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Problem

Small business Owners (Travel agency / Small Hotel & Home Stay Owners) Problem	Travellers / Tourists Problem
<ul style="list-style-type: none">• Very Less Technical Knowledge• Don't have enough money for creating / maintaining a proper website, buying software to manage business.• Not aware about importance of digital existence, digital marketing	<ul style="list-style-type: none">• Can't find travel agents / agencies / local cheap hotels/home stays easily.• Not able to compare the packages provided by different agencies or small hotels



Solution

B2B Solution	B2C Solution
<ul style="list-style-type: none">• Platform to list their tour packages / hotels and homestays• Software / App to manage their business• Get Direct Booking through TRAVMAKS	<ul style="list-style-type: none">• Get all the packages / hotel and home stays provided by different providers at the same place• Compare different tour packages / hotel and homestays to make the better decision• Can directly book tour from TRAVMAKS



MARKET VALIDATION

20 to 25 million

MMT FY

Online Hotel and
Homestays booking

15 - 25 million

News Data

Online Tour Package
Booking

3,60,116\$

MMT FY-2020 Data

MMT Financial Year 2020
Hotels and packages
booking revenue

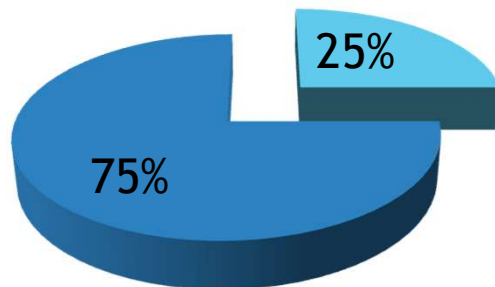
2020 Booking Data and revenue



Focused Market Size

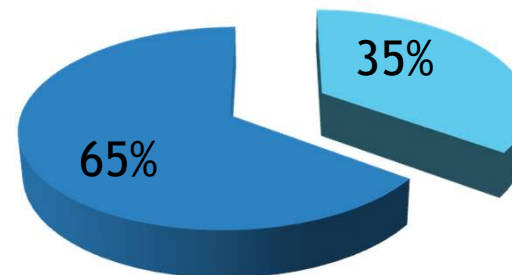
Percentage - Based on income (user/traveller)

- People with high income
- People with average or below average income



Percentage based on business size

- Large Business Owners
- Small / medium scale business owners



Targeted Audience : People with Average or below average income and small business (travel agency , hotel and homestays owners)



Business Model

**Internal / External
Advertisement**

**10% Commission on
each booking**



**Business
Consulting**

**Subscription based
Premium Software**



COMPETITOR

make  trip

The logo for "make my trip" consists of the word "make" in a dark blue, sans-serif font, followed by a red rounded square containing the word "my" in white, cursive script, and then the word "trip" in a dark blue, sans-serif font.

 cleartrip

The logo for "cleartrip" features an orange square icon with a white checkmark inside, followed by the word "cleartrip" in a dark blue, sans-serif font.

yatra

The logo for "yatra" is written in a red, stylized, sans-serif font.



