



# Competitive Analysis

Group 33  
members:

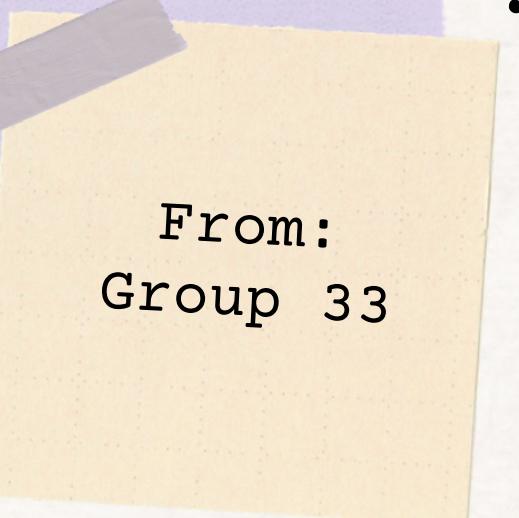
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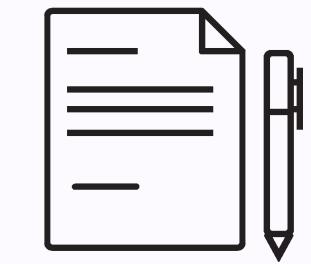
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From:  
Group 33

# COMPETITIVE ANALYSIS



## NAME OF WEBSITE:

Yatra

## LINK:

<https://www.yatra.com/>

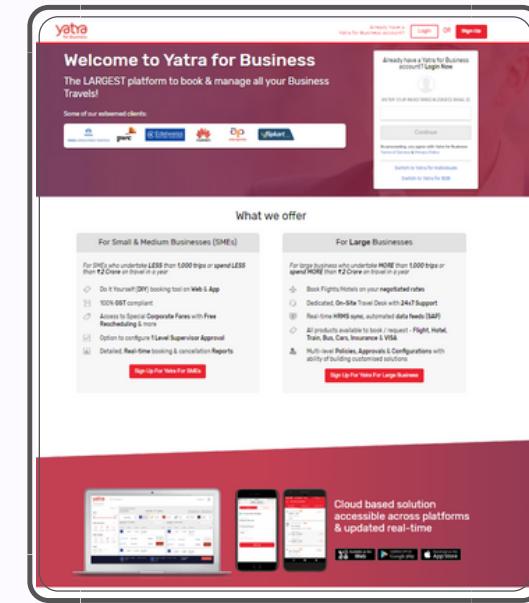
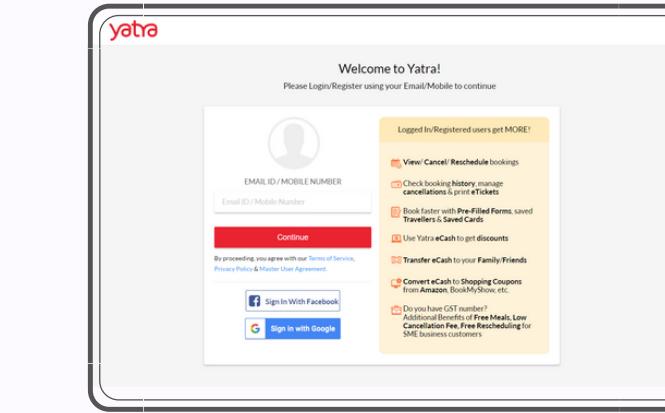
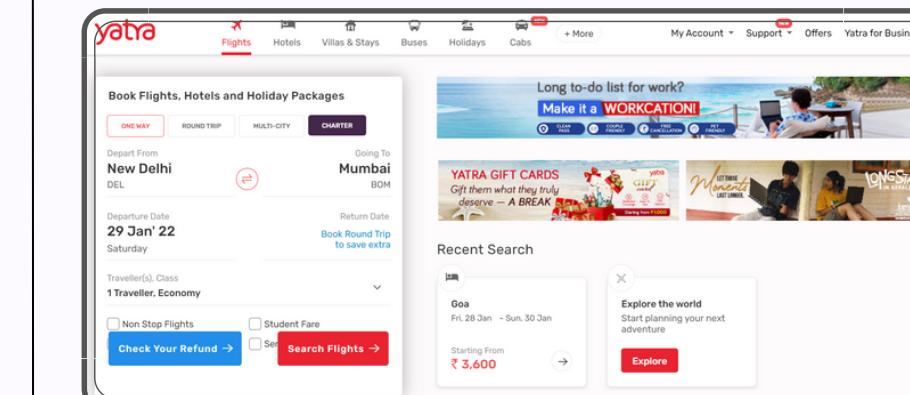
### Describe:

- yatra.com is mostly used to book hotels, flights, buses, cabs.
- It has a wide range of options for hotels, resorts and Villas to stay.
- It also shows some group tours and packages for different destinations, which a lot of users prefer.
- The website also shows a list of activities and adventures famous in selected destinations, thus helping the user in planning the trip.

