

Marketing Plan

For

Airline Ticket Reservation System

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Section 1: Executive summary.

In this marketing plan, we will discuss the proposed plan for the Airline ticket registration software. We will define our customers, provide our unique selling proposition, and provide a pricing plan. This plan will also include the marketing strategies such as referral strategies, joint ventures, and our conversion strategy for customers. We will also discuss the financial projections and provide a SWOT analysis and a PESTEL analysis at the end. We will also explain the unique selling proposition that sets us apart from the competitors in the market.



Section2: Target Customers.

We are looking to target customers who act as Stakeholders in the Airline industry.

Airline Companies.

We can directly sell the solution to Airline companies internationally. These companies may make use of our software on:

- Mobile applications. This will allow the customers of the airlines to make bookings of flights from the ease of their own homes.
- Their official websites: The website will allow users to book tickets from different electronic devices. This is not only restricted to mobile phones now. The website can execute our software in real time.
- On kiosks at airports: If users arrive at the airport and want to book flights from there, kiosks will execute our software, by touchscreen inputs all the necessary details can be entered.

The airline companies will be making use of the software. The databases will automatically be linked to the price calculation companies.

[Independent websites.](#)

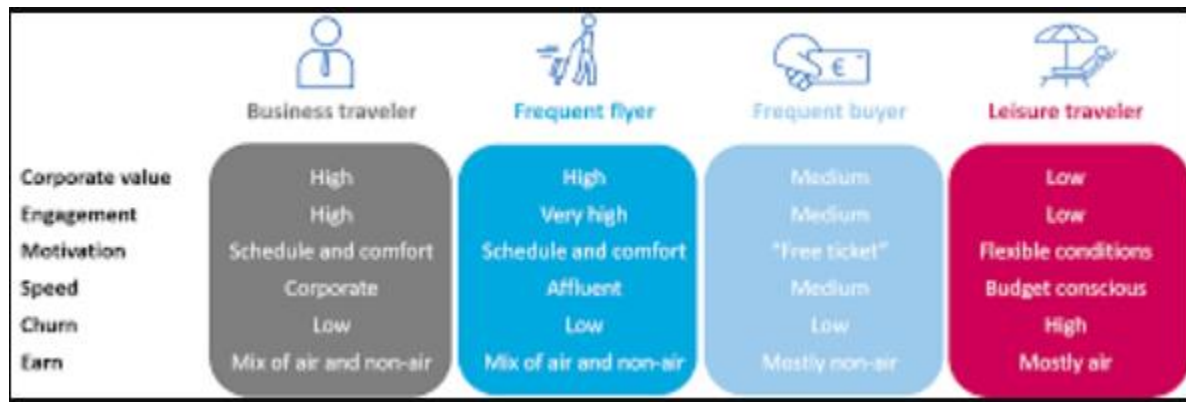
There are several websites that offer ticket booking services. An example in Pakistan is Sastaticket.pk. These websites can purchase our software and execute it on their websites. This will allow users to use the software through independent websites, they will be able to use our software and find the empty seats on different airlines, and then they can offer the free seats for a marked up price.

[Travel Agencies.](#)

Travel agencies manage the whole processes of making travel packages. They are ideal targets as they customers coming to them. They can book the seats of airlines via our software and make the packages as per their requirements.

These targets are selected as they are the ones who will make use of the software. The customers will make use of our software. They are segmented on the basis of benefits sought. The customers will make use of software for creating automated workflows.





These are the segments that in person will interact with the software.

Section3: Unique Selling Proposition.

The unique selling proposition for the companies would be that by using the software they can save time they spent on inquiries. For them, the proposition can be, "We help catch flights on jets in real-time". We provide the software that can make the booking of tickets hassle-free. What sets out software different from others is that our software has:

- A refresh rate for flights at 5 Hz. The minimum available on the market as of yet is 10 Hz.
- The software can work on multiple platforms. Our software can run on kiosks, websites, electronic devices such as Laptops, Personal Computers, iPads, iPhones, Smartphones, and Tablets. Other software only runs on dedicated platforms. They do not support cross-platform services.
- The tickets are virtual, this makes it easy for the passengers to not lose or forget them. It provides ease.
- Our software can be purchased at a much more affordable rate. This is possible due to efficient coding, removing redundant code, expert developers who made it quickly, it is not really hardware intensive and is updated regularly, and this makes sure that you do not need to purchase new software as time goes on.

