**Proposal for Web Development and CRM Integration for Hapai Travel Agency**

**1. Introduction**

* Brief introduction to Hapai Travel Agency
* Objectives of the proposal
* Overview of the services provided by Hapai

**2. Part A: Customer Relationship Management**

**2.1 Customer Lifecycle Analysis**

* Detailed analysis of the customer lifecycle specific to the travel agency
  + Awareness
  + Consideration
  + Purchase
  + Retention
  + Advocacy

**2.2 Types of Customer Engagement**

* Review of four types of customer engagement:
  + **Emotional Engagement:** Building a deep emotional connection with customers through personalized experiences and excellent customer service.
  + **Contextual Engagement:** Providing relevant and timely information based on the customer’s current situation or context (e.g., weather updates for travel destinations).
  + **Convenient Engagement:** Ensuring ease of access and simplicity in interactions, such as user-friendly website navigation and seamless booking processes.
  + **Social Engagement:** Encouraging customer interaction and community building through social media platforms, forums, and user-generated content.
* Recommendation of the most suitable type(s) for Hapai

**2.3 Competitor Website Examination**

* Detailed examination of features from three competitors:
  + **Flight Centre**
    - **Feature 1: Multi-city Booking Options:** Flight Centre offers a multi-city booking feature that allows travelers to plan complex itineraries with ease, booking multiple destinations in one go​ ([Flight Centre Travel](https://www.flightcentre.com.au/flights))​.
    - **Feature 2: Hot Deals and Sales:** The website prominently features various sales and promotional deals, such as the "Big Red Sale," which offers significant discounts on flights, holidays, and tours​ ([Flight Centre Travel](https://www.flightcentre.com.au/))​.
  + **Expedia**
    - **Feature 1: Member Prices and Rewards:** Expedia offers exclusive member prices and a rewards program called OneKeyCash, which incentivizes repeat bookings and loyalty by providing discounts and cashback on future bookings​ ([Expedia.com](https://www.expedia.com/))​​ ([Expedia.com](https://www.expedia.com/Flights))​.
    - **Feature 2: Comprehensive Vacation Packages:** Expedia excels in offering bundled vacation packages that include flights, hotels, and car rentals, often at discounted rates compared to booking separately​ ([Expedia.com](https://www.expedia.com/Vacation-Packages))​.
  + **Booking.com**
    - **Feature 1: Wide Range of Accommodation Options:** Booking.com provides a vast selection of accommodation types, from hotels and resorts to unique stays like apartments and villas, catering to diverse customer preferences​ ([Flight Centre Travel](https://www.flightcentre.com.au/))​.
    - **Feature 2: User Reviews and Ratings:** The website features detailed user reviews and ratings for accommodations, helping customers make informed decisions based on previous guests' experiences​ ([Flight Centre Travel](https://www.flightcentre.com.au/))​.

**2.4 CRM Selection and Justification**

* **Selection of Salesforce CRM**
* **Justification:**
  + **Customer Lifecycle Management:** Salesforce allows for comprehensive tracking and management of the entire customer lifecycle, from initial inquiry to post-travel follow-up, enhancing customer retention and advocacy.
  + **Customization and Scalability:** Salesforce's robust customization options and scalability ensure that it can adapt to Hapai's evolving needs and growth plans.
  + **Integration Capabilities:** Salesforce integrates seamlessly with various third-party applications and tools, which is crucial for a travel agency that needs to manage bookings, customer interactions, and marketing campaigns effectively.
  + **Future Development:** Salesforce's continuous innovation and updates ensure that Hapai will benefit from the latest CRM technologies and features.

**3. Part B: Web Development Process**

**3.1 Requirements Analysis**

* **Business Use Case:** Define specific business requirements and use cases for the website.
* **Sequence Diagram:** Develop sequence diagrams to map out the interactions between users and the system.

**3.2 Design**

* **UI Design:** Create user interface designs that are intuitive and user-friendly.
* **System Use Case:** Define system use cases to specify functional requirements.
* **Database Design:** Design the database schema to support the website’s functionalities.
* **Development Diagram:** Develop diagrams to outline the architecture and components of the system.
* **Test Plan:** Create a comprehensive test plan to ensure all aspects of the website are tested thoroughly.

**3.3 Development**

* **Functionalities Implementation:** Develop core functionalities such as booking systems, user accounts, and payment processing.
* **Physical Database Implementation:** Implement the physical database based on the design schema.
* **UI Development:** Develop the front-end interface according to the UI design.
* **Unit Testing:** Conduct unit tests on individual components.
* **Integration Testing:** Perform integration testing to ensure that all components work together seamlessly.

**3.4 Testing**

* **System Testing Report:** Document the results of system testing, including any issues found and how they were resolved.

**3.5 Deployment**

* Deploy the website to a production environment, ensuring all systems are operational.

**3.6 Maintenance**

* Plan for ongoing maintenance to keep the website updated and functioning smoothly.

**4. Conclusion**

* Summary of key points
* Final recommendations

**5. References**

* A minimum of 15 sources cited in APA 7th edition format