

Report On
GoZayaan and Its Journey to Normalizing Post-Pandemic Travelling

By

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18104166

An internship report submitted to the BRAC Business School (BBS), in partial fulfillment
of the requirements for the degree of Bachelor of Business Administration

BRAC Business School
Brac University
March, 2023

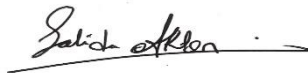
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Declaration

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:



Sahida Akter Sweety
Student ID: 18104166

Supervisor's Full Name & Signature:

Dr. Md. Mizanur Rahman
Lecturer, BRAC Business School
Brac University

Letter of Transmittal

Dr. Md. Mizanur Rahman
Lecturer,
BRAC Business School
Brac University
66, Mohakhali, Dhaka-1212

Subject: Submission of the Internship Report on “GoZayaan and Its Journey to Normalizing Post-Pandemic Travelling”.

Dear Sir,

I hereby submit the report "GoZayaan and Its Journey to Normalizing Post-Pandemic Traveling" as part of the internship program for the Bachelor of Business Administration degree at Brac University Bangladesh. I have successfully finished my 12-week organizational attachment at GoZayaan Limited, an industry-leading online travel aggregator. Through my participation in both the sales and product development processes, I learned how the opinions of end users influence the design of new products.

Under the guidance of Dr. Md. Mizanur Rahman, Lecturer at Brac University, I have prepared my internship report. His insightful thoughts and ideas assisted me in meeting both the goal and the standards of my internship report. I trust that the report will meet the desires.

Sincerely yours,

Sahida Akter Sweety
Student ID: 18104166
BRAC Business School
Brac University
Date: March, 12, 2023

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 GoZayaan and the undersigned student at Brac University, BRAC Business School

.....Sahida Akter Sweety.....

Acknowledgement

First and foremost, I want to express my deep appreciation to Mr. Ridwan Hafiz, Chief Executive Officer of GoZayaan Ltd., for his invaluable assistance in writing this report. I am able to do this research because of the time and money he has provided me with.

My sincere appreciation goes out to Mr. Munim Chowdhury, Assistant Executive, Tour, for his patience and guidance while I worked on this internship report. He has provided me with the background I need to understand the inspiration for, and development of, this product.

I am remarkably grateful to Mr. Mahbub Anam, Head of Sales. He has been an excellent leader and guide. He has been an incredible resource for me, both in terms of guiding my education and in terms of designing the research for this report. It would have been impossible to compile this report without his assistance.

Finally, I would want to extend my deepest gratitude to Dr. Md. Mizanur Rahman, a Lecturer at BRAC Business School and my internship supervisor at Brac University Bangladesh.

Executive Summary

The development of online tour operators has changed the traditional travel marketplace. The Asia-Pacific Region has become the most lucrative market for online travel agencies (OTAs), which are gaining popularity due to their use of innovation to appeal to a tech-savvy millennial consumer base. (Market Research Future, 2019).

GoZayaan Ltd., a dominant competitor in the Bangladeshi OTA market, launched a similar but more lucrative offering in February 2020. As more and more individuals in the world are able to put aside money for fun activities, tourism is flourishing. People who have more money to spend on themselves or their families are more likely to want to go on vacation. GoZayaan is one of the largest online travel agencies (OTAs) available. In this paper, we will examine the past travel industry's struggles with COVID-19 and its subsequent sluggish but steady recovery so that business as usual may resume.

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List of Acronyms

OTA	Online Travel Aggregator
CE	Customer Experience
GDS	Global Distribution System
CEO	Chief Executive Officer
CCO	Chief Commercial Officer
OS	Operating System
IATA	International Air Transport Association
ATAB	Association of Travel Agents of Bangladesh
CTO	Chief Technical Officer
COO	Chief Operation Officer
IMC	Integrated Marketing Communication
FOC	Free of Cost
T&C	Talent & Culture

Chapter 1: Overview of Internship

1.1 Student Information

Name:	Sahida Akter Sweety
ID:	18104166
Program:	Bachelor of Business Administration (BBA)
Major:	Human Resource Management & Computer Information Management (Dual)
Minor:	N/A

Table 1: Student Information

1.2 Internship Information

1.2.1 Period, Company Name, Department, Address

Period:	1st October, 2022 - 31st December, 2022
Company Name:	GoZayaan Ltd (Tours)
Department:	Tour Sales Team
Address:	1/A, 16/A, Gulshan 1, Dhaka-1212

Table 2: Information about Internship

1.2.2 Company Supervisor's Information:

Name:	Mahbub Anam
Designation:	Head of Sales

Table 3: Company Supervisor's Information

1.2.3 Job Scope- Job description/ Duties/ Responsibilities:

Facilitating the tour reservation procedure by posting tour products on the website, controlling inventory, and engaging with prospective clients and suppliers. Primarily, I was looking over the tours relating Saint Martin's Island and was accountable of taking care of the booking of seven ships and hotel accommodations there. I was also responsible for assisting with reservation tracking and recordkeeping, including data entry, record maintenance, and report monitoring. Participating to the design and development of website content, in addition to assisting with the production of new tours. Vendors and customers must be taken care of if responsibilities such as refunds or rescheduling need to be managed. Dealing with CE department regarding customer related queries and assist them with the needed information. Also, providing the Sales department with general administrative support. Lastly, I had to take care of the rescheduling, cancelation and the refund process within the time fame given.

1.3 Internship Outcome

1.3.1 Student's Contribution to The Company

As the Tour Product Development Intern, the primary focus of my position would be to oversee the operations of the company's product management and online sales departments. Their responsibilities include the planning and execution of online and offline sales activities. In addition to that, it was necessary for me to devise marketing strategies in order to strengthen GoZayaan's brand positioning. Additionally, make sure there is constant, clear communication going on between the organization's vendors and its clients, and keep track of how each activity is faring each month. Apart from that, I was responsible for ensuring that product inventories are constantly updated. Finally, oversee and execute online media purchasing efforts across many platforms. The majority of my duties at GoZayaan comprised of these responsibilities. The end of my three-month probationary period would be on December 31. My performance will be evaluated at the conclusion of this term, and if found satisfactory, I will be offered a permanent position here.

1.3.2 Benefits to The Student

Over the period of my internship at GoZayaan Ltd. (Tour Sales), I have every reason to believe that I have contributed just as much to the company as I have gotten in terms of experience. I was given the chance to gain first-hand experience with the organization's operational procedures as well as their product sales. It was a very uncommon event for me to analyze both internal and external activities at this time; generally, I do not deal with external initiatives such as Grameenphone's Three Day Travel Fest by GoZayaan until the end of the year. Still, I count myself lucky to have been given this chance. I had the opportunity to research and acquire knowledge on a wide range of areas and roles. In the course of my internship, I was exposed

to a wide array of systems that I now consider essential learning tools because of the confidential information I was obliged to handle.

Working in the compliance division allowed me to network with a wide variety of vendors, which exposed me to new ideas and skills. I was also instructed in the art of multitasking and the fine art of communicating with a wide range of consumers to meet their varying needs. I was able to expand my horizons and learn something new. I was advised on how to engage with and present myself professionally to senior executives of the business, as well as how to treat lower-level employees with the same degree of respect that I showed to senior leaders. Finally, after much researching, I uncovered the most important and fundamental rules of workplace behavior.

1.3.3 Problems/ Difficulties Faced During the Internship

The internship that I had was quite exciting, much like being on a roller coaster. This has some beneficial characteristics, as well as some undesirable ones. I first had difficulty communicating with the authorities because I was unfamiliar with the scenario and lacked the experience required to respond correctly in a variety of circumstances. But my supervisor, Mr. Mahbub Anam, deserves a particular thank you for his aid in maintaining order throughout the event. Occasionally, I had to reschedule the periods that team members had set aside to finish their separate tasks. Moreover, I was not always able to do the task to the appropriate quality due to the immense amount of stress I was experiencing. During my internship, it was difficult to rapidly access the information because there were so many bookings for the items. There were so many client records that it was impossible to locate the exact primary sources I was seeking. Because of the time limits involved with resolving cancellation, rescheduling, and refund difficulties, this was the most challenging aspect of my job.

Chapter 2: Organization Part

2.1 Introduction

In spite of the fact that GoZayaan has only been in business for a very short period of time, it has already achieved a remarkable level of success and established itself as a formidable brand in the Bangladeshi tourism industry. The discretionary income that is available to each individual in Bangladesh has seen significant growth over the past ten years. In 2010, it was BDT 44,403, however by 2018, it had increased to BDT 65,340 (Trading Economics, 2018). As a direct result of their increased wages, individuals began taking holidays both within and outside the country's boundaries. The seven-year income climbed from 103 million dollars in 2010 to 357 million dollars in 2018. (CEIC Data, 2018). International travelers are a small part of this development, as indicated by the 100,000-200,000 foreign tourists that visit Bangladesh each year (Abir, 2019). Internet travel companies can transform Bangladesh's travel industry and change people's travel habits as 9.37 Crore people have internet connection (BSS, 2019). The COVID-19 pandemic has hurt the worldwide tourism industry. The outbreak and travel limitations pushed many groups like these to close, and those that survived had to adapt and prepare for the future by focusing on other areas.

On August 10, 2017, GoZayaan Ltd. was established. It began with the intention of becoming a "one-stop travel solution". Ridwan Hafiz, the company's founder and CEO, saw a 536 percent increase in outbound travel from Bangladesh between 2014 and 2017, 48 countries offering visa-on-arrival, and flight fares dropping by 30% on average (Hafiz, 2019). GoZayaan Ltd., the first Bangladeshi online travel agency, became the first Bangladeshi online travel agency to collaborate with booking.com and to have discounts from over 1.2 million hotels all over the world when it launched. Only foreign flights were offered at the beginning of GoZayaan's service along with tours online. After a few short months, it introduced facilities for booking

domestic flights as well. After this, GoZayaan shifted its attention to the acquisition of domestic hotels in order to meet the growing demand for travel when restrictions were partially eased. GoZayaan, which strives to make hotel booking more accessible, has developed the first completely automated hotel booking and administration platform in the country. In addition to promoting their businesses and accepting reservations online, hotel owners may provide exhaustive descriptions of all room types and services and advertise their establishments.

In July 2018, the travel websites gozayaan.com and travelbookingbd.com merged to form GoZayaan, which operates under the domain of the former. This merger was facilitated by Data Bird Limited, a business dedicated to developing Bangladesh's Internet ecosystem (Star Business Desk, 2018). Along with that, it is one of the major companies in the OTA market of Bangladesh, was likewise enjoying this wave of growth until the COVID-19 pandemic hit, and international travel prohibitions had to be established in order to guarantee the safety of the people. GoZayaan was one of the larger participants in the OTA market of Bangladesh. The firm was facing difficult circumstances and decided to transfer its attention to the local tourist industry in order to assure that it would continue to exist. Initially, when all activities resumed with severe limitations, the firm established GoZayaan Express as a pick-up and drop-off service to provide a secure means of transportation to professionals who needed to reach their place of employment. Additions include GoZayaan tours. This company offers each tours and organizes the tourist business. The Go Safe program also includes testing for COVID-19. This was a short-term strategy for the company's survival, and it was easily executed due to the company's significant resources in the travel services industry.

2.1.1 Mission

“Our mission is to digitalize the era; Bangladeshis have not yet experienced flexibility while making tour arrangements. Booking flights, reserving hotels, and planning tours is a constant challenge for us when we travel. We intend to place you in charge of your own tour choices. With GoZayaan, your ideal holiday is now a few clicks away”.

“Go Limitless with GoZayaan”.

2.1.2 Vision

The goal of GoZayaan is a travel tech platform on which customers will be able to access all of the available tour and travel-related services at the touch of a button. It is a complete end-to-end booking platform where domestic and international flights, hotels, and tours can all be booked online. The goal of GoZayaan is to provide tourists with a convenient "one stop solution" that meets all of their needs. They plan to provide internet services to everyone in the world and bring the entire world into the digital realm.

2.1.3 Key Values

GoZayaan, as a business, is founded on six core values, which it strives to express in both its internal and external communications.

- **Consumer Driven Approach:** GoZayaan's approach to resolving travel industry problems has always prioritized the needs of its customers. Each new offering is designed to address consumer problems and satisfy demands. Finding the best strategy for attacking the problem requires a lot of reflection. GoZayaan is the kind of company that puts its clients ahead of anything else since it makes them the focus of every product it creates.
- **Tech led Innovation:** GoZayaan is focused on becoming the innovation driver with their tech driven solutions in an industry that is driven purely by human connections. In

attempting to resolve a critical issue, technology remains central to all efforts. Technology will always find a way to solve every problem, no matter how large or little. For GoZayaan, that phrase serves as a motto.

- **Transparency and flexibility:** In our interactions, GoZayaan have prioritized a modicum of adaptability. We are cognizant of the fact that internet shoppers have certain expectations regarding clarity and adaptability. Nonetheless, it might be challenging to provide the openness and responsiveness desired by clients in a digital economy. For this reason, GoZayaan has always focused on providing a one-of-a-kind service experience to ensure that consumers are completely at ease while placing an online buy.
- **Inclusive growth:** GoZayaan ensures that everyone in the company has the chance to contribute ideas and take the initiative. As we are a startup experiencing tremendous growth, we want all of our workers and partners to experience it. Individual development is vital, but collective development is emphasized here.
- **Corporate Culture:** GoZayaan place a premium on integrity, trustworthiness, and collaboration.
- **Positive Experience:** By meeting their needs for quality, value, and service, GoZayaan have been able to win over the loyalty of both our customers and the suppliers we work with.

2.1.4 GoZayaan Logo

A graphic of a blue bird in wings represents GoZayaan. This bird symbolizes liberty, which is a message to our guests to select their own ideal vacation options while staying at home. In addition to the blue hue, the organization is represented by the symbols of tranquility, stability, inspiration, and knowledge.



Figure 1: GoZayaan Logo

2.1.5 Products of GoZayaan

At the moment, GoZayaan has a total of four different products available for purchase. On the other hand, GoZayaan does not have any kind of ownership interest in any of these products. GoZayaan is a third party that acts as a facilitator to connect customers with various travel service providers. These travel service providers include hotels, airlines, and other service providers. In this role, GoZayaan acts as a bridge between two locations. The following services are currently provided by GoZayaan.

- International & Domestic Air Ticketing
- International & Domestic Hotels Reservation
- International and Domestic Tours
- Travel Loan

At various points throughout the year, there were a number of different campaigns that included coupon codes, discounts, and cashback opportunities. Additionally, it has partnerships with well-known businesses such as BRAC, Grameenphone and Aarong, amongst others.



Figure 2: GoZayaan Products Overview

It also offers various perks than credit cards issued by institutions such as Standard Chartered Bank, and its Customer Support Team is available 24 hours a day, seven days a week to assist with any traveler needs and concerns. (Source: GoZayaan, n.d.)

At the moment, all four of the GoZayaan's products—air tickets, hotel reservations, tours and travel loans can be purchased directly from the website of GoZayaan at any time of the day or night. Customers will be required to register for an account on the GoZayaan website before they can purchase any of these three goods. When the consumer logs in with that account, it is simple for them to make reservations at hotels, buy plane tickets, or request for a loan to cover their trip expenses.

The consumer will not be required to engage in conversation with anybody or seek assistance from anyone else in the course of the purchase of any of these items.

Flight Ticket: GoZayaan is authorized to sell air tickets by the International Air Transport Association (IATA), which certifies the company. When someone visits the GoZayaan website, the goods that are shown at the top of the page will be the ones they see first. The flight search engine may be found underneath that.