We offer the cheapest tickets as compared to others. This will help our clients attract their customers and increase the return on investment. We give customers the advantage of canceling their bookings and even rescheduling them in the same application within 24 hours. This attracts customers and always leaves room for emergency flights that may occur at the last instant. Another special offer we provide for our users is that our software can also handle payment processing. We provide buy now pay later services to clients. This means flights can be booked on credit and paid later on. This makes the software owner have a payment processing not readily present in other software. The personal information of the details for the customer is encrypted and the company has full responsibility for protecting customer details. We accept responsibility as the company has made use of Secure Socket layer

connections while following transport layered protocols. By using digital certificates and asymmetric keys, we bolster the security of the data. Multiple hardware servers store the data and make the data safe.



Section4: Pricing and Positioning Strategies.

The pricing and positioning strategies for our software are quite different. Since we target a very small segment, we make our strategies focused for them.

4.1. Pricing strategy:

The software will have a base cost depending upon the customer.

1. For Airline companies, we have set a base price of \$10,000. The post-project services are charged at \$800 per month.

Airlines are one of the major stakeholders. For airlines, buying our software will decrease their operational costs by 10%. It may seem very less, to put it into perspective we have provided a cost analysis. Airlines spend about \$1500/month on maintaining their walk-in booths for booking tickets. They pay for the maintenance that includes salaries of the checking officer, cleaning costs, and rent to the airports. In about 7 months, airline companies can get profitability as they reduced the operational costs. The post-project services for them are the cheapest as these customers are not likely to abandon the software. The post-project base cost for our company is \$780. We have kept minimal service fees for airlines as they will require the software to be deployed on different mediums.

2. For independent websites, we have set a base cost of \$7000. The post-project prices are priced at \$1000.

Independent websites will be provided the software solution for a lesser cost as it will be easy to deploy the software on websites. But for them, post-project prices are higher as their software will have to be maintained in real-time and as they are not directly linked with the airline companies. So we have to manage this from our end. These websites will profit off the software so we have kept a margin of 12.5% to make up for the subsidized base cost.

3. For travel agents, we have kept the price of the software \$4500. The post-project prices are priced at \$1250.

Travel agents will not be able to pay huge sums of money, so we have given them minimal base cost. The post-project prices are highest as compared to the other customers. This is because they have been provided the software at a very affordable rate. Once they start to sell packages, they will then be able to pay for the software. So the after-project prices are set at \$1250. The same solution that is developed for websites will be sent to the travel agents. The post-project maintenance cost for travel agents is \$350. The rest of the \$900 is the service charge as it will make up for the extremely subsidized software.

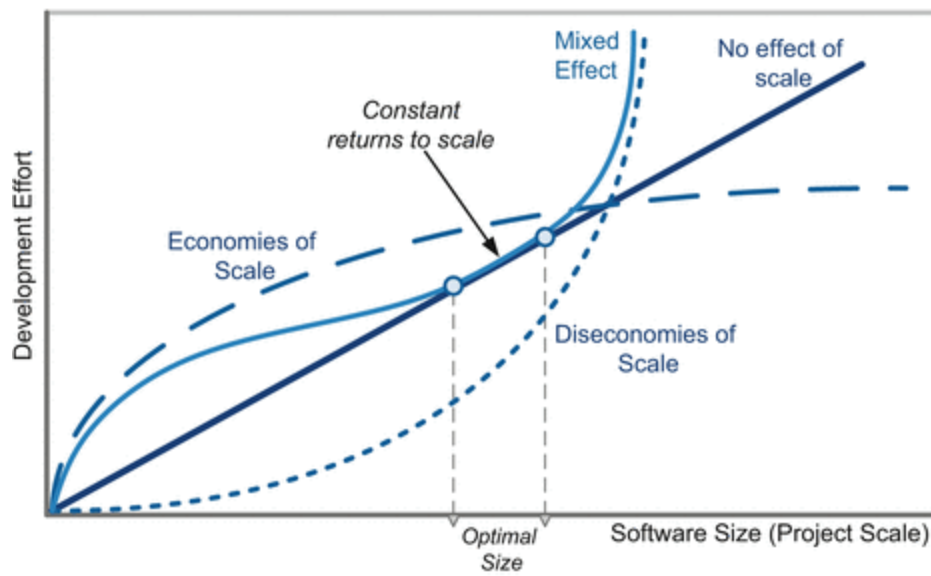


4.2. Positioning strategies.

We position our brand as the pioneer of providing software solutions for conventional tasks. We position ourselves as “pioneers of the data revolution.” We position ourselves as automating workflows that were previously carried out by humans. We will partner ourselves with partners that are focused on providing software solutions for real-world problems.

- An example would be Tesla, they have provided automation for driving cars.
- Another relevant example is the Amazon go stores. They have no staff to attend the store, the whole process of buying items has been automated. These would work best in airports.

We focus on self-service so make users dependent only on them.



Our goal is to achieve the economies of scale within 4 years.

