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Group : 18

Project Title : DerLeng Website

## 1. Executive Summary

The digital tourism site Derleng is developed to make the traveling experience of local and foreign tourists interested in Cambodia better. This program will respond to the growing challenge of travelers knowing trusted, current and contextually sensitive travel information, such as tips on where and what to do, places to stay, and what they should bring on their trip. Derleng also provides the users with personalized destination suggestions, real-time travel information, and access to the authentic local experiences. The system includes intelligent search, community-generated content, and key travel services, including proximal accommodations, professional guides, and travel products. The site is designed based on Node.js and PostgreSQL in the back-end and React in the front-end, thus making it scalable and responsive. Derleng hopes to become a reliable traveling companion which helps to encourage tourism in Cambodia, strengthen local business, and enhance the user experience by using proper distribution of technology. The business plan below outlines the problem space, market opportunity, system design, implementation roadmap and the financial forecast thus making Derleng the leading tourism platform.

## 2. Problem Statement

Visitors to Cambodia, both local and foreigners have a big problem with getting the right travel information and how to arrange the schedule and itinerary of their tours. Most of the travelers do not know which places to visit to suit them, or what they should prepare before visiting certain places, or where to find the services that are nearby e.g. the hotels, restaurants or even the facilities that are needed.

Though there are similar platforms, they are not focused on local audiences and are often not localized to reflect the unique culture and geographical diversity of Cambodia. Local apps like Uot and Bamnang are somewhat informative, but their focus is on either destination search or user-created content, without offering integrated offerings, detailed planning, or item-based travel suggestions.

This fragmentation compels tourists to depend on fragmented sources of information, which causes confusion, lack of efficiency, and low satisfaction. The tourism ecosystem in Cambodia needs a more integrated solution that does not only motivate traveling but will also help users prepare, navigate and optimize their travels in a culturally relevant and user-friendly way.

Derleng is aimed at filling this gap because it provides a unified platform which incorporates discovery, planning, recommendations and integrates the services.

### **3. Objective**

The primary objectives of Derleng are:

- To simplify travel planning for tourists by providing curated and personalized travel recommendations.
- To support local tourism businesses—including guides, small shops, and accommodations—by giving them digital visibility.
- To build a community-driven ecosystem where travelers can share experiences, tips, and insights.
- To integrate essential services such as item purchasing, local guide bookings, and nearby recommendations based on user location.
- To improve the quality and flow of tourism information in Cambodia with a modern digital platform.
- To ensure smooth and responsive user experience with a scalable architecture built using React, Node.js, and PostgreSQL.

### **4. Solution Overview**

Derleng provides a complete digital ecosystem that helps travelers to locate destinations, plan itineraries, and purchase proximate services in one platform.

The site will map out suggested destinations with the help of the visual images, the narrative descriptions, travel warnings and recommendations of what to carry along in the particular outing (such as sunscreen in coastal areas and hiking gear in mountain areas). In addition, Derleng also adds a marketplace, where the essential travel gear can be purchased locally, and guides can also be employed locally to offer personalized experiences.

The system combines real-time information, user-created feedback, and community feedback to maintain authenticity. Tourists can explore accommodation, restaurants, shops, and attractions nearby the place

they have chosen to visit. The advanced search and sorting system on the site help customers to find places which are categorized based on the themes like nature, culture, food and adventure and the forums where they share tips, questions and responses with other tourists. By incorporating discovery, itinerary formulation and ancillary services, Derleng is able to tackle fragmentation and supplement the tourism experience in holistic form.

## 5. Market Analysis

Target Market and Customer Segments.

Derleng targets local Cambodian travelers and foreign tourists who travel to Cambodia. Key groups include:

- 18-35 years old domestic tourists seeking weekend adventures and secret spots.
- International travelers who want the traditional cultural experience outside the tourist destinations.
- Guides and travel companies interested in advertising their products.
- Hotels, cafes, rental services, and other hospitality providers that desire increased visibility.

Market Size and Growth Potential.