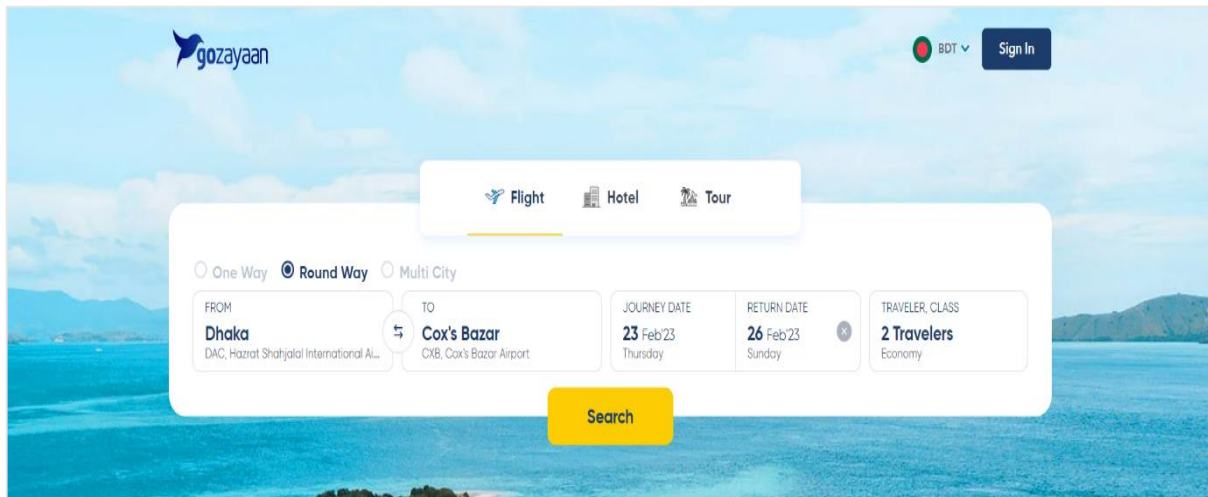


Figure 3: GoZayaan Flight Search Engine

Source: GoZayaan Website Screenshot: [Flight Booking Search Engine of GoZayaan](#) | GoZayaan Ltd. (GoZayaan, 2023)

For further information, kindly refer to the illustration of the flight search engine located above. To begin, you will be prompted to choose the mode of transportation for your flight. An example of a flight that only goes in one direction is one from Dhaka to Singapore. An example of a round trip flight would be one that departs from Dhaka and lands in Singapore, then returns through Singapore to Dhaka. A multi city flight is any flight that takes a passenger to more than one destination in a single trip. The preceding image provides an illustration of the multi city flight engine. The flight search engine is updated in response to the selection of any of the flight types. When you compare figures 4 and 5, you will be able to identify the distinction between the one-way flight search engine and the multi-city flight search engine.

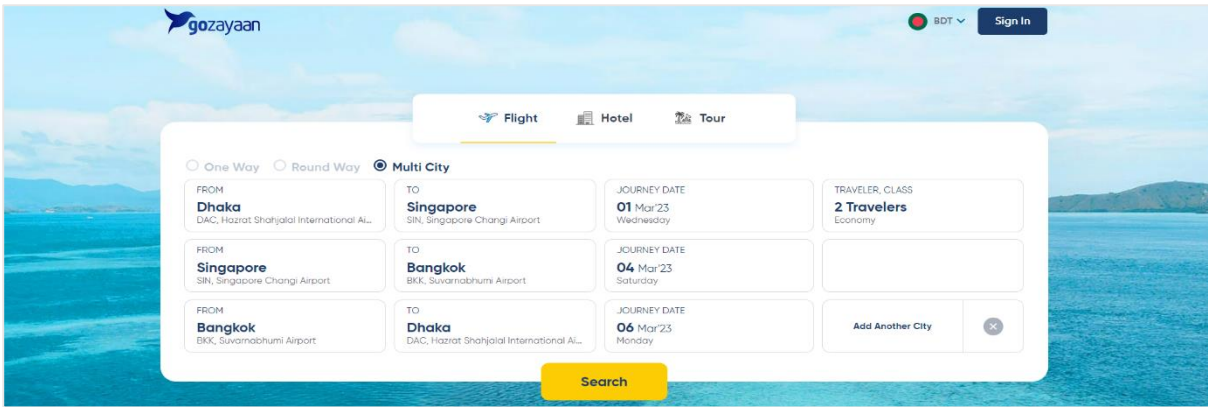


Figure 4: Multi City Flight Search Engine

Source: GoZayaan Website Screenshot: [Multi City Flight Search Engine of GoZayaan](#) | GoZayaan Ltd. (GoZayaan, 2023)

Following the selection of the kind of flight, the next step is to provide the flight route as well as the departure date. The last thing that has to be decided is the total number of passengers, the kind of passengers that can be broken down by age, and the flight class.

When the consumer has provided the essential information and clicked the search button, it will take a few moments for the system to locate the flights that are the best fit for the customer.

The buyer will first be presented with the options for the least expensive flights.

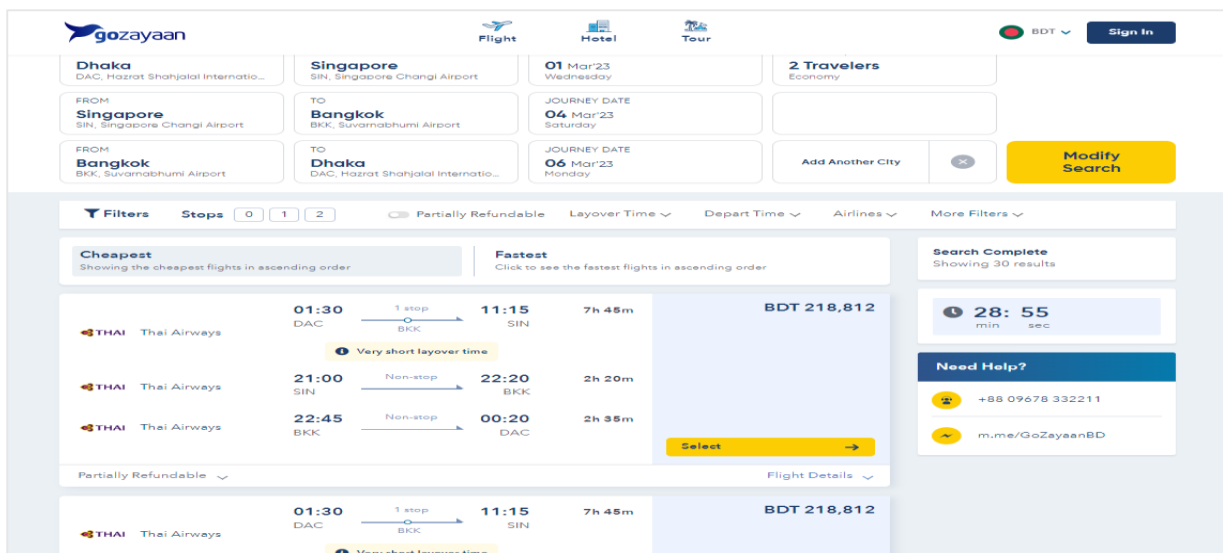


Figure 5: Flight Filter

Source: GoZayaan Website: [Flight Filter of GoZayaan](#) | GoZayaan Ltd. (GoZayaan, 2023)

However, and, there will be opportunities to organize the flights in a number of different ways, and the consumer may choose which combination they want. For further information on the flight filter option, please see figure 5. The client has the ability to filter flights by airline, price, duration, number of layovers, kind of aircraft, and so on.

Following the selection of the customer's flight, he will be brought to the page shown in figure 6 further below.

The screenshot displays the GoZayaan website interface for flight booking. The top navigation bar includes the GoZayaan logo, icons for Flight, Hotel, and Tour, and a Sign In button. The main content area is divided into two columns. The left column contains three sections: Personal Details, Contact Details, and Passport Information. The Personal Details section includes a note about passport information, a title selection (MR., MS., MRS.), and input fields for Given Name / First Name, Last Name, Date of Birth, and Nationality (set to Bangladesh). The Contact Details section includes an email field and a phone number field with a country code dropdown (+880). The Passport Information section includes fields for Passport Number and Passport Expiry Date, and a photo upload area with a 'View Sample' link. The right column displays a flight summary for a THAI flight from DAC to SIN, SIN to BKK, and BKK to DAC, Multi City. Below this is a Fare Summary table showing costs for 2 travelers: Base Fare (BDT 186,376), Tax (BDT 32,436), Sub-Total (BDT 218,812), and Convenience Charge (BDT 4,596), resulting in a total payment of BDT 223,408.

Fare Summary	
Adult (2 travelers)	
Base Fare	BDT 186,376
Tax	BDT 32,436
Sub-Total	BDT 218,812
Convenience Charge	BDT 4,596
You Pay (for 2 Travelers)	BDT 223,408

Figure 6: Flight and Customer Information

Source: GoZayaan Website Screenshot: [Flight and Customer Information](#) | GoZayaan Ltd. (GoZayaan, 2023)

On the page shown in figure 6, the client will be required to provide all of the mandatory information that is required in order to generate an airline ticket. Even the photograph of the customer's passport, which must be submitted in order to receive an overseas ticket, may be uploaded through the website. This feature has only lately been integrated onto this brand-new website. This feature was not previously available on the previous website. The staff responsible for the customer experience would have called the clients and requested a digital passport photo from them through email. Following this stage, the consumer will be presented with two alternatives for making payment: card or bKash. The consumer will be required to decide on one of these options before completing the payment process. Following then, the ticket will be provided in accordance with the amount of time it takes the members of the reservation team working behind the scenes to finish the procedure. On the other hand, the ticket is routinely generated by certain airlines, particularly domestic ones. After that, the customer's email address is added to the ticket that has been issued.

- **Tour Package:** The steps involved in purchasing a tours package are comparable to those for obtaining a visa. The tour crew is provided with customer leads that have been acquired from Facebook as well as the hotline. After that, the members of the team get in touch with the consumer to address any concerns or issues they might have and to receive confirmation of their purchase. When the card or bKash payment has been processed, the customer's name will be placed on the reservation for the resort room. The consumer receives an invoice that details the booking ID as well as the payment options available to them. This is typically the case with vacation packages inside the same country.

When a client purchases an overseas tour package, a member of the tour team will coordinate the tour itinerary with the customer using various means of communication such as the phone, email, and so on. Discuss the tour's schedule in detail with the provider, and calculate an appropriate price for the excursion. The customer's name will be placed on the

reservation for the tour when the money has been processed. The purchaser will soon get an invoice for the purchase.

The newly launched website currently contain 200+ tour packages. The previous website included a selection of tour packages on its homepage, and when a client was in communication with the company, that selection of tour packages would be modified to reflect the customer's individual preferences and as well as there are readymade tour plans.

The members of the acquisition team are now exerting a lot of effort in order to establish partnerships with nearby resorts and hotels. They will be provided with access to the website's back end so that they may post their merchandise on the GoZayaan platform. GoZayaan is attempting to form a collaboration with a global vendor in the hopes that this would enable them to have access to hotel stocks located all over the world.

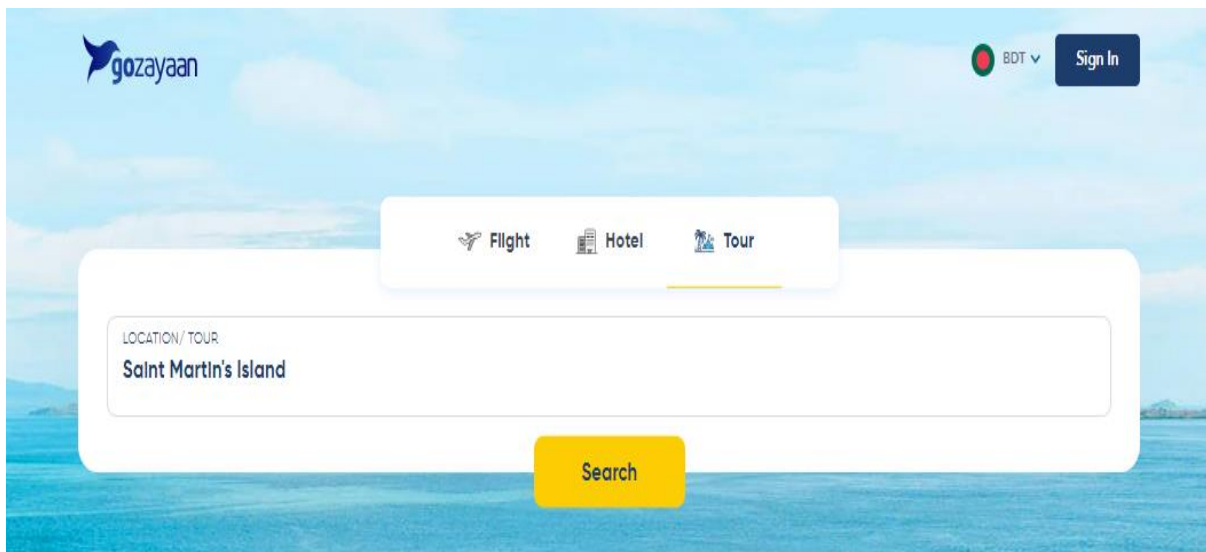


Figure 7: GoZayaan Tour Search Engine

Source: GoZayaan Website Screenshot: [GoZayaan Tour Search Engine](#) | GoZayaan Ltd. (GoZayaan, 2023)

The excursions displayed on the website cover a variety of nations and areas in Bangladesh. Each tour has a predetermined itinerary, general description, list of attractions, and number of days. Domestic trips often follow a specific itinerary, which may be altered to better suit

the traveler's preferences. But for the international tours, GoZayaan takes information from consumers, and then over the phone, they collect the requirements, and then they create a personalized tour package for their customers. For example, if anyone is looking for trip to

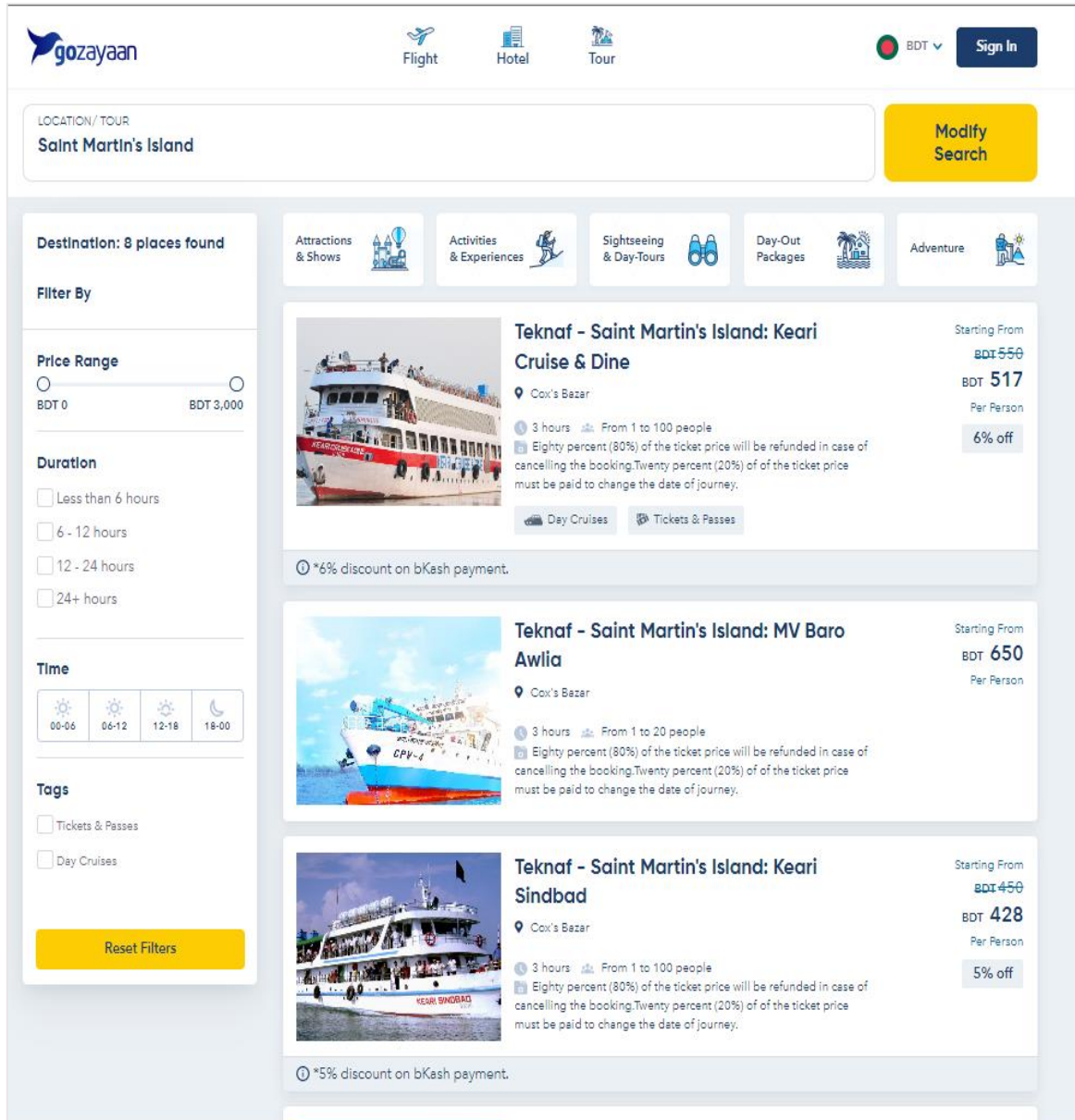


Figure 8: Tour Search Filter

Source: GoZayaan Website Screenshot: [Tour Search Filter](#) | GoZayaan Ltd. (GoZayaan, 2023)

Saint Martin's Island, they have to go to the tours section and search for his preferred location. After selecting the preferred locations, it will show them the available tours under the selected options. Like, here under Saint Martin's Island there are multiple ship options

to go their which is shown in the figure 8 & 9. After selecting the preferred option, you can see the details of that tour like the timing, inclusions, photos, highlights, price and available dates and you can choose them as per your preference. This gives customer the idea about the tour he is going to experience.