Section 5: Distribution Plan

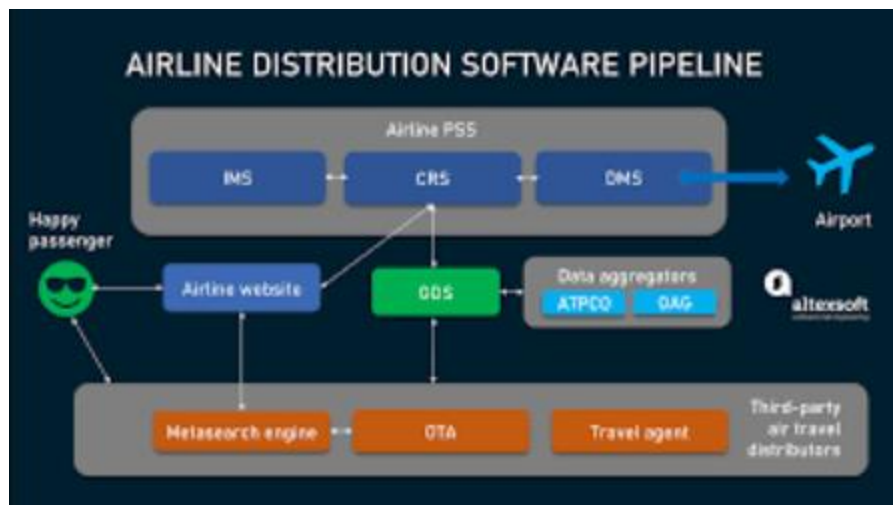
Our plan is to provide customers the easy access to reserving their seats for flights. A direct-distribution type can be used in this software as customers can use it through online websites and even through mobile applications through this user can access this service from anywhere in the world. The way to access our software will only be possible through our company. We will be the sole distributors of our software. There will however substitute for purchases to make purchasing of the software easy.

Section 5.1: Online selling.

Anyone can reach out to our company's website and purchase the software from our company directly. This however will post the buyer with an implementation challenge. Since we will give the rights to a certain device, the implementation of the software must be done by the client themselves. If they want implementation from our company, they will have to coordinate it with our company and then be provided with software implementation services that will be charged separately. These will mostly be used by travel agencies and independent websites who will make use of private developers to implement the software on their systems also cutting down implementation costs.

Section 5.2: Physical implementation.

A client can visit our company offices in any of our company offices. This way they can finalize the deal and be provided with the implementation services with a subsidized package. We expect this model to cater to our Airline companies as they would not risk incorrect implementation and compromise their brand image.



This is the general airline distribution software pipeline that will be followed.

Section 6: Our Offers.

We will provide offers to customers as well. We will provide affiliate marketing strategies to increase the exposure of the software and provide the customers with benefits after every successful affiliate is added. We will also provide the clients with installment payment schemes as well. This will primarily be for the clients that have the potential but just not the capital at the instant, for example, the travel agencies that are expanding or setting up a new office in a new location. We will also provide a lower maintenance cost for clients that have adequate staff that can operate the software effectively cutting the costs.

Section 7: Marketing Materials.

We will make use of marketing materials to target our clients separately.

Section 7.1: Airlines.

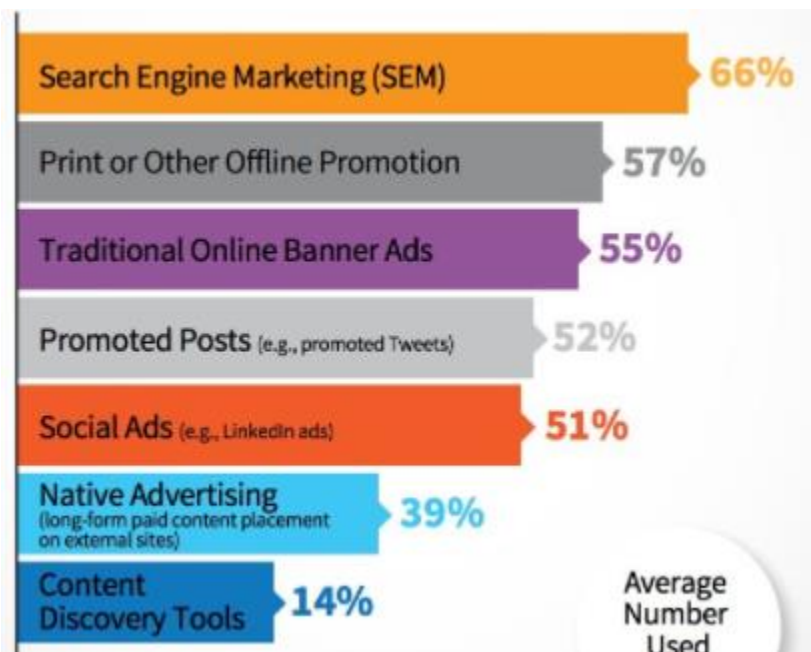
We will schedule a few conferences and workshops with some Airlines so that they can interact with our system and examine that how easily their customers can book their seats. They will be provided brochures, business cards, and a company portfolio to show our capabilities. Airlines will be provided with test prototypes to note their passenger behavior which will definitely appreciate this easy and modernized method for booking flights.

