

**Internship Report on  
Versatile Travels & Tours Ltd. and its entry in world of online  
booking engine as flyversatile.com**

**By**

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18304152**

**An internship report submitted to the BRAC Business School in partial fulfillment of the  
requirements for the degree of  
Bachelors in Business Administration**

**BRAC Business School  
BRAC University  
January,2022**

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## **Declaration**

It is hereby declared that

1. The internship report submitted is my/our own original work while completing degree at Brac University.
2. The report does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.
3. The report does not contain material which has been accepted, or submitted, for any other degree or diploma at a university or other institution.
4. I/We have acknowledged all main sources of help.

**Student's Full Name & Signature:**

*Tahsin Arbid Hossain*

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**Supervisor's Full Name & Signature:**

*Ummul Wara Adrita*

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**Ms. Ummul Wara Adrita**

Lecturer

BRAC Business School

## Letter of Transmittal

Ms. Ummul Wara Adrita

Lecturer

BRAC Business School

BRAC University

66 Mohakhali, Dhaka-1212

Subject: Submission of Internship Report

Dear Sir / Madam,

It gives me immense pleasure to submit the internship report made on Versatile Travels & Tours Ltd. Based on my experience of internship in this esteemed organization. This report has been prepared in accordance with the requirements and guidelines provided by you.

I have tried my very best to understand and follow your guidelines to plan and prepare this report. I would like to thank you for your guidance and support.

I hope this report will meet the standard of your judgement.

Sincerely yours,

*Tahsin Arbid Hossain*

Tahsin Arbid Hossain

18304152

BRAC Business School

BRAC University

Date: Jan 20, 2022

## **Non-Disclosure Agreement**

[This page is for Non-Disclosure Agreement between the Company and The Student]

This agreement is made and entered into by and between Versatile Travels & Tours Ltd. and the undersigned student at BRAC University .....

## **Acknowledgement**

A successful completion of this internship required guidance and good amount of support from many people associated to this company. I have been fortunate enough to get more than the required support to complete the internship from fellow colleagues and my respected supervisor

I would like to express my gratitude to The Almighty Allah for blessing me with good health and his true guidance.

I am grateful to Ms. Ummul Wara Adrita, my respective faculty and supervisor for necessary guidelines and making it easy to prepare this report.

I am also very grateful to Mr. Farhad Hossain, Managing Director of Versatile Travels & Tours Ltd. for supporting and providing me with a wonderful experience by giving me the opportunity to intern at his esteemed organization. Has been very kind to enlighten me with the functionality and train me by giving me adequate time from his busy schedule.

Last but not the least, I would like to thank my fellow colleagues from different departments for helping me selflessly to discover the required findings complete this report.

## **Executive Summary**

Versatile Travels & Tours Ltd. is one of most renowned and prestigious names in the travel industry of Bangladesh. Founded by Mr. Farhad Hossain in 1991, Versatile has been able to earn customer loyalty by catering them with personalized travel related services. The act as “personal travel agent” which ensures customers are getting adequate attention and service is being delivered. Versatile is IATA Accredited travel agency and has been certified with many other accreditations. The provide travel solution to both B2B and B2C. Their sound presence in market and outstanding service had made them recognized globally.

This purpose of this report is to show how it has earned its fame through organized marketing and operational structure; its strength and weakness; strategies to develop and expand in the market and how they became what they are today. These finding has been found by me during my time in Versatile with the help of fellow colleagues and management

## Contents

<b>Declaration.....</b>	<b>ii</b>
<b>Letter of Transmittal .....</b>	<b>iii</b>
<b>Non-Disclosure Agreement .....</b>	<b>iv</b>
<b>Acknowledgement.....</b>	<b>v</b>
<b>Executive Summary .....</b>	<b>vi</b>
<b>List of Tables .....</b>	<b>x</b>
<b>List of Figures.....</b>	<b>xi</b>
<b>List of Acronyms .....</b>	<b>xii</b>
<b>Chapter 1 .....</b>	<b>1</b>
<b>Overview of Internship.....</b>	<b>1</b>
<b>1.1 Student Information: .....</b>	<b>1</b>
<b>1.2 Internship Information.....</b>	<b>1</b>
<b>1.2.1 Period, Company Name, Department/Division, Address.....</b>	<b>1</b>
<b>1.2.2 Internship Company Supervisor’s Information: Name and Position.....</b>	<b>1</b>
<b>1.2.3 Job Scope – Job Description/Duties/Responsibilities.....</b>	<b>1</b>
<b>1.3 Internship Outcomes .....</b>	<b>4</b>
<b>1.3.1 My Contribution to Versatile.....</b>	<b>4</b>
<b>1.3.2 How Versatile contributed in my growth .....</b>	<b>5</b>
<b>1.3.3 Difficulties I faced during the internship period.....</b>	<b>6</b>
<b>1.3.4 Recommendations .....</b>	<b>6</b>
<b>Chapter 2 Organization Part .....</b>	<b>7</b>

<b>2.1 Introduction.....</b>	<b>7</b>
<b>2.1.1 Objective .....</b>	<b>7</b>
<b>2.1.2 Methodology .....</b>	<b>8</b>
<b>2.1.3 Scope.....</b>	<b>8</b>
<b>2.1.4 Limitations.....</b>	<b>8</b>
<b>2.1.5 Significance.....</b>	<b>9</b>
<b>2.2 Overview of the Company .....</b>	<b>9</b>
<b>2.2.1 Mission .....</b>	<b>9</b>
<b>2.2.2 Vision.....</b>	<b>10</b>
<b>2.2.3 Accreditation and association .....</b>	<b>10</b>
<b>2.2.4 Products and Services.....</b>	<b>11</b>
<b>2.3 Management of Versatile .....</b>	<b>13</b>
<b>2.3.4 Operational Organogram.....</b>	<b>13</b>
<b>2.4 Marketing Practices: .....</b>	<b>14</b>
<b>2.5 Financial Performance and Accounting Practices.....</b>	<b>15</b>
<b>2.6 Operations Management and Information System Practices .....</b>	<b>17</b>
<b>2.6.1 CashX.....</b>	<b>17</b>
<b>2.6.2 Zoho CRM .....</b>	<b>18</b>
<b>2.6.3 GDS .....</b>	<b>19</b>
<b>2.7 Industry Competitive Analysis .....</b>	<b>19</b>
<b>2.7.1 Competitors .....</b>	<b>20</b>