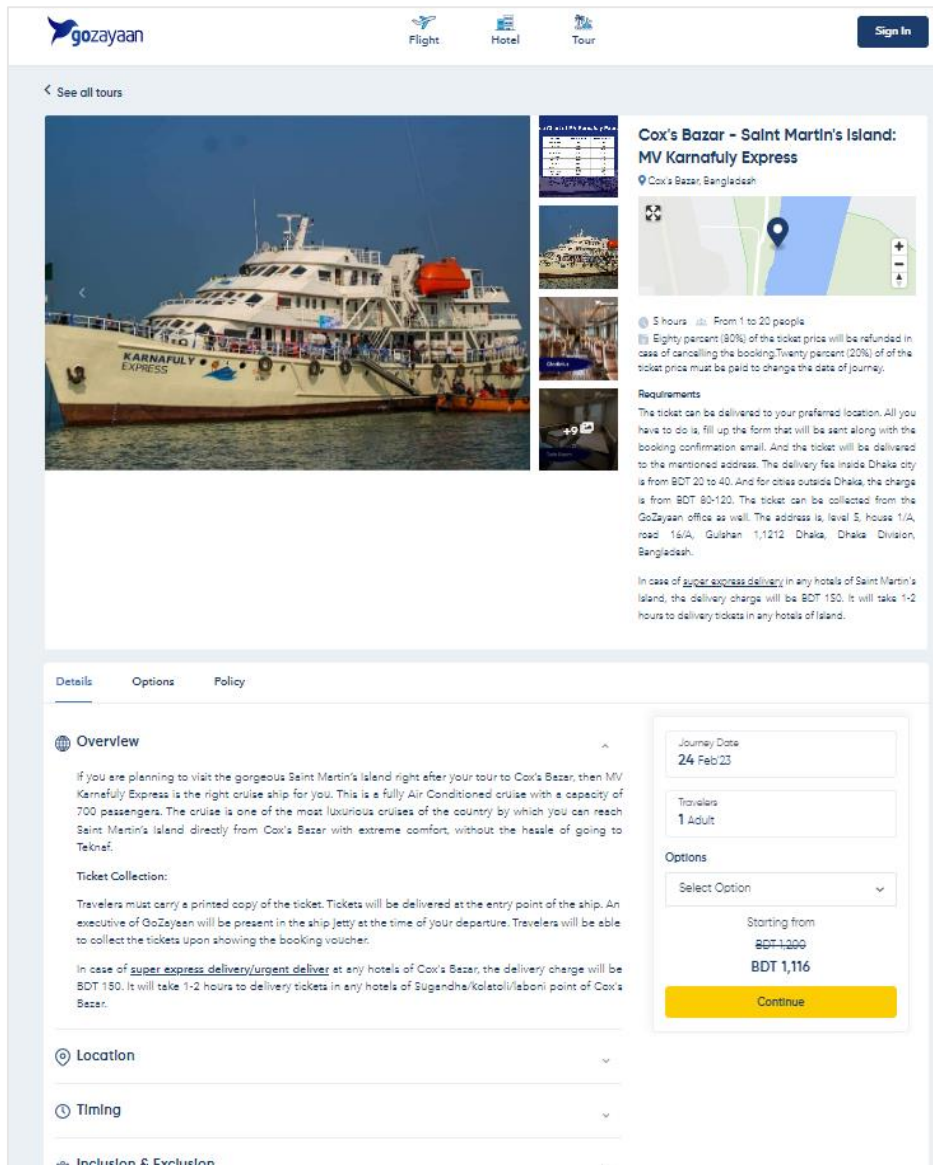


Figure 9: Tour Information

Source: GoZayaan Website Screenshot: [Tour Information](#) | GoZayaan Ltd. (GoZayaan, 2023)

After reading out the tour information if the customer likes the tours, the customer goes for the next process which includes giving customer details and payment procedures.

- Hotels:** GoZayaan is one of the few online travel agencies (OTAs) that allows consumers to book hotels in foreign countries using Bangladeshi money. When a consumer visits the GoZayaan website and clicks on the hotel symbol, they will be transported to the landing page for that particular hotel. On this page, the client will enter their desired location, the day they will check in, the date they will check out, the number of rooms, the number of visitors, and the kind of guest.

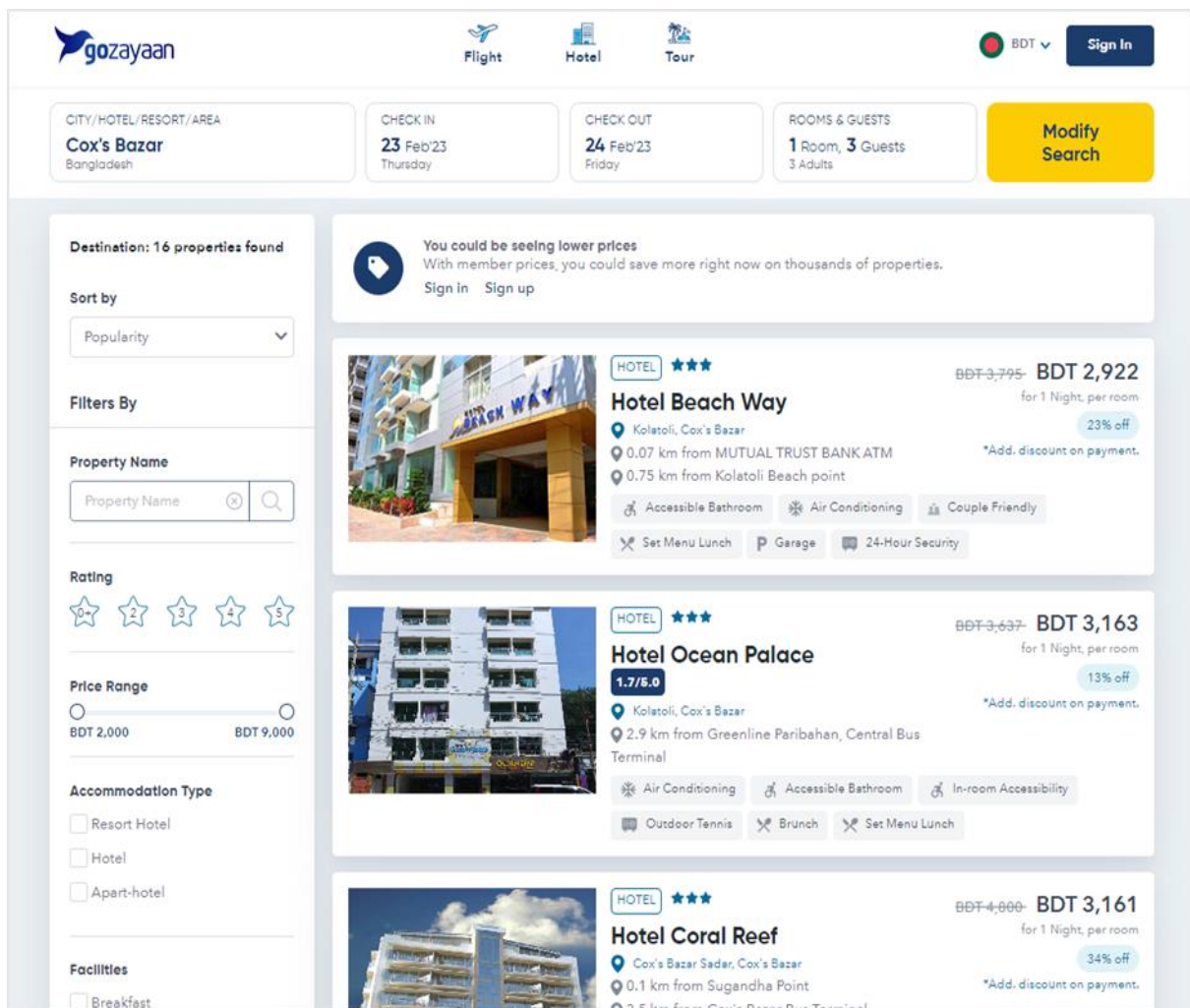


Figure 10: Hotel Search Engine

Source: GoZayaan Website Screenshot: [Hotel Search Engine](#) | GoZayaan Ltd. (GoZayaan, 2023)

In this case, just like when purchasing an airplane ticket, the choice that costs the least will be presented first. The client has the ability to narrow down their hotel options based on rating, price range, kind of lodging, availability of free cancellation, facilities, amenities, neighborhood, etc.

Following the selection of a hotel by the customer, he will be sent to a new page. Figure 11 should be referred to in order to view the page.

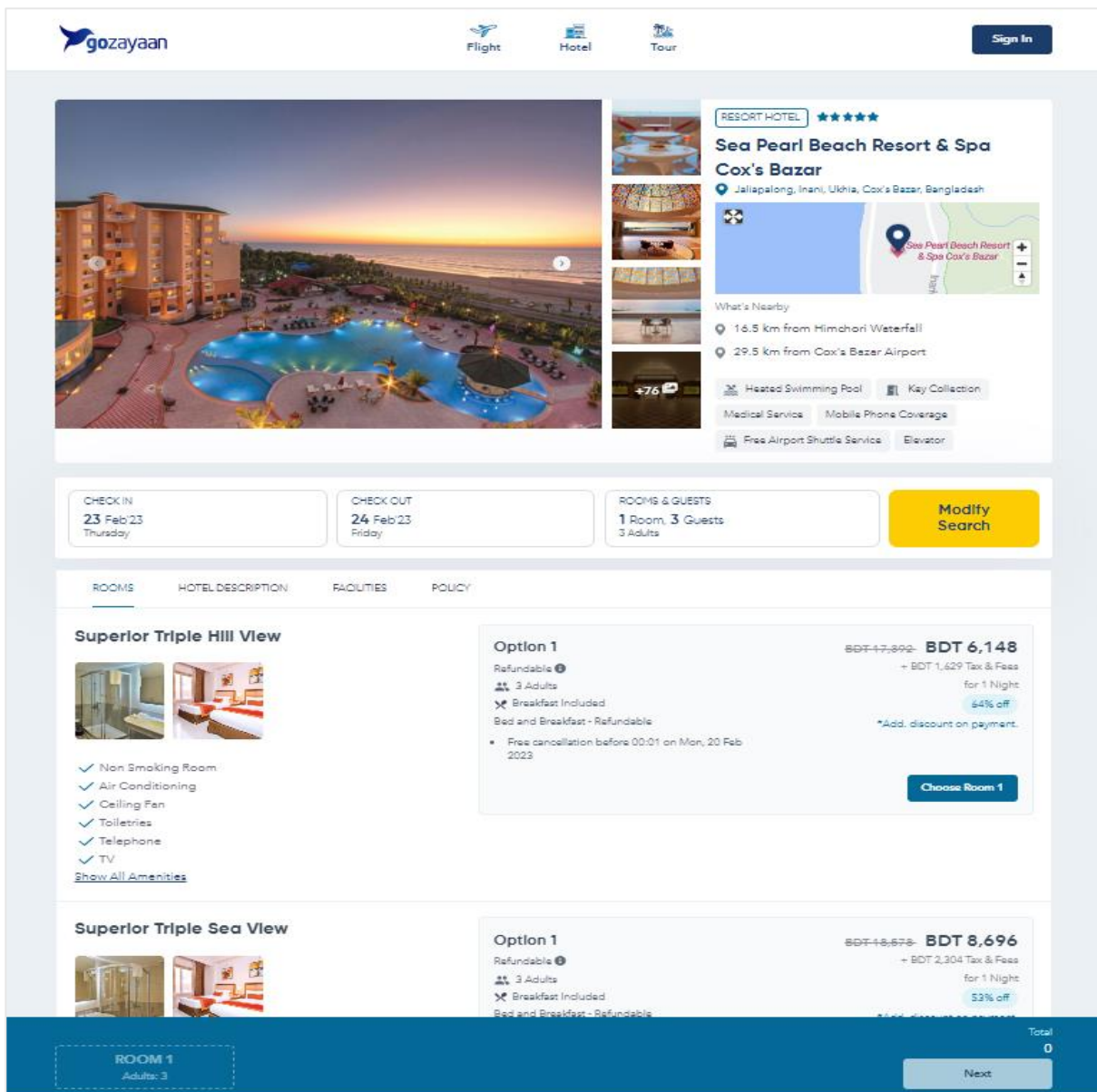


Figure 11: Hotel Page

Source: GoZayaan Website Screenshot: [Hotel Page](#) | GoZayaan Ltd. (GoZayaan, 2023)

Over this page, the client may view selected hotel rooms, as well as information on the hotel's description, amenities, and policies. At this point, the patron will choose the category of lodging that best suits his needs. When the client clicks the following button, he will be directed to a page where he will be required to provide the information on the visitors. The page to make payments will appear after that. The purchase will be finished after the money has been processed.

- **Travel Loan:** This is the newest service that GoZayaan offers, and in order to provide it, they have collaborated with IPDC Financing Ltd. Everyone who is a salaried person, makes a monthly net salary of BDT 20,000 or more, and has a valid salary account is eligible to apply for a travel loan. This service is available to anyone who has a valid National Identification Card (NID). The consumer will need to have an account on the GoZayaan website in order to submit an application for a travel loan.

During three full working days, the application for the loan will be processed. The highest amount of the loan that can be authorized is BDT 200,000. The candidate for the loan might receive an EMI facility for up to eighteen months.

The fact that a customer does not need a credit card in order to apply for this loan is maybe the most significant aspect of this service.

The customer is responsible for uploading all of the required information for the loan onto the GoZayaan website. IPDC Finance Ltd. is in charge of conducting the verification of loan applications. GoZayaan will let the consumer know whether their loan application was accepted or not. The amount of the loan that will be approved is determined by IPDC Finance Ltd.

When the loan has been granted, the corporate sales team will schedule a meeting with the client to discuss which of GoZayaan's services the customer would like to take advantage

of in conjunction with the loan. The actual loan amount that the client is required to pay back will be subtracted from the initial down payment before determining the price of the services that the customer has chosen to obtain.

2.1.6 Organogram

The organizational chart that follows outlines the straightforward structure of GoZayaan's organizational hierarchy.

