

Report On
As GoZayaan rises towards South Asian expansion,
the future of travel begins

By

Fateha-Tu-Noor
17304134

An internship report submitted to the Brac Business School in partial fulfillment of the
requirements for the degree of
Bachelor of Business Administration

Brac Business School
Brac University
June, 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:

Fateha-Tu-Noor

Student Full Name
Student ID 17304134

Supervisor's Full Name & Signature:

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Letter of Transmittal

Shihab Kabir Shuvo

Lecturer

BRAC Business School

BRAC University

66 Mohakhali, Dhaka-1212

Subject: Submission of internship report on “GoZayaan, a local startup expands overseas”.

Dear Sir,

It gives me tremendous pleasure and honor to notify you that I, Fateha-Tu-Noor, am submitting my internship report, which is titled "As GoZayaan rises towards South Asian development, the future of travel begins," as a required element of the internship program. I worked as a reservation executive for the duration of my lengthy internship in the Operation Department.

I've made every effort to present the report's most important details and recommendations in the quickest and most thorough way I can.

Please accept my internship report and take the appropriate actions to conclude my internship.

I will also be able to provide you with further internship-related information at any time.

Sincerely yours,

Fateha-Tu-Noor

17304134

BRAC Business School

BRAC University

Date: June 14, 2022

Acknowledgement

I would like to express my gratitude to Allah, who has aided me in completing my internship and providing me with the ability to submit this internship report.

My internship supervisor, "Shihab Kabir Shuvo," a reputable faculty member at BRAC Business School, has my utmost regard and gratitude for his help. I would like to express my gratitude to him for inspiring me and providing me with knowledge that I will cherish for the rest of my life. I particularly appreciate his comprehensive advice on how to proceed with my internship procedure, as well as his support and assistance when I had obstacles during the duration. Without his assistance, the task would have been impossible.

I would like to thank GoZayaan for the internship opportunity as well as MD. Haider Hossain, my organizational supervisor, for his help throughout my internship. He has always been kind and encouraging to me.

In addition, I'd want to thank my seniors and coworkers for always being eager to provide a helping hand during my internship.

Last but not least, I'd want to thank my family and friends for always being by my side through times of trouble.

Executive Summary

Bangladesh's tourism business has been expanding in recent years. Undoubtedly, this has been influenced by the recent growth of the middle class. However, thanks to technological advancements, the travel business has recently taken a new course. Because of technological advancements, the internet is now accessible to a large number of individuals. Online travel firms have thus become more popular in recent years. With the aim of paving the way for innovative tech-designed solutions, GoZayaan expands overseas.

International travel was thrown into an uncertain future with the spread of COVID. The virus not only took away lives but the livelihoods of many as the trillion-dollar tourism industry came to a halt overnight. Despite this, GoZayaan as a company grew nearly tenfold by focusing on the changing needs of travelers. The company emphasized essential travel to ensure the utmost safety for those who had no choice but to break quarantine for work purposes. **GoZayaan** promised safe travels in every step of the process by eliminating the need to leave the house for booking tickets.

Although Expedia, the biggest OTA in the world, has been in business since 2001, the emergence of OTAs in Bangladesh is a relatively recent phenomenon. Such an OTA is GoZayaan. They began in 2017 and are now one of Bangladesh's largest OTAs. They offer a wide range of services, including airline tickets and vacation packages. In addition, they introduced a brand-new travel financing solution through IPDC Finance LTD. One of the few OTAs that let consumers pay for hotels abroad using Bangladeshi rials was.

When GoZayaan, a travel-tech startup, sought seed funding last year, it was oversubscribed. With a \$2.6 million investment, it was one of the largest seed rounds by a Bangladeshi travel-tech company. It was able to extend the round after acquiring FindMyAdventure.

Bangladesh's internet usage is currently at an all-time high. With all of the drawbacks of the tourist industry, it's past time for travelers to make use of all of the travel-related services available online. With GoZayaan as the industry's pioneer, Bangladesh's tourist sector is poised to take on a new dimension.

Keywords: OTA; COVID; FindMyAdventure

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List of Acronyms

IATA International Air Transport Association

OTA Online Travel Agency

GDS Global Distribution System

ATAB Association Of Travel Agents of Bangladesh

Chapter 1 Overview of Internship

1.1 Student Information: Name, ID, Program and Major

- Name: Fateha-Tu-Noor
- ID: 17304134
- Program: BBA
- Major: Operations Management

1.2 Internship Information

1.2.1 Period, Company Name, Department/Division, Address

Internship Period: 3 months

Company Name: GoZayaan Limited

Department/Division: Thanks to the internship program at GoZayaan, I've had the opportunity to work in the reservation, customer experience, and operations departments.

The reservation department handles refund and reissue requests as well as sells ticket reservation services.

All inquiries submitted through the GoZayaan website, Facebook page, and helpline are handled by the customer experience department.

Domestic and foreign tour-related queries are handled by the operations department. Email chains are used to communicate with clients. They also offer and plan tours both domestically and internationally. The hotel reservation section is also responsible for GoZayaan's online hotel sales. The expansion department has a new addition: acquisition. GoZayaan's domestic inventory is being expanded by the acquisition team right now.

Address: Gulshan1, Level 3, House, 30 Rd No. 19/A, Dhaka 1213

1.2.2 Internship Company Supervisor's Information: Name and Position

Internship Company Supervisor's Name: MD. Haider Hossain

Internship Company Supervisor's Position: Senior Manager, Operations

1.2.3 Job Scope – Job Description/Duties/Responsibilities

My internship at GoZayaan Ltd's Operations Department allowed me to learn about the functioning of three of GoZayaan's departments as well as apply what I had learned in the classroom to real-world situations. My mentors supervise my practice sessions. I've worked in the reservation, customer experience, and accounts departments.

For the first few days of my internship, I had to learn everything I could about GoZayaan, its partners, investors, and how the company operates. On a set day, I had to present my learning from the previous week to the appropriate authority (Assistant Manager, Flight).

After gaining a thorough grasp of each department, I was assigned the task of following up on daily mail responses and communicating with clients about their concerns, as determined by my supervisor while evaluating my learning outcomes. I had to delve into the email body norms and practices to ensure the success of back-office bookings and visa processing. Then I had to put adjustments in place under the supervision of the Senior Manager with whom I was working.