Section 7.2: Independent websites.

These can be targeted by direct mail messages that may be used to contact the websites and present a software tutorial to them. The use of email in the form of what is called spam mail is currently a highly popular form of direct mail marketing. The websites can then reach out to us. Our online credentials will be available for the clients to study our capabilities.

Section 7.3: Travel Agencies.

These can also be targeted by mail messages and will be contacted via mail. Our marketing team may even visit their physical projects to show them with a prototype. They will be provided brochures, business cards, and a company portfolio to show our capabilities.



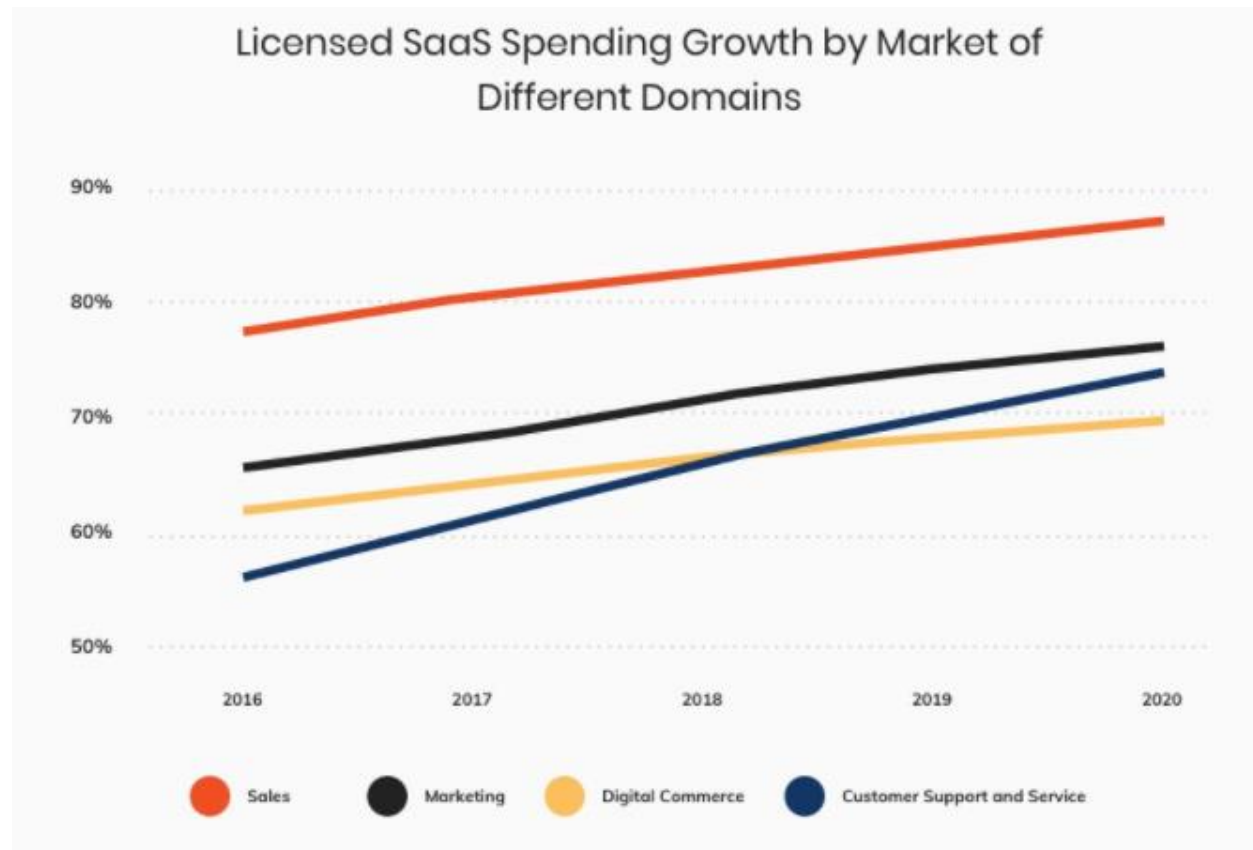
We will perform our marketing y employing the top 5 strategies as they have a good turnover rate.

Section 8: Promotions Strategy.

