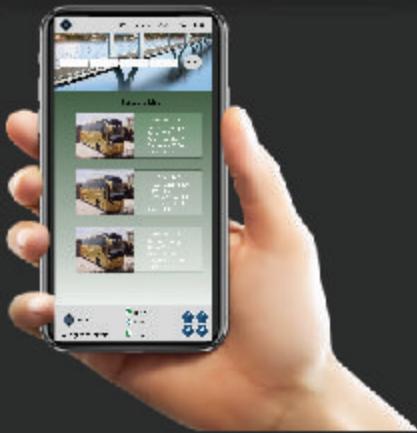




Introduction

Hulu Bus .com is a web based system that automates the manual bus ticket purchasing through an easy to use online bus booking system. Hulu Bus.com allows users to search, select and book bus tickets through the Internet without having to leave the comfort of their house.



Why Hulu bus

- Available 24/7
- Online booking/cancelation
- Safe and efficient payment method
- Quick search
- 10+ bus options
- Convenient ticket printing method

Objectives

- Provide a website where information about bus can be stored and viewed by passengers.
- Enable customers check the time departure arrival for every bus through the system.
- Enable customers to book ticket and make payment online
- Enable customers to print their ticket

Marketing Strategies



Leaflet 

The Leaflet logo consists of the word "Leaflet" in a cursive script font followed by a small green leaf icon.

Scope

- Exclusion- the website does not give any travel licence for the bus
- Boundaries- used for long distance travel only



Our Services

- Ticket Booking
- Make Payment
- Print Ticket
- Manage Bus and route detail

Target market

- Passenger
- Bus company



Problem statement

- Physical existance is mandatory
- Long queue wait at ticket counter
- Difficult to get information
- Lack of accessability to remote areas

Expences

Expence	Amount(in Birr)
Office Rent	6000
Employee Salary	14,000
Website Development (Pc cost & Programmer)	40,000
Total	60,000

Revenue model

Bus
Registration
fee

Monthly fee
from bus
companies

Commission from
sold tickets

Advertisement