<b>2.7.2 SWOT Analysis .....</b>	<b>20</b>
<b>2.7.3 Porters Five Forces Analysis.....</b>	<b>22</b>
<b>2.8 Summary and Conclusion .....</b>	<b>23</b>
<b>2.9 Recommendation.....</b>	<b>23</b>
<b>Chapter 3 .....</b>	<b>24</b>
<b>Versatile’s entry in world of online booking engine as flyversatile.com.....</b>	<b>24</b>
<b>3.1 Introduction.....</b>	<b>24</b>
<b>3.1.1 Background .....</b>	<b>24</b>
<b>3.1.2 Broad Objective .....</b>	<b>24</b>
<b>3.2 Methodology .....</b>	<b>25</b>
<b>3.3 Findings and Analysis.....</b>	<b>25</b>
<b>3.3.1 Choosing between in-house team and third-party support ‘ .....</b>	<b>25</b>
<b>3.3.2 Identify the travel technology provider .....</b>	<b>26</b>
<b>3.3.3 Costing and expense of implementation .....</b>	<b>27</b>
<b>3.4 Summary and Conclusion .....</b>	<b>28</b>
<b>3.5 Recommendation.....</b>	<b>28</b>
<b>Reference .....</b>	<b>30</b>

## List of Tables

Table 1: Products and Services of Versatile .....	13
Table 2: Accounting Process of Versatile.....	17
Table 3: difference between in house team and third-party tech provider .....	26
Table 4: measurement chart for the right travel tech provider.....	27
Table 5: Costing for implementation of the booking engine .....	28

## List of Figures

Figure 1.1 Lead report Sample.....	2
Figure 2: Dashboard of CRM software.....	3
Figure 3 Hr and Payroll software of Versatile Travels .....	4
Figure 4 : Organization Chart of Versatile .....	13
Figure 5: Facebook post of Versatile travels & Tours Ltd. ....	14
Figure 6 : Yearly Revenue chart of Versatile Travels & Tours Ltd. ....	15
Figure 7: Revenue Stream allocation of Versatile Travels & Tours Ltd. ....	16
Figure 8: CashX Dashboard.....	18
Figure 9: Zoho CRM Dashboard .....	18
Figure 10: Amadeus Selling platform.....	19
Figure 11: workflow to develop the OTA.....	28

## **List of Acronyms**

IATA	International Air Transport Association
GDS	Global Distribution System
CRM	Customer Relationship Management
Versatile	Versatile Travels & Tours Ltd.
OTA	Online Travel Agency
ATAB	Association of Travel Agents of Bangladesh
HAAB	Hajj Association of Agents of Bangladesh
TOAB	Tour Operators Association of Bangladesh

# **Chapter 1**

## **Overview of Internship**

### **1.1 Student Information:**

- Name: Tahsin Arbid Hossain
- ID: 18304152
- Program: BBA
- Major: Marketing

### **1.2 Internship Information**

#### **1.2.1 Period, Company Name, Department/Division, Address**

Period: 3 Months

Company Name: Versatile Travels & Tours Ltd.

Department: Marketing

Address: 107 Motijheel, Khan Mansion (Ground Floor), Dhaka

#### **1.2.2 Internship Company Supervisor's Information: Name and Position**

Supervisors Name: Farhad Hossain

Designation: Managing Director

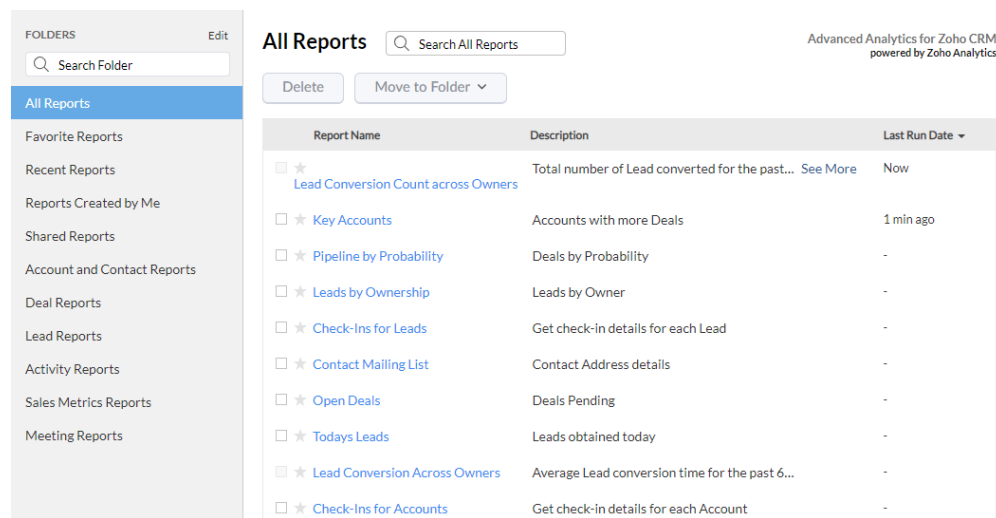
#### **1.2.3 Job Scope – Job Description/Duties/Responsibilities**

Job Description:

- Assist in developing marketing strategies: Versatile had a very focused very little on their marketing. Since it already had a brand value and proper service

most marketing was done by their customers themselves which is word of mouth. My job was to help develop different marketing strategies for social media and other media.

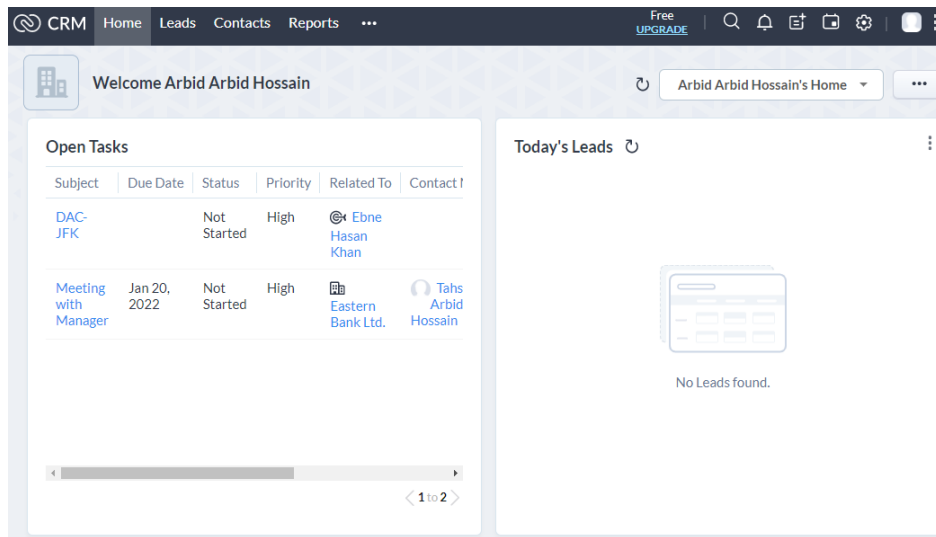
- **Lead Analysis:** though different marketing campaigns leads were generated. I would calculate leads and converted leads into accounts. I also provided report of the lead analysis weekly through their CRM software