I also had to give suggestions for improvements that would make the quality service process more efficient. All of these ideas and understandings were to be given formally in front of Chief Operations Officer experts, based on their assessment of my comprehension and ideation; the actions and outcomes of the GDS training were also to be presented to the experts at the end of my internship.

Because of the nature of the internship program at GoZayaan, I've had the opportunity to work in different departments. I've worked in the main departments handling visa forwarding, customer experience, accounting, and growth.

I was in charge of answering customers' inquiries regarding the refund process, following up on customer payments, refunding and reissuing amounts, mailing E-Tickets to consumers after reservations, and doing a preliminary scan of passport and visa papers. Three distinct domestic airlines' E-Tickets were presented to me, and I processed them all.

In the customer experience department, I was responsible for following up on any pending client complaints, forwarding them to the appropriate employees, and resolving domestic booking issues.

I also had to submit daily offline transaction reports and necessary domestic flight information (for example, passenger name, airline PNR- Passenger Name Record, flight type, destination, amount of re-issue or refund) to the accounts department through GoZayaan's own portal to keep track of each transaction.

1.3 Internship Outcomes

My internship at GoZayaan's operations department provided me with an insight into how the travel industry operates. It provided me with an awareness of both traditional ticketing, hotels, and internet travel agency services. I was able to learn about all of the airlines and their policies, as well as specifics of actions that may have an influence on the perspective of a general person or consumer that are not immediately apparent. I also saw how external issues impact the travel agency's operations and how I might deal with them as a reservation executive.

1.3.1 Student's contribution to the company

Despite how little it was, I had made some contributions to the company. When I worked in the customer experience department, I gathered all of the clients' urgent pending issues and developed Google sheets to ensure timely updates and solutions.

During my internship, I requested that a specific hotline number be added so that any client who has a problem can contact the reservation staff at any time. And because re-scheduling flights and refund procedures are directly linked to the accounts department, this step was exceedingly efficient. A ten-minute delay might cost a lot of money, and it can occasionally jeopardize the company's quality service.

1.3.2 Benefits to the student

employment with GoZayaan has allowed me to develop professionalism, a thorough understanding of corporate synergy, and great communication skills. In addition, I gained practical problem-solving experience.

What benefited me more than learning information were the real-life communication experiences. It has tremendously boosted my confidence and increased my ability to give spontaneous speeches.

My horizons have been extended by working at an online travel agency. I've learned a lot while working at GoZayaan, and it's entirely transformed my perspective on the travel industry. I was able to learn about their daily operations and comprehend the dynamics of their job, as well as the issues they confront and how they cope with those challenges, by spending so much time with the Senior Manager and, on occasion, the Chief Operations Officer. It aided me in determining the career route I wanted to pursue based on my suitability for those tasks. Working here also allowed me to assess my capabilities in terms of agility, communication, leadership, team management, coordination, time management, problem solving, and ideation. I was able to learn a lot about the industry as a result of this.

I didn't know if I had these soft skills or if I could improve them until I got a job. As a result, it was the finest opportunity for me to define my potential, grasp how far I could improve from here, and assess whether or not I am qualified for this position. In a nutshell, my internship was a continuous process of professional growth and learning for me.

1.3.3 Problems/Difficulties (faced during the internship period)

My internship program in the operations department was well thought-out. There were, however, a few obstacles I had to overcome while working. One of the challenges was the circumstances: getting frequent feedback was difficult, and according to the company's requirements, we, the interns, were limited in terms of connecting with other concerned people, so I had to enlist the support of two other interns. As a result, the activities I engaged in were, to some extent, based on my understanding and theory. I believe that if I had been exposed to additional data, my understanding would have been clearer.

1.3.4 Recommendations (to the company on future internships)

I would advise the company to require all incoming interns to go through the fundamental GDS training right away in order to prepare them for future internships. This should be applied not only to interns but also to permanent workers of all GoZayaan departments that deal with visas, tours, hotels, and other future services. The Fares & Ticketing course for Global Distribution Systems (GDS) assists you in developing thorough fare production skills. This online class is for travel industry employees who wish to become office experts and have a basic understanding of GDS. This course will assist you in learning about the price and ticketing difficulties for all fare kinds. It is based on resolutions from the travel industry and designed for self-guided learning with interactive simulations. Interns will thus find it simpler to understand the nature of the services and establish effective relationships with clients.

Chapter 2

2.1 Introduction

GoZayaan, as a firm and a startup, is doing incredibly well for a company that has only been operational for three years. The company and its staff have worked hard to achieve the long-term aim of becoming a travel brand that offers a one-stop online travel solution. GoZayaan has introduced an app, a trip booking solution in your pocket. A curious bird was presented as part of a recent makeover, signifying the company's never-ending quest for adventure.

2.1.1 Objective

This chapter's objective is to conduct an overall examination of the business utilizing corporate procedures and market research to ascertain where GoZayaan fits within the sector. It will also provide a thorough description of GoZayaan as a business.

2.1.2 Methodology

Secondary data from GoZayaan and publications will be used to construct the study. This internship report has been developed with the use of secondary data, some of which had previously been utilized in prior studies. Various articles and stories on GoZayaan's expansion in Pakistan were really beneficial. That data, for example, is vital in the concept of data enrichment, which entails integrating datasets from secondary sources into a study dataset in order to improve its precision by adding critical qualities and values.

2.1.3 Scope

Through GoZayaan's website, which fuses travel and technology, GoZayaan offers three of its services. The website will also provide the tour packages as soon as various domestic hotels and resorts are allowed backend access. That will connect the majority of GoZayaan's offerings with their brand character. As a result, the GoZayaan brand will become even more well-known.

2.1.4 Limitation

Due to time restrictions and geographical barriers, only primary data from GoZayaanBD and secondary data from GoZayaa Pakistan will be included in the study. The study was produced by gathering the relevant information from news stories because the two nations are distinct.

2.1.5 Significance

To obtain a feel for the market, new OTAs will examine existing OTAs like Go Zayaan and their offerings. Because it aligns with the consumer philosophy of obtaining things as fast as possible, Go Zayaan's ease, knowledge, and flexibility will guarantee it.