To promote our software, we will provide small samples to the airlines. We will use animated advertisement to show our targeted customers that how this software will process and help their customers in choosing their company as now a days people like to do their desired work quickly and easily and this software would fulfill this need easily. We will be hosting workshops as well. We will run targeted advertisements on airline companies, travel agents, and websites as well. On our own company website, we will publish blogs to increase awareness and also advertise the software.

Section 9: Online marketing strategy.

In order to make our business visible to everyone, it will be a necessity for us to market our airline service business on the internet. As far as the internet is concerned the internet market is an asset to our services. Keyword strategy includes words like book, cancel and reschedule a flight to any part of the world. These strategic keywords will further be used as search engines on various websites displaying our marketing plan and the customer will be very much designated to use whichever website or websites feasible to users. Paid online advertisements also play a very important role in flourishing our services to the customers. We can make use of Pay per click commonly known as PPC to place ads for specific keywords in search engines. With PPC we won't have to worry about wasting our budget on customers who are not seemingly interested in our services as PPC allows us to only pay when a customer clicks on our advertisements.



Section 10: Conversion Strategy.

Like other businesses, it will be our first priority to convert our potential customers into clients and look out for customer values. For that, we first will introduce FAQs on our websites to gain knowledge about our potential customer needs. Secondly, we will communicate with our customer service team to source the most frequently asked questions. Part of our websites will also exhibit ratings of those clients who have availed of our services in the past to make it feasible for our potential customers to decide on their interests. Offering incentives is also a part of our conversion strategy in which we will be providing our regular customers with special discounts or deals monthly.

Section 11: Joint ventures and partnerships.

To further enhance our marketing plan, maintaining good relationships with other airline businesses is also a matter of interest for us and our business. Collaborating in areas such as schedule coordination and revenue sharing will enable us to increase our revenue on a number of routes we don't usually operate on and for our customers, it will be inclined to meet a greater number of traveling locations and better connecting flights. We can launch joint ventures and partnerships with banks that will work as our payment processors. At the same time, we will also launch our partnerships with airline companies to provide them with our software and exclusively them only so that they can have an advantage over their competitors.

Section 12: Referral Strategy.

Satisfied customers naturally refer their good experiences to their friends and colleagues. That's what our referral strategy will be working on. With regular conversations and interactions with customers, our customer service team will try to bring up topics of referral. We will try to include questions like "Is there anyone you know who could benefit from our products and services?" in our FAQs available on the website. Publicly appreciate and show gratitude to customers who do provide referrals and then we will also let them know the consequences of their referrals. Our website will include a form for people to complete whenever they think of a good referral. As discussed in the conversion strategy, offering incentives is also a part of our referral strategy. Incentives to both clients and potential clients will ultimately lead to better responses and better responses following more and more possible referrals. We will also introduce affiliate marketing strategies for our clients. If a travel agent markets our product to their peer, we will provide a discount on any service or cost to the referrer.

Section 13: Strategy for Increasing Transaction Prices.

To optimize the airline company's revenue management, the prime goal would be to adopt a bundled model that considers not only ticket price but also the probability that the passengers can even purchase items during the flight time and after landing as well. The airline will make sure to optimize total revenue by taking attribute-level customization a step further. Further, there would be discounted packages on the services being provided. Transaction prices will be increased as the requirement of the client becomes more scalable, then they have also had to hire our support to maintain their system.

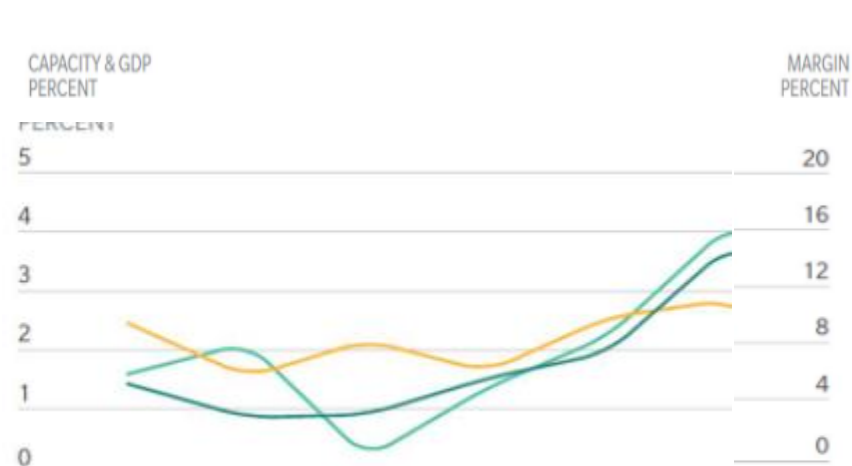
Section 14: Retention Strategy.

