

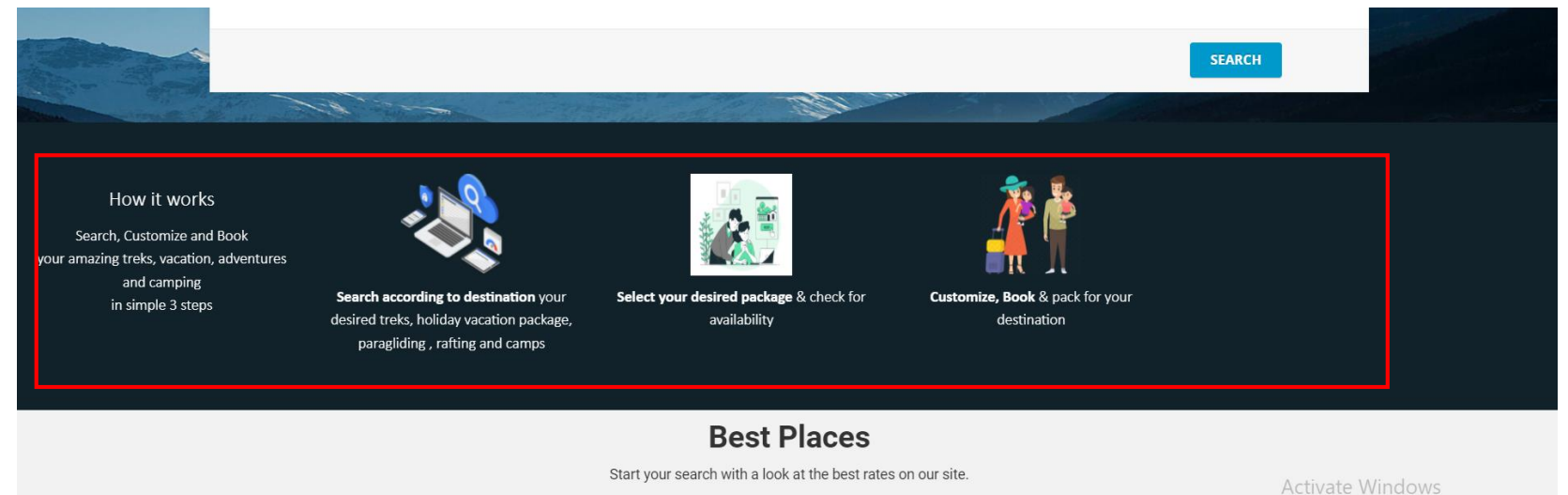
Mobile View

Location: Home Page (How it Works)

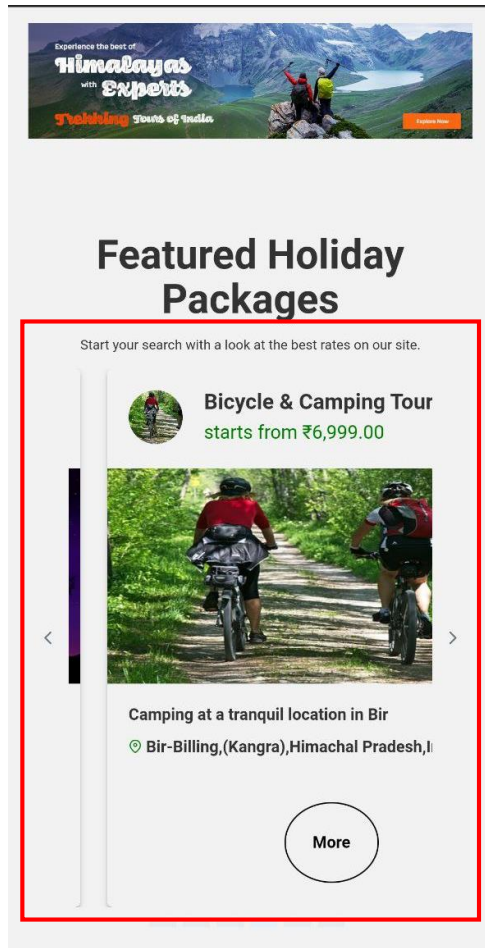
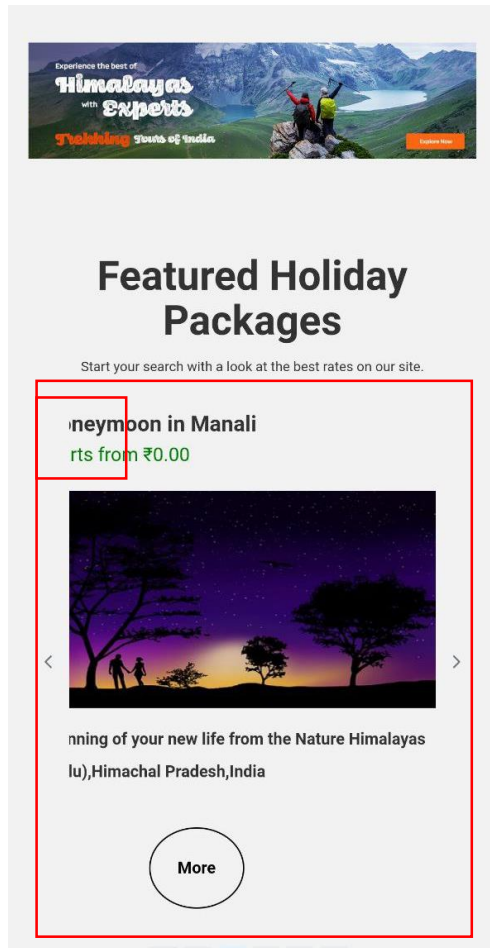
URL: <https://www.theindiacamps.com>

