



Inspiring Excellence

BUS400: Internship

“The Training process of goBDgo LTD”

In associate with



Submitted to:
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Letter of Transmittal

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To
Zaheed Husein Mohammad Al-din,

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Subject: Internship report on training process of goBDgo Ltd.

Sir,

With due respect, this is my great pleasure to submit my internship report of Fall 2018, on goBDgo. I try to put my best push to make this paper a fruitful one. It has been happy and illuminating background for me to work and set this up report. In any case this has been clearly an awesome wellspring of learning for me to direct comparative sorts of studies later on.

I want to express my earnest appreciation to you for your kind direction and proposals in setting up the paper. It would be my gigantic delight in the event that you discover this report valuable and instructive to have a clear point of view on the issue. I might be glad to give any further clarification with respect to this report if required.

I request your kind excuse for the mistakes that may take place in this report instead of my best effort.

Sincerely Yours

Ishmam Anushka- 14304079

Letter of Endorsement

The Internship report on “The Training process of goBDgo LTD” has been submitted to the office of placement and Alumni, in partial fulfilment of the requirements for the degree of Bachelor of Business Administration on November, 2018 by Ishmam Anushka, ID: 14304079. The report has been accepted and may be presented to the Internship Defence Committee for evaluation.

(Any opinion, suggestions made in this report is entirely that of the report. The University does not condone nor reject any of these opinions or suggestions.)

Zaheed Husein Mohammad Al-din
Senior lecturer
Internship Supervisor
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Acknowledgement

It was an enormous pleasure to prepare Internship report on Training Process of goBDgo Ltd. The first and foremost I express my admiration to Allah who enables me to complete this report. I would like to thank and put into words my gratefulness to honourable Supervisor, Zaheed Husein Mohammad Al-din, Senior Lecturer, Department of Business Administration, BRAC University Bangladesh, for letting me to prepare this report, for his enthusiastic support and supervision.

My honest admiration goes to Jebunnesa Chowdhury, Managing Director, goBDgo Ltd. for her precious time, endurance and hints in preparing the report. I am grateful to Md Shibly Noman, Senior Executive, Business development, goBDgo Ltd. for supervising me.

During my preparation of the report I have come to very supportive touch of different individuals who lend their ideas, time and caring guidance to improvise and clarify the report's contents. I want to convey my heartiest gratitude to all them for their valuable responses.

Executive Summary

GoBDgo is one of the leading travel agency in Bangladesh. It has all the criteria what a travel agency must have to. goBDgo Ltd. Not only make travel tour packages however they are doing visa process and ticketing. goBDgo Ltd has all the licence to run their business in Bangladesh. It is also ISO certified travel agency. goBDgo is one of the best travel agency in Bangladesh which one can trust and travel with. Many of their clients are happy and recommend goBDgo to their friends and family for travelling with. They are the travel partner of so many corporate companies and also some leading private company. For example, Standard Chartered Bank is one of their travel partners. They are giving EMI facilities to their clients for travelling and also take all the responsibility while travelling with goBDgo Ltd. goBDgo limited has clinched the title, “Best Travel Management Company in Bangladesh” at The World Travel Awards.

They are on the brink of penetrating a remunerative market. The present trend towards a rise within the range of tourists coming into the country presents a chance for goBDgo to penetrate the market. A chance for goBDgo's success exists as a result of the national business trade is growing at a fast pace annually. goBDgo is poised to require advantage of this growth and moderate competition within the town travel portion of the trade, with some obsessive and knowledgeable employees, wonderful networking, and effective management and selling. goBDgo intends to produce travel and journey packages to tourists primarily within the Asian region, however conjointly the full of Bangladesh. Services and product provided by goBDgo can at first embrace pre-arranged tours, custom packages per client's specifications, travel consultation, and as time progresses creating reservations for lodging amongst alternative connected services. goBDgo seeks to differentiate itself because the premier journey mobile operator within the bigger national capital space. Their services are going to be positioned terribly carefully, they'll be of very prime quality, comfy, informative and tailored to the purchasers wants such they'll change people to possess a bigger appreciation of the natural surroundings and its intricacies. Their selling strategy relies in the main on guaranteeing customers realizing their existence and also the services(s) they fulfil. Thence their intention is to form the correct info accessible to the correct target customers. This can be done through implementing a penetration strategy that may make sure that they're well-known and revered within the business trade. They'll make sure that their costs take into thought peoples' budgets, that these individuals appreciate the service, apprehend that it exists, and the way to contact. The selling can convey the sense of quality in each image, each promotion, and each publication. Their promotional strategy involves desegregation advertising, events, customized packages, personal mercantilism, packaging, marketing and also the net, details of that are provided within the selling section of this set up. It is vital to acknowledge that they are doing not shall simply take people on looking excursions, however conjointly to confirm that they appreciate nature through informative briefings on objects' origins. This part assists in differentiating them from their competitors and contributes towards the event of a property competitive advantage. Thence they have to have interaction the correct individuals within the right place at the correct time if they're to confirm optimum growth. They shall develop their team in order that our individuals will grow because the company grows - a dependent relationship.