### Content:

- The user has to select what he want then below that category a search window where the user can enter the destination dates, and get all the results regarding the selected category.
- The website also shows guidelines for the travelers before they travel. it has been one of the most important aspect during this covid time.
- there are a lot of ad's of different deals,pakages which makes the user confused. and frustrating.
- There is a section that shows the recent searches of the users.

### Website pictures:



### Describe the brand:

- The website had a decent brand earlier, but now the brand value is decreasing as the users are facing many problems and the customer care is not doing enough to solve the issue.
- They have also not been investing much in the advertisement, so their reach to the customers is also decreasing.

### Key Features:

- Smooth interface, quick
- Swift response to actions,
- Sometimes feels overstyled and stodgy

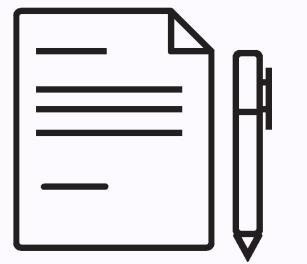
# **COMPETITIVE ANALYSIS**

**NAME OF WEBSITE:**

Yatra

**LINK:**

<https://www.yatra.com/>



## **Social Media:**

- The website has a decent social media presence with around 60k followers on Instagram and Twitter.
- The social media posts of the company are good but lack the innovation and the starcast to attract a new audience.

## **Downsides:**

- The major downside of the website is the refund issues and customer care issues. many users have not received timely refunds, and the customer care response is mostly delayed leaving the user frustrated.
- The bookings of many users was cancelled without any prior information.
- The website has a lot of information, and most of it is scattered on the main page. while booking the cabs, the website does not provide an option for travel within the city. There is no option to sort the results of flights hotels according to prices.

## **Three good things and Bad things:**

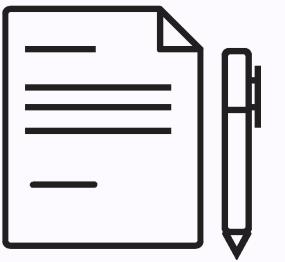
### **Bad Things:**

- you cant change to regional language .
- Alot of information is scattered in the website.
- Many times Customer Care and Refunds are not satisfactory.

### **Good Things:**

- There is feature to call the cabs for travelling to places.
- You can do your business on the website by listing your company's packages.
- Search interface is very fast.

# COMPETITIVE ANALYSIS



## NAME OF WEBSITE: MakeMyTrip

### LINK:

<https://www.makemytrip.com/>

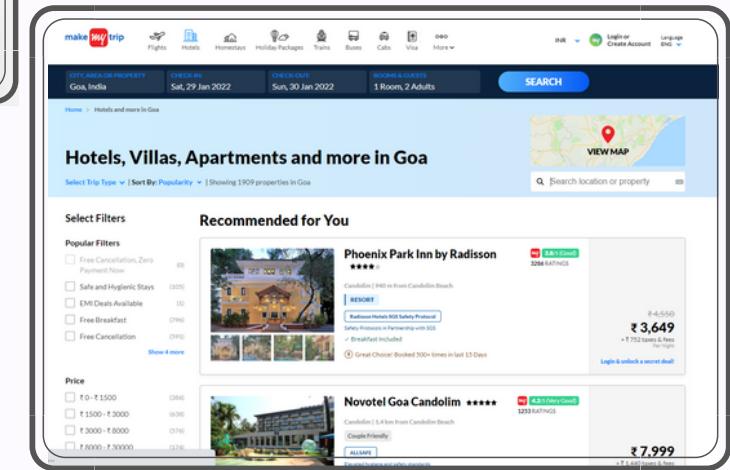
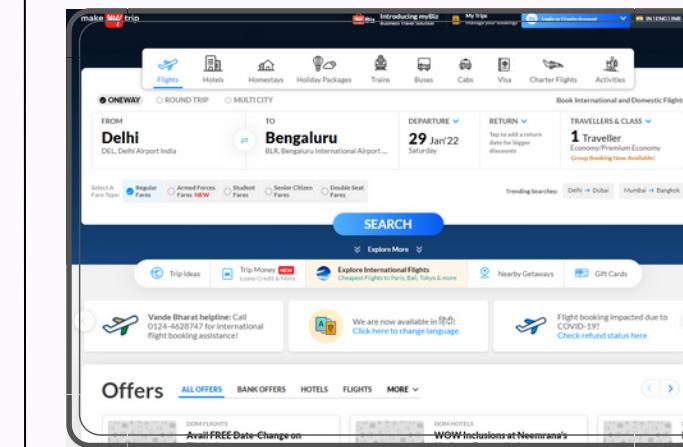
### Describe:

- The website can be used for many purposes by the users like for booking hotels, flights, rental cars, trains, for visa appointments, for tour packages.
- It also has an option where we can search destinations according to our interests like sightseeing, cultural tourism, adventure etc.
- There new feature introduced allows users to plan a trip in 2-6 hours if they wish to do so by choosing their own places and hotels. The website then show the final price.

### Content:

- There is a window for booking flights where it asks the user the destination, date etc.
- There is a navigation bar where user can select options such as hotels, visa's, activities etc.
- the page has a list of trending destinations, activities, etc.
- There are also helpline numbers, loans, emi facilities, gift card options etc.

### Website pictures:



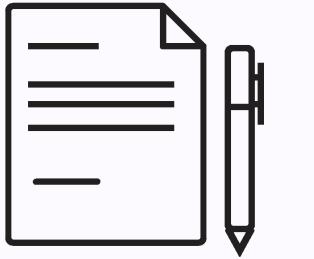
### Describe the brand:

- It is well known brand, and many people rely on it to plan their trips as gained the trust of the people.
- the brand ambassadors of the platform are popular celebrities and influencers.
- Currently, the brand name is taking a bit of a hit as a lot of people faced refund and communication issues during the pandemic.

### Key Features:

- There is option provided to check the frequently visited places, trending activities and even sort them
- It offers benefits to people who are subscribed to mmt black.

# Competitive Analysis



NAME OF WEBSITE:  
MakeMyTrip

LINK:  
<https://www.makemytrip.com/>

## Social Media:

- Make my trip has a decent social media presence with around 100k followers on Instagram and Twitter. the reach can still be better as it is well reputed brand.
- The social media posts have some advertisements, but they are not very attractive so most people tend to ignore it. the advertisements by celebrities are good and it can attract a lot of young users.

## Downsides:

- the major downside of the platform is the customer support, communication, refund issues. many users faced refund related problems during the pandemic and either they did not get the refund or were given in the form of some useless coupons.
- the customer care takes a lot of time to respond which makes the user frustrated and the response provided by the customer care is not satisfactory.

## Three good things and Bad things:

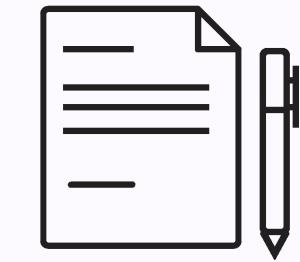
### Bad Thing:

- the filters are too complicated to understand
- FAQ'S are not seen on the main page ,They are visible only when we search for it in internet.
- There are a lot of different offers which are same but price is different. Thus confusing the user .

### Good thing:

- you get rewards such as discount on your next trip
- there is support for regional languages .
- we can sort the destinations and activities according to our choices.