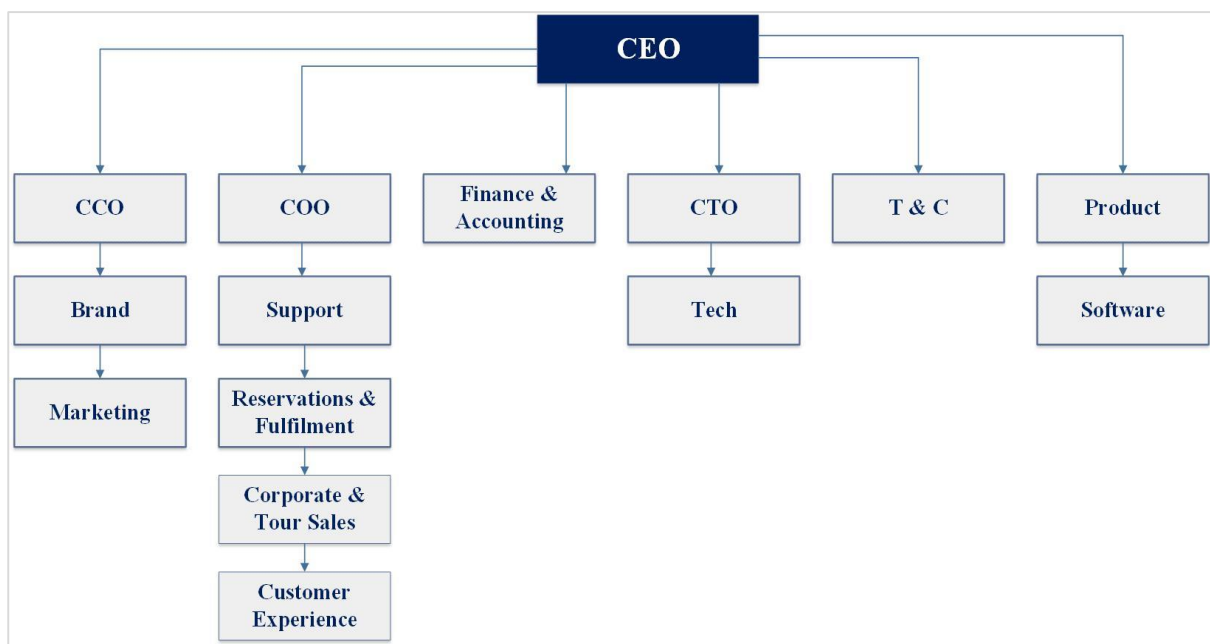


Figure 12: Organizational chart

Mr. Ridwan Hafiz serves as the Chief Executive Officer of GoZayaan. His direct reports include the Chief Commercial Officer, Chief Operating Officer, Chief Technology Officer, Head of Finance and Accounts, and the Talent & Culture. Under the direction of the Chief Commercial Officer (CCO), the Brand team and Marketing team are all hard at work. Under the leadership of the COO are the Fulfillment team, Reservation team, the Sales team and the Customer Experience team. The departments of Finance and Accounts, Product team, Tech team and T & C are individually supervised by the department heads of their respective departments. Each of the different teams has a leader who is also responsible for supervising

their own team. For instance, the chief operating officer is the one who the leader of the fulfilment team reports to for day-to-day operations. There are now one hundred thirty people working on GoZayaan, including associates.

2.1.7 Regions of GoZayaan

- **Bangladesh:** On August 10, 2017, GoZayaan Ltd. became a legally recognized business entity by incorporating as a corporation. The goal has always been to be a "One-stop travel solution". Customers constantly have trouble when traveling, from trying to book flights and hotels to dealing with visa issues and the ranting of travel agents. Because of this, GoZayaan Bangladesh strives to provide its users complete control over their vacation itinerary and make their journey easier.
- **Pakistan:** GoZayaan, which is based in Bangladesh and is a travel technology platform, made history in 2022 when it became the first Bangladeshi company to acquire a company based in a country other than its own by purchasing FindMyAdventure, which is located in Pakistan. The key factor that led to the decision to purchase a platform in Pakistan was the fact that the country's location, internet penetration rate, and user behavior in terms of making travel reservations are all relatively identical to one another.

2.1.8 Awards

Year	Awards For
2018	BASIS National ICT Awards
2018	Champion Award in the Tourism and Hospitality
2019	Master Brand Leadership Award
2019	Digital Marketing Award
2022	Excellence Awards in MasterCard
2023	Gold Award

Table 4: GoZayaan Awards



Figure 13: Awards of GoZayaan

Source: GoZayaan Facebook Page Screenshot: [Awards of GoZayaan](#) | GoZayaan Ltd.

(GoZayaan, 2023)

2.2 Overview of the Company

2.2.1 About GoZayaan Limited

Being a complete travel website, GoZayaan is a one-stop solution for Bangladeshi vacationers. You may purchase plane tickets and accommodations in one convenient place on this website. When it was launched in 2017, GoZayaan's primary focus was on the airline booking industry. Its primary offering was the sale of airline tickets, both domestic and international. Later on, however, they expanded their services to help Bangladeshi tourists with everything from visa applications and hotel reservations to special deals, discounts, and coupons.

Ridwan Hafiz, a young guy with an engineering degree from BUET, is responsible for creating this successful platform. All of his relatives already reside in the United States, and he intended to join them eventually. Yet there was a time when he worried that no good would come of his education if he left the nation. As this was the case, he felt bound to serve his nation. On August 10, 2017, Ridwan Hafiz established GoZayaan. The people of Bangladesh now have a lot of faith in this travel tech platform.

The most difficult thing for GoZayaan was getting their conventional clientele to use their tech. The need that clients use a credit card to access GoZayaan services was an additional hurdle they had to overcome at first. Nevertheless, this isn't only for credit cards anymore. You may now make transactions with BRAC, City Amex, Dhaka Bank, EBL, LankaBangla, Standard Chartered, bKash, and Nagad. As of now, their headquarters are in Gulshan, and according to their LinkedIn page, they employ around fifty people. At the moment, they assist 700,000 customers each and every month.

There are currently six departments operating at GoZayaan and each department plays an important role to operate the business smoothly. The Management department develops and executes corporate strategy. It runs everything. General management oversees corporate

strategy, planning, plan implementation, decision-making, staff supervision, timeliness, and discipline.

Commercial section staff analyze customer wants and create tourism items. Marketing managers' main duties are: Market research includes understanding the environment, making marketing efforts, staying on top of economic trends, detecting customer desires, and knowing the strengths and weaknesses of peer rivals.

The Operations Department provides packages that combine two or more tourist components (among attractions, transportation, intermediaries, location, accommodation, and activities). It organizes a successful domestic or international tour. It prioritizes customer demands and supplier possibilities to plan the best vacation. It builds the trip itinerary and tells them how to get to the location and what to do there. It arranges housing and travel with the right agencies.

The Finance Department obtains and distributes tourist sector money. Financial experts assess capital needs. Tourism requires long-term investments for office buildings, cars, infrastructure, and equipment. Staff, communication, power, and other resources demand short-term capital. Most tourist businesses start with hotel, lodge, and airline reservations.

Tourists buy goods from sales. Salespeople are the primary point of contact for tourist companies. Employees need product knowledge and good communication skills to sell. The salesman promotes the destination. Sales find and cultivate new consumers. Salespeople propose the best items after assessing consumer needs. They sell tourist products by addressing customers, giving crucial features, resolving queries, and completing the deal.

T & C recruits skilled workers for department openings. It organizes new employee orientation and training programs and motivates staff to fulfill company goals.

2.2.2 Company Profile

Company Title & Name:	GoZayaan Limited
Type:	OTA
Industry:	Travel & Tourism
Founded:	2017
Founder:	Md. Ridwan Hafiz
Headquarters:	Level 5, 1/A, 16/A, Gulshan 1, Dhaka-1212
Products:	<ol style="list-style-type: none"> 1. International & Domestic Air Ticketing 2. International & Domestic Hotels Reservation 3. International and Domestic Tours 4. Travel Loan
Regions:	<ul style="list-style-type: none"> • Bangladesh • Pakistan
Customer:	900,000+
Working Man power:	200+
Phone Number:	09678332211 (10 AM – 10 PM)
Slogan:	“Go Flexible, GoZayaan”
Email:	info@gozayaan.com
Website URL:	https://www.gozayaan.com/

Table 5: Company profile

2.3 Management Practices

2.3.1 Leadership style

Leadership is essential in every facet of an organization, from defining its purpose and guiding principles to setting its priorities and guiding its day-to-day operations. One of the various leadership styles is the GoZayaan approach, often known as Democratic leadership.

Democratic leadership is a form of leadership that encourages group participation in decision making; it is also known as participatory leadership or shared leadership. With this kind of direction, GoZayaan has a far higher chance of succeeding.

With GoZayaan, we have a democratic form of leadership, which means that everyone has a voice, and open dialogue and debate are encouraged. Democratic leaders are there to provide leadership and control even though the process prioritizes group equality and open discussion.

The CEO of a GoZayaan company is responsible for selecting team members and determining who gets to vote on important matters. For businesses, a leadership style based on consensus is one of the most beneficial since it boosts morale, encourages everyone to pitch in, and ultimately increases output.

2.3.2 Human Resource Planning Process

1. Recruitment

- Employee Participation
- Selection and hiring
- Participating in Interviews
- Description of Duties
- Negotiation About Wages
- The Letter of Appointment

- Talent Management

2. T & C Operations

- Onboarding
- FOC Management
- Inquiry and Resolution of Complaints
- Compliance Management Systems
- Leave Policy
- Handle and Resolve Talents queries
- Assist with HR decisions
- Employee retirement and Birthday party
- Rectification of Personnel
- Mobile SIM administration
- Healthcare Facility

3. Payroll

- Salary Negotiation
- Transaction processing
- Performance Evaluation
- Decision making
- Employee Recognition Plan

4. Learning and Development

- Competence Mapping and Training
- Investigation and Material Production
- On the Job Training Exercises
- Instructive Resource Management

2.3.3 Recruitment and selection Process

GoZayaan requires an enthusiastic workforce to run efficiently. They have got a T & C division to handle applications and hires now. The department of Human Resources' major duty is to make sure the right people are put in the right jobs at the right times. Human Resources at GoZayaan finds and hires exceptional people to work at the company's stores and headquarters. Otherwise stated, it is the responsibility of the T & C division of GoZayaan to find and hire qualified candidates. They are required to act in line with a prescribed hiring and selection method. GoZayaan's recruiting and selection procedure is depicted in the following flowchart.

Getting Staff Requisition: Each division must initially make a request for more personnel. Whenever time a department has to hire new people, they must go through the proper channels. Employee turnover, the creation of new jobs, and the increasing demands on certain GoZayaan's time and resources all contribute to the need for new personnel. The division submits a request for further help. The talent request specifies all that needs to be known about the position being filled, down to the number of people that will be needed to fill it, as well as any special training they may require. The manager's request was approved by the department head. Requests to employ new talent or seek new applicants must first get approval from the lead before being sent to GoZayaan T & C. Human Resources needs consent from the department head, managing director, or chair of the department in order to hire new employees. Human Resources needs permission to carry out their procedure before doing so.

Job Advertisement: Posting ads for available positions is a great approach to find candidates. Demand is the primary motivator for the distribution of employment ads. GoZayaan promotes both physically and digitally. That's why they carefully choose which channels to use for campaign ads based on the politicians they hope will win. Human resources professionals and other office workers are often found through online job boards. Consider the online networking

sites LinkedIn and Facebook pages. The corporation posts job openings in the newspaper for salesmen and chefs. GoZayaan posts job openings in the local press when they need to fill roles in a particular area, such as the Cox's Bazar Travel Desk. There is often a delay of about 15 days between the time an ad is posted and the time a CV is due. The job postings detail the jobs available, the number of openings, the education and experience criteria, the traits of the ideal applicant, the pay range, the location of the role, the headquarters of GoZayaan, an email address for sending applications, and the application deadline.

Gathering CV: The GoZayaan HR department collects resumes throughout the application period and then evaluates them after the deadline has passed. They receive resumes in response to internet job postings and store them in a file folder for further perusal. All applications for sales opportunities at GoZayaan must be sent to the company headquarters. If you'd like to apply for a job at GoZayaan, you can send your resume to us by email.

Shortlisting & Analyzing: Reading through resumes is by far the most time-consuming part of the screening and recruitment process. The company has all it needs to make a decision about the candidate right there on the CV. We review each resume that has been submitted and offer our feedback. Nevertheless, if more than one opening exists, applications will be sorted in a way that is consistent with each of the available roles. After receiving applications, they sort through them and categorize applicants based on the job openings they applied to. They sort the resumes into piles before reading them. A candidate's resume is evaluated in light of the position's criteria, the applicant's educational background, and the candidate's personal qualities. A resume will not be reviewed if the applicant does not meet the minimum qualifications.

Scheduling for Interview: The interviewers will initiate contact and set the day, time, and venue for the interview. Following applicant selection, candidates are called to confirm the

interview's date, time, and location. Each candidate is given a certain time slot, and inside that time slot, only a particular number of people are permitted to vote. Consider a scenario in which five applicants have each been allotted thirty minutes for the interview process. Those who have advanced to the interview stage are notified of the interview's date, time, and location via phone. In addition, it is specified whether the candidate is required to submit other documentation, such as a copy of their academic credentials. The next thing to do is make a database of potential interview times. The interviewee's name, father's name, contact information, and appointment time are all included on the list. The interviewees have been given a schedule of times to contact them by.

Conducting Interview: The purpose of the first interview is to ascertain whether or not the candidate possesses the necessary skills and experience for the post. The best way to learn about someone is to have an interview with them. Typically, the interview will be conducted by a member of Human Resources as well as a member of the prospective employee's desired department. At times, there may be more than two individuals present for the interview. For the position of IT officer, for instance, the interviews may be conducted by the general manager of human resources and the director of IT. The selected day is reserved for conducting interviews.

Final Selection: After the interview, candidates are scored on a number of criteria to determine who gets the job. Experience, motivation, past performance, initiative/drive, appearance (tidiness and appropriate attire), teamwork, comportment (manners, behavior, and attitude), leadership quality, communication skill, self-confidence, punctuality, IT knowledge, flexibility, and time management are all taken into account when assigning points. After this is complete, the candidate with the highest total score is chosen, and the onboarding procedure begins.

Onboarding: The permanent staff members are provided with an onboarding session. As part of the onboarding process, new hires are briefed about the history, operations, goals, and core values of the organization. Nonetheless, sales associates are required to attend a training session before they are formally appointed. They are unable to advance without attending training sessions. Workers are given the opportunity to learn about the organization and its policies during orientation meetings before beginning formal training. Usually, this sort of training takes place over the course of two days.

Signing Contract Letter: As part of the onboarding process, a corporation often issues a contract letter to a new hire, as well as sets up an employee's personal file. A new hire at GoZayaan must present HR with a copy of their official paperwork within the first few days of their employment. A national ID card or academic qualifications are two examples of such documentation. At this time, the T & C department will mail the new hire an official letter of contract. New workers are given two letters to sign on their first day of work: a joining letter and an appointment letter. The Human Resources department will then prepare two copies of the appointment letter, with the first one sent to the new employee. The finance & accounting department is provided with a copy of the second letter of employment to ensure accurate salary processing.

2.3.4 Compensation System

The fee structure of GoZayaan consists of a few of awards being presented to talents as a means of thanking them for the services they deliver to the company. The compensation consists of a basic income of 60%, in addition to a housing rent allowance of 30% and a medical allowance of 10%. In addition, GoZayaan will pay for one domestic one-way air fare for you over the course of your work following the end of your trial period, and other perks will be provided in the future in accordance with the regulations of the company. Also, every employee of

GoZayaan gets 50% of subsidized lunch. GoZayaan also offer travel allowance to its talents and they can ask for basic FOC for flights where they only have to pay for the main fair and other charges will be excluded. Lastly, there are 7% increment system which applied after completion of one year in the organization.