*Figure 1.1 Lead report Sample*

- **Analysis market trends:** I would analyze the sales report and other media to find out in which country or destination people are interested to visit.
- **Preparing presentations and pitch:** I would make slideshow for marketing different corporate house as the company provided corporate service as well. Sometime our managing director would ask me to deliver the presentation to the companies.
- **Managing Social Media Platform:** Although there were different people to respond to social media queries, my job was to monitor and manage the employee who would respond to the customers. I would also instruct designers social media post in accordance with the company offers and policies. After my approval our managing director would approve the posts.

- Assist in Maintaining the CRM software: I would monitor and report directly to our managing director regarding the CRM software. How many leads were generated, how many accounts were created and how many clients were reached?



*Figure 2: Dashboard of CRM software*

- Sales Visit: I would visit different B2B and corporate houses for sales visit and maintain a relationship on behalf of the company.

## 1.3 Internship Outcomes

### 1.3.1 My Contribution to Versatile

As I was new to this industry, it was difficult for me to understand the functionality and the operation of the company. But with the help of my fellow colleagues and my management I was able to understand how the company operates very quickly. My management was impressed by it which is why I was given different sort of jobs. As discussed in the job description, I did those tasks efficiently and earned positive response from my supervisor.

I also implemented few new strategies in the overall operation. I introduced integration of WhatsApp Business API with the CRM software which allows direct connection with WhatsApp customer queries to CRM. Sales agents can connect with customers via WhatsApp through the CRM software.

I also implemented an advanced HR and payroll management system from a third-party software company after approval from the management.

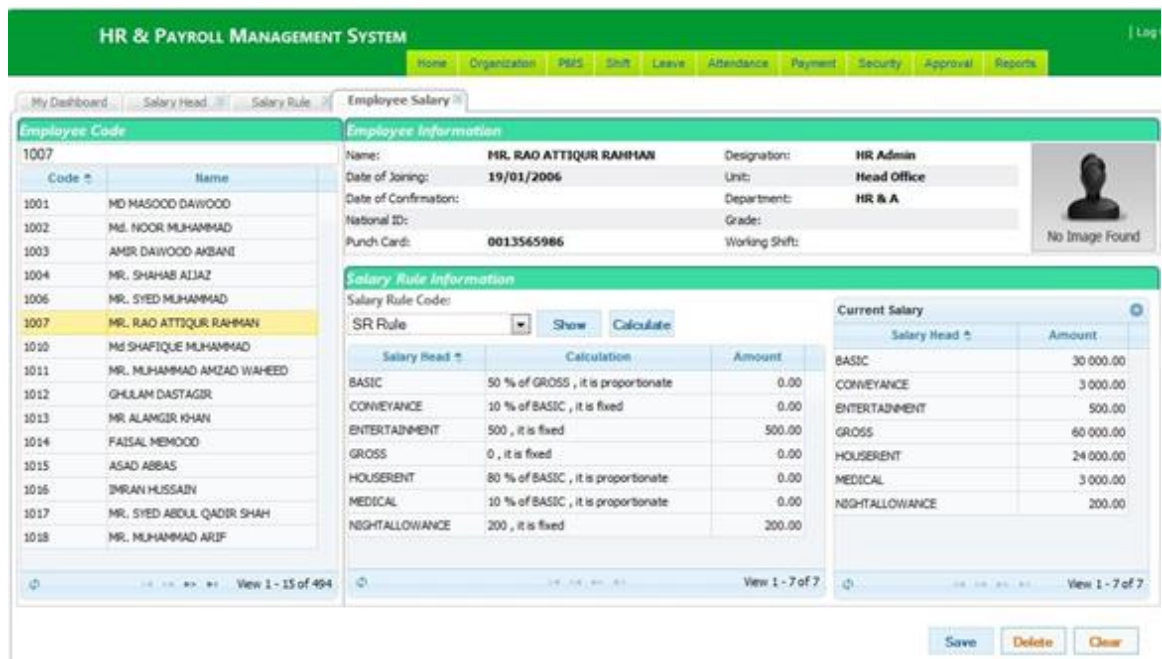


Figure 3 Hr and Payroll software of Versatile Travels

I also gave the idea to develop a software to track visa of customers as visa section was working traditionally. Besides that, I introduced google sheets to maintain and track visa processing until the software was implemented.



Lastly, I gave idea about corporate new and modern corporate gift to our valued customers instead of calendars and diaries. Which was accepted and on its way to implementation.

Overall, apart from my every day fixed task, I tried to contribute as much as I could with new ideas and planning's which was appreciated and praised by most.

### **1.3.2 How Versatile contributed in my growth**

I consider my journey with Versatile as a gift as it gifted me with many teaching and amazing experience. Versatile was like a lab for me where I could experiment with my ideas. My management helped me to explore the market and showed me how new ideas can change this market.

There are many things which I learnt that has made me the most confident I ever was. These are explained below:

- **Customer Interaction:** I had zero idea how to deal with customers and how sensitive the job was. I followed and was trained by the sales agents on how to interact with customers. In the first month I did not talk on accompanied my senior marketing officer. But I was confident from the second month and started visiting companies on my own. My supervisor encouraged me regarding this side.
- **Keeping good relationship with co-workers:** Fortunately, my coworkers were very friendly which is why I did not have to put extra effort to maintain good relationship with them. But I learnt Do's and Don'ts of how to behave with you co-workers.
- **Presentation skills:** I really understood the true importance of why BRAC university had trained students on their presentation skills when I really faced the reality. I was fortunate enough to study in BRAC university which made me confident while giving presentation but Versatile was the battlefield where I actually got better.
- **Time Management and Discipline:** Versatile was very strict in terms of time management and discipline. No bullying or harassment was

tolerated. Late entrance was fined. This made my more disciplined and aware of time.

- Corporate training: As one of my job responsibilities was to visit corporate house, I had the opportunity to explore them and talk to different people. This let me learn a lot about corporate environment, different cultures. Body language and so on.

