

Report On
GoZayaan's change in organizing itinerary of Bangladesh's
travel industry

By

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

Brac Business School
Brac University
December,2022

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Declaration

It is hereby declared that

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

Student's Full Name & Signature:

Tazrin Hossain

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Student ID

Supervisor's Full Name & Signature:

Supervisor Full Name
Designation, Department
Institution

Letter of Transmittal

Samina Haque

Lecturer

BRAC Business School

BRAC University

66 Mohakhali, Dhaka-1212

Subject: Letter of Transmittal

Dear Mam,

I would like to take this opportunity to submit my internship report titled *GoZayaan's change in organizing itinerary of Bangladesh's travel industry*. I have attempted my best to finish the report with the essential data and recommended proposition in a significant compact and comprehensive manner as possible.

I trust that the report will meet the desires.

Sincerely yours,

Tazrin Hossain

18104088

BRAC Business School

BRAC University

Date: 3rd May 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

Acknowledgement

Many people offered guidance and assistance to ensure the success of this study. I feel fortunate to just be able to work alongside and be helped by such people.

I am grateful and respectful to Samina Haque mam, a respected faculty member at BRAC Business School, BRAC University, for her advice. I would like to thank GoZayaan again for internship opportunity, as well as Mahfuz Ara Proma, my organizational supervisor, for directing me through the phase.

Executive Summary

Bangladesh's tourism industry has expanded in recent years. The recent rise of the middle class has undoubtedly contributed to this. However, thanks to advances in technology, the travel industry has recently taken a new direction. Because of technological advancements, many people now have access to the internet. Taking advantage of this, online travel agencies have begun to emerge in recent years.

Despite the fact that the world's largest OTA has been in operation since 2001, the emergence of OTAs in Bangladesh is a recent phenomenon. Go Zayaan is one such OTA. They began their journey in 2017 and have grown to become one of Bangladesh's largest OTA. They provide a wide range of services, including airline tickets and tour packages. They also launched a new service travel loan in collaboration with IPDC Finance LTD. They are one of the few online travel agencies that offer customers the option of booking international hotels in Bangladeshi currency. GoZayaan has evolved from a startup to a full-fledged organization in three years. BRAC and the OSIRIS group have both invested in GoZayaan.

Keywords: OTA; GDS; IATA; ATAB

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List of Acronyms

OTA	Online Travel Agency
GDS	Global Distribution System
IATA	International Air Transport Association
ATAB	Association Of Travel Agents Of Bangladesh

Chapter 1

Overview of Internship

1.1 Student Information: Name, ID, Program and Major

- Name: Tazrin Hossain
- ID: 18104088
- Program: BBA
- Major: Marketing

1.2 Internship Information

1.2.1 Period, Company Name, Department/Division

Period: 6 months

Company Name: Go Zayaan Limited

Department: I have done my internship in Finance team. The work that was done by me was maintaining the refund process. I have also maintained manual journals of the hotel sales. The accounts team over sees all the financial activities of the company.

1.2.2 Internship Company Supervisor's Information: Name and Position

Internship Company Supervisor's Name: Mahfuz Ara Proma

Internship Company Supervisor's Position: Sr Executive, MIS

1.2.3 Job – Responsibilities

Due to the nature of Go Zayaan's internship program I have had the opportunity to work in finance. My work was to assure the refund of the customers for Flights, Hotel, Tours. In This process I had to deal with the payment gateways, bank transactions and mobile transfer. And thereby updating the status so the customer gets the money properly and accurate amount. During this time, I also updated the daily hotel sales, supplier payments and maintained a manual journal.

1.3 Internship Outcomes

1.3.1 Student's contribution to the company

While I was working at Go Zayaan I had made some contribution to the company, however small they maybe. I have ensured the refund tracking and the details of it. It was an attention to details work which was quite a bit sensitive. I was happy that they choose me for this responsibility.

1.3.2 Benefits to the student

Working in an online travel agency has widened my horizons. I gained several new insights while working at Go Zayaan that have totally altered my viewpoint on the travel industry. I've also learned a lot about finance, marketing, communication, product design, and pricing. Not to recognize the knowledge I gained about the industry.

Team management has benefited me. I had to work as part of a team and learn about the industry. It has significantly improved my self-esteem.

1.3.3 Recommendations

For future internships, I would advise the company to have all interns go through the administrative at least once. Improve the admin interface as well as form a refund team. This will make it easier for the interns to comprehend the nature of the services and communicate effectively with customers.