Moreover, there are also many non- compensation advantages of GoZayaan. Firstly, the work conditions at GoZayaan are so enviable that they can confidently promise their employees high quality output. It provides its employees with a well-equipped workplace, a sports center, and a dynamic meeting area. GoZayaan as an organization provides an excellent setting for the development of one's personality and emotional health in addition to one's physical well-being. In addition, GoZayaan ensures that its employees will have constant access to all of the resources they require to accomplish their jobs properly. It has enough juice to get the job done. Legislators have prompt access to all the resources they need to do their responsibilities. GoZayaan staff receive a price break on Company items. To ensure that all divisions operate at the same, unified level of authority, GoZayaan has appointed a strong manager to supervise the whole company. GoZayaan's manager is kind and helpful beyond measure. They keep a close eye on how much effort each colleague is putting out, and they're always there to provide a hand when their friends need it.

2.3.5 Leave Management

Each member of the GoZayaan Ltd. team, regardless of whether they are permanent or on probation, is eligible for an undetermined number of paid days off each year. It is recommended to give the manager advance notice of the situation, while also ensuring that all other members of the team are available on the same day. This is to guarantee that the leaves that are taken do not hinder the team or the department in any way, and that they do not interfere with any work processes.

2.3.6 Training & Development Initiatives

On-the-job training is the preferred and standard method of instruction for GoZayaan's staff and management since it facilitates targeted and ongoing education. Employees gain the hands-on experience and instruction necessary to accomplish their duties through mentoring and coaching. As opposed to a classroom or online platform, the events of The Man take place in a more realistic professional atmosphere. Finding the proper, competent person is only the first step in ensuring the success of GoZayaan's new hire. They'll need to have first-hand experience with GoZayaan's procedures if they want to fully understand how the platform works. Yet in today's economy, employment is unstable at best. There are two types of training for a new job: the first, required training and the training in the many ways that others have found to improve upon the original. Workers frequently need to adapt their skills to new systems and equipment.

2.3.7 Performance Appraisal System

Generally, the T&C department acts as a go-between during the assessment process, assisting team leads and supervisors as they perform individual evaluations within their own teams. The workers would be evaluated using a system that had been put in place. Each employee has to have a written set of expected abilities and duties created for them, and then their performance will be evaluated individually. Furthermore, the manager and worker will meet one-on-one to talk about the evaluation. Next, the employee and supervisor talk about their shared vision for the future. Finally, the finalized performance review is filed away. T & C utilizes appraisal data for reporting, salary adjustments, and succession planning, among other legitimate business applications.

2.4 Marketing Practices

Marketing is one of GoZayaan's primary methods of promoting their services and informing their clientele. The marketing staff and their mission are given unique consideration. Because Facebook is the primary source of sales leads for travel packages and visa processing. More specifically, the advertisements and campaigns that take place on Facebook. As an added bonus, the marketing department is always on hand whenever GoZayaan introduces a new service, initiates a new campaign, or even seeks to increase sales. Now you can see just how crucial the marketing department is to the success of the business. The marketing team must take into account every possible platform when developing a campaign.

- **Newspaper Promotion:** Advertisements for GoZayaan can be found less frequently in print and broadcast media than they are online, although the group does maintain a presence in online newspaper portals, mostly through blog posts and articles. The GoZayaan team writes most of them, checks them many times, and then sends them to newspapers, where they are edited to conform to the style of the publication. To demonstrate the breadth and depth of the newspaper coverage, we've included a selection of screenshots and external links below.



Figure 14: Dhaka Tribune Travel Promotion

Source: Dhaka Tribune Article Screenshot: [Enjoying this travel season with GoZayaan](#) | Dhaka Tribune (Dhaka Tribune, 2022)

- Influencer and KOL Promotion:** Influencers are great for promoting the general strategies of using the website and explaining the convenience of utilizing the website properly, as GoZayaan is a start-up with a massively simple but sophisticated structure. To raise awareness of their offerings, GoZayaan collaborated with popular YouTube travel bloggers Khaidai.com and Metro guy throughout the month of September. In addition, the brand team collaborated with popular influencer Sakib Bin Rashid and his wife to appear in a film they made about their honeymoon.
- Flight Promotions:** Flights is the major hero product offered by GoZayaan. It is imperative that we have active offers, campaigns, and promotions throughout the month of September if we wish to increase the number of tickets that are sold during that time period. When it comes to flights, we ensured that our clients had the greatest amount of choice possible by forming partnerships with a number of different banks and MFS providers. Apart from that, we wanted to ensure that we were able to produce enough traffic to our websites in order to hook the relevant audiences we were targeting. This required us to market both domestic and foreign places.

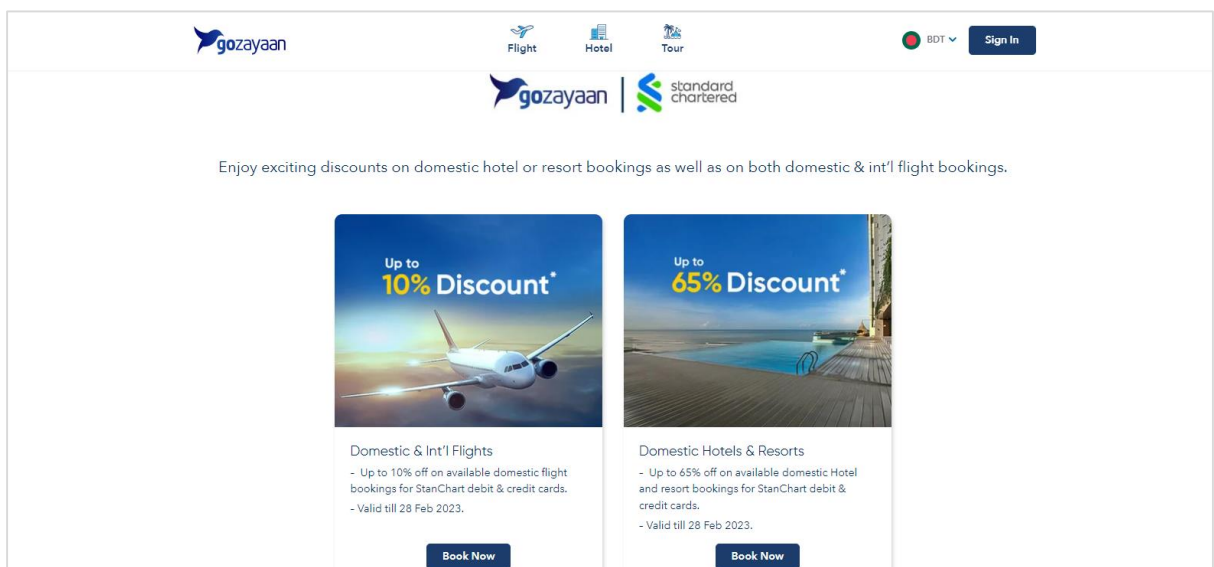


Figure 15: GoZayaan Flight Campaign

Source: GoZayaan's Website Screenshot: [GoZayaan Flight Campaign](#) | GoZayaan Ltd. (GoZayaan, 2023)

- **Hotel Promotion:** Using our many avenues of promotion to promote local hotels is another one of our top priorities. Once the lockdown was lifted, there was a discernible uptick in the number of individuals traveling within their own country; hence, we wanted to ensure that people were aware that hotels in popular tourist areas could be booked through our online marketplace.
- **Tour Promotion:** GoZayaan has a lot of potential in the tour industry. The product team is always working to ensure that this product is ready for the target market and that it can be easily accessed by that market. But, while this promotion is going on, we are marketing a variety of tour deals in a semi-packaged manner so that buyers would have an easier time purchasing the product.
- **Corporate promotion:** GoZayaan is, young and rapidly developing start-up that is in need of financing in order to function. We need to promote the accomplishments of the firm on LinkedIn in order to highlight all of our wins and present the organization in a favorable light to the public at large. Both LinkedIn and local PR were utilized to spread the word about recent announcements pertaining to investments.

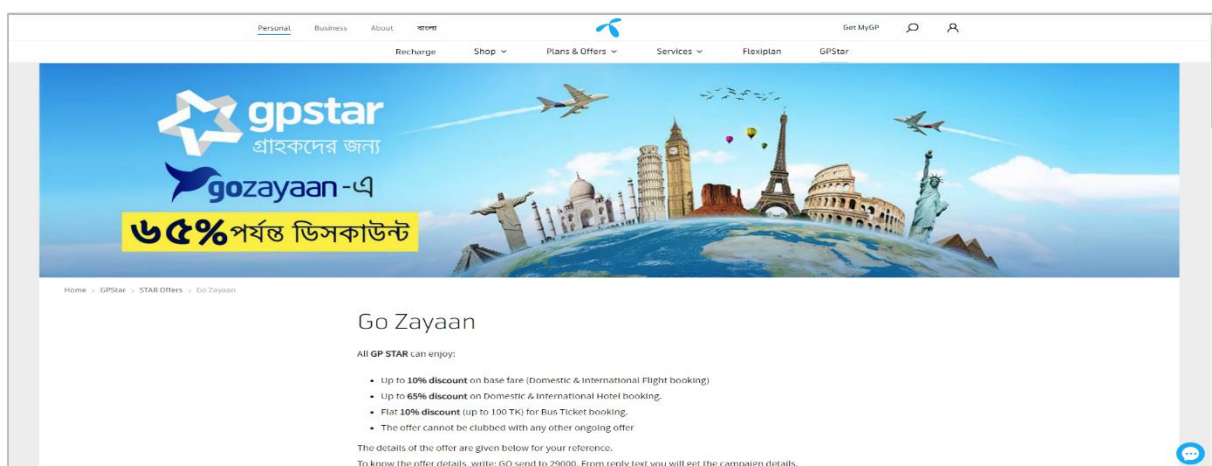


Figure 16: GoZayaan Tour Corporate Promotion

Source: Grameenphone's Website Screenshot: [GoZayaan](https://www.gozayaan.com) | Grameenphone. (Grameenphone, 2023)

2.5 Financial Performance and Accounting Practices

The first round of fundraising for GoZayaan was completed in the month of October 2021. The seed round of financing for the travel technology platform was headed by the global investment platform Wavemaker Partners, which is one of the most significant investors in the technology industry in Southeast Asia. The platform raised a total of \$2.6 million. 1982 Ventures, Century Oak Capital, and Iterative are examples of companies that have invested. Go Zion has received funding in the form of pre-seed round investments from BRAC Osiris Impact Ventures and OS Ventures. GoZayaan intends to utilize the newly acquired cash to improve their user experience, attract new talent, broaden their client base, and grow their travel service network. At the beginning, their primary focus will be on the Bangladesh market. GoZayaan completed the acquisition of a Pakistani tourism business known as "Discover My Trip" only recently, in February 2022. In the middle of the previous month, Bangladesh's GoZayaan finally secured a definitive deal to purchase the Pakistani startup firm after engaging in discussions for the prior four months. GoZayaan has completed the acquisition of Find My Adventure for the price of \$3.5 million, and the company will henceforth be known as GoZayaan. The Crunchbase profile has recently been updated to reflect an increase in investment amounting to \$4.6 million. In comparison to its prior investment amount of \$3.5 million, GoZayaan has successfully completed 5 rounds of fundraising, bringing it a total of \$8.1 million. The Seed round provided them with their most recent source of money, which they obtained on October 25th, 2022.

Formerly known as GoZayaan, the company incorporated in Singapore in 2019, two years after the beginning of the voyage. Ridwan Hafiz did not receive any funding from Bangladesh in order to purchase a company in Pakistan. In this particular instance, one of the most significant investors in the world's startup industry, DST Global, has made an investment in the growth of GoZayaan's firm. GoZayaan is also receiving assistance from Alexander Ritweiger, who is the creator of Nordstar Partners and Payback. Following completing the acquisition of Find My

Adventure, GoZayaan will have the capability to provide services to five percent of the total population of the world. To provide further information, the sales goal for GoZayaan each month is approximately between 3.5 and 4 million dollars. Thus, the goal for flights for this month is 3.7 million, the aim for hotels is 140 thousand dollars, and the objective for tours is 40 thousand dollars, which adds up to a total of 417.3 million BDT.

GoZayaan has been building a name for itself in the Bangladeshi startup business since the beginning of the current year. It became the first Bangladeshi travel firm to operate beyond international boundaries when it purchased the Pakistani online travel marketplace FindMyAdventure in February of this year. FindMyAdventure is based in Karachi. According to insiders within the sector, the recent round of investment is evidence that GoZayaan's operations are strong and that investors continue to view Bangladesh's market to be enticing.

2.6 Operations Management and Information System Practices

Products sold at GoZayaan are sourced from all around the world. While GoZayaan collaborates with a global hotel network, users may book rooms in virtually any location on the planet. While dealing with domestic hotels and resorts, GoZayaan must make individual contact with each one to discuss business arrangements. The GoZayaan acquisition team is now making significant efforts to increase the amount of available domestic homes on the site.

To supply its consumers with foreign holiday packages, GoZayaan works with international merchants. Being a leader in the travel industry, GoZayaan has forged fruitful partnerships with a number of DMCs. They provide GoZayaan with business-to-business tourism options for locations all around the world. Several DMCs cater to certain countries by providing tours and excursions that are unique to that country.

GoZayaan relies significantly on its two GDS partners, notably Travelport and SABRE, to acquire airline tickets and make reservations for flights via its website. The reservation staff

uses Galileo, a program created by Travelport's, to issue international tickets. In terms of importance, the three largest global distribution systems (GDS) are Travelport, Amadeus, and SABRE. GoZayaan uses two of these approaches.

In addition to being a travel agency, GoZayaan is also a technological company, therefore its database is crucial to its operations. Yet, because to company policy, very little disclosure is possible on the inner workings of the company's information system. GoZayaan has a user privacy policy that is explained on their website's terms and conditions page, among other terms and conditions. The privacy policy specifies the means by which users' personal data will be safeguarded and the ends to which it will be used.

2.7 Industry and Competitive Analysis

People in Bangladesh do not often think of online travel firms when the topic of the travel business is brought up. As a result, they consider the conventional tour operators. Why? Because few consumers understand the value of OTAs. Conventional tour operators still dominate the market. The website of the Association of Travel Agents of Bangladesh (ATAB) claims that this organization represents over 3,500 businesses across the nation (ATAB, n.d.).

Salman Bin Rashid Shah Sayeem, CEO of Flight Expert, stated in an interview with FutureStartup that there are around fifty online travel agencies (OTAs) operating in Bangladesh, and that together they account for approximately four to five percent of the country's total travel market (Future Startup, 2019).

The estimated distribution of brick-and-mortar vs online travel agents is displayed. Most internet travel businesses didn't even exist before 2017 and are now rapidly expanding. That's because it wasn't until recently that Bangladesh had access to the technology and economic climate necessary for OTAs to flourish. Online travel agencies, on the other hand, are the wave

of the future and will soon control the lion's share of Bangladesh's tourism business, if not the whole market.

This idea is not based on a naive trust in technology, but on research into the global travel market. Expedia Group, an American online travel buying firm, is the largest travel agency in the world. Even if we were to examine the tourism sector worldwide, there would be no cause for alarm. Let's examine India's tourism sector. Club Mahindra Vacations, Yatra, Makemytrip, Goibibo, etc. are all online travel agencies that operate in India.

Technological advancements are causing a sea change in the Bangladeshi tourism business. Technology and vacationing are a perfect marriage. In order to compete with other OTAs in Bangladesh, trip booking bd ltd! a previously existing travel agency, restructured its business to become ShareTrip. Also, new OTAs have begun appearing in the market, competing for market share.

2.7.1 Competitors

To discuss the travel industry, it is necessary to discuss the industry's competitors. But, OTAs will receive particular attention as competitors. The market for OTAs has not yet reached maturity, and there is potential for everyone to grow. Nonetheless, there is already competition amongst OTAs. During my rotation on the growth team, we were developing launch-ready domestic tour packages. Prior to establishing their own tariffs for domestic travel packages, the team was required to review Sharetrip's rates. Because the customer will compare prices before selecting a service provider. Due to their customer bases, ease of comparison, similarity of items, similarity of properties, etc., the OTAs are placed in direct rivalry with one another. Go Zayaan's direct competitors include Flight expert, ShareTrip, TicketShala, and haltrip, among others.