This study will benefit a number of people and will provide information to GoZayaan's background, products, their procedures, its internal staff, promotional strategies. The OTA business model will prevail in the travel sector in the future.

2.2 Overview of the Company

GoZayaan, the ultimate online platform for next-generation travel, has arrived on the scene with just this goal in mind: to alleviate the major obstacles that people face when dealing with tourism-related concerns. GoZayaan is the first online travel service in Bangladesh to develop an end-to-end automated booking system that covers all aspects of travel, including flights, hotels, tours, and buses.

Their mission is to empower travelers by giving them the freedom to create their own travel arrangements.

Travel, rather than being confined by timetables, should be joyful, according to GoZayaan.

The company wants to eradicate any problems that may arise during domestic and international travel.

GoZayaan has constantly delivered on its promise of innovation by introducing fresh and innovative concepts and solutions to the Bangladeshi travel market. It also introduced an app—a trip booking solution in your pocket—with this ease in mind. GoZayaan has added ancillary services to their platform, allowing travelers to select foreign flight seats prior to boarding a trip, something that was previously unavailable in Bangladesh. These supplementary services include charges for extra baggage, seat selection, and in-flight meals. Working in Bangladesh's tourism industry for barely 5% of the time, GoZayaan has already acquired a foreign business. A curious bird heading forward was presented as part of a recent makeover, signifying the company's never-ending quest for adventure and innovation. With the bold phrase "Say yes to new adventures," the firm empowered tourists to choose their own vacations. With a slew of new goods in the pipeline, the company aims to keep up with the pace of change.

Since its launch in 2017, GoZayaan, a South Asian travel-tech company, has purportedly grown to become Bangladesh's largest online platform, with over 700,000 monthly active users. GoZayaan has acquired FindMyAdventure, a firm based in Pakistan, making it Bangladesh's first travel technology platform to purchase a company outside of the country. The geographic similarities, internet penetration, and user behavior in terms of trip booking are the primary reasons for acquiring a Pakistani travel-tech platform. As GoZayaan develops worldwide, paving a path of tech-enabled innovative solutions, this purchase will have a significant impact on the future of travel in the South Asian region.

Air tickets, visa processing, tours, hotel booking, and a travel loan are just some of the services offered by GoZayaan to make travel more convenient and flexible. Thanks to these offerings, GoZayaan is one step closer to achieving its goal of becoming a one-stop online travel solution. GoZayaan's services are available for purchase on their website, www.gozayaan.com. Services that are not currently available on the website are being adjusted to make them available on the website. GoZayaan is constantly updating its website in order to make it more user-friendly.

2.3 Products and services

There are presently six GoZayaan items available. GoZayaan, on the other hand, does not own any of these items. GoZayaan is a third-party intermediary that operates as a link between customers and travel service providers for instance; airlines, hotels, buses and other service providers.

Air tickets, visas, bus tickets, tour packages, hotels, and travel loans are all available on GoZayaan's platform. Currently, four of GoZayaan's products (air tickets, bus tickets, hotels, and travel loans) can be purchased at any time of day through GoZayaan's website.

Customers must first create an account on the GoZayaan website in order to purchase any of these three products. The user can easily purchase flight tickets, bus tickets, hotel accommodations, or apply for a travel loan using that account.

a.

Bus: When using bus service, you can discover how many seats are available on which bus and at what time your preferred bus is available.

The screenshot displays the GoZayaan website's bus booking interface. At the top, there are navigation icons for Flight, Hotel, Tour, Bus, and Travel Loan, along with a currency selector (BDT) and a Sign In button. The main search area includes fields for 'FROM Dhaka', 'TO Noakhali', and 'JOURNEY DATE 13 Jun'22 Monday', with a 'Modify Search' button. Below the search area, there are filters for AC/Non-AC, price range (BDT 748 to BDT 748), and time slots (00-06, 06-12, 12-18, 18-00). The search results show a bus from Grameen Travels, GT-87 CHAPAI-NOAHKALI, departing at 5:00 PM from Chapai Counter and arriving at 3:30 AM at Noakhali Counter. The fare is BDT 700. There is 1 seat left. The interface also includes a 'Need Help?' section with a phone number +88 09678 332211 and a link to m.me/GoZayaan.

Figure 1: GoZayaan bus ticket booking

b.

Hotels: GoZayaan solved a major problem by bringing all 2–5-star hotels across the country onto its platform. Customers may seek a specific place on a specified date and browse, compare, and book their desired hotel with this tool. They can also use the filter sorting feature on the website to view the availability of various room amenities and even choose a price range. The mobile app is no exception.

Let's have a look at the stages involved in booking hotel:

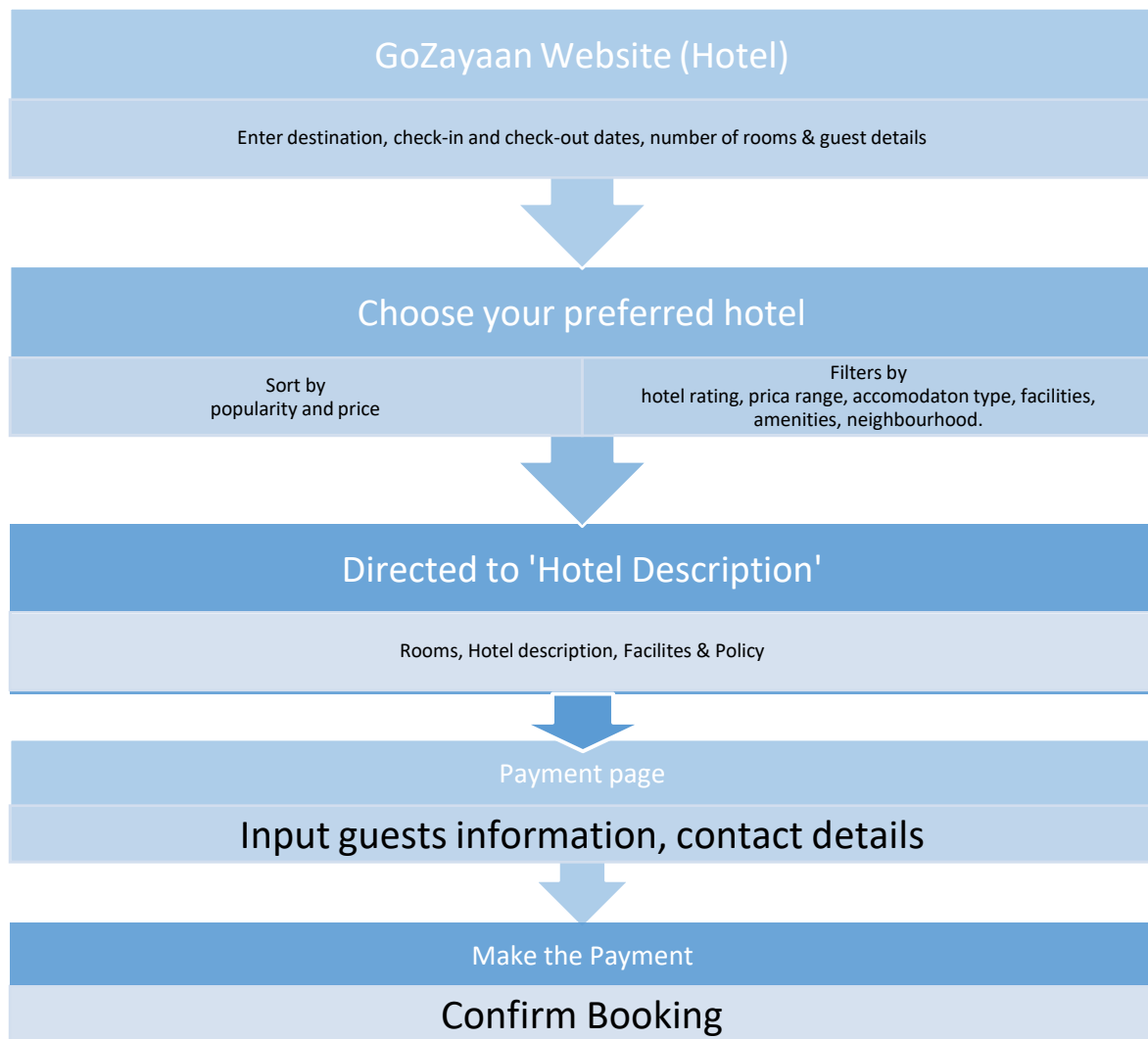


Figure 2: GoZayaan hotel booking

Once the consumer has decided on the hotel, he will be directed to a page where he must enter the details of the visitors. The payment page follows that. The transaction will be completed after payment.

The consumer will not need to speak with or seek assistance from anybody during the purchase of any of these things, and the hotel reservation will be verified.

c. Air ticket: During peak hours, like during the upcoming 9-day weekend beginning June 2nd, when millions of people are expected to come to COX's Bazar and other locations, passengers will be able to take advantage of the services and book tickets through GoZayaan, eliminating all of the offline inconveniences.

GoZayaan has been given permission by the International Air Transport Association (IATA) to offer airline tickets.

To begin with, when a person visits the GoZayaan website, the products appear at the top of the page. The flight search engine is located below that. Please see the above illustration of a flight search engine. You'll need to choose your flight type first.

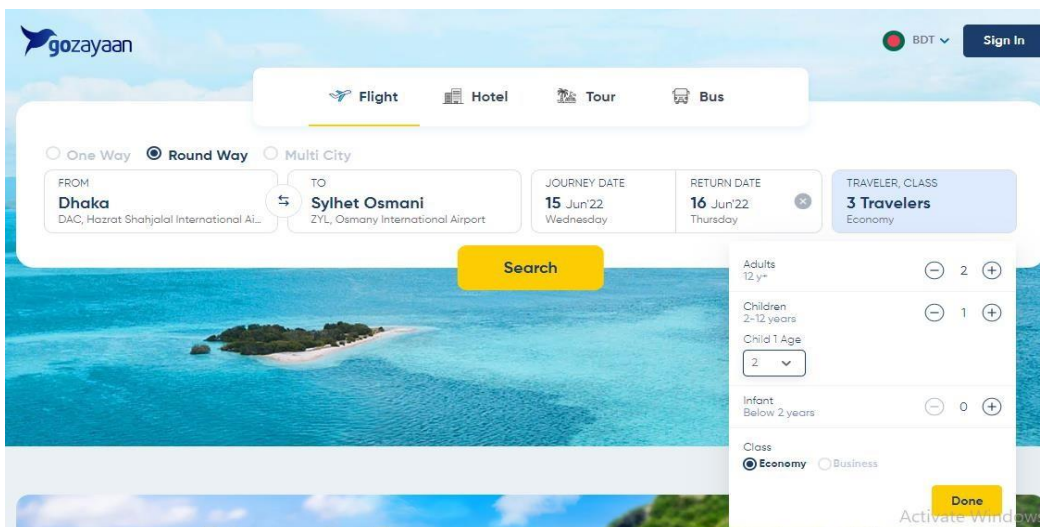


Figure 3: GoZayaan flight search engine

A flight from Dhaka to Singapore is an example of a one-way flight. A flight from Dhaka to Sylhet Osmani and then back to Dhaka is an example of a round-trip flight (figure 7). The flight search engine is updated whenever one of the flight types is selected.

Let's have a look at the stages involved in purchasing an airline ticket:

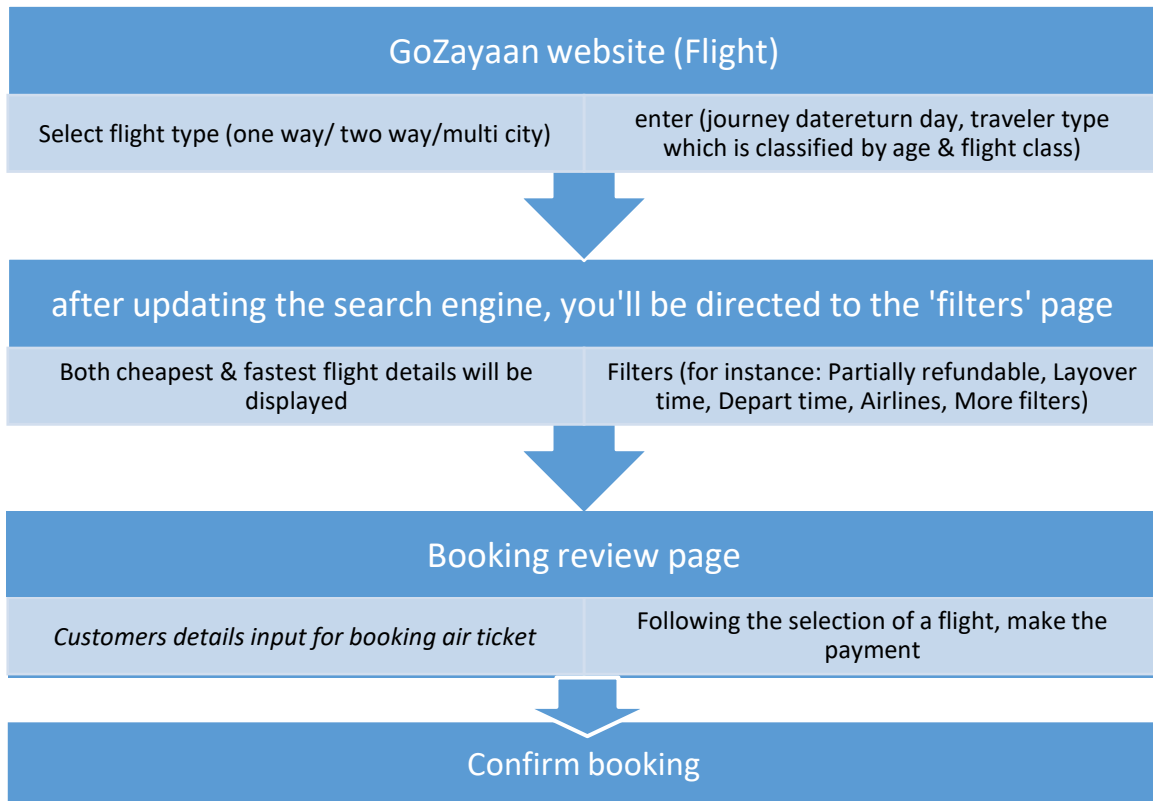


Figure 4: GoZayaan Air Ticket booking diagram

Flight type must be followed by the flight's route and departure time. Finally, the number of passengers, passenger type (which is categorized by age), and flight class must be determined. After the customer has entered the necessary information and pressed the search button, it will take a few seconds to find the flights that are most appropriate for them. The cheapest airfares will be the first presented to the customer.

However, customers will be able to sort flights in a variety of ways and combinations. Figure 7 depicts the flight filter option. The user can search for flights based on how many stops will be made, as well as the cheapest and fastest options. Not only that, but customers can also choose from a variety of air lines, prices, times, layovers, aircraft, and layover stops. After the consumer has selected his flight, he will be directed to the final page depicted in Figure 9.

d.

Visa: GoZayaan offers visa products to help you apply for a visa in your preferred country. A visa checklist for each country will be sent to the buyer. Customers can purchase visa products by visiting the GoZayaan office, calling the helpline or messaging the Facebook page.

The procedure is nearly the same for E-visas. The customer, on the other hand, is not required to visit the GoZayaan location. The customer can email the required papers and pay by card or Bkash. The E-visa is delivered to the consumer through email after visa processing is completed. The customer can pay by card or Bkash to expedite the visa process. Regardless of

whether the visa is rejected or approved, the customer will be contacted to come pick up their passport.

e.
Tour packages:

Initially, acquiring a trip package is comparable to getting a visa. Information about clients is gathered through their online accounts or the hotline that is made available to the tour personnel. Additionally, customers may filter by chosen duration, price range, and time.

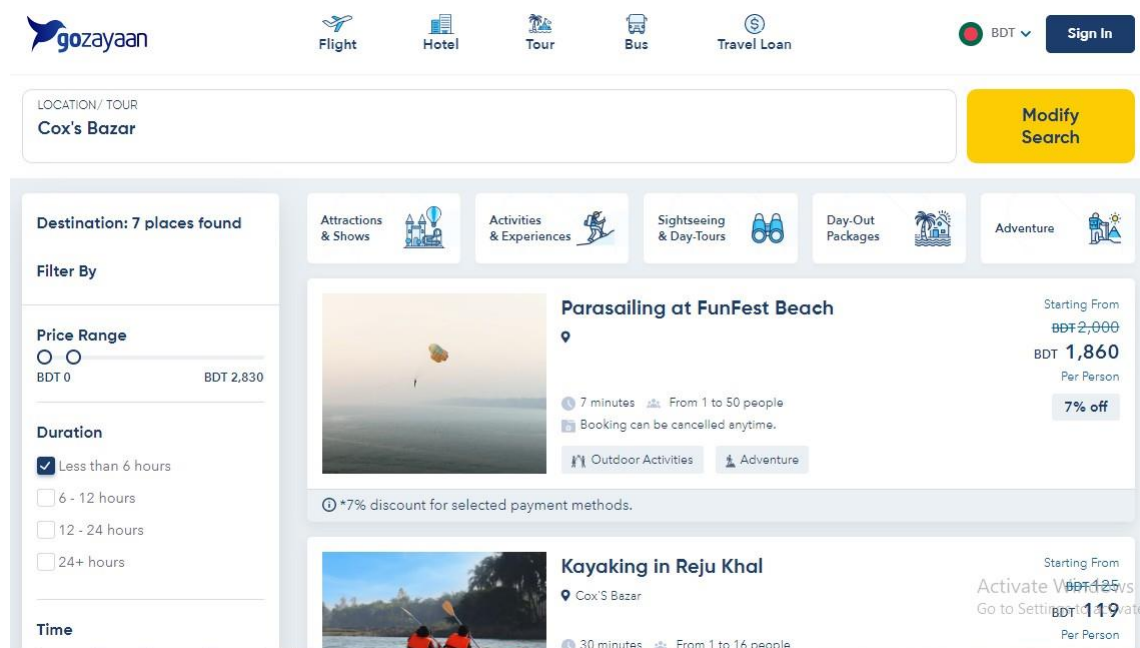


Figure 5: GoZayaan tour booking page

After that, a representative of the GoZayaan team contacts the customer to confirm the sale and respond to any queries they may have. The customer's name is put on the reservation for the resort accommodation following payment using a card or Bkash. A bill with the booking ID and payment details is delivered to the consumer. In terms of domestic travel packages, this is typically the case.