In a shell, they are doing not simply shall market and sell their service, however to promote and sell travel solutions and some total-quality surroundings.

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Organizational Overview

Mission

Create and supply associate degree exclusive Air ticketing services and tour package with comprehensive and professionally matched terms at minimum value and most pleasure to the purchasers. Conjointly commitment and quality service. Thus, the capital of Bangladesh Travels need to become one in every of the biggest and most reliable travel organizations within the region for setting standards within the trade for expertise and irresponsibleness to the client.

Vision

goBDgo limited treats their clients as guest and will provide best quality services in travel and tourism industry with sincerity, and honesty in Bangladesh.

Objectives:

Our business strategy can revolve round they have to give quality service to our numerous target customers, within the method totally satisfying their desires. This shall be undertaken through achievement of knowledgeable team and therefore the provision of excellent quality custom-designed travel packages, business to the client's specific desires. With time our selling campaign can increase the notice of our services within the numerous market segments we tend to shall be targeting. This can be notably thus with the organization staring at establishing a transparent advantage(s) in associate degree progressively competitive market. We are going to give shoppers with the chance to concentrate on their core activities while their transportation aspect desires are totally glad. Selling material shall be professionally done thus on be reflective of our meant image and name. We tend to shall position ourselves as a high quality business transportation operator that gives customer-need fulfilment, enjoyment, dependableness and an honest image. We tend to will establish an honest rapport with all the relevant stakeholders, particularly hotels and travel agents. We additionally will have well-designed brochures associate degree different substance which will change shoppers to possess an understanding of the categories of services we provide and benefits of utilizing them. Additionally, cooked, informative brochures, truth sheets and business cards typically have a triggering impact on shoppers considering utilizing our services. Thus this may beyond question generate enhanced sales of our service.

In outline we tend to will attain the subsequent objectives:

- By ceaselessly give pleasurable quality excursions/trips on time and on budget.
- Develop sky-high glad customers all of the time.
- Establish a market presence that assures short-run and long gain, growth and success.
- We tend to are totally committed to supporting growth and development within the business enterprise and overall economy of African nation.
- Contribute completely to our communities and the environment.

Our Services

- International air ticketing
- Domestic air ticketing
- Hotel reservation
- Visa assistance
- Hajj & Umrah services
- Tour Packages

Business Partners of goBDgo :

There are many private and public company whose travel partner is goBDgo limited. GoBDgo limited collaborate with other travel group who takes reservation from them and they always feel comfortable travelling with them.

The business partners of goBDgo is now huge. Standard chartered bank, UCB bank, IPDC finance, Grameenphone, even more big company's travel partner is now goBDgo. Through goBDgo they make their customized travel plan. The service goBDgo is giving to their customer is very unique. Bkash, Ipay, BRAC bank, DBBL even EBL is now giving EMI and discount on travelling with goBDgo.

Online Airfare website:

Fly BD Fly is a subsidiary of Go BD GO LTD, the fastest growing travel agency in Bangladesh. Fly BD Fly aspires to become the best online travel solution in Bangladesh. With a young and energetic management, experienced ticketing team, and a strong IT support from one of the world's leading travel products solutions provider, Fly BD Fly strives for excellence in every aspect of its operations.



Research

Introduction to the Report

Rationale of the study

I have decided to study the Training process of goBDgo limited, a leading travel agency in Bangladesh. There is a lot of process of training they give to their employees. Moreover, the training process I found is quite unique from other trainings. The training of goBDgo is unique because they sent their employees outside of the country for training and of course these are the unique from other travel agencies. Not every travel agency spends that much for an employee for training.

I. Statement of the problems

till now I could not find any problem in their training process. How they train their employees is the most effective way I think. Me, myself as an intern of the office found the training process very unique.

II. Scope and delimitation of the study

I found the scope of goBDgo's training process from my Managing Director, Jebunnesa Chowdhury. Only because I am the one who is developing the training process in a booklet. For that she gave me format to input every step I am learning from the training.

Objectives of the report

The objective of the report is to see and find out how goBDgo is working on their training process. The main objective of the report is to identifying every segment of the training process, regarding to this company. This is the primary process of training process of goBDgo limited. How they are doing in the market. Moreover, as a new travel agency which has started their journey back in 2012, however they start giving their employees training from last couple of years. Before that the hired people and sometimes outsourcing big matters. Becoming one of the leading travel agency in Bangladesh goBDgo is doing excellent work in the market.

