

Ideation Phase
Brainstorm & Idea Prioritization Template

Date	05-05-2023
Team ID	NM2023TMID07755
Project Name	competitive analysis for leading travel aggregators
Maximum Marks	4 MARKS

Brainstorm & Idea Prioritization Template:

METHODOLOGY

The analytic hierarchy process (AHP) is a technique that is used to structure multi-criteria decisions, allowing both quantitative and qualitative comparisons between alternatives. The first step of AHP is that of formulating the problem and stating the objective. The second step is that of identifying the criteria that contribute to the objective. The third step is that of performing pairwise comparisons between the criteria, and between the alternatives under each of the criteria. The weightages for each of the criteria and for each alternative under each of the criteria are obtained from the pairwise comparison matrices. The final step is that of combining the weightages of the alternatives, and selecting the alternative with best weighted average. The criteria used for the study include price (x1), product (x2), convenience (x3), and customer service (x4).

Case study

This slide represents the case study which includes client requirements such as tour package, air tickets, rental, car etc. that our travel agents considered and offered solutions such as advanced hotel booking, exclusive vacation deal which results stress-free vacation.



Client Name – ABC Group

Client Scenario



- ABC group requirements for personalized family tour to Singapore
- Tour package under **US\$12 MM**
- 5-star hotel accommodation for 5 nights
- Air tickets for 5 persons with all documentation
- 5 seater car on rent

Solution We Offer



- Offered exclusive vacation deal worth **US\$10 MM**
- Advanced hotel booking including breakfast
- Electronic air ticketing
- Contacted car rental partner in Singapore
- Checked weather conditions

Outcome



- Client cost savings by **9%**
- Travel assistance by agent throughout the tour
- Smooth and stress-free vacation
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