2.7.2 Porter's Five Forces

1. Threats of new entrants is- Low (2)

- More investment is needed
- Advantages of large companies' economies of scale
- Necessary permissions and patents
- Existing company reputation
- Vendors like established businesses with a substantial clientele
- Be confronted with technical challenges
- Possessing a website that is easy to use and provides a smooth experience

2. Bargaining power of supplier is- Very high (5)

- Dominated by a handful of vendors with vast inventory
- Scarcity of Alternatives
- Forward integration poses a threat.

3. Bargaining power of customer is- Very high (5)

- Regular or average vendor
- The ability to compare costs quickly and easily
- Negligible to negative switch cost

4. Threats of substitutes is- Low (2)

- Substitute-making industries are not very lucrative.
- Alternatives cost nearly as much as the originals.
- Unlike OTAs, substitute does not offer a one-stop shop for booking travel arrangements.

5. Industry rivalry is- High (4)

- Fast expansion of the market
- There are similar products
- Due to the low switching costs
- Shared customer

The competitiveness of the industry is equal to $(2+5+5+2+4)/25$, which is 0.72 or 72%.

Hence, the competitiveness of the industry is 72%, which is high.

2.7.3 SWOT Analysis

The SWOT analysis is a simple yet effective method for assessing the strengths and weaknesses of a business. The following table details the benefits, drawbacks, chances, and dangers that GoZayaan faces.

1. Strength

- Provider of Excellent Work at Competitive Rates
- Reliance on cutting-edge technology
- A wider range of contacts
- Qualified Workforce
- Prominent Brand Reputation
- IATA and VFS approved
- Promotional prices and other reductions
- Guaranteed safety for the clientele
- Strategic alliances and targeted advertising
- Effective customer-to-business communication
- Accessible and well-designed website

- Variety of products and offerings growing

2. Weaknesses

- Problems with a third-party website due to technical difficulties
- Operates only in a small radius
- Lack of a solid financial foundation
- Insufficient availability of hotels in the country

3. Opportunity

- Due to the industry's rapid expansion, this is a fantastic time to start a travel agency.
- At the moment, GoZayaan can have a significant influence on the industry because OTAs are not very dependable.
- Receiving favorable backing from the government and other administrations
- Potential for development in the market
- Possibility of teaming up with competing brands

4. Threat

- Industry instability is a potential risk like, COVID-19 explosion
- Inadequate means of interaction
- This is economic inflation
- One potential risk is the appearance of new rivals
- Declining Economy

2.8 Conclusion

To summarize, online travel agencies have only been active in the tourism sector for a very short period of time. The majority of their offerings are comparable, as is their clientele in most cases. Online travel agencies already face a high level of competition; but, as more OTAs enter the market, this level of competition is only going to intensify over time. GoZayaan has gotten a head start and has a solid reputation as a brand. In addition to this, they are creative and possess vision. Both of these features are highlighted in their most recent service offering, the travel loan. They are distinguishing themselves from the other online travel agencies by cultivating a powerful brand image and introducing innovative services such as travel loans.

2.9 Recommendations

Being a young company, GoZayaan is performing very well for itself. The travel sector all over the world is currently being impacted and will continue to be impacted for some time as a result of COVID-19. GoZayaan will require additional cash injection in order to emerge victorious from this predicament. GoZayaan has a powerful brand image and a successful history up to this point. Hence, obtaining investments from investors should not be too difficult. If GoZayaan is able to pull through this difficult time, then they will emerge from the other side of it in a stronger position. It is recommended to keep costs to a minimum in order to get through this crisis in order to maximize the likelihood of this startup's survival.

Chapter 3: GoZayaan and Its Journey to Normalizing Post-Pandemic Travelling

3.1 Introduction

Online travel companies in Bangladesh are poised to fundamentally disrupt the tourism industry as a result of the country's 9.37 billion people having access to the internet. The global tourism industry has been severely impacted by the COVID-19 pandemic, resulting in the closure of several businesses. As GoZayaan Ltd., a key player in Bangladesh's OTA market, went into trouble, it shifted its focus to the country's tourism business. Once operations were able to continue, albeit under strict regulations, the company launched a pick-up and drop-off service called GoZayaan Express to offer its employees with a safe commute. With its launch, GoZayaan Ltd. made history as the first Bangladeshi online travel agency to partner with booking.com and offer savings at more than 1.2 million hotels worldwide. In subsequent months, it added the ability to reserve domestic flights and accommodations. It also created the country's first fully automated hotel booking and administration platform, which allows hotel owners to market their properties online and accept reservations in real time. In addition to the previously mentioned items, the GoZayaan tours have been included. This was a stopgap measure designed to keep the business running until longer-term solutions could be implemented, and it was simple to implement because of the company's extensive capabilities in the travel service sector.

3.1.1 Literature/ Review Background

GoZayaan Ltd was officially formed as a corporation on August 10, 2017. The goal was to develop into a "One-stop travel solution" from the start. According to CEO and creator Ridwan Hafiz, the number of Bangladeshis traveling abroad increased by 536 percent between 2014 and 2017, the number of countries offering visas upon arrival increased to 48, and the average

price of a plane ticket fell by 30 percent over the same time period. In July of 2018, the two separate travel websites, gozayaan.com and travelbookingbd.com, merged into a single company called GoZayaan. Data Bird Ltd., which calls itself "a corporation dedicated to strengthening Bangladesh Internet ecosystem," played a role in facilitating this merger. According to the Star Business Desk (2018).The expansion of Bangladesh's travel and tourist industry may be traced back to the benefits of globalization and the free flow of information made possible by advances in information and communication technologies. More and more Bangladeshis are also venturing both internationally and domestically. Many typically start their trip planning process with an online search. This is due to the widespread availability of internet connection and the widespread belief that truthful information can be located online. One of the largest online travel companies, GoZayaan, has bet on this idea, giving accurate information and cutting-edge services to build a reliable brand among their customers. As a result of careful consideration, GoZayaan has decided to cater to Bangladesh's savvy, tech-savvy vacationers. Their website serves as the primary access point for the vast majority of their offerings. They have an effective customer experience team and a 24/7 phone center, so they respond quickly to comments on their Facebook page. It's all added up to give their clients a sense of ease and openness. What sets GoZayaan apart from your typical travel agency is the quality of their services and the openness with which they share information.

3.1.2 Broad Objective

The overarching objective of this project is to conduct study on GoZayaan's method for transitioning to the New Normal and surviving after the COVID-19 pandemic.

3.1.3 Specific Objective

- Assess the results of GoZayaan Limited's efforts in Covid-19
- Determine what GoZayaan utilizes.
- Recognize business prospects in the new normal
- Assess the initiatives of GoZayaan Limited
- Find ways for the organization to thrive in the new normal

3.1.4 Significance

The primary goal of this project is to examine GoZayaan's strategy for adapting to the New Normal and staying alive in the wake of the COVID-19 epidemic. In my opinion, both the appeal of traveling and the awareness of the challenges it presents are on the rise. Domestic hotel and airfare selection is a pain due to the lack of sufficient information and a centralized market place that gives consumers with enough information to make an informed decision. It's a pain to have to get money authorized and then take money out to cover accommodation costs when you're traveling internationally. Inability to book travel without using a traditional travel agency, which can lead to inflated charges for things like plane tickets and visas. Even seasoned travelers may be surprised to learn that charging certain expenses to a credit card might significantly reduce the amount of free airline miles available to them. Many OTAs (Online Travel Aggregators) have sprung up to address this issue.

Yet as the COVID-19 pandemic grew worldwide and travel limitations were enacted, GoZayaan, like all other OTAs in the market, had a tough time. In my report I have tried to portray the way GoZayaan has survived the overall pandemic. GoZayaan, which had previously relied mostly on international tourism, realized it needed to diversify its revenue

streams by expanding into the domestic tourism market. As restrictions were gradually lifted and people resumed their normal activities in the "New Normal," GoZayaan got ready to meet the increased demand for travel. In order to succeed in such a disorganized market, new product verticals like domestic hotels and tours required careful positioning and strategic communication. Now comes the difficult part: formulating a plan of action for GoZayaan to emerge victorious from these trying times.

3.2 Methodology

The study of the procedures and approaches that are utilized in a particular area of research is referred to as "methodology," and it is the term that is used to characterize that investigation. This includes not only the theory of research methodologies but also their actual use. Ethical considerations are discussed in conjunction with the objectives of the study, demographic data, sample selection, and data collection and analysis. Methodology. Qualitative research methods, such as observation, interviews, and the examination of documents, are applied in the process of gaining an understanding of social phenomena. Quantitative studies focus on gathering numerical data through surveys, experiments, and other methods.

3.2.1 Data Type

The research was completed with the help of both primary and secondary sources of information.

The Primary Sources:

1. Conducting an investigation into private reports
2. Direct communication with the Supervisor and other members of the compliance team
3. Observation made firsthand

Secondary Sources:

1. Documents and Files
2. Keep a note of each day (Containing my activities of practical observation in GoZayaan)
3. The news and GoZayaan's Websites

3.2.2 Literature Survey

We will utilize an exploratory technique to gain a better understanding of the travel industry, online travel agencies, conventional travel agency brands, and online travel agency brands, as well as the attraction of online travel agencies to customers in comparison to traditional travel agencies.

3.2.3 Data Collection Techniques & Tools

Data collection is a rigorous procedure that involves obtaining and evaluating particular information in order to provide answers to pertinent queries and assess the outcomes. It focuses on discovering everything there is to know about a specific topic or subject area. The purpose of gathering data is to test a hypothesis in an effort to provide an explanation for a phenomenon later on.

- Interview
- Questionnaire
- Reporting
- Existing Data
- Observation

3.3 Findings and Analysis

3.3.1 Findings from the Analysis

The Assistant Manager of the Sales division was there for the interview they had scheduled. The information that was provided by the workers serves as the foundation for the subchapters' respective topics. These are the findings that were found:

3.3.1.1 Purpose of GoZayaan

Since the first of the year, news about GoZayaan has been consistently reported in the media. The company began the year by acquiring a platform specializing in international travel, and it has continued to amaze people by introducing novel and cutting-edge features and functions to its existing platform throughout the year. GoZayaan continues to be a brand that prioritizes its customers in spite of all the commotion. Its services are developed to provide users with the ideal, most natural experience possible. Anybody can make a hotel reservation by providing their desired stay date(s), hotel name(s), and number of guests. Users can book flights, hotels, buses, and more using the GoZayaan website (gozayaan.com) or mobile app (available in the Google Play store). The purpose of GoZayaan is to give travelers more control over their vacations by giving them more options to choose from. According to GoZayaan, travel should be an enjoyable experience rather than one that is constrained by schedules. The mission of the company is to solve any issues that may occur during domestic or international travel wherever they may occur.

3.3.1.2 Resources of GoZayaan

In a number of important respects, GoZayaan is distinctive from conventional travel agents. One way in which GoZayaan stands out from more conventional tour operators is the tools it utilizes. GoZayaan is highly active on several social media platforms. Their Facebook page serves as a hub for all of their marketing efforts, where they announce new offerings, run

contests and promotions, advertise to their audience, and more. In addition, they use Facebook's business manager to track the reach of their advertisements. The feedback they receive is used in tandem with information gleaned from Facebook's analytics to better tailor future offerings. Customers can stay in touch with GoZayaan via their Facebook page. With the artificial intelligence bot built into the GoZayaan Facebook page, the customer service crew is relieved of some of the burden of answering questions.

The GoZayaan Facebook page's inquiries are monitored and answered in a timely fashion by the customer experience team, who employ the listenyzen social media customer servicing platform. The listenyzen platform is useful because it allows you to assign tags to inquiries and monitor how many searches each tag receives over a given time period. With this information, we can evaluate how effective our Facebook ads have been. VICIdial is a call center suite used by the customer experience team for a variety of purposes, including phone reception, call distribution, call monitoring, and call logging. The hotline is kept operational thanks to this platform. Calls are recorded in Google Sheets; leads are separated into workbooks for the visa team, the domestic tour team, and the international tour team. All players have access to their team's score sheets. Monthly and daily leads from the Facebook page and the helpline can be recorded on these lead sheets. Teams use the lead sheet to monitor the progression of their leads. Google sheet is utilized for more than just lead recording; teams also use it to monitor sales.

GoZayaan's website is one of the most useful resources at its disposal. GoZayaan's website was built by the tech department. Maintaining a user-friendly interface, expanding the site's functionality to include additional services, etc., are all ongoing priorities. In order to issue tickets, the reservation staff employs Galileo and Sabre, two pieces of GDS software. G-suite and the workplace are used by all employees for efficient and productive communication. GoZayaan uses several more tools as well.

3.3.1.3 Problem Statement

Traveling is becoming more popular, and travelers are becoming more aware of the issues that come along with it. The lack of proper information and a single market place that provides consumers with enough information to make an informed decision makes domestic hotel and flight selection a hassle. The hassle of getting money endorsed and then slicing into the fund to pay for hotels while traveling abroad. Dependence on conventional travel agencies, which often attempt to take advantage of passengers by charging exorbitant prices for airfare and visas. Many seasoned travelers are unaware of how using a credit card will affect their travel quota. In order to provide solutions to these problems, many Online Travel Aggregators (OTA) have emerged.

But as all other OTAs operating in the market, GoZayaan also faced a difficult time as the COVID-19 pandemic started spreading all over the world and travel bans were imposed. For a company which was more reliant on international travel, GoZayaan needed to strategize and shift their focus to the domestic tourism industry to ensure their survival. GoZayaan prepared their product lines of Flights, Hotels and Tours in order to cater to the pent-up demand for travel as restrictions were slowly relaxed and people resumed their daily activities in the “New Normal”. The new product verticals such as Domestic Hotels and Tours had to be positioned and communicated properly in order to gain the upper hand in what is a much unstructured market. This brings us to the problem of figuring out what GoZayaan’s strategy should be to come out successful in these challenging times.

3.3.1.4 GoZayaan's Response to Covid-19's Destruction

The pandemic that occurred in 2020 plunged the entire world into a frenzy of anxiety and pushed it off balance. Covid-19 has had an impact on every single sector of the economy. It's possible that the tourism business has taken the biggest hit as a result of the pandemic. In the year 2020, international tourist arrivals fell by 74%, making it the worst year on record for the tourism industry worldwide.

Because Bangladesh suffers from a severe lack of infrastructure, the hit was felt even more severely by the country's tourism industry. There was a startling increase in the number of hotel staff who lost their jobs. The majority of small vendors and agents moved away from the tourism industry and into other industries that were more profitable. GoZayaan was a company that continued to fight to find a solution when the vast majority of other merchants had given up.

The lockdown that occurred after the spread of the COVID-19 virus was unlike anything that humans had ever encountered before in their lives. The chaotic environment that humans had been living in for such a long time came to a complete halt. Everything was deserted: streets, offices, and airports alike. Individuals would only leave their homes when it was absolutely necessary to do so. Although the real world came to a standstill, businesses operating online saw significant growth. The number of people using food delivery services, ridesharing apps, digital payment systems, and other similar services increased at an exponential rate. As a result of the lockdown, there was no possibility for the tourism industry to flourish in this situation. Surprisingly, despite the fact that GoZayaan is a relatively young player in Bangladesh's internet market for tourism, the company managed to thrive during these difficult times. The key to their success is a concentration on the tourism market at home.

3.3.1.5 Resuming Travel Following the Post-Pandemic Period

Travel is becoming increasingly commonplace, and as a result, travelers are becoming increasingly aware of the challenges that are associated with their activities. There is a want for precise data as well as a singular advertising input that delivers everything. When customers have access to sufficient information that allows them to make an informed choice, domestic hotels and resorts see an increase in demand. The process of selecting a flight can be very hard. Obtaining financial backing and then drawing money from the fund could be a source of discomfort. Yet, in order to recoup the cost of the convenience of flying overseas without having to rely on traditional travel agencies, travel companies regularly try to take advantage of tourists by charging them exorbitant prices for airfare and other costs. There are a lot of well-prepared travelers who are unaware of the recommendation to bring a credit card with them when they go anywhere. In order to provide solutions to these issues, a number of online travel aggregators, often known as OTAs, have emerged. Despite this, GoZayaan, much like every other OTA operating in the business, had difficulties. As the COVID-19 outbreak became more prevalent across the world, travel restrictions were put into effect. GoZayaan is a good example because it was more dependent on traveling to other countries, so it required more planning and strategy. They have to shift their attention back to the tourism business in the area if they want to keep it going. Its inventory has been expanded across a number of product categories in response to the growing demand for travel, including flights, accommodations, and excursions. The people who lived in the "New World" carried on with their daily lives even as restrictions on travel were gradually eased. In order to successfully increase hotels and flights, it is vital to first become well-established and then acquire a competitive advantage within an unstructured advertising environment. This prompts the question of where and how GoZayaan should set themselves up to prosper in these challenging times.

