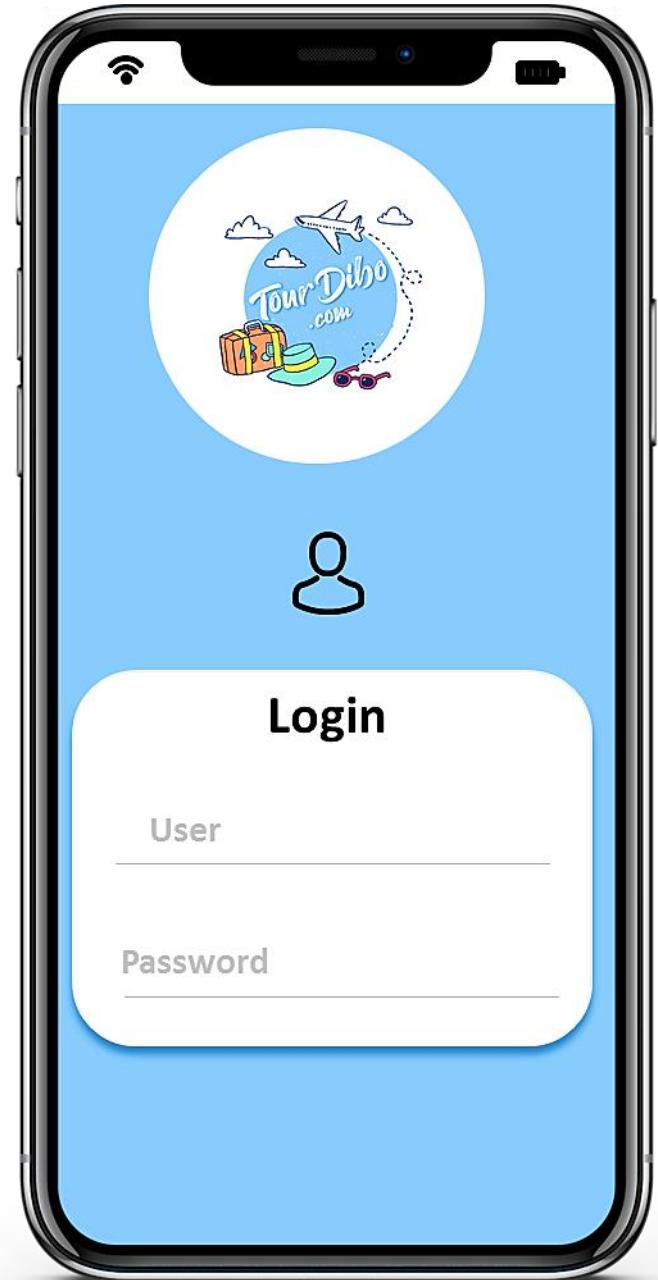


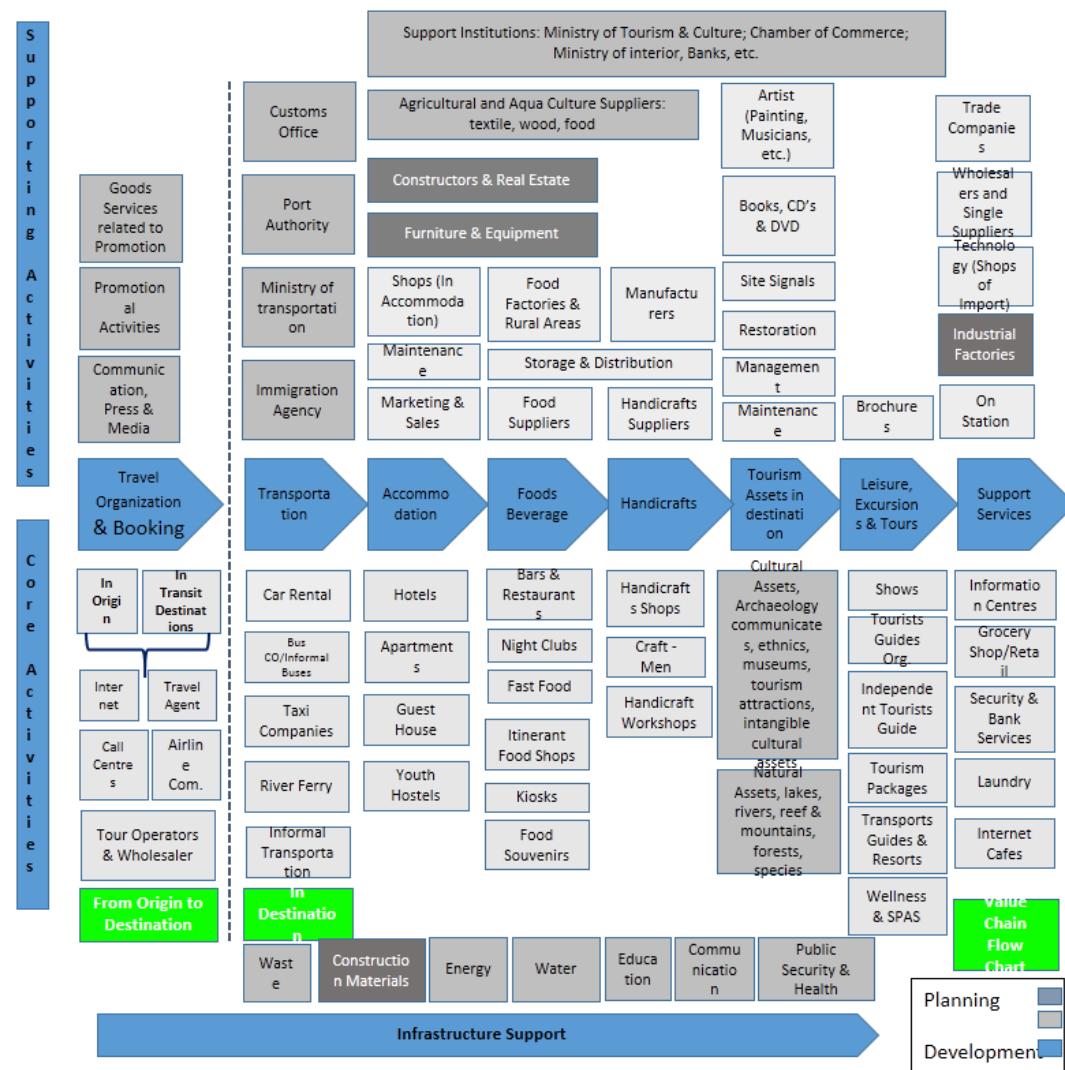
Risk Analysis

Legal Foundations – Institutions

Risk Name	Description	Mitigation Strategy
Demand Overestimation Risk	The risk that originates from overestimating the demand of our service in the market.	It can be mitigated by continuous analysis of the market and intensive marketing
Extortion Risk	Getting harassed by local goons and parties for money or other demands could lead to this risk.	It is something that can't be solved but currently with increasing effort of law enforcement it is decreasing.
Risk of Lawsuits	There is always the risk of being sued by customers when not being able to provide the promised services.	It will be mitigated with an effort to providing superior service.
Risk of the Tourist Spots' Environmental Hazard	Tourist spots get so littered because of our lack of care for the environment or even get wiped out because of environmental hazard. It	It will be mitigated by our awareness program targeted to reduction of plastic usage in tourist spot.

Thank You!





Source: Devco and UNWTO (2013)

Value Chain Tourism Industry