To finalize the tour schedule for international travel packages, a member of the tour team will contact the customer via phone, email, or other means. Communicate the tour agenda to the vendor and figure out how much the tour will cost. The tour will be booked in the customer's name once payment is received. An invoice will be sent to the customer. GoZayaan is aiming to establish a relationship with a global provider who will provide access to global hotel inventory.

f.

Travel loan:

IPDC Finance Ltd has partnered with GoZayaan. Anyone having an NID, office ID/Visiting card, salary statement/pay slip (any salaried individual with a monthly net salary of BDT 30,000 or more) and a passport-size photo can apply for a travel loan.

Additionally, in order to apply for a travel loan, the consumer must first create an account on the GoZayaan website.

In three working days, the loan application will be processed. The maximum travel loan amount that can be approved is BDT 200,000. The loan applicant is given an EMI period of up to 18 months (with a 0% interest rate for the first 6 months).

GoZayaan allows customers to apply for a loan without having to use a credit card. IPDC Finance Ltd determines the loan amount to be approved. If the loan is granted or declined, GoZayaan's notifies the consumer within 24 hours.

2.4 Management Practices

The organizational chart below depicts GoZayaan's minimal hierarchy.

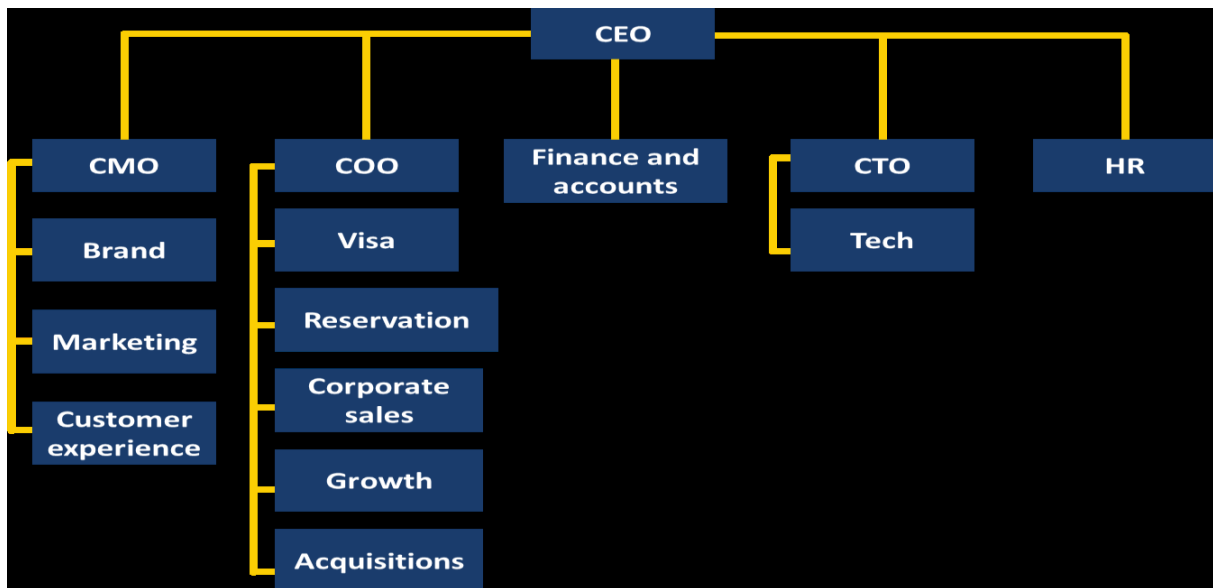


Figure 6: Organizational chart

The CEO of GoZayaan is in charge of the CMO, COO, head of the Finance and Accounts Department, CTO, and manager of Human Resources. For daily operations, the COO is the one the visa team leader reports to. Each squad has a captain who serves as the leader of their own group.

2.5 Marketing Practices

Marketing is one of GoZayaan's most important tools for selling services. The website and the Facebook generate the majority of sales leads for trip packages and visa processing. The marketing team must consider all of the platforms on which it will be implemented. This should emphasize the importance of the marketing department to the company.

As the world reopens for travel after nearly two years of the coronavirus pandemic, GoZayaan, an international travel-tech business based in Dhaka, has introduced a new brand campaign with the goal of providing endless benefits and flexibility to passengers.

Customers may make reservations via the website and app at any time and from anywhere, thanks to GoZayaan's omnichannel travel booking solution. Customers can select their preferred flights, tours, and lodgings. To address the demands of customers for responsibility, the organization has implemented brand safety procedures.

GoZayaan's campaigns promise infinite deals, benefits, and flexibility for travelers. The announcement coincides with the holy month of Ramadan. The company says it intends to provide perks for travelers all year round, in addition to this campaign.



Figure 7: GoZayaan BD deals on Facebook. Figure 8: GoZayaan PK(Pakistan) flat discount on Facebook

GoZayaan claims to have over 500,000 monthly active users, with 40% of them returning. Early this year, the company expanded regionally by acquiring Pakistani tourism tech startup FindMyAdventure. Because of its strategic insight into where travel is headed, the firm has

able to thrive.



Figure 9 & 10: GoZayaan PK(Pakistan) Facebook campaigns

2.6 Financial Performance & Accounting Practices

Data about GoZayaan's financial performance cannot be shared due to the firm's policy and the fact that it is a private limited company. The sale of air tickets on GoZayaan ranges from BDT 5 to 6 lakhs every day on average, according to information that can be obtained.

GoZayaan keeps a record of all service sales on Google Sheets so that they may display it to their investors, which is one of their accounting practices. When a check for vendor payment is needed, the accounts and finance department must receive the necessary documentation in a certain manner. After that, print the correspondence, the excel breakdown, the customer invoice, the vendor invoice, the money receipt, and the client payment documentation. The COO and the head of the accounts department should also sign the top page. Staple all of these prints together and have the growth department team leader sign each sheet. To receive a vendor payment check, submit the papers to the accounts department. To purchase tickets from various airlines, GoZayaan must purchase a prepaid balance from them. Novo Airlines is one of these airlines. Every year, GoZayaan is audited by an audit firm approved by GoZayaan's investors. The growth team are the only ones who will be affected by this procedure. At the beginning of each month, the visa team is granted a predetermined amount of money. If they need more money during the month, they can apply for it. The visa team is granted a payment at the start of each month since visa applications need immediate payment.

