# RFP RESPONSE DOCUMENT

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## Hotel Coupons

TOP
MOBILE APP
Clutch
DEVELOPERS
2020

CERTIFIED
ISO
9001:2015
COMPANY

**DATE:**

December 06, 2025

**VERSION:**

1.0

**SUBMITTED BY:**

## Mr. Paramesh Kanna

Sr. Business Development Executive
Excellent WebWorld

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# RFP Response Document

## 1. Version History

| Version # | Date | Description | Author |
|-----------|------|-------------|--------|
| 1.0 | Dec 3, 2025 | Initial Draft | Ms. Sakshi Ray |

## 2. Executive Summary

Thank you for the opportunity to respond to the Hotel Coupons RFP. **EXCELLENT WEBWORLD** proposes a comprehensive, scalable, and efficient solution that fully aligns with the objectives discussed over the initial call.

With over 13+ years of experience in building enterprise-grade digital platforms, EXCELLENT WEBWORLD PVT. LTD specializes in developing AI-powered travel and hospitality solutions that deliver measurable business impact. Our expertise spans intelligent itinerary generation, hotel and experience marketplaces, tourism board applications, and geo-personalized recommendation engines.

We have successfully delivered multiple large-scale travel and experience platforms where itineraries, deals, attractions, and hotel data are generated exclusively from client-owned internal databases, ensuring data accuracy, brand consistency, and compliance with content licensing and governance requirements.

Our past work includes AI-driven itinerary builders, multi-vendor hotel marketplaces, attraction and events booking systems, and location-aware travel companion apps, allowing us to confidently deliver a sophisticated, scalable, and future-ready platform that meets and exceeds your functional, technical, and business expectations.

## 3. Relevant Past Experience

We have successfully delivered multiple travel, tourism, hospitality, and AI-based applications. Some of our notable projects include:

**3.1. AI-based travel itinerary generator**
**3.2. Hotel Concierge Mobile App**
**3.3. City Guide App**
**3.4. Trip plan comparison App**

## 4. Platform Roles Features

- Roles

- ○ Customer's App & Functional website
  - ■ The functional website is already built and operational. Our scope focuses on extending the platform by integrating the newly proposed features, enhancements, and modules without disrupting existing workflows. All new components will be developed to seamlessly align with the current architecture, design system, and technology stack.
    - ● Existing Website: https://www.hotelcoupons.com/
- ○ Super Admin Panel

- **Feature listing**

  - ○ <u>For Customers</u>
    - ■ Splash.
    - ■ Tutorial screens.
    - ■ Guest user interface.
    - ■ Onboarding: Registration, Login, Social sign-ins, and Biometric authentication if required.
    - ■ Profile Set-up.
    - ■ Homepage
    - ■ Subscription plan
      - ● Initial trial - free for new accounts for a specific period
    - ■ Search & Filters
    - ■ Predefined Trips
    - ■ Create your trip
      - ● Provide starting & ending points
      - ● Fine-tune results within system-supported miles.
      - ● Necessary filters and sorting options to fine-tune your stops.
      - ● Waypoints and stops management will be dependent upon the package the user has subscribed to.
      - ● Multi-day itinerary planning
      - ● Smart Recommendations (based on the CLIENT's business plan, we can roll out the functionalities)
        - ○ Attractions & landmarks
        - ○ Local restaurants & cafes
        - ○ Scenic viewpoints
        - ○ Hotels, motels, hostels
        - ○ Campsites & RV parks
        - ○ Fuel stations & EV chargers
        - ○ Museums, parks, and natural wonders
      - ● Activities section.
      - ● Real in-app navigation. Mapbox Integration is requested for the same.

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**1301-1307 iSquare Shukan Cross Road, Science city road, Sola, Ahmedabad, Gujarat 380060, INDIA**
*Connect us at:* **Skype** , **Email** , **Company Website**

- - - ○ Custom Map layers based on subscription plans.
      - ● The Fuel Cost Estimator is also to be provided. A tentative trip budget breakdown can also be displayed.
      - ● Payment gateway integration.
      - ● Refunds and cancellations.
    - ■ Review and rate.
    - ■ Trip sharing functionality.
    - ■ Ads integration + Custom Ads
    - ■ Notifications
    - ■ Saved trips, favorites, and history.
    - ■ <mark>RV & Camper features (if required).</mark>
    - ■ Profile and setting.
    - ■ Raise a Ticket
    - ■ Permanent Account deletion.
    - ■ Logout.