- 1- Give a personal touch to the customers by developing individual relationships with every respective customer. Labeling customers by their names, in the course of discussion and communication, will make them feel affluent and prosperous. This way the client will keep our software as they will note how satisfied customers remain.
- 2- Having a professional, spick, and span and gentle-mannered crew who are always prepared to lend an ear to customer offenses will highly contribute to the company's promotion resolutely. This makes the use of software say on kiosks easy and provides those with help.
- 3- Providing and enhancing upgrades to higher and elevated companies and agents at subsidized rates to loyal and devoted clients. They will have an attachment to the software services provided.

Section 15: Financial Projections

Use of certain financial indicators to investigate airline firms like short-term liquidity, gain, profitability, and long-run financial condition. The airline industry is competitive and highly seasonal. Profits may also be littered with energy costs and economic downturns that are unpredictable. Hence, financial strategies need to be made according to the needs in that particular season. The projection for the next six months is that as winters are starting, Christmas vacations will be an ideal time to test our software by companies and travel agents. We are expecting to sell 2500 solutions, focused on the European and North American continents. The projection is that we may generate sales of up to \$18 million in the base cost then also provide post-project services.

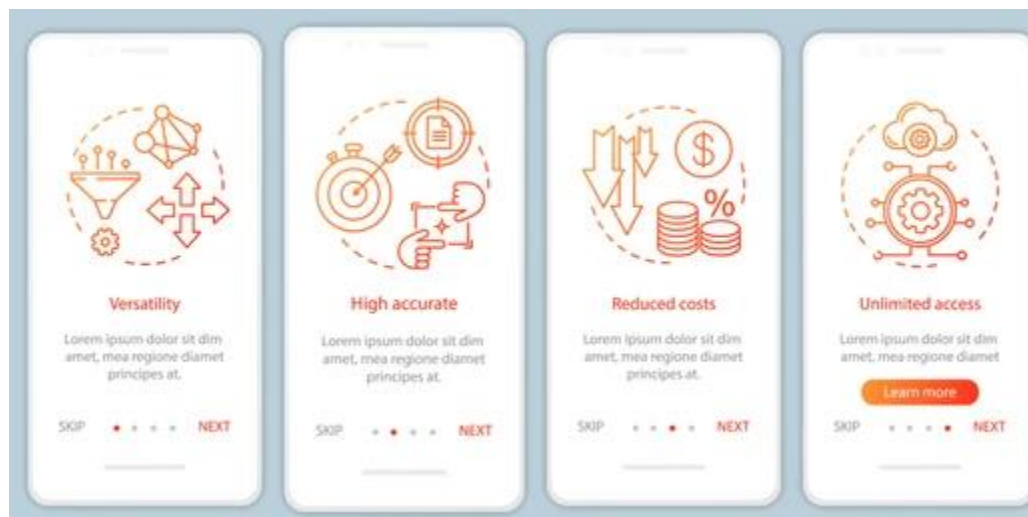
Marketing Plan of Airline Reservation System



Section 16: SWOT analysis.

Section 16.1: Strengths.

- The software will help reduce employee workload. This means that the productivity of the employees is bound to increase.
- Provide automation for tasks decreasing human error. Data entry is a tedious task and causes errors in repetitive data entry.
- Cut operational costs by as much as 35%. Automated workflows mean that the same work can be done more effectively.
- Make the booking of flights hassle-free and quick. It will take bare efforts. All one needs to do is book a flight, pay and be on their flight.
- It will create a paper-free environment. There will be no bureaucratic structure and all of the records will be backed up in databases. This will reduce stacks of paper and even save trees.
- Be a very transparent method for government and corporations. For these sectors, there will be actively maintained records that cannot be manipulated.
- Can work without any language barrier by using the interactive user interface. By making use of metaphors and bridging the formality gap, the interaction will be completely free of the language barrier.



Section 16.2: Weaknesses.

- It will be hardware-dependent. The hardware will have specific requirements.
- It may be subject to random software errors. These errors can only be fixed once they have been detected.
- It will not really be suitable for disabled people. They will require hands to make the inputs, they will need a working iconic channel to interact.
- The payment in dollars may be difficult for some clients. The exchange rates may mean that we expect countries with a low exchange rate to struggle with the payments, leaving a gap for our competitors.

Section 16.3: Opportunities.

- After the pandemic, people are very conscious about physical contact with other, humans our software will allow you to book flights over your own phone. The surfaces of kiosks can have anti-bacterial screens as well to make contact more comfortable as compared to a human.
- A surge of computer scientists means that we will have a good opportunity to hire coders, project managers, and data scientists.
- Hype is built over travel since it is about to open after lockdowns.

Section 16.4: Threats.

