

Entrepreneurship



**Assessments # 03**

**Submitted By**

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# **Smart Tour System**

## **1. Marketing Objectives:**

We have the following Smart Objectives:

- We can focus the increase App downloads up 30% with the first 5 months of launch targeted.
- We can connect up to 2000 to 3000 active monthly with the first 120 days of periods.
- We can partner with different people of the local tourism services (30 to 50 people) to (guiding, hotels and restaurants) with the first 120 days.
- We can improve customer satisfaction scores also.

## **2. Branding Strategy:**

**Brand Name:** Smart Tour System

**Tagline:** "Explore the Pakistan with smartly"

**Brand Tone:** Safety, Friendly, Tech-savvy and low budgeting.

**Brand personality:** Culturally connected, innovation and Youthful.

**Brand story:** The story of our brand is very simple our smart tour recommendation system our aim is to revolutionize the tourism of Pakistan by offering your own smart tours recommendation system. Our story is reconnecting people to the beauty of our most beautiful country Pakistan.

**Visual identity:**

Logo of our smart tours system:



**Mountain and moon color:** #0a1322

**Background color:** white (#feffff)

### 3. Marketing Mix-8ps:

- ✓ **Product/Services:** The services are basic based on the mobile and web-site based.
  - The smart tour recommendation system uses the preferences, location based and AI based services.
- ✓ **Prices:** There are three types of packages to launch.
  1. **Freemium model** = (planning and offline map for a small subscription) free ads based.
  2. **Basic model** = (planning, hotels, restaurants, and offline map) 50 RS.
  3. **Premium model** = (Tour guiding, planning, hotels, restaurants, car book and offline map etc.) 200 RS.
- ✓ **Place to launch:** App Store, Play store and Website.
- ✓ **Promotion:** There are many types of promotion option available but we can pick the best 3 or 4.
  1. Marketing influences
  2. Social medial campaigns
  3. Local travel expos
  4. Referral incentives

- ✓ **Staff People:** Our staff people are fully trained and support staff. We are a local backend team for a local tourism experts and they are knowing all the place of there local area. The all will train and good experience of their own local area.
- ✓ **Physical Evidence:** We are designing well-app interface, digital itinerary, email confirmation and phone number confirmation.

**4. Promotional Plan:** There are many types of promotion option available but we can pick the best 3 or 4.

- 1. Marketing influences**
- 2. Social medial campaigns**
- 3. Local travel expos**
- 4. Referral incentives**

**1. Marketing influences:** we can partner with local travel influencers of Pakistan to post a pic, reel and vlogs for smart tours system. Like some popular names include Anushae Khan, Irfan Junejo, Danish Khan, Faiza Saleem, Junaid Akram, and Taimoor Salahuddin etc.

**2. Social media campaigns:** We are campaigns on paid social media ads like a Facebook, Instagram and Twitter to paid promotional. The promotional of age limited is 15 years to 45-year-old is show on the social media accounts.

**3. Local travel expos:** We can offer and collaboration with restaurants and hotels with user and booking through our app.

**4. Referral incentives:** We can add a referral system to add “refer and Earn” strategy. User earn discounts or gifts card etc.

## **5. Marketing Budget Plan:**

**The total budget of all the app and marketing etc. is = 206,000.**

Our budget-based divide into a different part there are 4 most important part of its.

- 1. Marketing influences**
- 2. Social medial campaigns**
- 3. Local travel expos**
- 4. Referral incentives**

The total budget of Marketing influences is total 50k for 5 months of periods. This budget is not added in excel file.

The social medial campaigns budget is 35k total almost.

The local travel expos budget is 50k total almost.

The referral incentives budget is 10k to 30k total almost.

The banner:



subscribe the offer



# Smart Tour System

Escape the ordinary and explore breathtaking destinations with our exclusive travel deals

[www.smartts.com](http://www.smartts.com)

+123-456-7890

UP TO  
35%  
OFF



The video:

Link: [https://drive.google.com/drive/folders/1nzb\\_QpNxlc6UO6wqL0x6Etn1-zyFhaoS](https://drive.google.com/drive/folders/1nzb_QpNxlc6UO6wqL0x6Etn1-zyFhaoS)