Review of Related Literature

Go BD Go Limited has clinched the title "Best Travel Management Company in Bangladesh" at The World Travel Awards (WTA) 2018.

In the 25th year celebration of World Travel Awards, goBDgo.com was recognized with the title at the Asia & Australasia Gala Ceremony on September 3 at InterContinental Grand Stanford, Hong Kong. Established in 1993, WTA recognizes and acknowledges eminence in all sectors of the tourism, travel, and the hospitality industry, said a media release on Wednesday.

"Having a distinguished recognition as World Travel Awards definitely solidifies our performance, service excellence and dedication of the team that we have been providing for our guests. It's about tagging up the credibility and recognition to what this young team has earned showing full responsibilities towards guests and services. This will be a fuel to drive team to move towards achieving ultimate goal of service excellence," said Jebunnesa Chowdhury, co-founder and Managing Director of goBDgo.com. "Any recognition - be it a thank you smile of a happy customer, be it this award - all of them inspire us to work harder, innovate and provide best quality experience to our customers. This recognition is the reflection of the trust and support we receive from our customers and certainly credit belongs to the entire team of goBDgo," said Shamnoon Muheb Chowdhury, co-founder and Chairman of the company. Within five years of its operations, goBDgo Limited established itself as an industry leader through its high quality services and vast product portfolio. In Bangladesh market, goBDgo represents well known International brands like Dream Cruise, Norwegian Cruise line, GLOBUS family of Brands, Star Cruises and COSMOS to name a few. The Award was received by co-founders Jebunnesa Chowdhury and Shamnoon Muheb Chowdhury, UNB reported.

In the gala night, the other awardee from Bangladesh was Le Meridien Dhaka in the category of Bangladesh's Leading Hotel.

Source: Daily star (September, 2018)

Methodology of the Study

The data's and the sources of the training process of goBDgo I collect, primarily. My supervisor helped me to give all the information possible. Moreover, I am doing the training of ticketing and packaging of goBDgo. Therefore, I came to know the process well.

goBDgo takes IATA training for their ticketing team. Ticketing is more or less kind of coding, there they need more training. IATA is International Air Transport Association, which started their journey at 2018. ISO certified travel agencies can take IATA training and thus goBDgo is giving their employees the best training.

IATA is giving the training programme including these:

- a. Air Navigation Service
- b. Airline Management
- c. Airline Operations and Quality
- d. Airport

These are the IATA support for goBDgo limited. The ticketing team is always having their back anytime.

Analysis and Interpretation of the Data:

On the basis of the data and information I collected, is primary and the explanation or justification is clearly discussing here below. Here I mention and describe how goBDgo deal with Package and ticketing.

goBDgo's ticketing as below policy:

Flight Booking through GDS System

3 most common GDS systems are:

- Amadeus
- Galileo
- Abacus - – not used by goBDgo yet.

As an alternative to GDS based system, you may refer to booking sites as Sharothi Online.com to find the best deal.

Sharothi

You can check rates for comparing Airfare as per the requested date.

This is used as a tool for suggestive pricing only, this fare is not guaranteed until a booking is made on GDS system.

If Guest willing to confirm the booking, we should ask for below:

- Date of travel – both departure and arrival date (time also if any preference)
- No of Pax
- Passport details – ask to email scanned copy. Name change is not allowed once booking is done
- We can hold a booking accordingly if flight is not instant purchase offer

Flight Booking through Direct Airlines website / Login / Cash / Credit card purchase etc.

Some Airlines are not available under GDS system. Mostly Budget Airlines operate in that nature. As a Travel agency we can take direct Login to those by paying a security deposit.

Below is the Chart of Airlines that goBDgo currently works with. Payment method of each is described:

Malindo Airlines, Air Asia, Maldivan, Tiger airways, Druk Airways, these can be book on request, by email or phone calls. Indigo airlines booked by cash and top up. Any of Europe,

USA, Turkey domestic flights are booked through online payment or through credit card.

Delta, Jet Blue, AA, Pegasus, Jet star etc. these are normally searched through search engines as Kayak, Sky Scanner, fare compare and then book for the client. Actual purchase is done from the airlines website.

To be noted that these are mostly nonrefundable, non-changeable, additional payment needed for baggage, food, seat selection etc. Regent Airways, Novo Airways, US Bangla Airlines international ticket booked by cash payment.