  - ○ For Super Admin

    - ■ Login.
    - ■ Dashboard Analytics.
    - ■ Users Management.
    - ■ Subscription plans management.
    - ■ Places Management.
    - ■ Routes and Trips management.
    - ■ Deals Management.
    - ■ Ad management.
    - ■ Mapbox integration - option to configure map layers if needed.
    - ■ Update routing rules (e.g., avoid tolls, avoid ferries).
    - ■ Notifications, Alerts, and Broadcasting Notifications functionality.
    - ■ Raised Tickets Management.
    - ■ RBAC.
    - ■ CMS (policy pages) management.
    - ■ Logout.

  - ○ Tech Stack

    - ■ For App: React Native
    - ■ For Web: React. Js and python
      - ● We will ensure compliance with industry-standard OS version support to guarantee broad device coverage while maintaining performance and security.
        - ○ Android OS Min & Max Support: 13.0 to 15.0
        - ○ iOS OS Min & Max Support: 13.0 to 18.0

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## 5. Suggestive Features/Optional Add-Ons (Not a part of current deliverables - just included for suggestions)

- AI-powered Travel savings planning module.
  - Expense tracking & Budgeting.
- AI-Powered Travel Assistant (Chat/Voice).
- Weather alerts & suitable outfit recommendations.
- Local Safety guidelines & local emergency support or emergency wing.
- Traveller's Community.
- Carbon footprint calculator.
- Voice-based navigation.

## 6. Team Structure

The table below shows the resource planning for the product development phase. This is derived based on our understanding of the project nature, as the detailed functional aspects of the project have not yet been disclosed in detail, but we believe that the below resource shall be sufficient to carry out the MVP tasks.

| Resources | Number of Resources | Experience Range |
|---|---|---|
| Project Manager | 1 | 6+ |
| UI/UX Designer | 1 | 5+ |
| React.Js Developers | 2 | 5+ |
| Python Developers | 1 | 6+ |
| AI/ML Engineer | 2 | 6+ |
| React Native Developer | 1 | 5+ |
| DevOps Engineer | 1 | 5+ |
| Quality Assurance Engineer | 1 | 4+ |

## 7. BallPark

Based on the features and scope discussed in our previous meeting, EXCELLENT has prepared the following ballpark commercial estimate.

This estimate provides a preliminary understanding of the investment required for the project, covering development, implementation, and key deliverables. Detailed pricing can be refined further once the scope is finalized and any additional requirements are confirmed.

| Project Budget and Timeline | |
|---|---|
| **Total Cost of the Project Development** | XXXX USD |
| **Tentative Delivery Timeline (in months)** | XXX Months |

# 8. Data Governance & Security

Our approach to data governance and security will be fully aligned with U.S. regulatory frameworks and industry-leading best practices, ensuring that all policies are tailored to the specific product the client intends to build.

As this is an RFP submission, we emphasize that the proposed security framework is designed to be both compliant from inception and scalable for future enhancements, allowing the platform to accommodate evolving data standards, increased user volume, and expanded functionality without disruption.

All data interactions will follow secure access controls, encrypted storage mechanisms, and structured governance workflows, ensuring long-term reliability, auditability, and readiness for future compliance requirements.

**Security Compliances we follow:**

| Security Area | Standard / Practice | Our Commitment |
|---|---|---|
| Data Protection | AES-256 encryption at rest, TLS 1.3 in transit | Full encryption for all user, hotel, and attraction data |
| Access Control | Role-Based Access Control (RBAC) | Granular permissions, least-privilege model |
| Authentication | OAuth 2.0 / JWT | Secure session management and token-based authentication |
| Audit Logging | SOC 2-aligned logging structure | Full activity logs for admin, system, and integration events |
| Secure Development | OWASP Top 10 | Code reviews, vulnerability scans, and secure coding practices |
| Data Residency | U.S. data hosting (as required) | Ability to host within the required jurisdictions and clouds |

| Backup & Disaster Recovery | Daily backups, failover clusters | Automated backups, RTO < 4 hours, RPO < 1 hour |
|---|---|---|
| API Security | Rate-limiting, throttling, and IP whitelisting | Secure gateway layer with WAF-enabled protection |
| Compliance Alignment | GDPR, CCPA (if applicable), ISO 27001 principles | Designed to meet U.S. & global regulatory expectations |
| Incident Response | 24/7 monitoring, escalation workflows | Structured response plans with rapid remediation |

## 9. Hosting & Deployment Options

Our hosting and infrastructure approach for the project will be fully aligned with the client's existing environment, frameworks, and deployment strategy.

EXCELLENT's team will conduct an initial architecture assessment to understand the current hosting setup, server configurations, cloud provider preferences, CI/CD pipelines, security layers, scalability components, and performance benchmarks. Based on this, our team will seamlessly integrate the remaining modules, such as AI itinerary generation, hotel/experience data management, and user workflows, ensuring compatibility with the current codebase and infrastructure.