Problem:

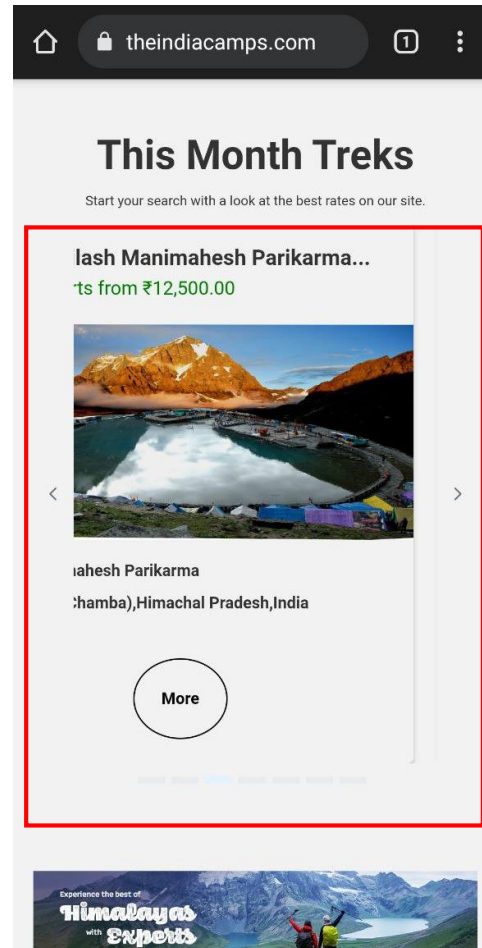
- Looks very unprofessional, The images are not proper as well as not justifying the brand.
- The alignments and font style is not good enough to attract the travellers.
- Visibility is very low.



Desktop View



Mobile View



Problem:

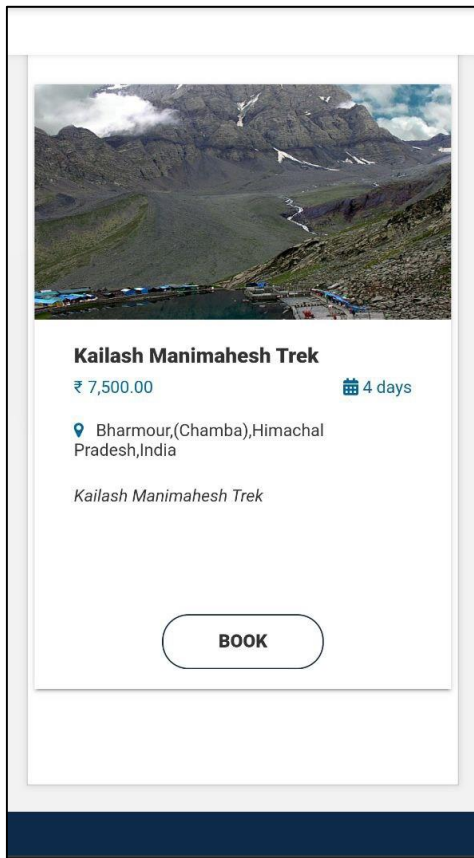
- Looks very unprofessional,
- The alignments and font style is not good enough to attract the travellers.
- Visibility is very low.
- Sliders are not properly working or not considered stops.