- Hackers may exploit bugs in our software. These external attacks may affect software working.
- Our source code may be leaked and render our software worthless. This means that all of our efforts may go to waste.
- Cyber-security risks will always exist for our software. We can never be 100% safe, there will always exist a probability that our system is exploited.
- Increasing market competition means profit margins will become slim. This means that the business may struggle to grow.
- The software can be affected by ransomware.
- We must keep on updating the system or else other parties can copy our software and sell for a price lower than the cost.

Section 17: PESTEL analysis for opportunities and threats.

Section 17.1: Political Factors:

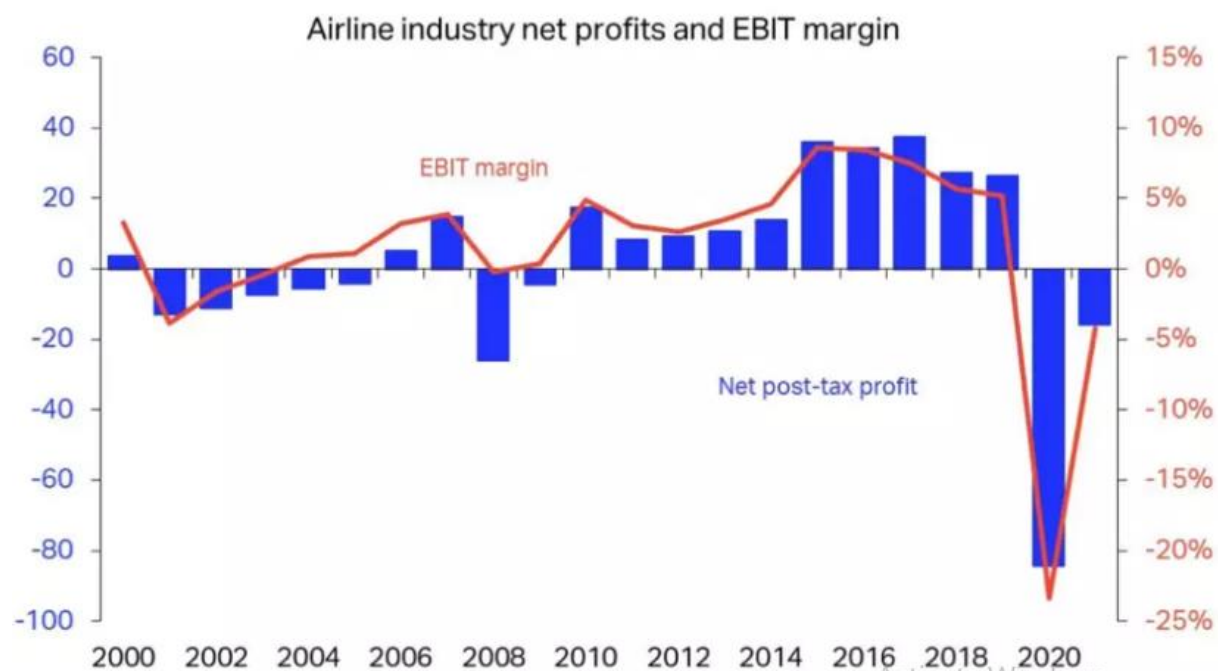
- Like most different organizations, the airline business is additionally impacted by the country's temperamental political condition. The airline organizations, which work in nations with political unrest, may see a sharp decrease in income. Here are a few impacts which can straightforwardly affect the matter of our software organizations:
- Inside crisis, war, or political shakiness can prevent the matter of any airline organization. The majority of the travelers are not keen on visiting nations that have dangers because of political conditions. The airline might lose clients for the absence of safety to those parts. This means that we will lose the maintenance charges that will cost us heavily. Furthermore, new customers will not purchase our software due to the decreased demand.
- The public authority has set up some severe principles and rules for the activity of a carrier which can guarantee the greatest amount of safety of the travelers. For global flights, the guidelines are severe, and the present circumstance might lead an aircraft to push for additional conveniences to stay aware of the contenders. This means that our software must be completely in accordance with the regulations of the authorities.
- As the flying industry can be beneficial in the long haul, the public authority might need to contribute. Assuming an organization can get restricted with the public authority that can be profoundly useful for them.

- Since our software company will hire local citizens for the maintenance of the software, we can be given a warm welcome by the country as we will stimulate their economy and create new jobs.

