

INTRODUCTION:

Traveltrex Tours & Travels! Our mission is to provide you with the best and most enriching travel experiences. We strive to make every journey extraordinary, from leisurely city tours to unique rural getaways. Our experienced guides will help you discover breathtaking destinations and learn about the culture, nature, and history of each region. We go beyond just sightseeing - we bring back stories that last a lifetime! Come explore with us and make your travel dreams come true. Visit our website today for an unforgettable adventure!

Encouraged by the numerous bookings by foreign guests on the German website, the entry into the [Polish](#) market in 2005 ensued. This went extremely well, and with 652 holiday participants even exceeded the results of [SnowTrex Germany](#) in the first winter. This prompted us to extend the number of foreign languages available.

All new market entries have been successful in the past as well. So now TravelTrex holidays are bookable in 18 countries and 13 languages. Beside the information on the website, every country also offers the possibility of telephone consultancy in the respective native language.

The fun and challenge of Himalayan Holidays package and services experience are unforgettable and a life time memory for each individual clients of ours. Since our inception days, we have been concerned about the protection, preservation and conservation of our fragile eco-system and our cultural heritage. To this end we have adopted a code of conduct to make your travel both a pleasure and eco friendly

Organizing tours and treks and various activities in and around Sikkim is not only our profession but also our love and passion to this business. Gomphu Tshering Bhutia the Managing Director & Proprietor of this company is a young and energetic Sikkimese guy who has been actively involved in promoting responsible tourism in Sikkim as well as Darjeeling. He has a vast knowledge about Flora and Fauna of

Sikkim. Since he belongs to North Sikkim, he has grown up with the mystic of North Sikkim and knows the region best.

His intimate knowledge of the area makes him best equipped to plan your itinerary for you, therefore he and his company specializes in North Sikkim Tour along with Sikkim. He also holds the post of Treasurer in TAAS (Travel Agents Association of Sikkim). He has undergone various training programmes related to the tourism industry organized by the Department of Tourism, Govt. of Sikkim and Travel Agents Association of Sikkim (TAAS).

He is a known figure in Travel and Trade circle as he has been participating in T.T F. (Travel and Trade Fair) in most of the metros every year promoting Sikkim and around extensively. You can rest assure that your tours and treks are being choreographed by the best person in the line. Therefore lie back and relax and leave the rest to him. Experience "THE HEAVEN ON EARTH".

PROBLEM DEFENITION & DESIGN THINKING:

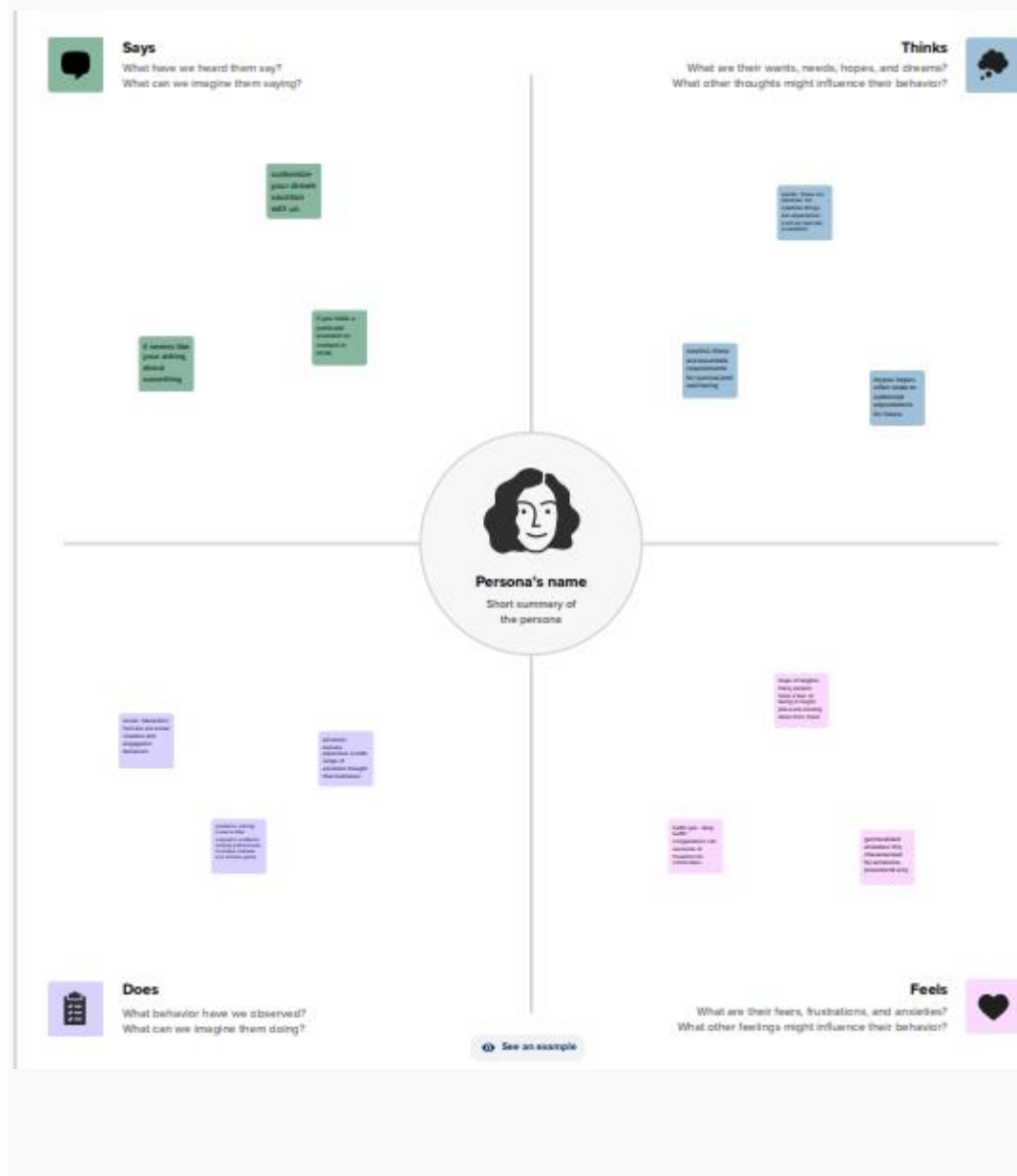
Empathy map:

1. Says: what customer explicitly state, such as their preferences, feedback, or opinions about Travel Trex Tours.
2. Thinks: The thoughts, beliefs, and attitude customers may have when thinking Travel Trex Tour.
3. Feels: The emotions and sentiments customers experience when interacting.
4. Does: The actions and behaviours customers exhibit when engaging with the brand, such as making purchases, sharing reviews, or participating in events.

5. Hears: The sources of information and recommendations that customers listen to which may influence their decisions related to Travel Trex Tour.

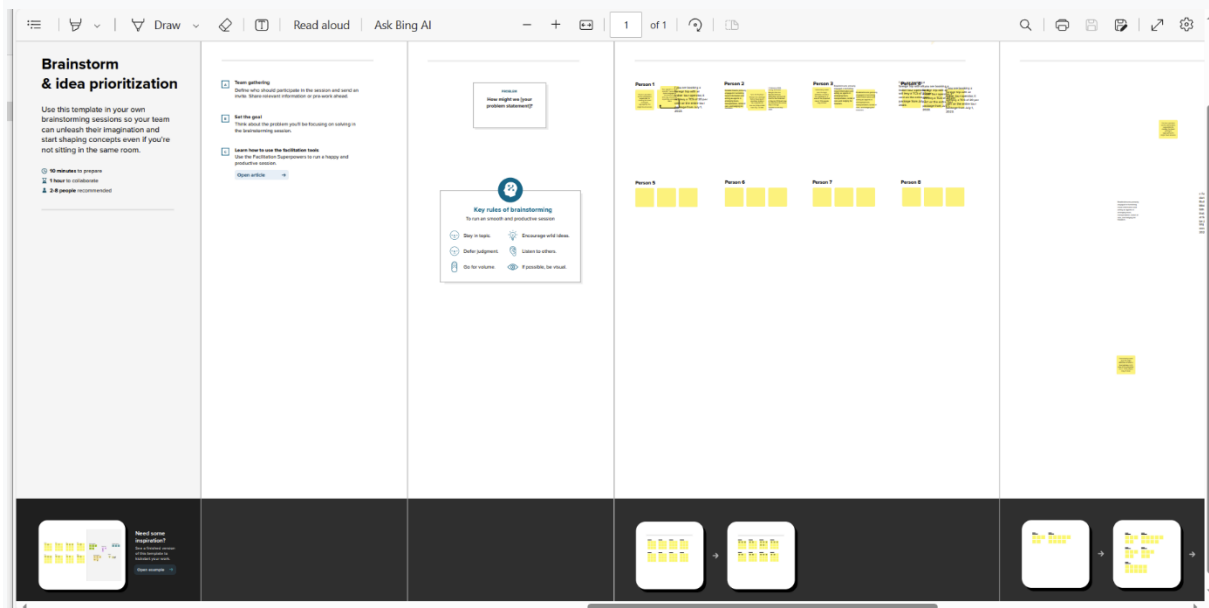
6. Pain Points: The challenges, concerns, or inconveniences that customers may encounter when dealing with Travel Trex Tour.