# COMPETITIVE ANALYSIS



NAME OF WEBSITE:  
Goibibo

LINK:  
<https://www.goibibo.com/>

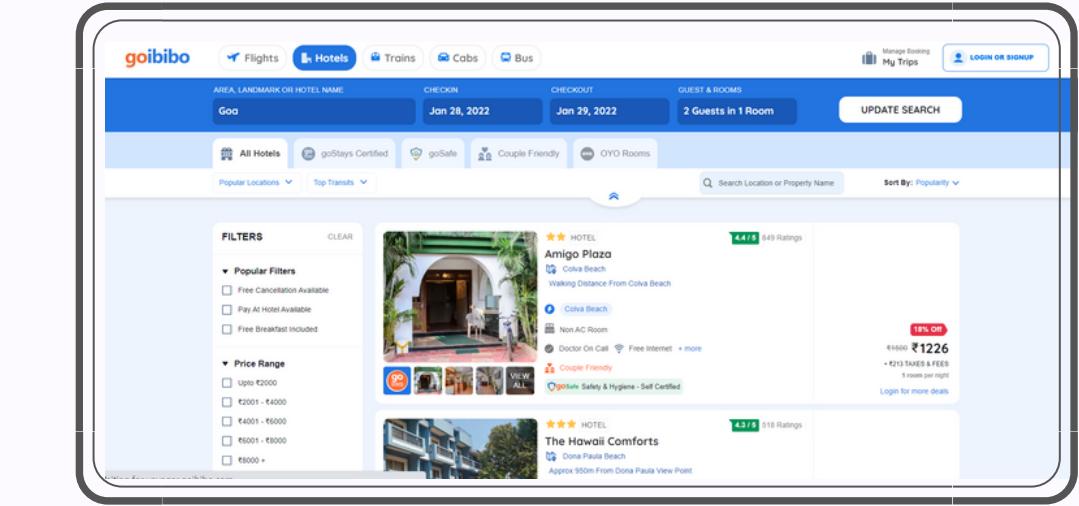
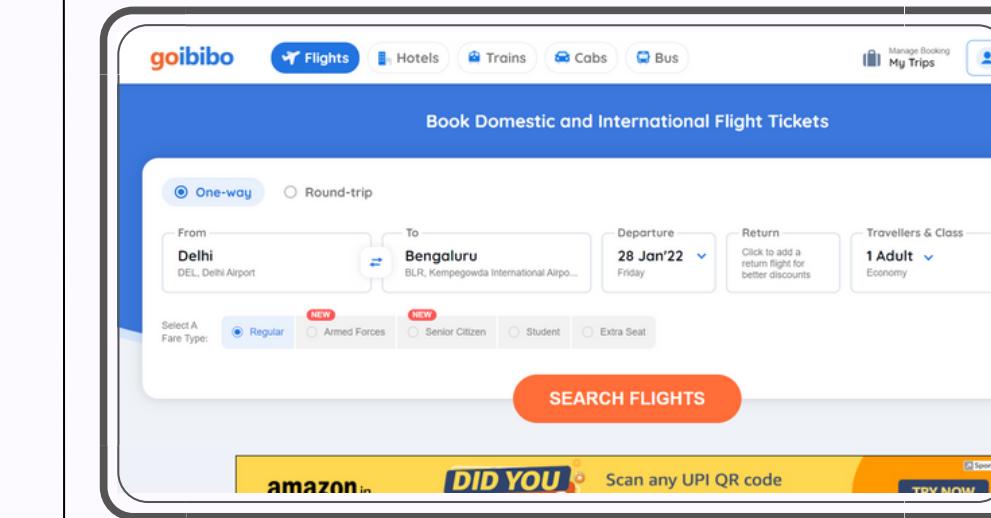
## Describe:

- This website is designed in such away that a user can get all the travel information where he/she wants to visit.
- It also helps us enquire about different flights, hotels , trains and other travel options.

## Content:

- Content includes various destinations from which users can select.
- Users can select destination. Along with this site also provides wide range of hotels and transportation options.

## Website pictures:



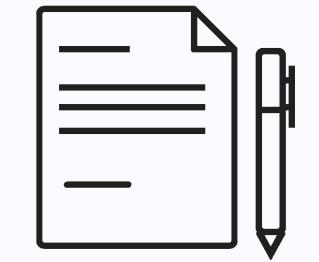
## Describe the brand:

- The brand name of goibibo was previous very popular when they were spending on advertisement
- the brand name has decreased as they also don't offer many features.

## Key Features:

- informative,dynamic,colurfull
- Users have the option of viewing the cost of travel in terms of different currencies.

# Competitive Analysis



NAME OF WEBSITE:  
Goibibo

LINK:  
<https://www.goibibo.com/>

## Social Media:

- goibibo website is well integrated and active on various social media platforms like Facebook, Instagram, Twitter. They also use catchy phrases to draw user attention.
- The most impressive part of social presence of this website is their travel blogs consisting of vital information like safe places to travel during covid.

## Downsides:

- There are lots of advertisement on main page .It lacks aesthetic aspect of design.
- The site has poor feedback. The site does not provide information on how to recover from an error.
- due to coronavirus there is an option in which passengers can opt for an extra seat in order to travel alone in the row. But even after paying for an extra seat an individual cabin baggage capacity doesn't increases.

## Three good things and Bad things:

### Bad things:

- There are a lot of sponsored ads that distract the user.
- The interface is not properly designed.
- Users cannot change to their regional languages.

### Good Things:

- The website provides covid guidelines for travelling to other states or countries.
- Offers are provided on the home page itself.
- Separate couple hotels and airport cabs are provided as an option on the main page.

# Websites Comparison

Website	Offers and Discount	Social Media (based on active)	Charter Flight	Tour Packages	Explore Places Information	Freight Services
Yatra.com	●	●	●	●	●	●
MakeMyTrip.com	●	●	●	●	●	●
Goibibo.com	●	●	●	●	●	●

Meaning of symbols/colors used in the table :

- -- Not up to the mark (need to be changed)
- -- Good content (No need for change)

**Thank  
you!**

Have a  
great  
day  
ahead.