2.7 Industry Analysis

Over 50 online travel agencies (OTAs) in Bangladesh, with OTAs accounting for nearly 4% of the total travel market. Traditional travel agencies still make up the majority of the sector. Majority of online travel agents began operations in 2017 and are continuously expanding.

In an interview with FutureStartup, Salman Bin Rashid Shah Sayeem, CEO of Flight Expert, stated that there are over 50 online travel agencies (OTAs) in Bangladesh, with OTAs accounting for nearly 4% of the total travel market (Future Startup, 2019).

This belief is based on the international travel industry's current state, not on a naive confidence in technology. The Expedia Group, an American online travel shopping company rather than a traditional travel agent, is the world's largest travel agent.

We don't even have to consider the global tourism industry. Take a look at our neighbor, India's, tourism business. Club Mahindra Holidays, Yatra, Makemytrip, Goibibo, and others are all online travel agencies.

Bangladesh's travel business is undergoing a transformation thanks to technological advancements that will alter the industry forever. It's a combination made in heaven when it comes to travel and technology. That is why trip booking bd ltd., a traditional travel business, transformed into ShareTrip, Bangladesh's largest online travel agency. In addition, new OTAs are contending for market share.

2.7.1 Industry competitive analysis

In Pakistan, successful seed rounds, fundraising, and investment inflows have recently increased, with the year 2021 appearing as the best for the startup environment in the country. In Pakistan, 81 trades worth \$350 million were successfully completed. According to data provided by invest2innovate, the sum raised was more than five times what was raised in 2020, i.e., \$65 million. Bookme, Pakistan's largest online travel and ticketing site, raised \$7.5 million in December, and Sastaticket is expected to compete with the company. According to industry sources, the two are the biggest participants in the online travel agency category. Other than these, Adventure Tours Pakistan, Asian Gateways are some of the other online travel agencies in Pakistan.

When discussing the travel industry in Bangladesh, it is necessary to discuss the industry's competitors. OTAs, on the other hand, will be targeted as rivals. Because the OTA industry has not yet matured, there is still plenty of room for everyone to grow. OTAs, on the other hand, are already in competition. We were developing domestic trip packages to launch during my rotation on the growth team. Before deciding on their own prices, the crew had to look into Sharetrip's tariffs for domestic tour packages. because the customer will compare prices before deciding who to hire. Because of their customer bases, ease of comparison, similarity of items, similarity of properties, and so on, OTAs are directly pitted against one another. TravelArchitect, Airways Office Flight Expert, ShareTrip, TicketShala, haltrip, and others are among the OTAs that compete directly with GoZayaan.

2.8 Summary and Conclusions

GoZayaan is a fast-growing travel-tech business located in Dhaka. It has increased its focus on domestic tourism and launched a number of goods. The company aims to dominate the domestic travel market in Bangladesh as the local future of travel manifests more clearly across markets.

GoZayaan offers EMI options for flights, hotels, and tours, making travel financing extremely flexible. Customers can select flights based on price, speed, and other factors. It introduced buses to the platform last year, allowing customers to book bus tickets and rent buses.

Chapter 3

As GoZayaan rises towards South Asian expansion, the future of travel begins

3.1 Introduction

GoZayaan, a Bangladeshi digital travel solutions platform, has purchased FindMyAdventure, a Pakistani startup. It is the first travel-tech platform to do so. The acquisition will pave the way for further international agreements and signaling an OTA boom in the South Asian industry.

3.1.1 Background

The coronavirus pandemic jolted the whole industry a year later, in 2020, causing significant cascading effects across the travel and tourism ecosystem, with analysts predicting that travel spending will not recover to pre-pandemic levels until 2024. The pandemic's impact on the travel business in Bangladesh has been similarly disastrous. Industry insiders reported a decline in business of more than 50%, as we previously reported. Hotels, transportation, and travel agencies were all just getting up and running. According to TOAB, the sector will lose 30% of its jobs in 2020. It's been like sailing into a hurricane for many tourism organizations as they try to navigate the pandemic.

The geographic similarities, user behavior in terms of travel booking are the primary reasons for acquiring a Pakistani travel platform. Until July of last year, the local sector predicted a loss of Tk114 billion with little possibility of recovery. The Tour Operators Association of Bangladesh (TOAB) had previously projected the loss at Tk57 billion through December 2020 in a report released in April 2021, when some four million people were struggling to survive.

3.1.2 Broad Objective

GoZayaan was created with the goal of making travel more flexible and accessible for everyone. The companies seek to shift travel from offline to online and throw more light on the digital world by providing innovative travel options across South Asia.

3.2 Methodology

Secondary data from GoZayaan and publications will be used to construct the study. This internship report has been developed with the use of secondary data, some of which had previously been utilized in prior studies. Various articles and stories on GoZayaan's expansion in Pakistan were really beneficial. That data, for example, is vital in the concept of data enrichment, which entails integrating datasets from secondary sources into a study dataset in order to improve its precision by adding critical qualities and values.

3.2.1 Methods of Data Collection

Primary data from GoZayaan and Secondary data from GoZayaan and other articles will be used to construct the study. Secondary data about the online travel agency and the services it provides both to local people and to Pakistan

3.2.2 Literature Survey

The goal of this research is to better understand how GoZayaan's innovations and customer service are influencing how travelers will experience travel in the future. In addition, we will be able to determine through a selection of comments and reports from experts what the general public believes about growing outside of Bangladesh. We'll use an exploratory approach to learn more about the travel sector, online and traditional travel agencies, online travel agency brands, and why customers prefer online travel agencies to traditional travel agencies.

3.3 Findings and Analysis

Bangladesh and Pakistan will be the geographical scope, and the travel industry will be the industry. Secondary data typically has a pre-established level of validity and reliability that does not need to be re-examined by the researcher re-using such data. The secondary data that helped greatly in the development of this internship report, some of which had already been used in earlier research, was used. Using secondary data often does not require reevaluating the validity and reliability of the data because they have already been established.

