

Entrepreneurship



**Assessments # 02**

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### Resources & Costs:

- 1.Human Resources: Core team, marketing and sale team customer support.
- 2.Technology: Developers, data scientists, AI engineers, cloud infrastructure and APIs and UX etc.
- 3.Marketing: influencers, social media campaigns and referral advisors.
- 4.Partnerships: Business development team and legal advisors.
- 5.Miscellaneous: Office space tools and software.

### Costs:

- 1.Human Resources: salaries for the Core team, marketing and sale team customer support.
- 2.Technology: High initial investment in development, AI algo and cloud infrastructure.
- 3.Marketing: Budget for influencers, social media ads, and referral advisors.
- 4.Partnerships and Operations: Costs for on boarding partners and legal compliance.
- 5.Miscellaneous: Office space, tools and software subscription budget.

### Revenue streams:

- 1.Affiliate commissions from travel booking.  
**The Pak Tour System or Smart Tour System** earns commissions by partnering with transport services, hostel services and travel agencies. when they booking through smart Tour system.
- 2.Freemium Model with premium Travel insights. The platform offers basic features for free (e.g personalized recommendation, real-time update) so this is all free no charges users for this.
- 3.Advertisement from local businesses and travel agencies (like hotels, restaurants, tour operators) and the travel agencies can pay for this.

### Growth strategy:

- 1.Initial Marketing influencers, Social Media Campaigns, and referral incentives. The influencers and social media campaigns to create buzz and attract early adopters thought discounts or credits and invite a user to join our platform.
- 2.Partnerships with local travel agencies and businesses with (hotels, transport and integrated booking options and exclusive deals).
- 3.Expanding services to international Markets after establishing a strong presence in Pakistan and after expand our services in internation market to offering personalized travel recommendation for other countries.
- 4.Scaling to 30,000 to 50,000 users in two years, this is out platform aims to grow our active users with in two years through targeted marketing, partnerships and continuous improvement of the platform.

### Early Adopters:

- 1.Tech-Savvy Travelers.
- 2.Adventure Seeker & Backpackers.
- 3.Cultural & Heritage Enthusiasts.
- 4.Domestic Touristers.

### TARGET SEGMENTS:

- 1.we are target a primary market and domestic and international tourists.
- 2.The adventure Travelers those who are interested in hiking, trekking and exploration. Eg(Hunza, Skardu and Naran).
3. The Cultural & Heritage Enthusiasts those who are interested in historical and cultural site. Like Mohenjo-Daro.
- 4.Families & Leisure Travelers.

### Current Solutions:

- 1.The main thing is **Manual Travel Planning through travel Agent**. The work of its provide customized the travel plans and bookings.
- 2.The Generic Travel Platform like google Map and Trip-advisor.
- 3.The social media And blogs for travel

### Problems & Needs:

- 1.The lack of personalized travel recommendations. Like (Google map, trip Advisor).
- 2.Outdata Travel Information Like (Destination, routes and attractions).etc.
- 3.The safety concerns due to lack of real- time updates.

### Quick pitch:

- 1.The PakToursmart is a AI-powered travel recommendation system that provides personaliz - ed, real-time travel plans tailored to you preferenc -es, budget and safety need all in one platform.

### Whole Product:

- 1.Mobile and web-Based platform with AI-driven.
- 2.The real-time update the safety and crowd.
- 3.Allows the book of transport (buses, trains and ride-sharing , hotels and guesthouses ).
- 4.The user share a reviews, ratings and travel insights about destinations and experiences.

### Key values:

- 1.The Real-time weather, safety, and crowd updates for informed decision-making.
- 2.The AI-driven itinerary planning for personalized travel recommendation.
- 3.integrated book for transport and accommodation.
4. Auto reviews of travel.

### Strategic Partners:

1. The local travel agencies is authentic travel experiences.
2. Transport services for end-to-end travel planning. Like (buses, train, Daewoo express and Careem etc.).
- 3.The Hotels and Accommodation Providers.
- 4.Government Tourism Departments. The (Government tourism departments can provide **official data, promotions, and support** for tourism initiatives).
- 5.Weather And safety Date providers (APIS) Must be real-time update. **Example:** Integrating APIs from services like Open Weather, AccuWeather, or local safety monitoring systems.