

Project Proposal

Title: NL Tour Guide

Target group: My website will provide all the information for travelling in the Nederland and international tourists are my main target group. This is because each year there are lots of foreign tourists come to Nederland for visiting and most of the time, they can't enjoy their time only because of lack of information. So, this is the website will make them easier to travel in Nederland.

I have targeted the international visitors those who are between 21 to 39. Because they are more enthusiastic, energetic and want to explore the world.

Characteristics of the target group:

- Millennials (Age between 21 to 39)
- Have a good income (€2500 to €6000 per month)
- European and Americans
- Those who have passive incomes

Subject: Travelling in Nederland for the International Tourists

As the title says itself what is this website for. I have chosen this topic because It's a very big issue for the international tourists if they don't have enough resources for exploring the world which they want. As they don't have much idea about the place where they are going to visit like accommodation booking, travelling time etc., it becomes a headache for them. So, for considering about them, I am going to create this website to make their life easier and more comfortable. Moreover, this website will make them to proper use of their money and time as well.

I have targeted millennials people because they are very much proactive, enthusiastic and energetic for exploring the world. And of course, these people should have a good income source and can easily access to Nederland.

Objectives of the website:

- Let visitors know which places to go
- Making a good tour plan for them
- Maximize the profit of the owner
- Make his business to make more familiar with the customers

Questions:

- How can I manage my accommodation?
- How much is it cost to make a tour plan?
- Which payment method can I use?
- How can I confirm my booking?
- How can I cancel my booking?