



# PROPOSAL FOR ONLINE BUS BOOKING SYSTEM

For Stallion Cruise

## OVERVIEW

**Mashcom Softworks** is pleased to submit this proposal for services to support Stallion Cruise in achieving its goals for improving customer satisfaction by developing an Online Bus Booking Software.

An Online Bus Booking Software helps bus operators, coach tour operators and aggregators by offering better performance, value addition, cost savings and a less complex web-based booking system that maximizes bus bookings online.

Most customers today prefer to book bus tickets online, so it's essential for bus companies to have an online reservation system where travellers can select seats and book their bus tickets online in the comfort of their living rooms/on the go. This software also provides B2B bookings and allows agents to access an operator's bus inventory online and make commissionable bookings.

An Online Bus Booking Software integrated into the website provides advanced reservation solutions for online booking that allows your customers to select from multiple dates, choose ticket/route options, select seats and finally make online payment. Online Bus Software also include functional features allowing multiple seat/cabin configurations, baggage options, booking reservation and cancellation policies along with dynamic packaging facilities on internet.

### The Objective

- Allow 24/7 system availability for customers to buy tickets online
- Automate the booking work flow and allow data analysis of sales
- Allow collection of customer data which helps with marketing efforts
- Improve company reputation in booking-based bus services

## OUR PROPOSAL

Stallion Cruise has a well-deserved reputation for quality customer service. However, faced with changes in distribution systems, economic impacts to transportation and logistics, and limitations that prevent taking full advantage of improvements in technology, Stallion Cruise faces the possibility of decreasing sales revenues due customer perceptions of slow delivery and services.

We have developed solutions to help businesses stay ahead of customer satisfaction trends and propose that Stallion Cruise implement a logistics solution focused on Just-in-Time online booking and automation of many manual steps in your delivery process. Our solution easily integrates with a wide range of off-the-shelf CRM solutions and can enable Stallion Cruise to fully realize the benefits of improved productivity throughout the entire sales cycle. Most importantly, we provide the training and support for this new solution that ensures your staff can ramp up quickly and realize concrete improvements in sales closure, customer satisfaction, and sales metrics.

## Execution Strategy

Our execution strategy incorporates proven methodologies, extremely qualified personnel, and a highly responsive approach to managing deliverables. Following is a description of our project methods, including how the project will be developed, a proposed timeline of events, and reasons for why we suggest developing the project as described.

## Project Deliverables

Following is a complete list of all project deliverables:

*Table 1: Project Deliverables*

Deliverable	Description
Online Booking System	The development and deployment including the source code
Training Manuals	Comprehensive user manuals

## Timeline for Execution

Key project dates are outlined below. Dates are best-guess estimates and are subject to change until a contract is executed.

*Table 2: Project Timeline for execution*

Description	Duration
Requirements gathering and Planning	7 days
System Analysis	4 days
System Design	5 days
Coding & Development	30 days
Testing	7 days
Deployment	3 days
Launch & Support	7 days

## PRICING

We strive to provide **two** pricing options listed below

- Once-off pricing
- Partnership pricing

## Once-off Pricing

This option Stallion Cruise will get **100%** full rights to system including the **source code** for a fee which is paid once for the entire life of the software.

## Partnership Pricing

This pricing option Mashcom Softworks and Stallion Cruise will have joint ownership of the system. Mashcom Softworks will handle all technical management of the system in return for a **commission (5%)** on all tickets **processed through the system**. Stallion Cruise is only required to pay **commitment fee**.

*Table 3: Pricing Options*

	ONCE-OFF PRICING	PARTNERSHIP PRICING
FULL PRICE	\$2 900	NONE
COMMITMENT FEE	NONE	\$800
COMMISSION RATE	NONE	5% PER BOOKING VALUE
TOTAL PRICE	<b>\$2 900</b>	<b>NO FIXED TOTAL PRICE</b>

## CONCLUSION

We look forward to working with Stallion Cruise and supporting your efforts to improve your sales cycle with an Online Bus Booking System. We are confident that we can meet the challenges ahead, and stand ready to partner with you in delivering an effective booking system.

If you have questions on this proposal, feel free to contact **MR BLESSING MASHOKO** at your convenience by email at **support@mashcom.co.zw** or by phone at **0776230034**. We will be in touch with you next week to arrange a follow-up conversation on the proposal.

Thank you for your consideration