### **1.3.3 Difficulties I faced during the internship period**

I did not face any major problem during my time at Versatile but there are some issues that need to be noticed. Very few employees were not quite helpful and were not interested in co-operating with me. I think they were going through superiority complex and was trying to be bossy around me. Besides some colleagues were sometimes rude with me. The fact that I was directly supervised by our managing director was an issue for them. I would call it an example of “corporate politics”. Besides this issue I had no problem.

### **1.3.4 Recommendations**

My suggestion to the company regarding internship would be to let interns explore the market first as I had the opportunity. They should be familiar with the trade. Also, the company should increase the payment for the interns as I think the existing payment for internship is very less.

## **Chapter 2**

### **Organization Part**

#### **2.1 Introduction**

Travel industry of Bangladesh has been very potential and developed sector. Many business-like airlines, transportation, hotels are associated with these industries. Similarly, travel agencies are an integral part of this industry as it connects to other associated business related to it. Travel agencies mainly caters services like ticketing, visa processing, hotel accommodation, transportation and so on. They tend to provide travel solution to customers which includes all the services mentioned above. The Bangladesh Bureau of Statistics (BBS) estimates that tourism contributes 3.02 percent to the country's gross domestic product (GDP). This equates to Tk 76,690.7 crore in local currency. According to the BBS's Tourism Satellite Account 2020, which was based on statistics from the fiscal year 2018-19, the industry employed 8.07 percent of the workforce. The industry is getting bigger and bigger as more opportunities are being seen. Bangladesh is one of those few countries where year wide passenger movement is seen. These passengers include types like tourists, business travelers, employees, students and so on. Which is why more international airlines are showing interest to enter Bangladesh to expand their business. As a result, more travel agencies are being opened due to high demand in the market.

In this highly competitive market, Versatile stands out because its commitment with the customers and quality service. Its 30 years of experience in this sector has made it confident to continue serving consumers with pride.

##### **2.1.1 Objective**

The objective of this chapter is to provide an in-depth analysis of Versatile's operation, marketing practices, financial and accounting practices and their strategy of growth. Overall, it will provide an overview of Versatile as a company in their respective industry.

### **2.1.2 Methodology**

This report's methodology differs significantly from that of traditional reports. Though this report will require some primary and secondary data, I have focused on the practical observation. Nonetheless, my practical observations make up nearly the entirety of the paper.

#### **COLLECTION DATA SOURCES**

##### **Primary sources**

- Keeping an eye on official actions.
- Conversation with my supervisor and fellow colleagues.
- My experience during the internship

##### **Sources of Secondary Information**

- Internet
- Versatile's website and other materials
- Versatile Travels & Tours Limited Company Profile

### **2.1.3 Scope**

The travel agency industry is a huge and vibrant one. A travel agency has a diverse range of products, services, and clients. A travel agency's several departments carry out various tasks. The geographical scope of this report will be Bangladesh and industry will be travel industry. The current study, however, was limited to a certain location of Versatile Travels & Tours Limited, Motijheel Branch. As a result, this research focuses solely on the activities of Versatile Travels & Tours Limited, Motijheel Branch. This research only looks at the sales and marketing department at Versatile Travels & Tours Limited's Motijheel branch.

### **2.1.4 Limitations**

There were few limitations which I had to face while collecting information for this report. For example, some exercises were difficult to comprehend since they were not related to the theoretical knowledge. Also, the study of such a brief period of time is not without constraints.

As a result, the most significant constraint is time. Due to the branch's heavy year-end workload, data needed for the analysis report authoring was sometimes unavailable. Lastly, the agency's policy prevents some data from being released due to confidentiality concerns.

### **2.1.5 Significance**

This study will contribute in the market by providing in depth analysis of Versatile and its business strategy.

## **2.2 Overview of the Company**

Versatile travels & Tours Ltd. is a dynamic travel agency which provides all sorts of travel related solution. The founder, Mr. Farhad Hossain wanted to make travelling easier and hassle-free in the early days of this industry. Back then there were very few agencies and travelers had to face many procedures by themselves. Mr. Farhad, implemented many policies and strategies which lead the travelers to travel without and difficult formalities. The policies and strategies are still being followed till now. He is a pioneer of this industry. Under Mr. Farhad Hossain's capable leadership, the company grew quickly and began to make significant income among the biggest carriers, and he has retained his position to this day. And the company has amassed a substantial clientele over the years, as well as a healthy and secure financial position.

Versatile provides affordable both international and domestic ticket, Visa consultation, Visa processing, Hajj and Umrah service, Hotel accommodation, tour package and B2B service.

Versatile Travels & Tours Limited is a top-notch one in terms of capabilities and expertise to plan any huge enterprise on a local and international level, having teamed up with the top-most layer of specialists in the trade.

The company was eventually changed into a partnership, and he now shares chairmanship with his wife and a directorship with his son.

### **2.2.1 Mission**

“To Become customers personal travel agent and provide personalized travel experience”

### **2.2.2 Vision**

“Make travelling easier and more affordable than ever before”

### **2.2.3 Accreditation and association**

**IATA** – International Air Transport Association

IATA accreditation has been granted to Versatile which allows agencies the authority to sell tickets of different airlines who are under IATA Billing settlement plan. The International Air Transport Association is what it's called. The International Air Transport Group (IATA) is a global airline trade association that represents 290 airlines and 82 percent of all air travel. They support a number of aviation operations and aid in the establishment of industry policy on significant aviation issues.

IATA was founded in Havana, Cuba, on April 19, 1945. It is the key method for airline cooperation in promoting safe, dependable, secure, and cost-effective air services for consumers all over the world. Since 1945, the international scheduled air transport industry has risen by more than 100 times. Few industries can match the dynamism of that expansion, which would have been significantly less spectacular if the necessary standards, methods, and procedures had not been in place.

#### **ATAB**

Versatile is a certified member of the Bangladesh Association of Travel Agents (ATAB). Following Bangladesh's independence in 1971, The nation's first group of retail travel agents felt obligated to unite under one banner in order to protect their rights and benefits, as well as ensure the travel and tourist industry's future progress. They were, on the other hand, considerably more interested in developing a sense of community and better understanding between themselves. The platform was established in 1974 and 1975, and it has continued to produce positive results.

## **TOAB**

Versatile is also a member of Tours operators association of Bangladesh. Which is a association of inbound and outbound tour operators inside Bangladesh. They provide certification based on service and reputation in the market. Versatile has been able to with hold the reputation.

