**Week 2 – Assignment #2 (Relaxing Travel Case Study – Business Case Document)**

Group 11

Pierce College – Session 6 2023

MIS 302: Project Management

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**Project Name:** Relaxing Travel

| **1.0 Introduction/ Background:**  Established over 20 years ago by a couple at a shopping mall in Turnbuckle, NJ, Relaxing Travel has been growing and expanding within a couple of years of its launch. It was able to open a branch in a second location across town. It has a total of 11 staff at the original location and nine at the second location including the owners’ recently graduated children. Throughout the last two decades, the business has been steadily growing in sales, operations, and HR. |
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| **2.0 Business Objective:**  To manage all the travel requirements of the company and individual travelers while providing ease and convenience to the customers.  To add value to the travel sector of different companies.  To offer travel services at very reasonable prices. |
| **3.0 Current Situation and Problem/Opportunity Statement**  At present, the travel agency has faced a major problem of moving out of the second location which can be done either by moving to a new physical site or by moving to virtual and consolidating some operations to the original office. The former may result in cost reduction as an advantage and less foot traffic as a disadvantage while the latter requires heavy initial expenditure, and ecommerce advertisement costs which can be considered as cons. This presents an opportunity however as this would eliminate rental cost, while securing promising future growth, and a turn in profit once the site is fully operational. |
| **4.0 Critical Assumption and Constraints**  The travel agency needs to plan for ecommerce integration as the travel industry is moving to digitalization. However, a fully virtual option may need heavy initial expenditure, software and hardware acquisitions, staff training, etc. Time and budget are limited for this project. |
| **5.0 Analysis of Options and Recommendation**  Both relocation and fully virtual options are assessed. The relocation option will slow down the travel agency’s growth as the traffic is slow and there will be a fixed rental cost. Fully virtual of the second location is feasible in the medium and long term as the travel industry is moving to ecommerce. Therefore, **it’s recommended** that Relaxing Travel move to **a fully virtual travel service for the second location.** By doing so, the travel agency will be modernized and prepare itself for the inevitable digital transformation as technology is heading that way faster especially after the advent of COVID-19. Moreover, most of the people nowadays like to purchase goods and services online which is a good opportunity for the travel agency to serve its clientele and reach out of state potential customers. |
| **6.0 Preliminary Project Requirements**  Software acquisition preferably Sabre Airline Solutions, hardware, cloud service assessment, IT security, staff training, home office setup, financial planning due to increased initial expenditure, continuous staff development, third-party integration, and partnership. |
| **7.0 Budget Estimate and Financial Analysis**  The budget estimate is **$100,000** and this budget can be used for purchase of equipment for remote work, procuring cloud services, advertising the new web service, and malware protection. **Cost-benefit analysis** can be done by collecting proforma invoices or selecting contractors via bidding, the budget can be used optimally. |
| **8.0 Schedule Estimate**  For smooth operation of the business, **three months** are allocated for virtualization of the second location that includes a refresher training on software and communications. In addition, the owners would like to see the project completed sooner than scheduled, but there is some flexibility in the schedule if it doesn’t exceed the three-month period. The SaaS (Software as a Service) for the remote work, travel operations, and the new system will have a useful life of at least five years. |
| **9.0 Potential Risks**  There are risks associated with virtualization:  Malware attacks, Bookings made with stolen credit cards, fraud/phishing to gain access to customers’ credit cards, maintaining credibility, increased cost for ecommerce advertisement, stiff online competition, network traffic, cloud service fees, and equipment failure at home office, etc. |
| **10.0 Exhibits** Exhibit A: Financial Analysis – Allocated budget of $100,000.  Exhibit B: Timelines – A maximum of three months.  Exhibit C: Market - Out of state and global clientele can be served.  Exhibit D: Sales – Potential increase. |