Section 17.2: Economic Factors:

A country's economic condition is straightforwardly identified with the business operations inside the country. The airline business isn't a special case. PESTEL investigation aircraft industry can show what the financial circumstance of a country can mean for the airline business:

- Downturn and unstable economic conditions can seriously affect the airline business. The number of passengers might diminish while the expense of unrefined substances might increment. It might lead the organizations to bring down their costs, and subsequently, thousands can lose their employment and we may lose the contract for the software and the company finds other substitutes to our software.
- Because of the pandemic, numerous nations have briefly suspended departures from different nations. It has impacted the airline business to a specific level. Simultaneously, the financial state of the relative multitude of nations has encountered some downturn which can influence the carrier business too. Our software may become a burden in such extreme conditions with services deactivated.
- The increasing expense of oil and other important machines can affect the airline business. However, simultaneously, the number of travelers is declining, which can show an adverse outcome over the long haul, and since our software only manages airline reservations, we have no alternate route to follow.
- Economic conditions will no doubt be a problem, but we can still sell our product to those who will require airline tickets such as government officials, big corporations, and the niche market. Our software does have a market there.



Section 17.3: Social Factors:

The sociological conditions of any state seriously impact the airline industry. On account of organizations running worldwide flights, the effect can be more profound and all the more dependable. Here are some sociological conditions which can affect the airline industry:

- The industry, similar to the airline, necessities to keep a clear image. Any other way, they might see a sharp decrease in traveler numbers. Assuming there are airline incidents, and assuming that is identified with the organization's carelessness, their business might get seriously impacted. So we must hope that the software that is used by other airlines is ours and that the airline company has a good portfolio in the country.
- The airline organizations are about accommodation and services. Thus, an airline should have a decent reputation. For instance, assuming there are instances of employee harassment or traveler abuse, those occasions can make a profound effect on their business. We would not want to be associated with such companies.
- The airlines likewise need to keep an eye on the comfort of the travelers. It can add to the clear picture of any aviation organization. An airline that provides the best customer service is one that we could serve, we will not want to sell our software to incompetent airlines as they may even potentially damage or leak our software.

Section 17.4: Technological Factors:

The airline industry's innovation is unpredictably related to its growth and development. Organizations should exploit technological innovations to offer a satisfactory service to their travelers. PESTEL analysis airline industry can show how technical issues can work upon the growth and development of the aircraft business:

- Organizations need to put resources into innovation and acquire consistent changes to guarantee the security and safety of the passengers. Our software comes equipped with the latest technology as well. We are going to introduce Artificial Intelligence in the upcoming years as well as it will become a necessity.
- As an assistance-giving industry, the airline can fuse steady innovative changes to work on their administrations. This means more and more automation in the industry to reduce the employee workload and cut down operational costs.
- The countries that are pushing for automation will welcome our software with open arms as a move to modernization. Nationalized airlines will look towards our software to increase transparency and make people attracted to this new technology.



Section 17.5: Ecological Factors:

The critical environmental factor that has been a worry for environmentalists is its CFC emission. It has been a concern for the airline organizations and the government simultaneously. The following are a few environmental issues that might potentially affect the airline industry:

- The airlines need to work on their frameworks and trips to diminish destructive outflows. Any other way, this can be a massive concern in the future. They can compute the carbon impression for being responsible to the environment. We can help them bridge this by having our software run on hardware that is powered by clean energy and bring them a step closer to becoming green.
- The company needs to set an examination group that can deal with establishing a greater climate well-disposed airplane. It will assist them with working on the help and can establish a connection. It will likewise offer them a chance of getting financial backers. Our software can provide a clean environment for example by being paper-free, thus saving trees.
- The company can take on some corporate obligations and incorporate environment-conscious messages in its campaigns. It can likewise be a dependable advance to secure the environment.

Section 17.6: Legal Factors:

However the legal issues might not have a lot to do directly with the growth and development of airline companies, indirectly, it can seriously affect their business. PESTEL analysis airline organizations can show how legal issues can impact their business:

- Most nations have some rules concerning the service. The rules help to secure the environment and to guarantee the safety of the passengers. The airline companies should be very much aware of them and comply with those guidelines to avoid legal procedures. Our software will follow the state privacy laws and not sell it forward.
- There are a few conditions with the working conditions and flight seasons of which the airlines should be careful. It can assist them with offering a safe, protected, and comfortable service. Our software will be deployed by staff which will be treated as per the state regulations, perhaps even better.

- With respect to the calamities and accidents, on most events, Airlines are considered responsible. They might get stuck in legal actions. It can hurt their picture and adversely affect their business. We will try to make sure that our software provides no failures which can affect the customer coming onto the wrong flight, such as assigning them a wrong ticket.

Section 18: Conclusion:

We have a very good target market and if this market plan is implemented correctly, we are certain that the targets will be reached. The key strengths of the plan are to target the correct market and deliver them with our software as a service platform. The marketing features are also covered. Then provide maintenance services as well for cash flow. This plan will require all of the departments to work together in order to execute successfully. This extensive plan has been developed by all of the team members and we hope this marketing plan will be a bright start for our company.