## **HAAB**

Hajj agencies association of Bangladesh or HAAB is a union for all the agencies who has Hajj license. Established in 2001, The organization continues to serve and solve any issues that is related to hajj agencies and son on. There are more that 402 members of this association. The main objective of this association is to monitor and implement fairness in this trade and comply with policies set by Saudi and Bangladesh government.

### **2.2.4 Products and Services**

As previously said, Versatile tends to provide wide range of travel related services and one stop solution which ensures passenger do not have to go anywhere else. Below the services are described.

Service	Description
Air Ticketing	As versatile has IATA license versatile sell all kinds of air ticket both international and domestic at an affordable rate
Visa processing	Versatile is an embassy enlisted travel agency for Malaysia and Thailand. They provide both B2B and B2C visa services to these country

Visa Consultancy	Versatile also helps to obtain Visa's of other countries like India, Singapore, USA and so on. This service can be considered as consultancy as customer has to visit embassy to get his/her own visa. Versatile will provide consultancy regarding what are the requirements and what not.
Hajj and Umrah	Versatile is a licensed hajj and umrah service provider. They provide affordable hajj and umrah packages which has been reviewed very well by their clients.
Hotel Accommodation	Versatile has their in house software which has more than 200000 hotels all around the world. Consumers can easily buy accommodation at very reasonable price from their portal.
Tour Package	This is a complete solution for the travelers who does not want to take any hassle. From airlines ticket to hotel accommodation to transport all will be covered. Even guide will be provided if necessary.
B2B Service	Many travel agencies does not have IATA accreditation which makes them not able to purchase ticket directly from the airlines. In this case versatile works as a wholesaler and gives support to those companies. There is a special price for B2B price for the companies in order to give them the opportunity to profit.
Corporate Service	Versatile is very experienced at providing corporate service to many renowned corporate house in Bangladesh. They provide



	credit facilities and discounts to their corporate clients.
--	---

*Table 1: Products and Services of Versatile*

### 2.3 Management of Versatile

The Managing Director is the only person who has the authority to make decisions concerning the company's affairs. Following the managing director comes a director, followed by an executive director. A general manager is responsible for overseeing the office's overall operations. These many members of management are in charge of various departments' personnel.

#### 2.3.4 Operational Organogram



*Figure 4 : Organization Chart of Versatile*

The chairman of Versatile, foresees the overall operation. While Mr. Farhad Hossain, managing director beholds all the power and authority over every employee. His son, the director looks over the operations and supplier management. The accounts and sales department both are monitored by the General Manager. Counter managers usually monitor sales agents in the counter who provides direct services to the B2B clients. The supplier's manager maintains good relationship with suppliers like Airlines, Hotels and others. Teamwork between the manager is seen strongly. General manager and Counter manager mainly look after the demand of the existing customer and the supplier manager communicates and gets the demanded from the supplier.

#### **2.4 Marketing Practices:**

Versatile mainly does their most marketing through traditional way which is sales visit and customer relationship. There are marketing officers who visit different corporate houses for marketing. Individual passenger mostly come from hearing from others. Word of mouth is one of the most powerful tools for Versatile. Besides, they have presence in social media. They



*Figure 5: Facebook post of Versatile travels & Tours Ltd.*

post different Facebook post showcasing their offers. They also give add the in-television media in the tv scroll. Another of their marketing practice is that they give out corporate gifts to their clients like calendars and diaries.

## 2.5 Financial Performance and Accounting Practices

Versatile Travels and Tours Ltd. has a very strict and organized accounting process. Although versatile is very confidential about their financial performance, I had the opportunity to be allowed to receive their annual sales revenue from air ticketing which is given below:

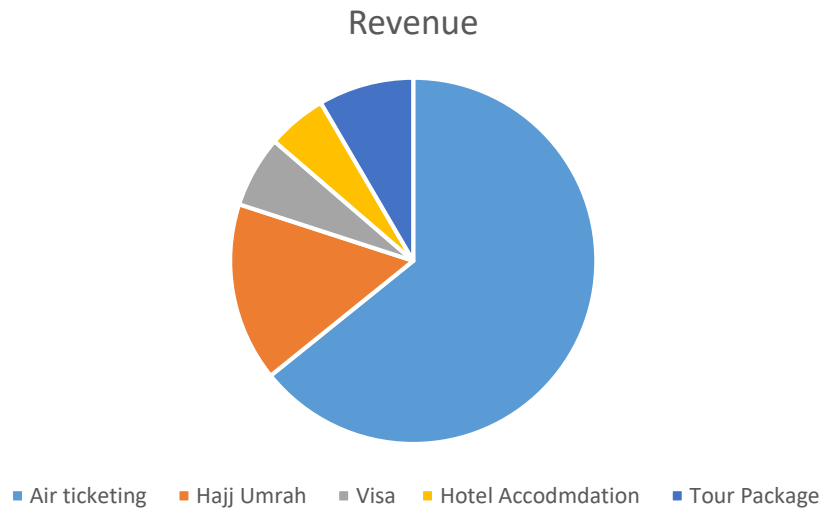
Versatile Travels and Tours Ltd	
Khan Mansion(Ground Floor),107 Motijheel C/A, Dhaka 1000	
Phone:-9561454 Fax:-9565166	
BSP Main Billing	
Billing Period 1/1/2021 To 1	Printing Date Time: 17:32:26

IATA AGENT STATEMENT	
Currency	BDT
Cash Sale	718978870
ADM	0
Refunds	-86679233.78
ACM	-38878
Late Reported	0
Commission	36571270
Tax On Commission	0
Pre Payment	0
RAF	14788
<b>Total Due</b>	<b>595704276.2</b>

Figure 6 : Yearly Revenue chart of Versatile Travels & Tours Ltd.

This snapshot is taken from their accounting software which is called CashX. This is an India made software which is directly integrated with their booking system which is also known as GDS (Global distribution system). Most of their revenue is generated from selling air ticket and secondly hajj and Umrah. Below a chart is presented to understand it properly.



*Figure 7: Revenue Stream allocation of Versatile Travels & Tours Ltd.*

Since their main function is ticketing, most revenue is generated from that. Also, this revenue is generated from corporate, B2B and B2C sale. Their Visa section generates a good amount as well but due to confidentiality we were not able to fetch the date. Same goes with other departments.

