# DISTRIBUSION CASE STUDY - ASSUMPTIONS DRAFT

This document outlines the key assumptions made for developing a comprehensive business development strategy for identifying and onboarding target clients onto the Distribusion platform.

## 1. MARKET CONTEXT ASSUMPTIONS

• Distribusion operates in the travel tech industry, specifically focusing on ground transportation and mobility solutions  
• The platform serves as a B2B marketplace connecting transportation providers with travel companies  
• Target market includes multiple regions with varying levels of digital adoption and transportation infrastructure  
• The travel industry is experiencing digital transformation, creating opportunities for technology integration  
• Competition exists from both traditional players and emerging tech solutions

## 2. TARGET CLIENT ASSUMPTIONS

• Primary targets include travel agencies, tour operators, online travel agencies (OTAs), and corporate travel managers  
• Secondary targets may include hotels, airlines, and other travel service providers seeking ground transportation solutions  
• Clients vary in size from small local operators to large multinational corporations  
• Different regions have different client profiles and business models  
• Clients have varying levels of technical sophistication and digital readiness  
• Price sensitivity and service quality expectations vary by client segment and region

## 3. DISTRIBUSION PLATFORM ASSUMPTIONS

• Distribusion offers a comprehensive platform that aggregates ground transportation options  
• The platform provides real-time availability, pricing, and booking capabilities  
• Integration capabilities exist for various travel management systems and booking platforms  
• The platform offers competitive pricing and commission structures  
• Technical support and onboarding assistance are available for new clients  
• The platform has proven scalability and reliability in existing markets

## 4. COMPETITIVE LANDSCAPE ASSUMPTIONS

• Competitors include both direct platform competitors and indirect solutions (direct supplier relationships)  
• Market is fragmented with regional players and global platforms competing for market share  
• Competitive advantages may include technology, pricing, coverage, or service quality  
• Switching costs exist for clients currently using alternative solutions  
• New entrants and technological disruption continue to shape the competitive environment

## 5. BUSINESS DEVELOPMENT ASSUMPTIONS

• Sales cycles vary by client size and complexity, typically ranging from 3-12 months  
• Multiple touchpoints and relationship building are required for successful onboarding  
• Proof of concept or pilot programs may be necessary for larger clients  
• Training and support resources are available for client onboarding  
• Success metrics should be measurable and aligned with business objectives  
• Regional differences require localized approaches and strategies

## 6. RESOURCE AND TIMELINE ASSUMPTIONS

• Business development team has access to market research tools and databases  
• Budget is available for marketing, sales activities, and client acquisition  
• Technology infrastructure can support new client integrations and onboarding  
• Legal and compliance frameworks are in place for different markets  
• Timeline for strategy implementation is realistic and achievable  
• Success can be measured within 6-12 months of implementation

## 7. SUCCESS CRITERIA ASSUMPTIONS

• Client acquisition success is measured by both quantity and quality of onboarded clients  
• Revenue growth and market share expansion are primary success indicators  
• Client satisfaction and retention rates are important long-term metrics  
• Platform utilization and transaction volume growth demonstrate value delivery  
• Market penetration in target regions indicates strategic success  
• Competitive positioning and brand recognition improvements validate the strategy

---  
Document prepared for: Distribusion Case Study Presentation  
Date: [Current Date]  
Purpose: Business Development Strategy Development