3.3.1.6 Shifting Priorities

GoZayaan, being an online travel aggregator, had to reconsider its strategy in light of the fact that travel prohibitions were being implemented all over the world as a result of the epidemic caused by the deadly Coronavirus. This was necessary because the company's very existence was at jeopardy. In the past, the majority of GoZayaan's clientele consisted of those interested in purchasing foreign plane tickets and making hotel reservations. This was the primary source of the majority of the revenue. The company came to the conclusion that it was now necessary for it to place a greater emphasis on domestic tourism and acquire a bigger share of the market before its biggest competitors who also focused in global flights and hotels. This was due to the fact that all operations were required to be shut down as a result of the lockdown that was imposed as a result of the pandemic. GoZayaan began offering new product verticals as well as additional components to its previously existing products shortly after it began commercial operations. This section will dig even deeper into the measures taken by the company to ensure that it will continue to exist.

3.3.1.7 GoZayaan Tours

The "GoZayaan" tour brand was introduced by GoZayaan in November of 2020 with the intention of providing structure to the completely oversaturated tourist business in Bangladesh. GoZayaan sought to provide this area in a more structured fashion, with a complete overview, description, itinerary, inclusions, exclusions, special criteria, as well as cancellation, refund, kid price, and other similar regulations, because the general population of the nation is more accustomed with tours generally in the form of packages. GoZayaan's goal is to provide its consumers with access to unique experiences that can be quickly and simply purchased online by maintaining tight relationships with the companies that provide such experiences.

The following types of excursions can be booked through GoZayaan at this time:

- Attractions and Performances
- Activities & Experience
- Tourist Attractions and Day Trips
- Day Trip Deals/Packages

GoZayaan Tours is now operating in locations close to Dhaka, Khulna, and Cox's Bazar, in addition to providing foreign trips in countries like the Maldives that have recently opened up for tourism. Although GoZayaan is neither the owner of these tours nor the sole tour operator, but rather an aggregator, it must first pick suppliers based on quality of service and demand before onboarding them onto our platform through negotiation and agreement. With the use of the back-end panel, the operations team keeps track of the availability of various activities. As a result, the availability displayed on the site is always current.

Because GoZayaan is committed to providing its clients with an exceptional experience, the business places a strong emphasis on cultivating tight relationships with its suppliers and consulting with them on ways to enhance the quality of their products and services as a whole. GoZayaan is attempting to digitize and codify the consumer experience in an informal market that works mostly via phone conversations so that it is always easy and adaptable. When a consumer has participated in one of GoZayaan's tours, the customer experience team will continue to communicate with the customer in order to keep the client updated and collect feedback from that customer. Feedback from customers is utilized to enhance the service provided by the vendors who are largely responsible for managing these excursions. These vendors work in a more unstructured manner, which increases the risk that they may fail to provide what they have promised. The organization takes measures to guarantee that it keeps its promises and provides the experience that is described on our platform.

3.3.1.8 Domestic Hotels

GoZayaan has enlisted most of the famous 5 Star, 4 Star, and 3 Star hotels and resorts in their inventory, with locations ranging from Cox's Bazar to St. Martin's Island, Sylhet, Sreemangal, Kuakata, Rangamati, Khagrachari, Sajek, and Bandarban, including city hotels from Dhahran and Dhaka. Resorts in Dhaka's vicinity are also identified on the website.

With the country's first fully automated hotel booking and management platform, GoZayaan, aims to make hotel booking more accessible. Hoteliers can use the platform to list their properties, complete with all room options and facilities, and make them available for reservation.

For example, if someone is looking for a hotel in Cox's Bazar with a swimming pool, a gym, and breakfast options, they can quickly search and filter their options to find what they want. Accurate details collected via GoZayaan enables customers to book a hotel room without discovering any inconsistencies. Customers can also take advantage of hotel and resort amenities such as free cancellation, airport taxi, complimentary breakfast, and pool access.

This particular addition of onboarding domestic hotels on GoZayaan's platform has proven to be very successful. Since its launch, the growth of this particular product vertical has been immense. It has continued to grow and constantly meet the targets set out for it. Flexibility regarding payment options with the inclusion of Mobile Financial Services and different campaigns with partner banks & organizations have also helped to boost GoZayaan's presence in the market.

3.3.1.9 Adoption of IMC Strategies for Pandemic Survival

In the Covid-19 conference, GoZayaan combined IMC creation with concentrated advertising and an outsider's view. Having all of your promotional "communication minds on the same sight, one sound strategy," including advertisement, promotional offers, branding community outreach, direct selling, and/or the Internet, is essential. GoZayaan stressed consistency and harmony throughout the whole promotional mix, ordering advertising agencies to make the most of every opportunity to showcase the brand in as many different contexts as possible. Although the specifics of each message may change, marketing communication theory predicts that many of the same underlying concepts will be depicted.

GoZayaan took an external focus, too. This is far more in line with a marketing mindset based on mutually beneficial transactions between businesses and their customers. In essence, it levels the playing field between both vendors and consumers or potential purchasers, eliminating the former's tendency to adopt a megaphone strategy to address the latter as if they were a passive audience. Instead than merely combining aspects of the promotional mix, Instead of just combining the various components of the promotional mix, GoZayaan took into account every possible interaction a customer or consumer could have with a business or its offerings. An awareness and comprehension of markets are the prized currency of 21st century exchanges, and GoZayaan uses this strategy to learn as much as possible about the characteristics of their target market. In light of this knowledge, GoZayaan builds IMC with a focus on balancing the interests of the company and its customers and consumers/prospects/exchange partners.

GoZayaan's success in the Digital Marketing Strategy for Businesses in the Post-COVID-19 Age can be attributed in large part to its data-driven internet advertising efforts. The corporation leveraged the previous reservation history of users and monitored them to provide tailored discount codes to prospective customers. The use of digital coupons to increase sales is more

efficient than paper coupons. GoZayaan's sales were boosted by the coupons. Social media platforms Instagram and Facebook were used extensively in GoZayaan's campaign promotion. GoZayaan was able to compete because to the rise of digital platforms. The airline, hotel, or travel agency that GoZayaan connected you with paid a commission for each booking you made via them. GoZayaan also took advantage of the praise it received by publishing the testimonials on its different online properties.

3.3.1.10 GoZayaan Express

With the reopening of businesses in Bangladesh following the coronavirus pandemic, the online travel agency GoZayaan introduced a new workplace pick-up and drop-off service named GoZayaan Express. There was a clear requirement for a safe means of transportation to and from the office when firms reopened and employees returned. A double need arose:

- Individual office workers in Dhaka want and need a safe, virus-free commute to work, as the prevalence of public transportation in the city increases the likelihood of exposure to the virus.
- Businesses care about their employees' health and safety because it's the moral thing to do and because it boosts morale and productivity in the workplace.

GoZayaan recognized potential in the vacuum. As a transportation company that typically provides pick-up and drop-off services, the company possessed the infrastructure necessary to carry out such a project.

The key selling point of GoZayaan Express is its emphasis on passenger safety, thus the service's design is rather straightforward: it's a service that picks people up and drops them off at their offices. Your journey can be paid for in advance, and you can sign up for a subscription that lasts for a number of days. The driver will come pick you up at the specified time and

place. There is a strong emphasis on passenger safety, thus the firm cleans after picking you up and every time after that.

GoZayaan faces a difficult choice when deciding whether or not to enter the transportation services market immediately. There is one thing we know for sure about the travel industry: the near future is not bright. It was anticipated that the industry would not experience a significant upturn when this project was initiated. Overall, it did not look like a good time to put money into investments. So, it is unwise to put off committing to any long-term undertaking until you can get back to traveling. Companies like GoZayaan need to be aware of the costs and benefits of both long-term and short-term choices.

3.3.1.11 Go Safe Program

As an additional service, GoZayaan now offers COVID-19 testing, which is necessary for visitors planning to go to nations that have recently liberalized their entry requirements. The goal is to meet all of the requirements of the consumer in a single convenient location. Because of this, the client has the option to decline receiving these communications at any time. In addition, the customer is presented with several different service providers from which they can select one.

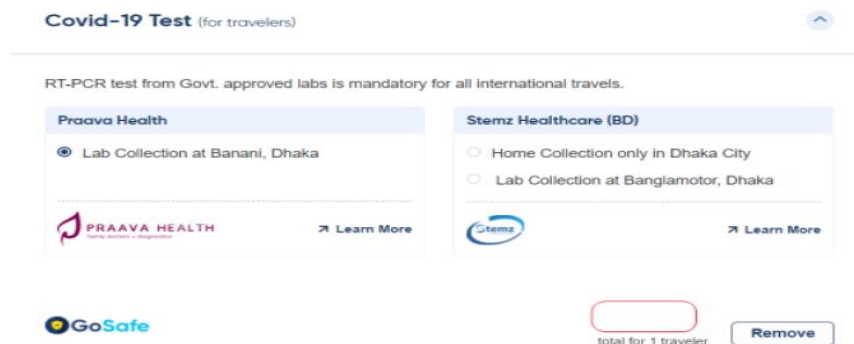


Figure 17: Go Safe - COVID-19 Testing Add-on

Source: GoZayaan Internal Source Screenshot | GoZayaan. (GoZayaan, 2020)

3.3.2 Findings from Survey

Over the course of the 17th and 18th of November, GoZayaan surveyed passengers at the Cox's Bazar Airport. Even while online booking systems provide simplicity and adaptability, the vast majority of customers who use air travel as a means of transportation still prefer to use traditional channels, such as offline travel agents. To succeed, the business had to figure out why so few of these clients were making the transition from traditional storefront purchases to digital ones. In order to get a feel for what customers think, we conducted this survey. Included as Appendix A is the survey questionnaire we created, which has both closed- and open-ended questions. In this section, we'll discuss the survey's findings and the conclusions drawn from them.

3.3.2.1 The Way User Purchased Flight Tickets

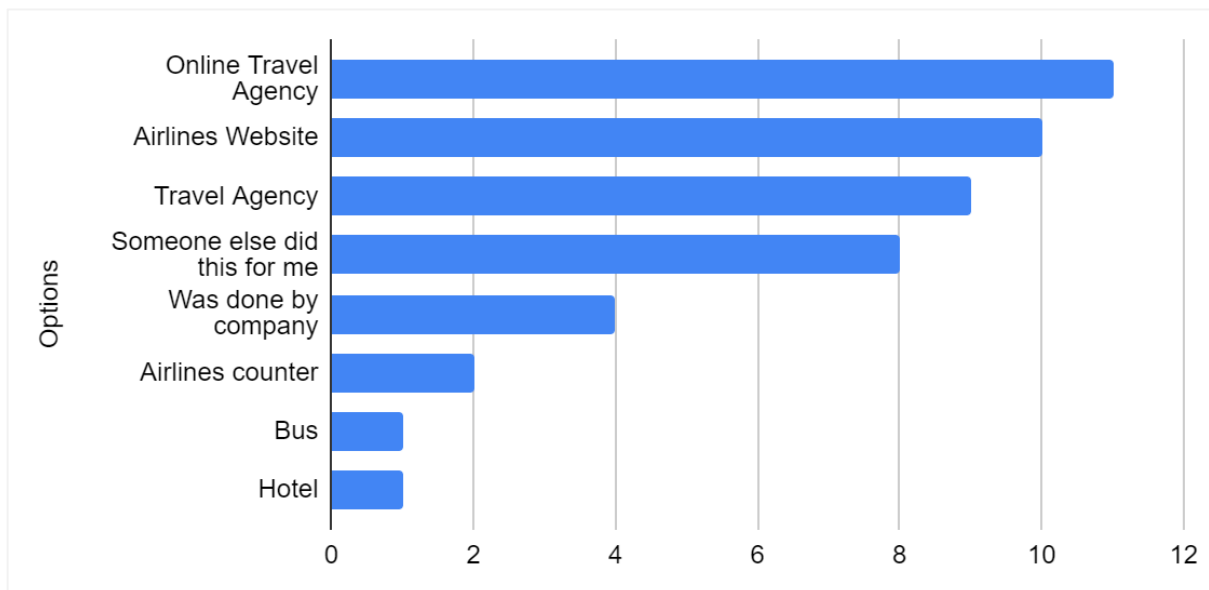


Figure 18: Travel Purchase Options Response

The results showed that 25% of consumers used an online travel agency to make a purchase. Facebook pages may be considered Online Travel Agencies by some of the survey's respondents. In addition, 25% of passengers used the airline's own website, while the remaining 25% had their tickets bought by the office or a third party.

3.3.2.2 The Reason of Purchasing flight Tickets in Different Ways

Answers	Percentage
Known Agency	19.57%
Peers purchased	13.04%
Offered Discount	13.04%
Convenience	8.70%
Office	8.70%
Father is biman manager	4.35%
Known Agency, allowed to make late payments	4.35%
Airline Website Preferred	2.17%
Bus	2.17%
First time domestic purchase	2.17%
Group Booking	2.17%
Instant payment	2.17%
Part of package	2.17%
Self	2.17%
Travel agency agreement	2.17%
Came to collect the payment	2.17%
Known Agency, came to collect the payment	2.17%
Known Agency, Gave Discount	2.17%

Table 6: Survey Answer Percentage

It is clear from this finding that 1.45 percent of consumers relied on another person to make the purchase for them. In addition, 35 percent of respondents believed the buyer because of previous interactions, and lastly, people are more likely to trust known third parties than their own purchases.

3.3.2.3 Domestic Fly in a Month

From the answers we have found that 2.2% people fly domestically in a month which is equivalent to 5 times. Moreover, 30.4% of the people fly 2 to 4 times and rest of the 67.4% people fly only once in a month.