Location: Home Page (Featured)

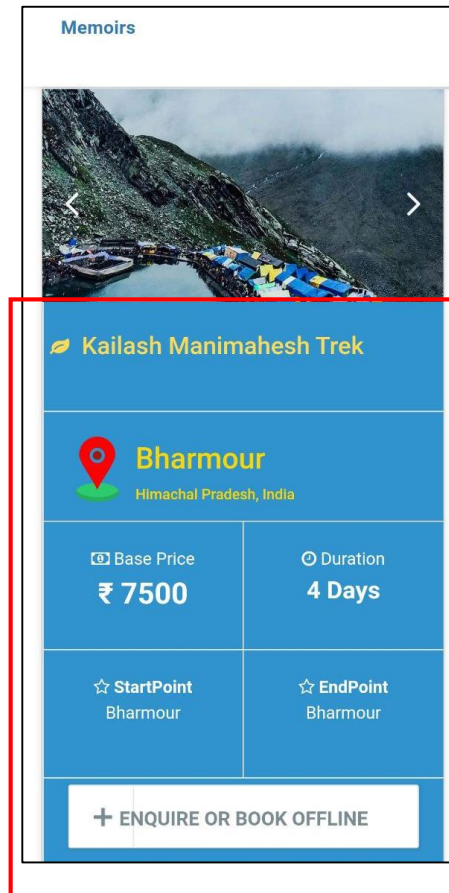
URL: <https://www.theindiacamps.com>

Problem:

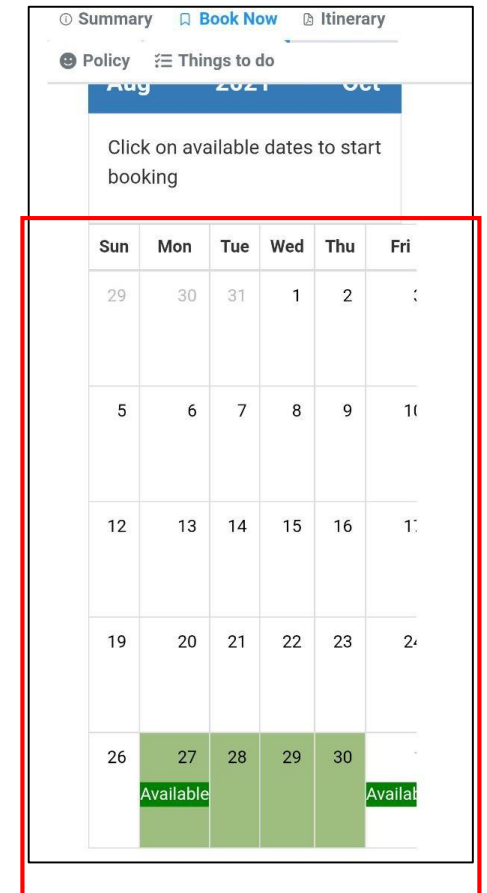
- Looks very unprofessional,
- The alignments and font style is not good enough to attract the travellers.
- Visibility is very low.
- UI is bad and not at all user friendly.
- Bad UIUX leads to Less or No Sales.



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Kailash Manimahesh Trek

Complete the steps below to register for the trek.

ELIGIBILITY CRITERIA FOR KAILASH MANIMAHESH TREK

Please read carefully the following criteria's before registering for the trek.

We go to great lengths to keep you safe on your trek. However, trekking with the safest organisation in India comes with certain commitments from your end. Here is our eligibility criteria:

- An ability to run 5 km in 40 minutes
- BMI of less than 28.



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certain commitments from your end. Here is our eligibility criteria:

- An ability to run 5 km in 40 minutes
- BMI of less than 28.
- A minimum age limit of 7 years; maximum age limit of 55
- A commitment towards no smoking and drinking throughout the trek
- A promise towards responsible trekking

Eligibility criteria explained:

1. An ability to run 5 km in 40 minutes

A Himalayan trek like Valley Of Flowers requires good fitness level. You trek upto an altitude of 14,100 ft at Hemkund Sahib from 6234 ft at Govind Ghat. As a measure of your fitness, we require you to be able to run at least 5 km in 40 minutes by the time your trek starts. This is a minimum, mandatory requirement.

After you register and confirm your trek, we have a process of



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Login to your account

☐ Remember**SUBMIT**[Sign up](#)[Lost password?](#)

OR

[Login with Google](#)[Login with Facebook](#)[Create Account](#)

Marketing Plan

- The honest marketing is really good but we lack is in the UIUX part of our Website or Mobile View for the same.
- Facebook Page needed more professional touched Graphics and Videos.

Once proper Facebook Page is done implemented we can go for Paid Promotion(PP). Without Proper Website and Facebook Page Implementation PP is just a waste.

- Also, current PP budget is not valid for such. Increase the budget and Distribution of the same will be helpful.
- Logo on Social Media Platform and Website is highly professional and does add any brand value.
- All of above are the consideration for no sales.