**Ohayo Tours Website**

Business Case

**Business description**

Ohayo Tours is a company based in Japan providing tours to tourists visiting Japan. They showcase must see locations for people to see and visit. They provide quality tours at an affordable price.

**Business goal**

Ohayo Tours would greatly benefit having an online presence on the internet. It would allow potential customers to easily discover their company and what they have to offer. Having a website would allow the company to offer their business to a larger audience, and allow people to learn more about Japan from tour guides who are from the area.

**Target Audience**

The target audience for Ohayo Tours are those who are interested in learning more about the culture and history of Japan. Demographics of the target audience ranges from young to old, people who are into travelling and interested in learning new things.

**Vistors’ Motivations and Goals**

The Ohayo Tours website’s visitors are more likely to be those who are outgoing and adventurous. Specific goals of the website’s visitors may include booking a tour and learning more about the tour locations.

**Information requirements**

1. Potential travellers would be curious tour locations, so the website should provide the locations that the company offers tours for.
2. Potential travellers may also have questions on what would be covered within the tour, information on this on the website would benefit the traveller decide which tour they would want to book for.
3. The website should also include prices of the tour and time and date of which the tour is available for, for each location.

**References**

[Britannica: Tokyo](https://www.britannica.com/place/Tokyo)

[Kansai Odyssey](http://kansai-odyssey.com/brief-history-osaka-castle/)

[Britannica: Kyoto](https://www.britannica.com/place/Kyoto-Japan)