
Booking Platform Business Case

Analysis done using PowerBI

By Jessica Krook

Agenda

- **STRATEGY ASSIGNMENT**
Using data to evaluate the strategy of entry in the Southeast Asian market
- **ANALYTICAL REPORTING ASSIGNMENT**
Using reports to investigate market performance

PART 1

STRATEGY ASSIGNMENT

STRATEGY ASSIGNMENT

MESSAGE TO VP

To the VP of Strategy

From my analysis it is clear to see that the market for the most potential profit is Japan.

Even though it has the highest costs, the costs are 20% higher than the country with the next highest costs, whereas the Total Transaction Value of the country is 33% higher than the country with the next largest TTV.

Japan breaks even first and also has the potential for the highest profit in the first 5 years of operations. It is also the country that has the biggest potential for new clients as clients are more likely to partner with a new booking system than switch from a current one.

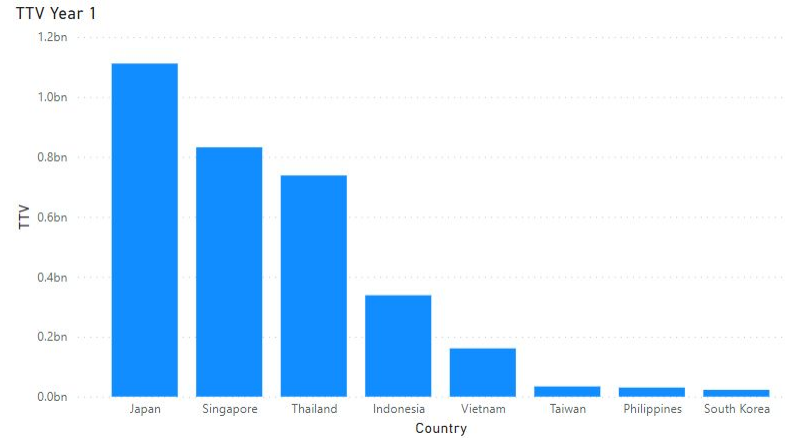
Japan also is projected to attract more tourists in the coming years, it is the top trending travel destination post-Covid (See Figure 3).

It is easier to mitigate the risks of entering Japan than Singapore (the next most favourable market to enter (See Figure 4).

STRATEGY ASSIGNMENT

SIZE OF THE MARKET, BY TOTAL TRANSACTION VALUE

Japan is has the largest Total Transaction Value of all potential markets and is 33% larger than the next market (Singapore)



STRATEGY ASSIGNMENT

ESTIMATED COSTS OF ENTERING POTENTIAL MARKETS

Japan is has the highest costs of entry. The costs are 20% higher than the next market (Singapore)



Total Costs by Country Year 1

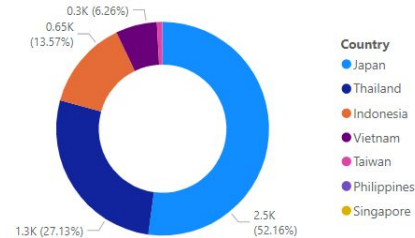


STRATEGY ASSIGNMENT

COMPANY'S MARKET POTENTIAL

Japan has the most companies with no reservation systems.

Companies with no Reservation Systems



Country	Profit Y1	Profit Y2	Profit Y3	Profit Y4	Profit Y5	Total Profit
Japan	(\$7,498,425)	(\$2,074,027)	\$2,161,055	\$7,471,450	\$14,169,629	\$14,229,682
Singapore	(\$6,256,000)	(\$1,744,480)	\$1,777,875	\$6,194,578	\$11,765,513	\$11,737,487
Thailand	(\$1,257,333)	\$521,247	\$1,909,867	\$3,651,068	\$5,847,302	\$10,672,150
Indonesia	(\$1,856,933)	(\$1,041,871)	(\$405,514)	\$392,418	\$1,398,876	(\$1,513,025)
Taiwan	(\$653,800)	(\$477,629)	(\$340,084)	(\$167,616)	\$49,925	(\$1,589,204)
Philippines	(\$1,353,128)	(\$1,296,647)	(\$1,252,550)	(\$1,197,256)	(\$1,127,513)	(\$6,227,094)
Vietnam	(\$3,132,083)	(\$2,889,577)	(\$2,700,241)	(\$2,462,831)	(\$2,163,379)	(\$13,348,112)
South Korea	(\$3,109,600)	(\$3,000,668)	(\$2,915,620)	(\$2,808,977)	(\$2,674,465)	(\$14,509,330)

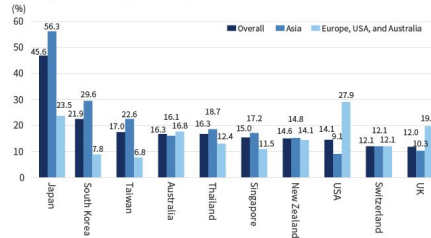
Japan has the highest potential profit. It breaks even in Year 3 and has the highest Total Profit over the 5 year period.