3.3.1 GoZayaan's target audiences in digital marketing

People in the metropolitan area aged 21 to 50 are typically targeted by GoZayaan. GoZayaan also employs behavioral targeting to reach out to those that travel frequently, enjoy traveling, and are social media users. To target its audience more precisely, GoZayaan leverages data from Facebook business manager and analytics.

The Daily Star spoke with Ridwan Hafiz, CEO of GoZayaan. While traveling to different countries, he discovered that online platforms like Expedia, Booking.com, and Klook provide a wide range of services that are not available in Bangladesh. Travelers in Bangladesh who book a trip through an offline agency miss out on two things: control over how their trip is customized and a lack of clear information.

In digital marketing, it's crucial to identify your target audience before running an advertisement, a campaign, or promoting a post. If the target audience is the wrong one, there will be a loss of manpower and effort in addition to financial loss.

3.3.2 GoZayaan's tools

GoZayaan has expanded internationally with the acquisition of a Pakistani travel platform. The company aims to define the future of travel in South Asia through tech-enabled innovative solutions. FindMyAdventure will now have offices in Dhaka and Islamabad.

Both GoZayaanBD and GoZayaanPK uses its own admin portal where the operation team works in shifts. This portal is used for daily successful ticket booking, monitor and update any failed booking, scan visa & passport documents.

A sizable social media audience follows GoZayaan. They advertise on Facebook, interact with their clientele, and promote their services there. VICIdial is used by the customer experience team to take calls, route incoming calls, track call duration, and more.

Inbound and outgoing calls are tracked using Google Sheets, and leads for the international and domestic tour teams, as well as the visa team, are tracked using different workbooks. Lead sheets are accessible to each squad individually. These lead sheets are employed to keep track of the weekly, daily, and monthly leads obtained through Facebook and the hotline. The lead sheets are used by the respective teams to monitor the status of the leads. Both capturing leads and tracking sales are done by the teams using Google Sheets.

The website is one of GoZayaan's most significant tools. The tech team created the GoZayaan website. The website is constantly being improved by adding new features, making it more tolerant (user-friendly) of new services, for different devices, and so forth.

The reservation team uses Galileo and Sabre, GDS software, to issue tickets (both domestic and international flights).

Pakistani customers can use their VISA or MasterCard to pay. GoZayaanBD, on the other hand, accepts payments by Amex, DBBL, Nagad, Bkash, Tap, Upay, and UnionPay along with VISA & MASTER card.

In order to interact effectively and efficiently, the entire company uses Google Chat. GoZayaan employs a variety of tools in their daily activities.

3.3.3 Alignment of GoZayaan's services with brand personas

Three of GoZayaan's services are accessible via the website, which combines tech and travel personalities. As soon as various domestic hotels and resorts are given backend access, the tour items will be made available on the website. Most of GoZayaan's offerings will be linked with their brand persona as a result of this. This will strengthen the GoZayaan brand image.

If a consumer requests that they speak with someone later, the team member will do so. If a consumer wishes to book a weekend tour package, a member of the tour team will assist the customer in making the purchase. Consumer service representatives will offer the information the customer requires even if they are talking with the customer via Facebook or a hotline.

GoZayaan's services are built in such a way that the brand identities are communicated to customers, whether they are purchasing or just window shopping. The brand identities are communicated to customers using GoZayaan's services, whether they are making a purchase or just browsing. Customers see GoZayaan as a convenient one-stop travel option when they use the website to book a ticket, look for hotels, apply for a travel loan, or simply learn more about visas. The team members are flexible when selling a service to a customer in order to satisfy their needs.

3.3.4 GoZayaan's brands key personas

To set itself apart from the rest of the OTAs, GoZayaan is developing a distinctive brand. GoZayaan is attempting to identify several personas with their brand, including travel, information, technology, friendliness, flexibility, convenience, and control. Some of these concepts have been linked to GoZayaan's brand personalities successfully. People who are familiar with GoZayaan think of technology, travel, information, and flexibility when they hear the company's name. This feedback came from the BASIS soft exhibition 2020. By participating in these industry gatherings, maintaining a strong online presence, developing a user-friendly website, and taking other steps, GoZayaan has associated its brand with the tech persona. The service design of GoZayaan has been in support of the flexibility and travel personas. The informative AI bot on GoZayaan's Facebook page, as well as the use of communication channels, have linked their brand to the information persona.

Through GoZayaan's services, posts, and events, the marketing and brand team are working hard to reinforce and communicate these brand personalities.

3.4 Summary and Conclusions

GoZayaan is revolutionizing the travel business by leveraging technology and establishing a powerful brand. They've managed to set themselves apart from traditional travel firms and online travel agencies. Customers will benefit from GoZayaan's ease, information, and flexibility since it aligns with their philosophy.

One of the most notable distinctions between traditional travel agencies and online travel agencies is this. You'll need to use your own discretion and connections to locate a respectable traditional travel agency or ask a friend for recommendations. The disadvantage of this method is that the information provided is not always accurate, making it simple to be duped. Traditional travel agencies are only accessible through a few channels.

OTAs, on the other hand, use a variety of methods, such as GoZayaan, to disseminate information. GoZayaan wants people to believe that they can receive knowledge at any time of day. This is why the GoZayaan Facebook page is so popular. This is why the GoZayaan

brand is so well-known. They've managed to set themselves apart from traditional travel firms and online travel agencies.

Utilizing a variety of tools and platforms to inform the target audience is one way to remain relevant and set oneself apart from the numerous OTAs in this cutthroat industry. GoZayaan is promoting their own brand while achieving this exact goal.

The OTA business model will eventually become the norm within the sector. To obtain a sense of the market, new OTAs will look into OTAs such as GoZayaan and their offerings. Customers will benefit from GoZayaan's ease, information, and flexibility since it aligns with their philosophy of getting things done as soon as possible.

In conclusion, GoZayaan is revolutionizing the travel business by leveraging technology and establishing a powerful brand. Previously, there was little information available concerning travel-related services. Information on travel services is now freely available because of the rise of online travel agencies (OTAs).

3.5 Recommendations

For the time being, GoZayaan only accepts two payment methods from Pakistanis. They could offer more payment options on the website to make it easy for people of all ages. Furthermore, as long as GoZayaan continues to introduce novel travel goods such as bus tickets and travel loans, they will continue to set themselves apart from other OTAs and establish themselves as a unique presence in the sector.

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