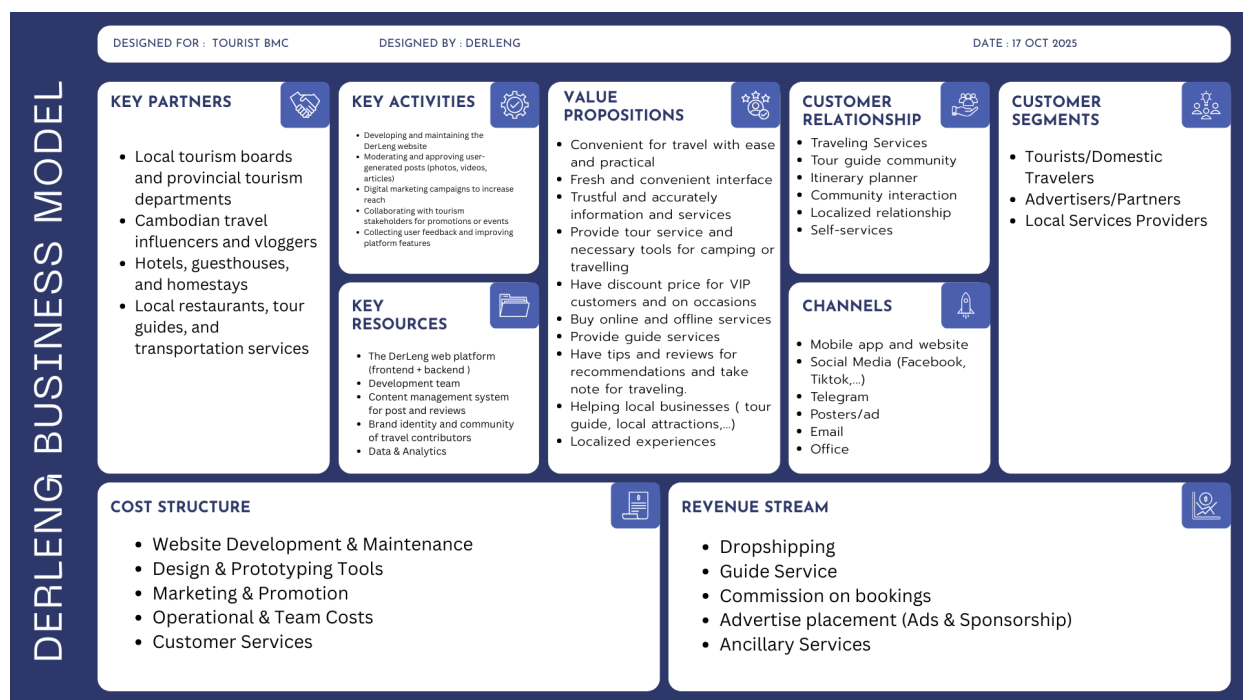
In 2023, tourism in Cambodia produced more than 5 million international arrivals, which is an indicator of a post-COVID recovery. The short trips and digital travel inspiration have created a boom in domestic travel. Thus the prospective market, which is millions of smartphone users in Cambodia and Southeast Asia, will keep expanding on their interest in local traveling.

Competitor Analysis

Competitor	Focus Area	Strengths	Weaknesses / Gaps
<b>Tripadvisor</b>	Global tourism platform for hotel, food, and activity reviews	Trusted worldwide, large database, established brand	Overcrowded, generic results, less local focus, language barriers
<b>Uot App (Cambodia)</b>	Local tourism guide and trip planning	Focused on local attractions, Khmer UI, location-based suggestions	Limited community interaction, few user-generated posts, lacks personalization
<b>Bamnang</b>	Experience sharing and local discovery	Community-driven, emphasizes authentic local experiences	Not optimized for booking or planning services, lacks advanced filtering

<b>Derleng</b>	Smart tourism platform integrating travel discovery, community posts, and service suggestions	Combines <b>TripAdvisor's scale</b> with <b>Uot's localization</b> and <b>Bamnang's community feel</b> — with personalized recommendations, trip planning, and nearby stay/shop suggestions	
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## 6. Business Model



### Revenue Streams:

- Commission Fees (5–10%)** from hotels, local stores, and tour agencies.
- Subscription Plans** for businesses to promote listings.
- Advertisements** (banner or sponsored posts).
- Affiliate Partnerships** (travel gear, transport services).

### Pricing Strategy:

- Free for users.
- Businesses pay monthly or per-click advertising fees.

### Key Resources:

- Development team (3–4 full-stack developers).
- Cloud hosting (AWS or Render).
- Marketing and social media presence.

**Key Partnerships:**

- Local tourism boards.
- Travel agencies and hotel chains.
- Universities and local guides.