Whether the platform is hosted on AWS, Azure, GCP, or an on-premises setup, we will adopt the same standards and ensure uniformity across environments. All services will follow the client's preferred deployment model, security policies, and DevOps processes while enhancing reliability, performance, and scalability. Our goal is to extend the existing architecture without disruption, optimizing it where needed, and enabling a smooth end-to-end experience for future users.

## 10. Project Execution Plan

We at EXCELLENT deal in Agile development methodologies. The project timeline, as stated in this RFP, is based on our understanding and represents our standard delivery approach; however, as a team that operates fully in an Agile manner, the plan will continue to evolve based on ongoing discoveries, stakeholder feedback, and sprint outcomes.

While the week-wise roadmap below provides structure and clarity, we maintain the flexibility to adapt quickly, reprioritize features, and refine requirements to ensure

the final solution delivers maximum value and aligns perfectly with the client's
<u>Business objectives</u>.

| Phase | Week | Activities |
|---|---|---|
| **Phase 1 – Discovery & Requirement Mapping** | Week 1 | Requirement workshops, stakeholder interviews, use-case finalization |
| | Week 2 | Data model review, analysis of hotel/experience database, defining itinerary rules |
| | Week 3 | API assessment, dependency mapping, and technical feasibility analysis |
| | Week 4 | Finalizing functional specifications & requirement sign-off |
| **Phase 2 – Solution Design** | Week 5 | High-level architecture design (HLD), data flow diagrams |
| | Week 6 | UX/UI wireframes for web & mobile, interactive prototype |
| | Week 7 | Data mapping framework, content structuring rules |
| | Week 8 | Integration blueprint, API contracts, tech stack confirmation |
| **Phase 3 – Development** | Week 9–10 | Backend setup, AI engine preparation, LLM prompt modeling |
| | Week 11–12 | AI model training/tuning using internal dataset only |
| | Week 13–14 | Frontend development (web + mobile), itinerary builder UI |
| | Week 15 | Integration with hotel systems, PMS/CRS APIs, and experience database |
| | Week 16 | Database synchronization, admin panel development |
| **Phase 4 – Testing** | Week 17 | Functional testing for all modules |
| | Week 18 | AI output quality testing, itinerary validation |
| | Week 19 | Performance, security & load testing |
| | Week 20 | UAT with client teams, bug fixes, and final optimization |
| **Phase 5 – Go-live & Handover** | Week 21 | Production deployment, server setup, environment readiness |
| | Week 22 | Admin & staff training, documentation |

| | | handover |
|---|---|---|
| | Week 23 | Beta launch, monitoring, quick fixes |
| | Week 24 | Official full go-live |
| **Phase 6 – Support** | Post Go-Live (Ongoing) | Ongoing support, enhancements, and AI learning improvements. |

**Note:** The timeline above is indicative. Actual delivery timelines may vary based on data readiness, integration complexity, scope refinements, and client-side dependencies.

## 11. Risk Management & Mitigation Plan

| Risk ID | Risk Description | Likelihood | Impact | Risk Severity | Mitigation Strategy |
|---|---|---|---|---|---|
| R1 | AI Itinerary Generation Inaccuracies – AI may generate irrelevant or suboptimal hotel/experience/attraction recommendations. | Medium | High | High | Implement continuous model training, add human validation workflows, establish feedback loops, and enforce strict data quality governance from DB records only. |
| R2 | Data Inconsistency Between Sources – Variations or outdated info in hotel/attraction datasets may affect content quality. | Medium | Medium | Medium | Set up automated data validation pipelines, periodic data freshness checks, and reconciliation processes. |
| R3 | Integration Challenges with External APIs/Partners – Issues with syncing data from third-party travel services or rate systems. | Medium | High | High | Use modular API architecture, maintain fallback logic, and conduct early integration testing with sandbox environments. |

| | | | | | |
|---|---|---|---|---|---|
| R4 | Platform Scalability Issues During Peak Load – Increased user traffic may impact response times or itinerary generation speed. | Low | High | Medium | Implement auto-scaling infrastructure, performance monitoring, caching layers, and load testing before launch. |
| R5 | Security & Privacy Vulnerabilities – Unauthorized access or data breaches due to mishandled personal preferences or travel data. | Low | High | Medium | Adhere to U.S. data governance, apply encryption (at rest + in transit), RBAC policies, continuous audits, pen testing, and incident response planning. |
| R6 | Timeline Delays Due to Dependencies – Third-party approvals, content procurement, or stakeholder reviews may cause schedule shifts. | Medium | Medium | Medium | Maintain agile sprints, weekly progress demos, clear dependency tracking, and buffer time in the delivery plan. |
| R7 | User Adoption Risk – Users may find the itinerary generation or hotel discovery workflow complex. | Low | Medium | Low | Conduct UX testing, run A/B flows, simplify UI, and offer onboarding guides/tooltips. |
| R8 | Regulatory / Compliance Changes (USA) – Potential changes in data or travel compliance requirements. | Low | High | Medium | Keep solution compliant with client's requirements, maintain a scalable governance structure, and continuously monitor regulatory updates. |
| R9 | Content Quality Risk – Insufficient or low-quality images, descriptions, or metadata for experiences and | Medium | Medium | Medium | Establish a content QA checklist, auto-tagging pipelines, admin content management tools, and partner QC workflow. |