Competitive Advantage

Partner Program Popularity

OTHER

User affordability



Partner Program Popularity

OTHER

User affordability

OTHER

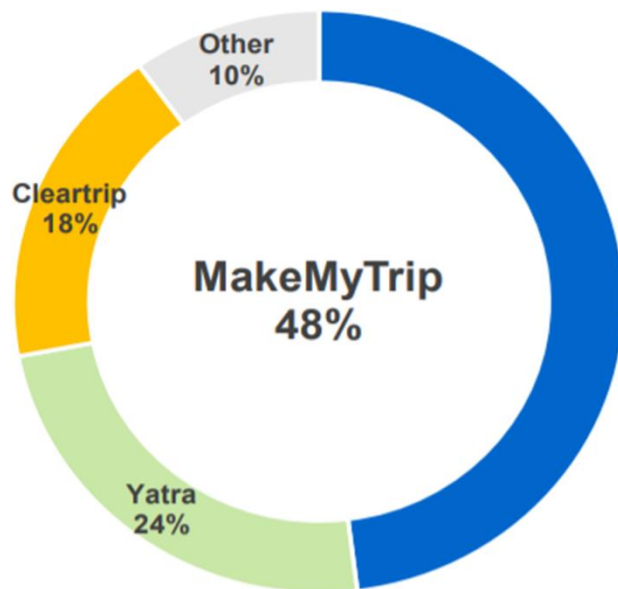


Competitive Advantage

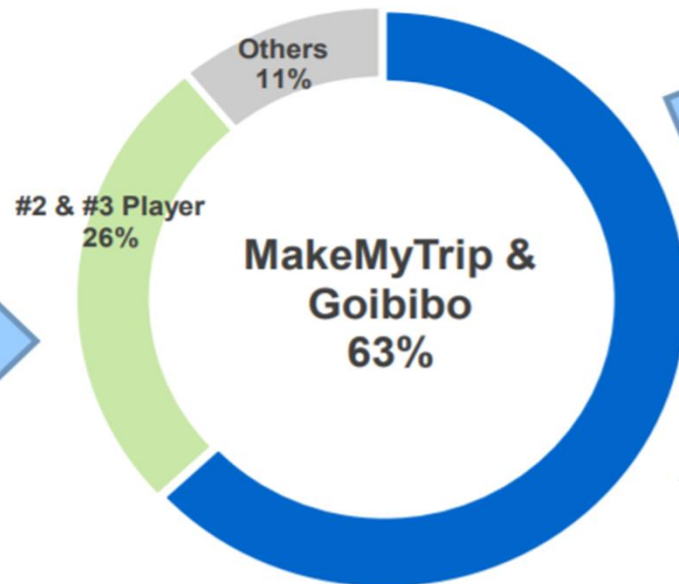
- ▶ Till now no such popular competitor targeting the lower division market
- ▶ No such platform for travel agencies to list their tour packages or local hotel/home stays owners to list their hotel
- ▶ MMT's partner program works in a slightly different manner and it is not popular among travel agencies and low mid-level hotel or home stays owners .

Competitor Analysis

India Online Travel Market¹
(2010)



Indian Online Travel Market²
(2017)

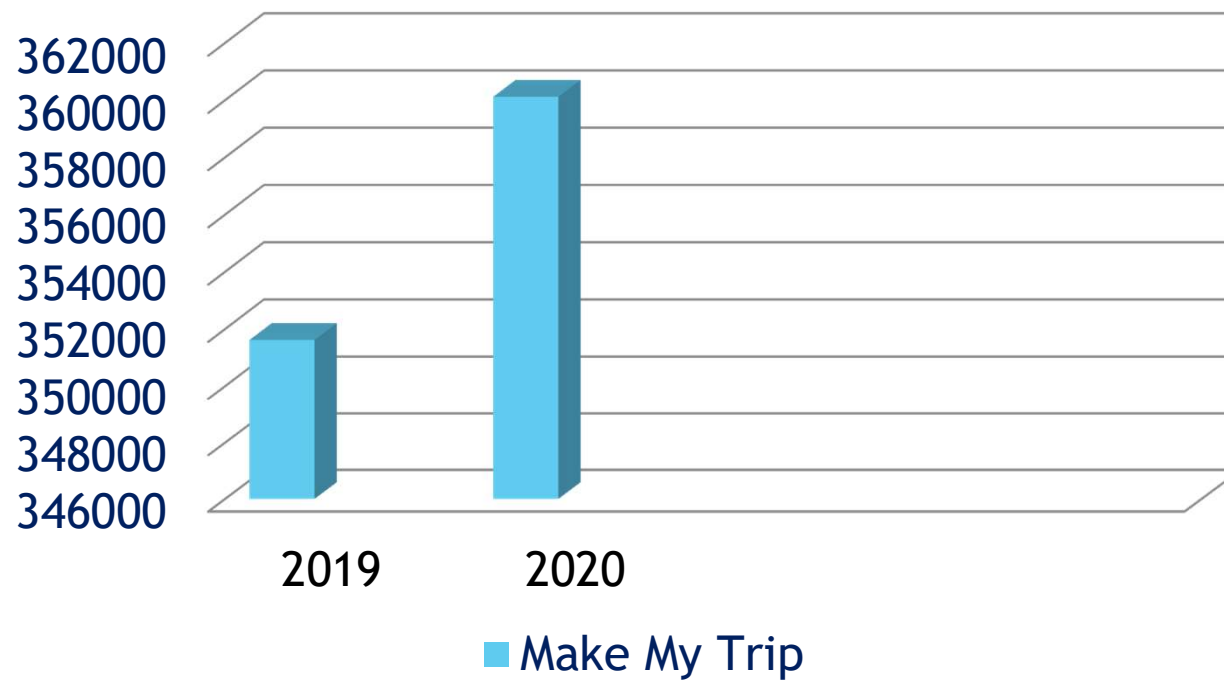




Competitor Revenue Analysis

Values are in US \$

Hotel and Tour package booking revenue





Why Business owners will join us ?