**Distribution Channels:**

- Website + Progressive Web App.
- Social media pages (Facebook, TikTok, Instagram).
- SEO and Google Ads.

## 7. Implementation Plan

Phase	Duration	Key Activities
<b>Phase 1 (Month 1–2)</b>	Research & Design	Finalize business model [Team] Create UI mockups and wireframe [Heysan, Sathya] Diagrams, design database schema [Laihong, Theavy, Rachna]
<b>Phase 2 (Month 3–4)</b>	Development	Build backend API (Node.js + PostgreSQL) [Heysan, Sathya, Laihong] Frontend pages (React), integrate features [Seavchhy, Theavy, Rachna]
<b>Phase 3 (Month 5)</b>	MVP Testing	Test with small group, fix bugs, deploy beta version
<b>Phase 4 (Month 6–8)</b>	Launch	Launch official site, partner with local businesses
<b>Phase 5 (Month 9–12)</b>	Growth	Add advanced features (reviews, community, AI trip planner)

**Resource Needs:**

- Technical: 3 developers, 2 designer, hosting services.
- Financial: Marketing, ads, hosting (~\$1,000–2,000 startup).
- Human: Customer service team.

**Risks:**

- Slow user adoption initially.
- Competition from existing apps.
- Dependence on travel seasons.

**8. Financial Plan (1–3 Years Projection)**

Year	Quarter	Active Users	Revenue (USD)	Cost (USD)	Profit / Loss (USD)	Key Activities
<b>Year 1 (Build &amp; Launch)</b>	Q1	100	\$0	\$2,000	-2,000	MVP development, initial setup
	Q2	300	\$800	\$2,200	-1,400	Beta testing, early partners onboard
	Q3	800	\$2,200	\$2,500	-300	Soft launch, ad partners, small marketplace test
	Q4	1,500	\$4,000	\$3,000	+1,000	Full launch, commissions + subscriptions start
<b>Year 2 (Growth &amp; Expansion)</b>	Q1	2,500	\$6,000	\$3,200	+2,800	Mobile app rollout, 50 partners onboard
	Q2	4,000	\$7,800	\$3,400	+4,400	Expand provinces, more marketplace items
	Q3	6,000	\$9,500	\$3,600	+5,900	Add tour guide booking system
	Q4	8,000	\$11,500	\$4,000	+7,500	Add multi-language support, peak season boost
<b>Year 3 (Stabilize &amp; Scale)</b>	Q1	10,000	\$13,000	\$4,500	+8,500	Stable ad + marketplace growth
	Q2	12,000	\$14,500	\$4,800	+9,700	Add AI itinerary planner

	Q3	14,000	<b>\$15,800</b>	\$5,000	<b>+10,800</b>	Expand to regional market (Vietnam/Thailand)
	Q4	16,000	<b>\$17,000</b>	\$5,500	<b>+11,500</b>	Add partnerships with airlines & hotel chains

Breakdown of Revenue Composition (Year 3 Averages)

Source	Share of Total Revenue	Est. Amount (USD)
<b>Commissions</b>	40%	~\$6,800
<b>Advertisements</b>	25%	~\$4,200
<b>Subscriptions</b>	15%	~\$2,500
<b>Marketplace / Guides</b>	20%	~\$3,400

#### Key Insights

- **Break-even:** End of **Year 1 (Q4)** — platform begins generating net positive revenue.
- **3-Year Net Profit:** ≈ **\$56,000**
- **User Growth:** 100 → 16,000 active users
- **Conversion Rate:** starts at 8%, rises to ~20% as brand trust grows.
- Marketplace and guides generate **steady recurring revenue**, especially during high tourism months

## 9. Conclusion

Derleng is a modern digital tourism paradigm of Cambodia, which is not limited to the offering of destination information. It creates an inclusive community of travelers and sites, experiences, services and native businesses. Through its ability to offer tailored suggestions, help in the smooth creation of itineraries as well as the promotion of community-driven involvement, Derleng will go a long way in improving the tourism culture in Cambodia. The platform enables users and, at the same time, enhances the local development of the economy, hence creating a sustainable tourism environment. Having a clear developmental path, strong technological base, and achievable financial projections, Derleng has a chance to become a leading tourist solution in Cambodia and, in the long term, in the whole Southeast Asian region.