| | | | | | |
|---|---|---|---|---|---|
| | attractions. | | | | |
| R10 | Vendor/Partner Dependency Risk – Delays or changes in services from hotels/experiences partners. | Low | Medium | Low | Maintain SLAs, sync schedules, fallback display logic, and redundancy in partner sources. |

## 12. General terms & conditions

The agreement contained in this contract constitutes the sole agreement between **"CLIENT** and **EXCELLENT WEBWORLD PVT LTD "** regarding all items included in this agreement.

- EXCELLENT retains the right to say that EXCELLENT has worked on this project and can share the link and contact details for future reference.

- All **Intellectual Property Rights (IPR)** related to the services arising out of or in connection with the Deliverables provided by EXCELLENT will fully and solely vest in and be owned by the CLIENT, except otherwise stated in other parts of this Agreement. EXCELLENT has no rights, including but not limited to copyright, trademark, or any other intellectual property rights, to any software, materials, or deliverables developed for CLIENT. EXCELLENT will hand over all the assets and source code upon final payment and approval by the CLIENT.

- Any dispute, controversy, difference, or question that may arise at any time in the project between EXCELLENT & CLIENT concerning this agreement shall be first negotiated *for sixty (60) days* between senior executives of each party who shall have the authority to resolve the matter.

  - The executives are expected to have good faith to negotiate a resolution of the dispute before reaching out to additional dispute resolution remedies like arbitration or court action. If either of the parties is not satisfied with the resolution, they shall attempt to agree upon the appointment of a mediator, upon receipt, by either of them, of a written notice to concur in such

appointment. All legal disputes are to be dealt with as per the legal standards of the INDIAN LAWS.

- Developers will work in the office during working hours, on the project, which is **10:00 AM IST TO 7:00 PM IST,** and the working days are Monday-Friday, during which the developers will work. In any case, if the CLIENT wants the developer to work on any Indian holidays, unless and until urgent, then the additional charges have to be paid by the CLIENT.

- EXCELLENT's duties may be suspended during any period in which the CLIENT's payments are past due, and award the Client with a delay timeframe to pay the amounts as agreed upon by both parties. Any suspension of duties by EXCELLENT without valid cause or prior written notice shall constitute a material breach of this Agreement, entitling the CLIENT to terminate the Agreement.

- Upon agreeing & signing the proposal, the CLIENT agrees & recognizes that they shall not be eligible for any refunds under any circumstances. All fees paid or payable by CLIENT to EXCELLENT, including the fees as discussed above and other costs and fees as provided in this Agreement, are final and nonrefundable.

- Due to any reasonable reason, if the CLIENT wishes to terminate the project before its completion, the CLIENT shall be liable to pay EXCELLENT for only completed work up to the termination date, calculated on a pro-rata basis. Such payment shall be due within seven (7) days of termination.

- EXCELLENT will not have any rights for the Modifications to the Agreement without prior written consent between the Parties.

- For any further doubts and questions regarding the Privacy Policy, you can contact EXCELLENT in any convenient way.

- EXCELLENT hereby acknowledges that all the information provided by the CLIENT's side will be Confidential and will not be shared with anyone.

# 13. Privacy Policy

- EXCELLENT has created this privacy statement to demonstrate its commitment to privacy. EXCELLENT acknowledges that all information, data, materials, and documentation provided by the CLIENT, including but not limited to business plans, technical specifications, source code, designs, financial information, and any other proprietary information, shall be treated as Confidential Information. Such Confidential Information shall not be disclosed to any third party without the CLIENT's prior written consent, except as required by law.

- EXCELLENT shall implement reasonable and industry-standard measures to protect the confidentiality, integrity, and security of the CLIENT's Confidential Information. EXCELLENT shall ensure that all its employees, agents, and subcontractors who have access to such information are bound by confidentiality obligations no less stringent than those outlined in this Agreement. In the event of any unauthorized disclosure or breach of Confidential Information, EXCELLENT shall promptly notify the CLIENT in writing and take all necessary steps to mitigate the impact of such breach. Any breach of this clause shall constitute a material breach of this Agreement, entitling the CLIENT to seek injunctive relief, damages, and/or termination of this Agreement.