1. A basic business management software platform at free of cost.
2. Hotel, Tour Package listing at free of cost.
3. No Maintaining Cost.
4. No marketing cost.
5. Reachability to larger audience at free of cost.
6. Pay only When get booking through TRAVMAKS
7. Gets fully loaded business management system on paying a small subscription amount



Estimated revenue at early stage

- **Total no of business owners in India (estimated)** : Travel agencies(3 lakhs) + hotel/homestays (2.5 lakhs+ rooms)
- Assuming - 2000/month from each business owners, total no of business owners connected with TRAVMAKS 1000 from each category (lowest possible target)
- **Revenue (Lowest Possible)** = $2000 \times 2000 = 40,00,000/\text{month}$
- **Yearly Revenue** = $40,00,000 \times 12 = 4,80,000,00 / \text{year}$





Next 5 years plan



**Establish Partnership
with more than 50,000
business owners from
each category all over
the India.**



**Adding a guide
module to help the
travellers to find
local guide**



**Establish Partnership
with outstation cab
providers**



Estimated Revenue After 5 years

- ▶ Assuming 50,000 business owners are connected with TRAVMAKS from each category, and revenue is 2500/month/business owner
- ▶ Revenue => $1,50,000 \times 2,500 = 3,75,000,000$ /month
 - => $3,75,000,000 \times 12$
 - => 450,000,0000 /year



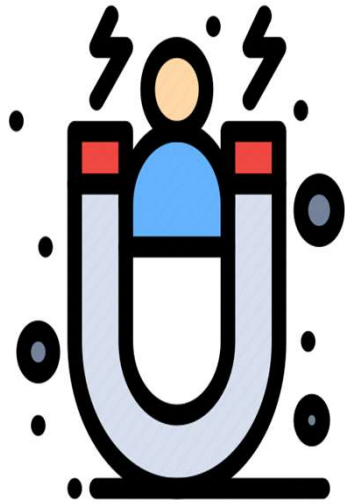


Go to market / Sales Channel



Mobile and Web Application for both (vendors and users)

Cost structure



Market acquisition



**Product Development,
Scaling and maintaining
Cost**



Employee Salary

Exit Plan



Acquisition by big OTA companies
Ex : MMT, Expedia



Considering IPO



TEAM

SAPTORSHE DAS



University Of Engineering and Management, Kolkata (B Tech CSE / Final Year)

**1 : Founder & Director MAKS CUBE
2 : Founder TRAVMAKS**

SOMERON BAKULI



University Of Engineering and Management, Kolkata (B Tech CSE / Final Year)

**1 : Founder & Director MAKS CUBE
2 : Co-Founder TRAVMAKS**



Mission

- ▶ Promoting tour packages of small (local) travel agencies
- ▶ Promoting local guest house, home stays and small hotels
- ▶ Providing Cheap/budget tour packages and home stays to travellers



Product Demo

TRAVMAKS QNA Blog News Design Your Tour Download App Saptorshe Das

One Stop Solution For Travellers

Search for your trip

Starting Location * Ending Location * Search

24x7 Support

TRAVMAKS QNA Blog News Design Your Tour Download App Saptorshe Das

Checkout form

Booking details

Full Name
Saptorshe Das

Email address(Optional)
iamsaptorshe07@gmail.com

Address
Amtala adarsha pally

Phone No. (Optional)
7278660111

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Jaipur with Pushkar Udaipur Tour

Tour Starts On July 7, 2021

Tour Ends On July 12, 2021

Tour Starting Location Delhi

Destination Jaipur

Price per People ₹20000.00/person

Total no. of People

Total seats Left 34

Total (INR)

TRAVMAKS QNA Blog News Design Your Tour Download App Saptorshe Das

Latest Added Tours

4/5★ This is tour title
Kolkata -> Goa
Price: 2200.00
March 26, 2021 to March 29, 2021
(Book before Feb. 22, 2021)
[view more](#)

4/5★ Sundarbans Tour
Kolkata -> Sundarban
Price: 2900.00
May 11, 2021 to May 13, 2021
(Book before April 29, 2021)
[view more](#)

4/5★ Jaipur with Pushkar Udaipur Tour
Delhi -> Jaipur
Price: 20000.00
July 7, 2021 to July 12, 2021
(Book before June 18, 2021)
[view more](#)

4/5★ Delhi Agra Jaipur Tour
Kolkata -> Delhi
Price: 21000.00
May 13, 2021 to May 18, 2021
(Book before April 4, 2021)
[view more](#)

TRAVMAKS QNA Blog News Design Your Tour Download App Saptorshe Das

Jaipur with Pushkar Udaipur Tour

Agency Id: AGENVSD06ip
Family Special
Starting Date: 07/07/2021 | Ending Date: 07/12/2021
Delhi -> Jaipur
Serial Price
20000.00/person Hurry only 34 seats left
Last Booking Date: June 18, 2021
[Add](#) [Share](#)

Suggested Similar Tours

Chaperling Tour Goa Beach Pink City Jaipur Lucknow Blue Trip

Tour Images

Description (Day/Day)	Other Details
Day 1	
Day 2	
Day 3	
Day 4	
Day 5	
Day 6	



Website & App Link

Website : <http://travmaks.pythonanywhere.com>

Other Team Members : <http://makscube.pythonanywhere.com/#team1>



THANK YOU