### Accounting Practice

Their accounting practice is standard and automated with help of their accounting software. They try to keep their accounts as much transparent as possible. A step by step accounting process is show below

Step 1	After customer confirms ticket or any product a coupon or token is generated where the sales person writes the details of payment
Step 2	Accounts department then receives the token from the sales and bills it the customers account or if the customer does not have any account a new account is opened and billed to customers account. Thus, an invoice is generated
Step 3	After invoice is generated either customer is emailed given a printed copy. Customer then makes the payment

Step 4	After the payment is made accounts department is issues a money receipt against the invoice and gives the consumer a money receipt.
Step 5	Account Reconciliation officer then reconciles the everyday billing and supplier report in order the reconcile the ticket.

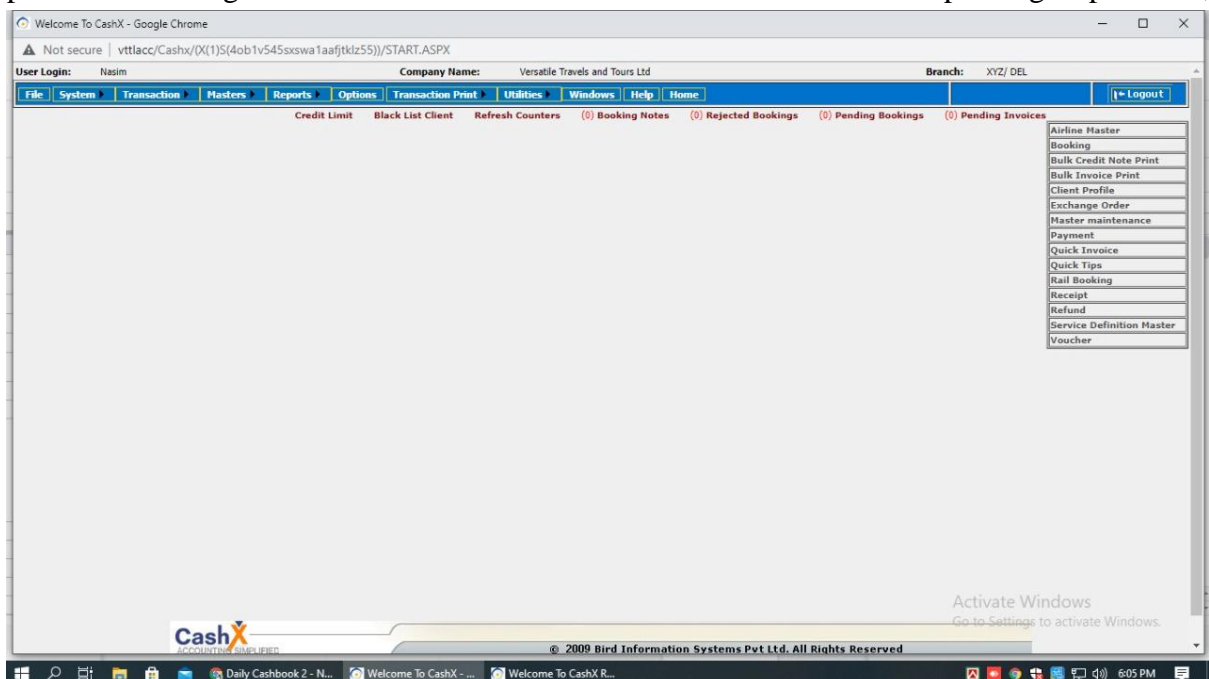
Table 2: Accounting Process of Versatile

For corporate customer, invoices are billed in their respective company account and as they receive credit facility that pay before their deadline. After billing and money receipt, sales report is generated automatically which is signed by the respected Director the next day.

## 2.6 Operations Management and Information System Practices

### 2.6.1 CashX

CashX is a very sophisticated and advanced software through which Versatile maintains its accounts. Its integration with GDS has made it possible to automate it with sales. Each time a product is sold it generates a token which contains information related the passengers purchase,



payment and other details. This token can be read by CashX. When the token is input, all details are the fetched from the token which is makes the billing department easy to execute.

Figure 8: CashX Dashboard

## 2.6.2 Zoho CRM

Zoho CRM is the customer relationship management software. It is also an India made software. It is very simple and can be understood even by beginners very easily. Zoho CRM allows to save customers email, phone number, passport details, history and many more. This gives sales agent the opportunity to give the consumers a more personal travelling experience. When a customer call or email or visits for a query, a new lead is generated and until he/she purchases from Versatile the lead is converted into account. This an account in maintained. Through this method customer database is managed.

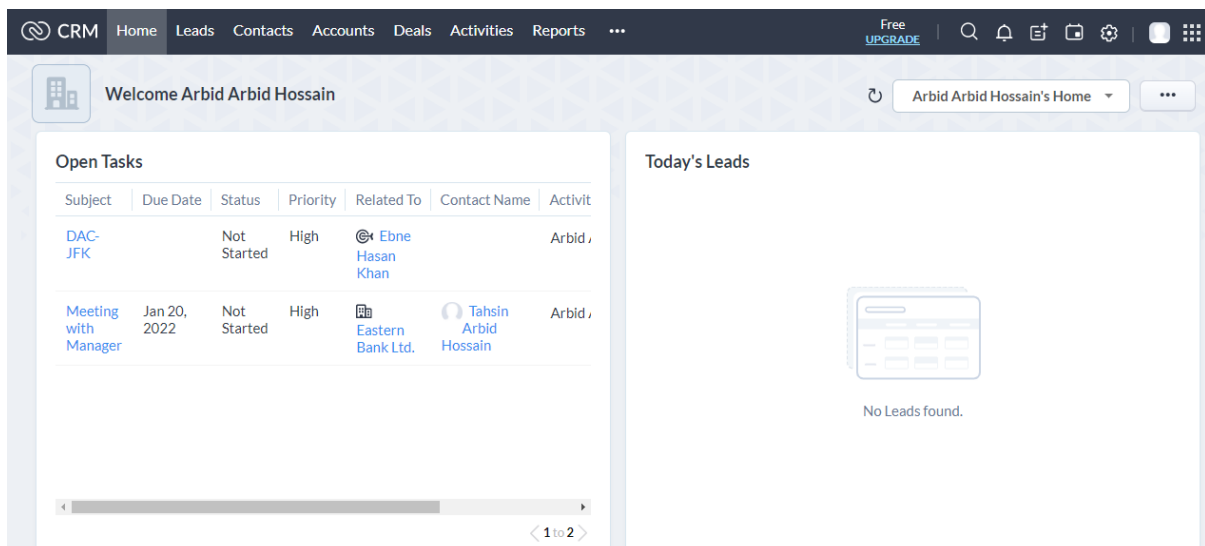


Figure 9: Zoho CRM Dashboard

### 2.6.3 GDS

GDS or Global distribution system is a software through which sales personnel book/issue/refund/cancel their tickets. GDS allows sales agent to do ticketing activity efficiently. IATA approved agencies get free access to GDS to purchase their ticket through it. There are 3 GDS present in Bangladesh, these are Amadeus, Sabre and Travelport. Airlines allows these GDS to show the seat availability and purchasing authority. GDS has their own cryptic language which needs to be learned by the sales agents in order to start ticketing activity.

