Local guids

Business Plan

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Contents

I. Industry Analysis

- Internet Information Providers

- Provide details about the situation in each of the tourist area

- Ensure safety for traveler

Local guide

II. Company Description

Local Guides is a global community of explorers who write reviews, share photos, answer questions, add or edit places, and check facts on Google Maps. Millions of people rely on contributions like yours to decide where to go and what to do. We make app that call Local Guids for facilitate the travel of tourists both inside and outside the country and enjoy the appropriate weather in each region especially ensure safety to the traveler.

Local guide

Out Mission

- Ensure safety to the traveler

- Make local tourist attractions more popular both inside and outside the country to attract more tourists and help increase national income.

Our Vision

The Vision In the long run, Local guids aims to be the first choice for travelers within the next five years. Local guids aims to provide travelers and operators with cost-effective means of making travel bookings at every corner.

III. Problem Statement

- Most tourists find it difficult to find the right weather to each season and region

- It is difficult to find a driver responsible traveler.

Problem
Solving

IV. Market Plan

1. Situation Analysis

An analysis of the current entertainment landscape needs to be evaluated in order to develop a strategy that can make the transition to business.

Who are the customers? 18–60 years old; male & female; middle — upper class; tech-savvy; students, employed individuals, senior citizens, retired folks

What channels is Local guids currently using? — Direct marketing efforts through Email, and the app. Local guids also advertises on many social media channels such as Facebook, Youtube and Google network .

2. Our objective

Our objective is to build a strong ecosystem beyond the travel which we hope to raise more standard in the tourism industry and make travelling easier and accessible. Until then, there will be many beneficiaries, especially the communities reside in the potential tourist destinations. This advancing technology model will help navigate and improvise more national and community development project.

Thank you

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