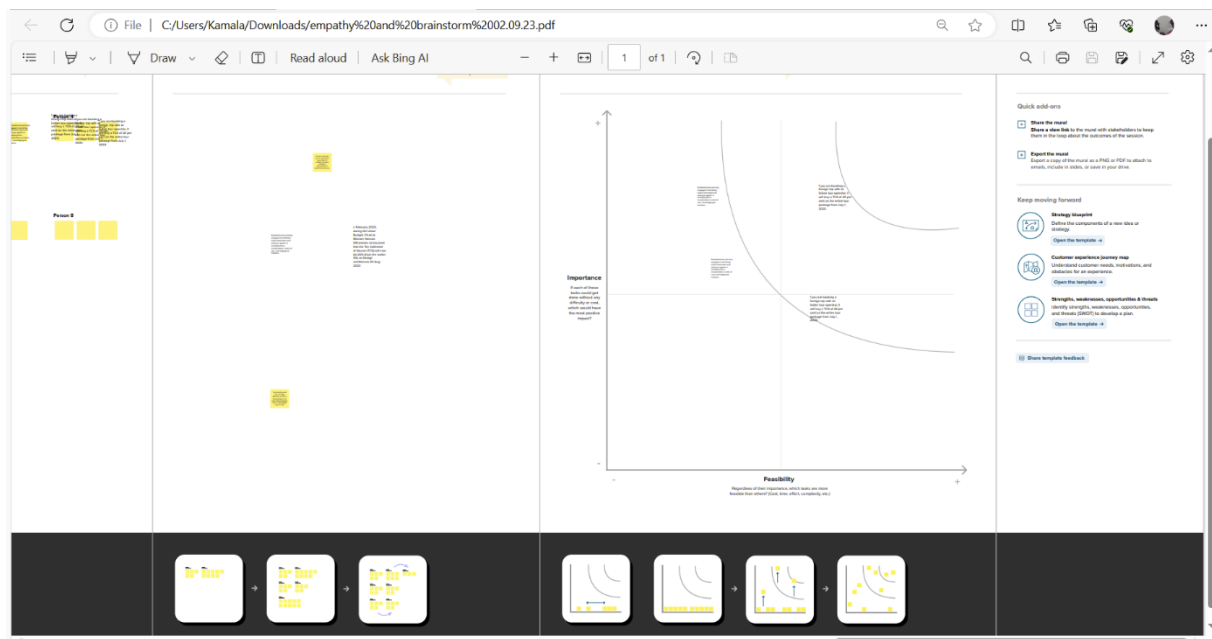
7. Gains: The benefits, positive experiences, and rewards that customers derive from their interactions with Travel Trex Tours, such as Explore many place and enjoying the holidays.



IDEATION & BRAINSTORMING MAP:

1. Product concept: Define the type of tour or travel service you want to offer. It could be adventure, cultural experiences, luxury travel.
 2. Safety measures: Implement safety protocols to protect customers and staff, especially in the post-pandemic world.
 3. Feedback and Improvement: Continuously collect feedback from customers to enhance your tours.
 4. Customer Service: Provide excellent customer support to address inquiries, resolve issues,
- And ensure customer satisfaction.





CONCLUSION:

In conclusion, the project focused on Travel Trex Tours as been a comprehensive exploration of the business, its operations and the proposed solution of implementing and online sales platform.

1. **Market Expansion:** The implementation of an online sales platform offers a significant opportunity to expand the business's reach and attract a wider customer base.
2. **Digital Marketing:** Digital marketing and online promotion are vital for increasing brand awareness and driving sales.
3. **Operational Efficiency:** The project has highlighted the potential for streamlining operations, particularly in order management, inventory control, and quality assurance.