Some GDS provide online web portal and some software.

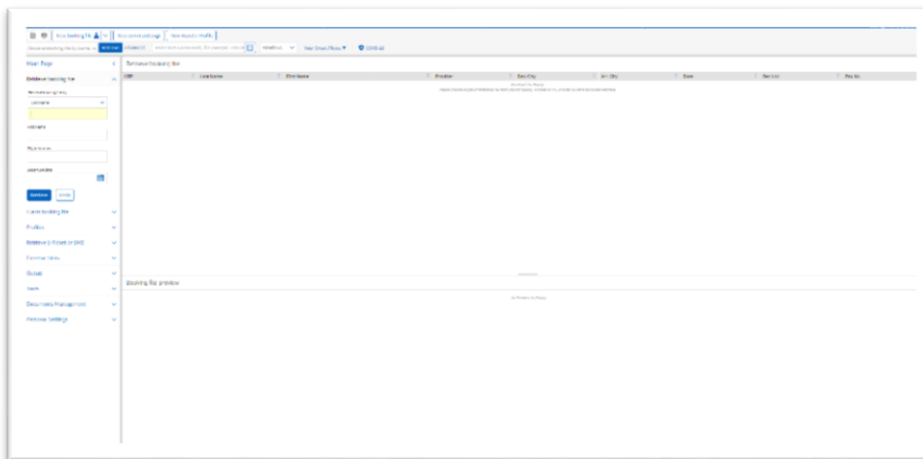


Figure 10: Amadeus Selling platform

## 2.7 Industry Competitive Analysis

The travel industry of Bangladesh is getting competitive every day. There is a saying that, there is now more agencies than potential frequent passengers. Which shows how competitive this market has become. According to ATAB there are more than 3200 travel agencies who are registered under ATAB. There are also many agencies who are not registered under IATA. There are less than 500 agencies who have IATA approval, one of them is Versatile.

### **2.7.1 Competitors**

Versatile is one of the top agencies ranked by Airlines and hotel suppliers. The online travel agencies can also be considered as competitors. Below the competitors are mentioned:

#### **Online Travel Agencies:**

- Flight Expert
- Sharetrip
- Flyhub.com
- Go Zayaan

#### **Traditional Travel Agencies**

- Kazi Air Ltd.
- Hazez Travels
- Gazi Air
- Sunshine air
- Js Tours Ltd.

### **2.7.2 SWOT Analysis**

In different stages of its life cycle, any organization has internal strengths and weaknesses, as well as external possibilities and dangers. The following sections will give you a quick overview of Versatile Travels & Tours Limited's internal strengths and weaknesses, as well as external opportunities and threats.

#### **Strengths**

- Loyal Customer Base
- 30 Years of experience in the market
- Customer oriented service
- Great relationship with suppliers and vendors
- Great connection with relevant associations
- Excellent and prompt service



- Good bonding between management and employee
- Has a good brand image

### **Weakness**

- Not enlightened with existing market trends
- Lack of technological advancement
- Low on competitive mindset
- Poor customer database management system
- No service can be availed through online

### **Opportunities**

- Create online presence
- Expansion in different cities of the country
- Business with government (B2G)
- Using different marketing tools to increase awareness
- Growth in tourism sector

### **Threat**

- Pandemics like covid
- Political instability of Bangladesh
- Increasing number of competitors
- Lack of young and skilled employees
- Increased competition in beating market price of services

### **2.7.3 Porters Five Forces Analysis**

Porters five forces analysis allows companies to measure their competitive advantage in the respective market. Below the analysis is done for Versatile Travels & Tours Ltd.

Threats of New Entrants:

- New agencies are entering as the capital is less
- Suppliers have decrease financial security level
- Travelers are looking for best deals
- Reputation of many firms are being tarnish for implementing illegal ways.

This means this threat of New entrants is high (4)

Bargaining Power of Supplier:

- Suppliers are few in numbers
- Suppliers have the power to favor agencies
- Associations are powerless in terms of bargaining with supplier

This means the bargaining power of supplier is Very high (5)

Bargaining power of customer:

- Price can be compared easily by the consumers
- No switching cost is present
- New entrant attracts passengers with low price

Result: Bargaining power of customer is very high (5)

Threats of substitute:

- Substitute like Online travel agencies does not provide personalized service
- Substitute lacks of providing travel solution and B2B service

Result: Threats of substitute is low (2)

Industry Rivalry:

- Potential customer growth
- Switching cost is very less
- Illegal measures are being taken

This means industry rivalry is high (4)

Result:  $4+5+5+2+4 = 0.80$  or 82%; which means industry competitiveness is high.

## **2.8 Summary and Conclusion**

In conclusion, in this highly competitive market there is still a huge gap of customer proper customers service. Those who will fill the gap will succeed in the long run. Versatile has been trying to fill the gap from the very beginning. But due to high competition it is getting very difficult for them cope. As an organization, Versatile is not only great at satisfying customer needs but also an organized travel agency where employee and management share a wonderful bond. If versatile find the existing market trend and innovate accordingly, there keep on remaining in the loss of top travel agents of Bangladesh.

## **2.9 Recommendation**

There are very few recommendations which I will give from my very little experience. These are explained below:

- Versatile should hire younger and more skilled employee as most employees are old and are not familiar with technological advancement.
- Versatile should introduce more advanced and simple software to maintain the customer relationship management as employee are not able to maintain the existing one properly
- Versatile should focus more on their marketing by investing more on it as marketing is the key to growth.
- Versatile should introduce shifting services because there are many emergency at night where employee do not respond.
- Versatile should hire more sales agents in number in order get more clients and expand.