Flight booking through online booking engines:

There are several online tools through which we can offer online flight booking. Some common ones that are used as tools are:

	Type	Airline Inventory	Booking Options	Flash Sales
Orbitz	Online Travel Agency	148 Airlines Worldwide	Basic search; three days before/after option	Last-minute deals
Expedia	Online Travel Agency	153 Airlines Worldwide	Basic search; free cancellation within 24 hours of booking	Only with hotels and packages
Kayak	Metasearch Engine	550 Airlines Worldwide	Basic search, with airport map to select multiple airports and calendar of airfares	Last-minute deals



Hotel Booking

B2C Sites

Agoda – Basic – good for referring as all guests see this one, not a b2b site



<http://www.agoda.com/>

Booking.com - – good for referring as all guests see this one, not a b2b site.
Normally we refer to this but don't book as hotels require guests to show credit card



<http://www.booking.com/>

Expedia



<http://www.expedia.co.in/>

Trip advisor – B2C site. Good for using as a comparing tool + reviews are valued by customers



<http://www.tripadvisor.com/>

B2B Sites

RoomsXML – It is a B2B Site. Need to Login. Good for Thailand

<http://roomsxml.com/>

Hotelspro - B2B Site, need to Login. Good for Europe, Turkey, Malaysia, India etc



<http://www.hotelspro.com>

TA Centre – B2B Site. They provide very good Transfer rates for Thailand, Malaysia, Singapore etc.



<https://www.tacentre.com>

Viator – B2B and B2C Both. Good for Europe day tours



Isango – B2B and B2C Both. Good for Europe day tours + Some SIC transfers in Europe Turkey etc.

<http://www.isango.com>

TA Centre – B2B Site. They provide very good hotel rates for Singapore.



<https://www.tacentre.com>

Tours and Transfers Booking

Met Global – B2B Site for tours only. Good for Turkey and Europe Tours

1. Findings of study

Excellence in fulfilling the promise: We intend to offer completely enjoyable, comfortable and informative travel excursions that will ensure that travelers are thoroughly satisfied and appreciative at the end of their trip.

Timely response to customers' requests: We cannot afford to delay our clients for whatever reason, as this will have a negative bearing on our image and reputation, including future business. Hence we need to be continually communicating with the client, including hotels and lodges so as to ensure that we are constantly available to the client meeting their expectations.

Solid and fruitful strategic alliances: Considering the nature of our services and our relative infancy on the market, we realize the importance of establishing and maintaining fruitful strategic alliances with various stakeholders, including hotels, lodges, and travel agencies, amongst others, so as to be assured of a constant flow of customers, fulfilling their needs at every opportunity.

Marketing know-how: As a relatively new company on the market there will be a need to aggressively market our business and the services we provide so as to be continuously at the top of our prospective clients minds. This will also act as a temporary deterrent for companies contemplating entering our market. Advertising shall be undertaken on a regular basis.

Recommendations

The travel agency industry has overcome, clients are booking vacations through agents and many clients are interested about it. After a long these industries are now aware of their business and after facing problems in their sector they now giving training to their employees. Moreover the travel agencies are struggling a lot with their efficiency of work. That is why they give training to their employees. Trainings can be difficult as well as hard to capture however it should be manageable and understandable to the employees. GoBDgo try to give their employees an effective training. From last year goBDgo take initiative and send their employees outside of the country for training. Till now only ticketing team has this facilities to go abroad and doing the training. This year 3 employees went to Germany for learning more about ticketing. IATA is giving us the support also. In goBDgo the package team and visa team is also doing excellent. Visa team is getting frequent support from the embassy as time to time the policy changes. Clients always want updated requirement of documents therefore they need update always. The package team has short course about hotels and reservations, they need to know more about the countries and more about the places where clients can visit and make their money use in the rights ways. Training always aims to sharpening the candidate's ability and outlook towards the job. To conclude I would like to mention that goBDgo has given every possible training to its employee for their betterment.

Conclusion

Organizations which lead travel industry and tourism industry are classified in some levels. The nature is travelling and this industry as one of the world's largest industries. It has been showed that approximately 235 million people and 9.2 per cent of the world's GDP, due to its complex structure of different units because it to be affected by the local and national governments as well as tourism. Moreover tourism organizations and agencies are both domestically and globally. In addition it is important that staying players as well as the new entrants look at the clients taste before they force new technologies and educating the clients on the edge and efficiency level of new technology. Since the clients don't have any doubt the level of efficiency or the level of advantage, they expect more informative system to grow up to their expectation. GoBDgo limited is one of the leading travel agency of Bangladesh and they are doing excellent job in the travel market right now. GoBDgo has efficient employees and they give them the first level training till now. Education has not force the opinion of the response of the travellers who make their own reservation since the level of understanding on what is expected is more or less the same. For travel agents, education has no importance as they are working in a specialized environment which needs specialized trainings and it is inevitable for them. This factor plays a role in their opinions as well.

References

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