STRATEGY ASSIGNMENT

SUPPORTING DOCUMENTS

Figure 3 Top 10 trending travel destinations (countries/regions) post-corona

* This survey covered 12 countries and regions: South Korea, China, Taiwan, Hong Kong, Thailand, Singapore, Malaysia, Indonesia, USA, Australia, UK, and France.



[Source] Created based on data from the Development Bank of Japan

Figure 4

JAPAN RISKS

- Substantial investments are necessary
- Japan has many very strong local companies.
- Western management teams are ill prepared due to cultural differences

SINGAPORE RISKS

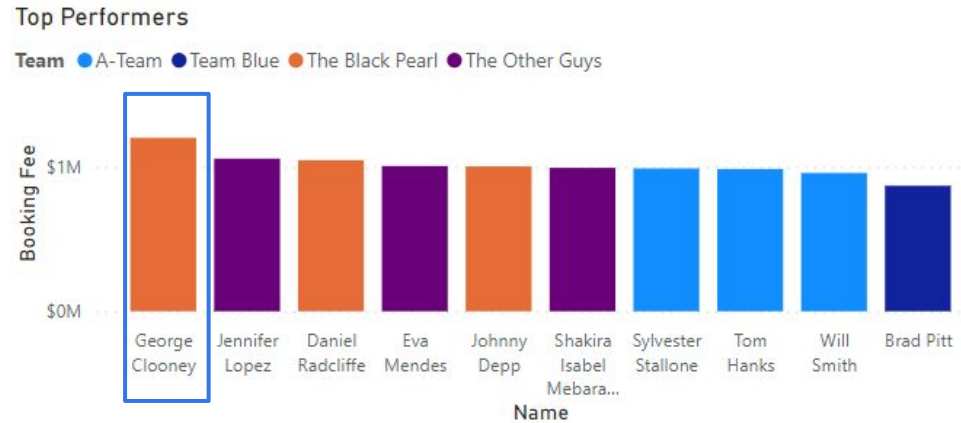
- Labour shortages
- Weak enforcement on IP protection and enforcement
- High level of competition due to its favourable business environment

PART 2

ANALYTICAL REPORTING ASSIGNMENT

ANALYTICAL REPORTING ASSIGNMENT

BEST SALES PERSON



#1

ANALYTICAL REPORTING ASSIGNMENT

TEAM PERFORMANCE

Team with the Highest Booking Fee



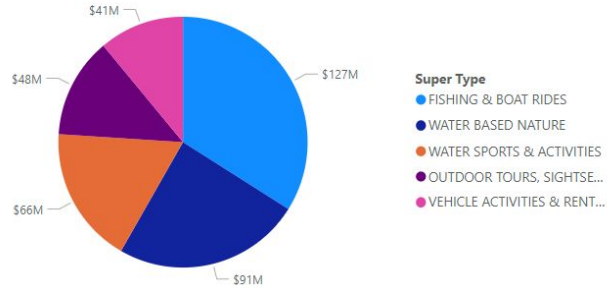
Team	Bonus
Team Blue	10%
The Black Pearl	10%
A-Team	20%
The Other Guys	40%

The Black Pearl Team should be rewarded with the free trip

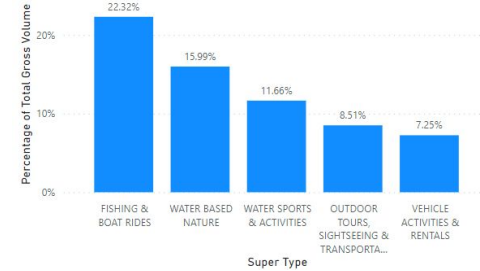
ANALYTICAL REPORTING ASSIGNMENT

INDUSTRIES TO FOCUS ON

Gross Volume



Percentage of Total Gross Volume



The top 5 industries account for 63,07% of all sales

ANALYTICAL REPORTING ASSIGNMENT

KEY TAKEAWAYS

- The Black Pearl performed the best, far better than Team Blue who have the same salary and bonus structure.
 - There could be multiple reasons for this and I recommend meeting with Team Blue to see if they are dissatisfied with their work environment or conditions.
- The Other Guys performed the next best, this shows that a lower salary with a high bonus potential is motivating.
 - This is also a great indicator that opening an office in Mexico will be a sound business decision for the company, lower salary expenses will lead to a higher profit.
- All top 5 sales people came from the two teams that performed the best - The Black Pearl and The Other Guys.
 - 3 from TheBlack Pearl
 - 2 from The Other Guys
 - This further indicates a high bonus structure is an effective motivator.

Questions?

Thank you