## **Chapter 3**

### **Versatile's entry in world of online booking engine as flyversatile.com**

#### **3.1 Introduction**

Online travel agencies have emerged in Bangladesh lately and a huge amount of revenue is being generated by their online portals. Although online travel agency industry has not matured but more and more tech savvy consumers are being inclined to it. Online travel agencies like Gozyaan, flight expert, share trip have developed a very good reputation by proving cheap rate and quality service. This dynamic shift of market trend has inspired Versatile to take it one step further and create its own portal.

I have been fortunate enough to be part of this project at a very initial level. In the initial level our job was to find our proper travel technology service provider and how the company will operate its operation. Although the project is still on its way to implementation, I will show my finding in the initial level of this project.

##### **3.1.1 Background**

Online travel agency allows users or consumers to book their own ticket and travel related services. This also allows B2B agents to book and issue their own services using a portal. No manpower is needed. This saves cost and increases sales more efficiently. In the initial level we wanted to have our own team of technical part who will basically build and maintain the booking engine. But later on, we discovered that will be very expensive which was beyond our budget. Later we decided to take support from the third-party technology provider. Versatile wanted to be unique and stand out and give the consumers personal travel agent experience online. Existing OTA's lack of giving proper after sales service which Versatile wanted to ensure.

##### **3.1.2 Broad Objective**

To identify how Versatile will get support technologically for it Online booking engine flyversatile.com

##### **3.1.3 Specific Objectives**

- Choosing between in house team and third-party support

- Identify the travel technology provider
- Costing and expense of implementation

### 3.2 Methodology

I used both primary and secondary to data as methods to find the required data to fulfill the objective.

**Primary Data:** Talking with expertise. I talked to Mr. Imran Azad Rajib who is an OTA specialist and owns and Online travel agency regarding the technological side of an OTA. I also interviewed owner of different IT firms to understand more about travel technology.

**Secondary Data:** I read article and surfed the internet to know more about travel technology and figured the presence of many experts online regarding this topic. Also. I talked to the travel technology provider which I found in the internet to have an insight.

### 3.3 Findings and Analysis

#### 3.3.1 Choosing between in-house team and third-party support ‘

We started off with the idea of implementing our own expert technical team who would be paid monthly to build a whole online travel agency website and along with its engine. But when we started to talk with the developers and experts the monthly amount was much higher than our allocated budget. This was not the only reason we decided to go for third party tech support, another most important reason was that the local technology providers were not expert at travel technology. They were very skilled but since travel technology in Bangladesh is not very recognized and there are very expert who would clam too much remuneration. The difference between In house team and third party is given below:

<b>In House team</b>	<b>Third Party Travel Tech Provider</b>
Very Expensive to implement	Reasonable and falls under budget
Freedom customize module	Limitation of customizing
Lack of knowledge, will take time to adapt	Expert at travel tech

Difficulty to find new employee	No need to recruit
---------------------------------	--------------------

Table 3: difference between in house team and third-party tech provider

After research and investigation, we decided to go with third party travel tech provider.

### 3.3.2 Identify the travel technology provider

After the decision was made, we went to hunt for finding the proper travel tech provider and found out there was a scarcity of travel tech provider locally in Bangladesh. There were few but initial meetings with them was not fruitful and we did not find them quality full enough.

Which is why went to look for the travel technology provider abroad. We found India is a big market of travel technology provider. They provide travel tech at a very reasonable price. But there were limitations as well. There were scammers who would claim to provide great travel related service but after sales service was dangerously bad. S

o we decided to rate companies based on Five criteria's:

- **Market Reputation:** How many years they are in the market and how are they appreciated in the market?
- **Customer portfolio:** Their customers testimony. We called each of their customers from their website and asked for their review
- **Costing:** The overall pricing
- **After Sales Services History:** Is customers satisfied with their overall customers service.
- **Affiliated Suppliers:** How many suppliers are they affiliated with?

Based on the judgement we found 4 travel technology provider who we had to finally choose. We scored the from 1 to 5; from poor to very scale. The analysis sheet is provided below:

Key Points	Market Reputation	Customer portfolio	Costing	After Sales Services History	Affiliated Suppliers	Total Score

Rezofy	4	4	2	3	4	17
Provab	2	1	2	1	2	8
Tech Master	5	4	1	5	2	17
Birdres Technologies	1	1	2	1	1	6

Table 4: measurement chart for the right travel tech provider

Due to poor score birders and Proverb had to be out of the list but among Techmaster and Rezofy it was a tie.

We went with Rezofy because Techmasters costing was high from our budget.

### 3.3.3 Costing and expense of implementation

Rezofy offered us with and costing and expense chart for the implementation of the software along with monthly service charge. After many hours of negotiation, the expense chart for building an OTA website is given below:

Offering	Amount (in USD)
Development charges for Airline with B2C, B2B Admin login facility and Reports generation.	Included
API/XML: Travelport + ACH Integration	Included
Booking engine along with Front end design	12,000
Additional GDS Integration	6,000
API integration for LCC	5,000
Hotel API Integration (Hotelbeds)	3,500
Scrapping for 4 Airlines @ USD 2500/LCC for 4 LCC	14,000
Monthly Service Charge	800 USD

Flight Enquiry and Quotation Module	1,000
Payment Gateway	Included
Chat API integration	Included
SMS Gateway Integration	Included
Multi-Currency	Included
<b>Total Cost</b>	<b>42,300</b>

Table 5: Costing for implementation of the booking engine

They promised us to developed and deliver the booking engine within **4 months** since its being built from the scratch. Their workflow is mentioned below:



Figure 11: workflow to develop the OTA

They had claimed to provide **24/7** after sales service for any issue occurred.

### 3.4 Summary and Conclusion

In conclusion, I would like to say that, the decision of going with Indian company was a good decision from my level of expertise and findings instead of local support. The findings I had in this project was not sufficient enough. I found this information via email communication and the internet. One must physically visit them and understand more about the product in order to get in-depth knowledge. Versatile is serious about implementing this project and hopefully they will eb able to implement as soon as possible with success.

### 3.5 Recommendation

Versatile thrive to open an OTA is quite praiseworthy and at the same time very risky. Although they are working very hard to implement this project. I would to add some recommendation from my little experience at Versatile Travels

- Versatile must hire an expert team to implement this project. This will enable them to save money and time both.



- They must negotiate the payment method as the company demanded 60% advance before delivery which I think is illogical
- After implementation, Versatile must hire commercially sound and expert team for its commercial wing
- After implementation, they must allocate a good amount of budget for marketing purpose as this is a B2C product.
- Management must not lose focus on their existing business while building this new one.
- Versatile must go on a strict agreement along with points mentioned about compensation if things go wrong.

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