**PlayBook Creation:**

**Objective**: Developing a scalable and repeatable standard operating procedure / playbook by automating processes, aimed at improving efficiency for **vendor on boarding** and **market entry**.

1. **Vendor On boarding**:
   * **Standardized Process**: Created a set of clear, step-by-step procedures to streamline vendor on boarding.
   * **Automation & Integration**:

* Introducing tools and platforms to automate tasks like documentation submission, compliance checks, and contract signing.
* Enhance the vendor on boarding pipeline by pre-qualifying potential vendors using web scraping.
* Scrape directories and local business listing platforms for adventure service providers.
* Identify high-rated businesses in niche activities not yet covered on your platform.
* Automate data extraction (e.g., contact details, offered activities, and customer ratings) to prioritize on boarding efforts.
  + **Risk Management**: Defined risk mitigation steps for each stage of the on boarding process to ensure regulatory compliance and protect business interests.

**Key Performance Indicator (KPI)**

**Average Time to On-board a Vendor**:

* + **Objective**: Reduce the time it takes to on-board a new vendor while maintaining quality standards.
  + **Measurement**: Track the time from initial contact with a vendor to final approval and integration into the system.
  + **Target**: Decrease the on boarding time by X% over the next Y months.

If current time taken to on-board vendor is 2 days.

On scale of 1-5

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Rating** | **1** | **2** | **3** | **4** | **5** |
| Target (in days) | 2 | 1.5 | 1 | 0.75 | 0.5 |

No of vendors on boarded

If 10 no of vendors on boarded for a period of 7 days.

On scale of 1-5

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Rating** | **1** | **2** | **3** | **4** | **5** |
| Target (in no of vendors on boarded) | 10 | 12 | 15 | 18 | 20 |

1. **Market Entry into new location & activities**:
   * **Market Research**:
2. Defined a methodology for conducting comprehensive market research to identify new opportunities.
3. Also incorporate Web Scraping into Market Research & use web scraping to gather real-time market data, track competitors, and identify trends in the adventure booking industry.
   * **Entry Strategy**: Developed a framework for assessing the viability of entering new markets, including financial projections, competitive analysis, and regulatory considerations.
   * **Stakeholder Alignment**: Built a stakeholder engagement process to ensure that all internal teams are aligned with the market entry objectives and timeline.

**Market Entry Success Rate**:

* + **Objective**: Measure the success of market entries based on predefined success criteria.
  + **Measurement**: Analyze the number of successful market entries (i.e., meeting revenue targets, market share goals, or customer acquisition targets) versus unsuccessful ones.
  + **Target**: Achieve a market entry success rate of Z%.

If current time taken to enter new market (location or activity) vendor is 3 months.

On scale of 1-5

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Rating** | **1** | **2** | **3** | **4** | **5** |
| Target (in months) | 3 | 2.5 | 2 | 1.5 | 1 |