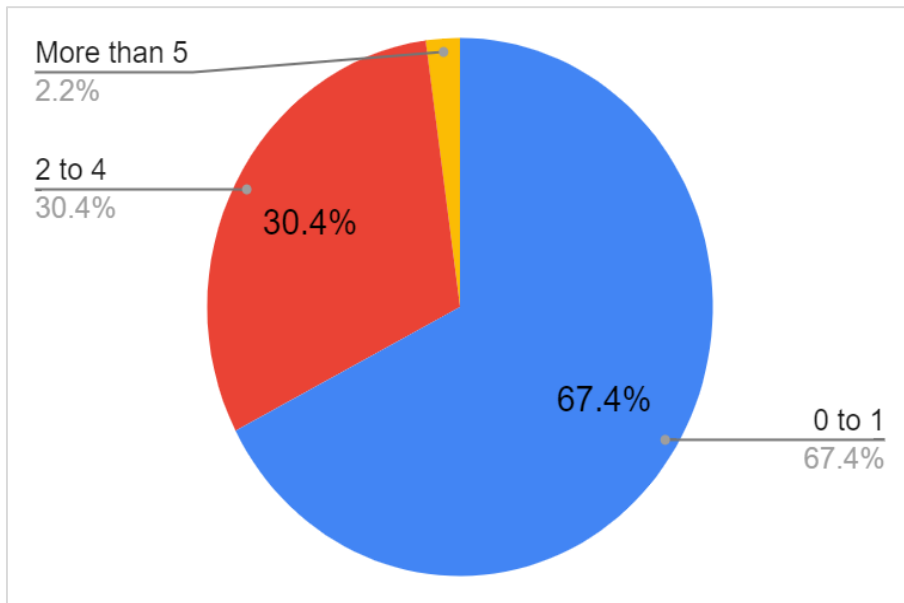


Figure 19: Survey Results - Frequency of Air Travel

3.3.2.4 Agency Recognition/Popularity known by User

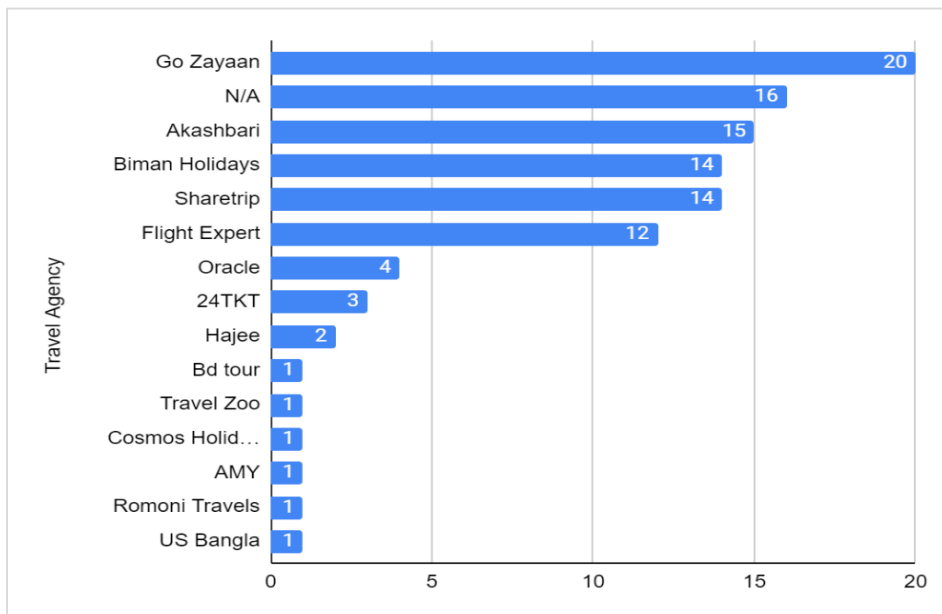


Figure 20: Survey Results: Agency Name Recall

It is clear that 33% of the population does not recognize any of the travel agency brands, regardless of whether they are online or offline. This is especially true for offline travel companies like Akash Bari and Biman Vacations. In addition, the individuals who recalled GoZayaan may have been biased because they were informed about the surveyors' organization in order to complete the questionnaire.

3.3.2.5 Discount Knowledge & Online Ticket Purchase Ratio

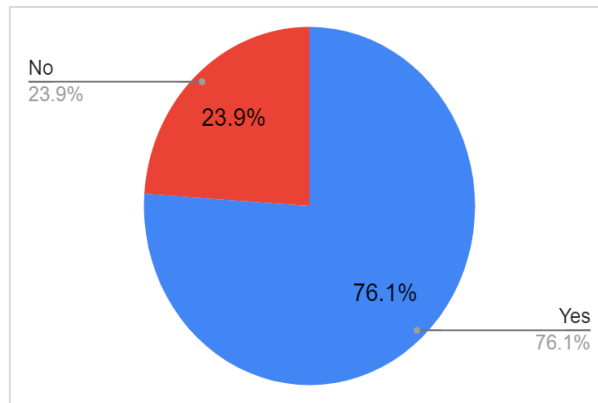


Figure 21: Survey Results - Discount Knowledge

In this case, 75% of respondents were aware of the higher discounts available through online travel agents; nevertheless, there is a possibility that this was due to respondents trying to appear smart to the surveyors.

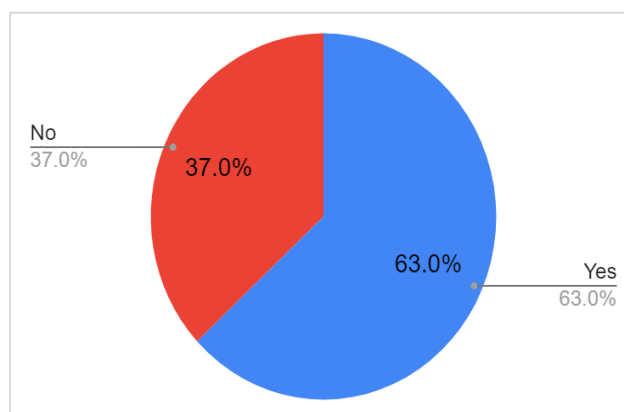


Figure 22: Survey Results - Online Purchase Instance

Here, 63% of shoppers have made an online purchase, whereas 12%, aware of a better deal offline, have chosen not to shop there. This demonstrates skepticism about buying things

online. Last but not least, there's a subset of the population who would perceive Facebook to be an online shopping option.

3.3.3 Other Key Insights

1. Despite the fact that 43% of the population had heard of GoZayaan, just 13% had purchased their products. Future sales to these consumers can be made easier with the use of scheduling assistance.
2. Users are hesitant to make transactions via laptop.
3. The target market of women does not make direct purchases of the item. Forethought is involved. Their husbands will be making the final payment.
4. Consumers often use overseas OTAs for research purposes and make occasional purchases.
5. Most GoZayaan customers were pleased with the service, however some suggested improving communication between GoZayaan and its hotel and airline partners.
6. Customers were overjoyed with discount vouchers.
7. Because it was too much trouble to arrange bookings for large groups online, they went with an offline system instead.
8. Consumers who bought their tickets from offline companies favored doing so over the phone since it was more convenient and they could spread out their payments over a longer period of time if they wished.

3.3.4 Assisted Booking Service

On the basis of these survey results, GoZayaan is currently attempting to establish a 'Assisted Booking' service that aims to aid customers in achieving a more streamlined purchasing process and convert them to online buyers. The following image illustrates the proposed service's wireframe.

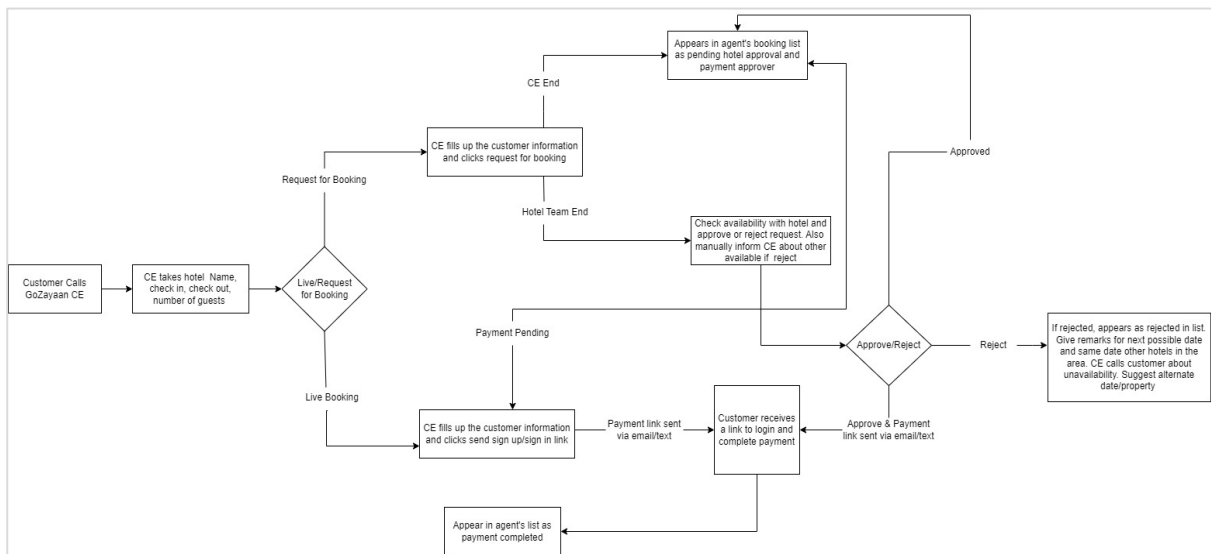


Figure 23: Assisted Booking Service Diagram

3.4 Summary and Conclusion

The world came to a halt, and everything that was associated with travel came to a halt as well; yet, GoZayaan has survived and has worked hard to be in the position where it is now. GoZayaan has endured the test of time and is adjusting to the new condition of the planet despite the fact that it was the area that was hit the worst in the aftermath of the epidemic. The vast majority of consumers are used to making purchases in person, so the company has a long way to go before it can successfully convert them to customers who shop online. GoZayaan might only be working in a very small portion of the overall travel sector as an online travel aggregator; yet, there is a tremendous amount of possibility for expansion in this market. As a brand, GoZayaan should concentrate on primarily converting offline consumers to online purchasers and delivering exceptional pre-sales and post-sales support in order to ensure that these clients are kept from the very first transaction onwards. In addition to this, GoZayaan should have a primary emphasis on developing a distinctive brand identity that is founded on essential distinctive selling features. This will enable clients to easily distinguish the firm from its competitors in the extremely competitive travel sector. In terms of getting individuals to transition from offline to online activities, there is still a long way to go. In a sector dominated by offline travel agents that offer face-to-face interaction, GoZayaan is working hard to guarantee that customers receive the highest level of service possible by developing a variety of goods. We can only hope that this trip will go as planned, and that the tourism industry will soon resume operations without incident.

3.5 Recommendations/ Implications

- In a company environment following a pandemic, clients would be crucial. To accomplish this, data and technology would need to be utilized to identify potential market growth areas. We must revisit the older target segment to further refine the most likely target segment. This new segmentation strategy would result in a higher conversion rate with a lower resource commitment, including the lowest cost per conversion.
- GoZayaan must use interactive multi-channel (IMC) communication and behavioral targeting based on customers' digital footprints, in addition to retargeting and personalized product and service offerings. As you might see, this would have a profound impact on the institutions.
- The expansion subsets of the existing target audience can be identified and targeted with greater precision using the behavioral targeting approach. The majority of your digital marketing budget should go into targeting these expanding markets to maximize conversion rates.
- In order for GoZayaan to be successful in retaining the top talent it employs, the company needs to enhance its talent management and human resources (HR) processes.
- If GoZayaan wants to keep the people it recruits, it needs to upgrade its talent management and human resources (HR) procedures.
- At the moment, GoZayaan maintains an extremely active presence on Facebook. Nevertheless, they need to begin engaging with users on other social networks such as Twitter and Instagram. In this approach, they are able to boost the presence of their brand.

- GoZayaan is currently ignoring individuals who lack a basic understanding of technology. They need to come up with a strategy to get in touch with these customers and inform them about the GoZayaan product.
- In addition, GoZayaan will be able to set themselves apart from the competition and become an industry leader so long as they keep introducing ground-breaking travel solutions like their travel loan.

3.6 Limitation of the Study

Despite the desire of my coworkers, I was unable to commit the necessary amount of concentrate. The cops are quite busy with their responsibilities. The following impediments, which may be called study restrictions, have impeded my research:

- The principal limitation of this report is that it is based on confidential operations now being conducted by the complaint resolution team.
- Insufficient documents, publications, and periodicals are available. The confidentiality of sensitive data was one of the most important concerns.
- Availability of information about complaint resolution is tightly limited.

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Appendix

Survey Questionnaire

1. Name

2. Gender

- a. Male
- b. Female

3. Age

- a. up to 20 years
- b. 21-30
- c. 31-40 years
- d. 41-50 years
- e. above 50 years

4. Education level

- a. No education
- b. Primary education
- c. Secondary Education
- d. University level
- e. Others

5. What is your profession?

- a. Service holder
- b. Business
- c. Student
- d. Social worker E) Others

6. How much is your monthly average income?

- a. Under 10,000
- b. 11,000-20,000
- c. 21,000-30,000
- d. 31,000-Above

7. Where did you travel from/to today?

(Example: Dhaka to Sylhet or Sylhet to Dhaka)

8. How did you purchase today's flight ticket?

- a. Travel Agency
- b. Was done by company
- c. Airlines Website
- d. Online Travel Agency
- e. Someone else did this for me
- f. Other

9. Can we know, why you purchased your flight ticket like this?

- a. Known Agency
- b. Came to collect the payment
- c. Physically came to give Tickets
- d. Allowed to make late payments
- e. Gave Discount
- f. Other

10. How many times do you fly domestically in a month?

- a. 0-1
- b. 2-4
- c. More than 5

11. Which of the following travel agencies have you heard of?

- a. Akashbari Holidays
- b. Biman Holidays
- c. Hajee

- d. Travel Zoo
- e. Oracle
- f. GoZayaan
- g. Sharetrip
- h. Flight Expert
- i. AMY
- j. 24TKT
- k. N/A or Other

12. Do you know that you can get additional discount in Online Travel Agencies?

- a. Yes
- b. No

13. If yes, which website do you use to purchase flight tickets?

- a. GoZayaan
- b. ShareTrip
- c. Flight Expert
- d. AMY BD
- e. 24TKT
- f. Air Imperial
- g. Buy Tickets
- h. BD Tickets
- i. Biman Holidays
- j. N/A
- k. Other

14. Have you ever purchased flight tickets from GoZayaan?

- a. Yes
- b. No

15. What is your profession?

- a. Govt. Service
- b. Private Service
- c. Business
- d. Student
- e. House-wife
- f. Other

Appointment Letter



golimitless

20 September 2022

Sahida Akter Sweety
Associate, Tour

Subject: Appointment Letter

Dear Sahida,

We are pleased to inform you that you have been appointed as Associate, Tour in the Operations department with effect from October 1, 2022. The duration of employment will be of 3 months and the gross salary inclusive of Housing & Conveyance Allowance will be 10,000 (Ten Thousand Taka Only) Per month—

Total Gross: BDT 10,000

The employment is subject to the terms of this Agreement and applicable law and regulations unless or until terminates by i) you, by giving at least 2 (two) months' notice in writing to the company or salary in lieu of notice, (ii) the company, (ii) mutual discussions.

As long as you are engaged in any GoZayaan Business you shall maintain integrity, uphold GoZayaan's reputation and shareholders' interest and perform the duties and tasks assigned to you with devotion and honesty at all times. In case any conflict of interest arises, you shall be responsible for informing GoZayaan of such circumstances immediately.

Please sign and return the duplicate copy of this letter to acknowledge your acceptance of the terms and conditions of your service.

Yours sincerely,

Fatema Samia
21/9/22

Fatema Samia
Assistant Manager
Talent & Culture
GoZayaan Ltd.
+8801847333094

Sahida Akter Sweety
21/09/2022

Sahida Akter
Associate, Tour

GoZayaan Limited

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Project Proposal

GoZayaan and Its Journey to Normalizing Post-Pandemic Travelling

Abstract

GoZayaan Ltd., a dominant competitor in the Bangladeshi OTA market, launched a similar but more lucrative offering in February 2020. As more and more individuals in the world are able to put aside money for fun activities, tourism is flourishing. People who have more money to spend on themselves or their families are more likely to want to go on vacation. GoZayaan is one of the largest online travel agencies (OTAs) available. In this paper, we will examine the past travel industry's struggles with COVID-19 and its subsequent sluggish but steady recovery so that business as usual may resume. In addition, this report explores the survey conducted to determine the preferences and perspectives of those who travel domestically by air.

Company Overview

GoZayaan Ltd., one of the largest participants in the Bangladeshi OTA market, was likewise riding this growth wave until the COVID-19 pandemic struck and global travel prohibitions had to be enacted to guarantee the safety of the people. In order to preserve its existence, the company turned its focus to domestic tourism during difficult times. Initially, when all operations resumed with severe restrictions, the company established GoZayaan Express as a pick-up and drop-off service for professionals who required safe transportation to their place of employment. This was a short-term survival strategy that could be executed quickly given the company's resources as a travel services provider.

Industry Overview

As disposable money rises, more and more individuals are heading out into the world for travel. Over the past decade, the travel and tourism industry has witnessed consistent development. The Asia-Pacific Region has grown at a far faster rate than any other region. Bangladesh has been one of the countries with the most rapid growth in WTTO ranks. Traditional travel has been impacted by the rise of online travel agencies. The Asia-Pacific Region has become the most lucrative market for OTAs, and these companies are gaining popularity by innovating to target a younger, more tech-savvy clientele.