

# Specification of business processes in “Martola” Travel Agency

## **1. Business goals of the organization**

“Martola” is a travel agency network that sells trips. They have 15 offices in Poland and they also offer online sale. The main goal of “Martola” is to achieve the highest possible profit from sales. To achieve this goal Aleksandra Rezetka (the CEO of the company) assumes *annual sales increase about 10% in accordance to the previous year*. She also would like to *reduce the percentage of annual transport cost in the year costs by the 5%*.

The company monitors:

- the amount of sold trips per company worker per month
- total costs of each trip (accommodation, alimentation, costs of transport etc.)

The biggest problem of the CEO is to answer the question what kind of factors influenced monthly sales.

The most important business issue in the travel agency include selling and organizing trips. Each trip destination have to be personalized to needs of the market.

“Martola” would like to analyze travel agencies market.

## **2. Business processes**

### **Choosing the new destinations of a trip**

- A general description of the business process and a description of the performance metrics generated by this process, possible current analytical problems*

The process of choosing the new destination is as follows: a company worker that is responsible for this process needs to log in the system and open the Excel file which contains

all of the information about the sold trips. He or she needs to use the program formulas to find the most frequently chosen places. They also analyze the offers of other companies using the Trivago or other services. After this analysis they come up with 4 potential travel destinations report. On its basis CEO of company makes the final decision.

*b. Typical questions*

- Which of the trips are the most popular one?
- How the willingness to choose the trip depend on the transport form?
- Compare the amount of sold trips per country.
- How the popularity of places depends on a time of a year.
- Compare prices of trips with our main competitors.
- What are the destinations recommended by our previous customers

*c. Data*

Data from the Excel file provided by the company, which contains the data from each of the trips (cost & number of sold one) and database where we can find the data about the travel destinations and all of our workers. The data can be also collected from the internet.

## **Choosing the transport for a trip**

*a. A general description of the business process and a description of the performance metrics generated by this process, possible current analytical problems*

The process of choosing the transport for a trip is as follows: company worker is searching for a transport forms (using the internet results) which are available to a given

destination. Then he or she analyze the average costs of using this transport. The next step is to prepare the report and present the results to the CEO. Then, Aleksandra Rezetka makes the final decision.

*b. Typical questions*

- Compare the costs of all available transport forms to a given destination
- Compare the time of travelling using given transport forms
- Which form of transport do people prefer?
- How often weather condition affects the trip- can the trip be canceled because of bad weather?
- What are the most frequently transport forms used to travel to a given destination?
- How the willingness to choose the trip depend on the transport form?

*c. Data*

The main source of collecting data is the internet and also company's Excel file which contain informations about the total costs of each trip.