Chapter 2

Organization Part

2.1 Introduction

Go Zayaan is really doing remarkably well for a company and startup that has only been around for 5 years. It is dedicated to the long-term goal of developing into a travel company that provides a one-stop online booking solution.

2.1.1 Objective

The purpose of this chapter is to initiate an overall assessment of the organization based on their corporate practices and industry analysis. It will additionally offer an in-depth look for Go Zayaan as a company..

2.1.2 Methodology

The study here will be built with secondary data collected from Go Zayaan and articles.

2.1.3 Scope

The geographical scope will be Bangladesh, and the industry will focus on the travel sector.

2.1.4 Limitation

Because of limited time, the report will only use primary data from Go Zayaan and secondary data on the online travel agency and travel industry.

2.1.5 Significance

This research will benefit many people and provide data to Go Zayaan's internal team.

2.2 Overview of the Company

Go Zayaan is a travel-tech company with the tag line “ of "Go Flexible". In this industry, this sort of business is commonly referred to as an online travel agency. Go Zayaan's CEO, Ridwan Hafiz, however, describes it as a technology company that operates in the travel industry.

BRAC Osiris Impact Ventures is one of the investors in the private limited company Go Zayaan. On August 10, 2017, the company began operations. Go Zayaan is a travel aggregation platform that aspires to be a one-stop online travel solution platform for travelers worldwide. Ridwan Hafiz, the company's founder and CEO, is additionally the co-founder of Analyzen, the country's largest digital marketing agency.

Go Zayaan provides air tickets, visa services, tours, hotel booking, and travel loans having to travel more convenient and flexible. Go Zayaan is getting closer to its goal of becoming a one-stop online travel solution with the addition of these services. All of Go Zayaan's services can be purchased through their website, www.gozayaan.com. Services that cannot be accessed through the website are constantly being improved so that they, too, can be accessed through the website. Go Zayaan's website is constantly being updated to make it as user-friendly as possible.

2.2.1 Services and Product

According to reports, Go Zayaan has five products available. Zayaan, on the other hand, does not own any of these items. It acts as a middleman between customers and travel service providers such as airlines, hotels, and others.

The platform of Go Zayaan provides air tickets, visas, tour packages, hotels, and travel loans can be purchased at any time of day from Go Zayaan's website. To purchase any of these items, the customer must first create an account on the Go Zayaan website. The consumer can use that account to easily purchase airline tickets, hotel rooms or have a travel loan

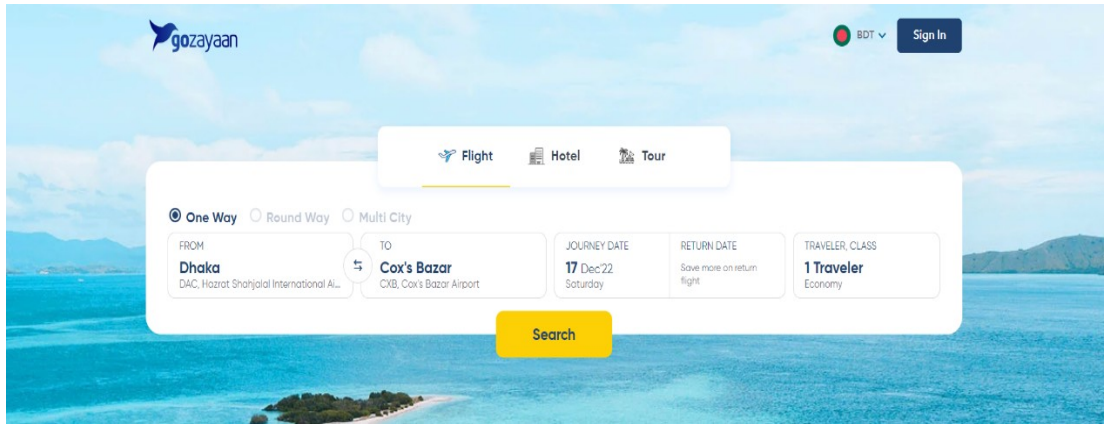


Figure 1: Flight search

Flights: Go Zayaan has been granted permission to sell plane tickets by the International Air Transport Association (IATA). The lists are displayed at the top of the page when a person visits the Go Zayaan website. The flight search engine is placed beneath that. You must first select a flight type. A one-way flight is one that travels from Dhaka to Cox's Bazar. A round-trip flight is one that takes you from Dhaka to Cox's Bazar and then back to Dhaka. A multi-city flight transports a traveler to multiple cities.

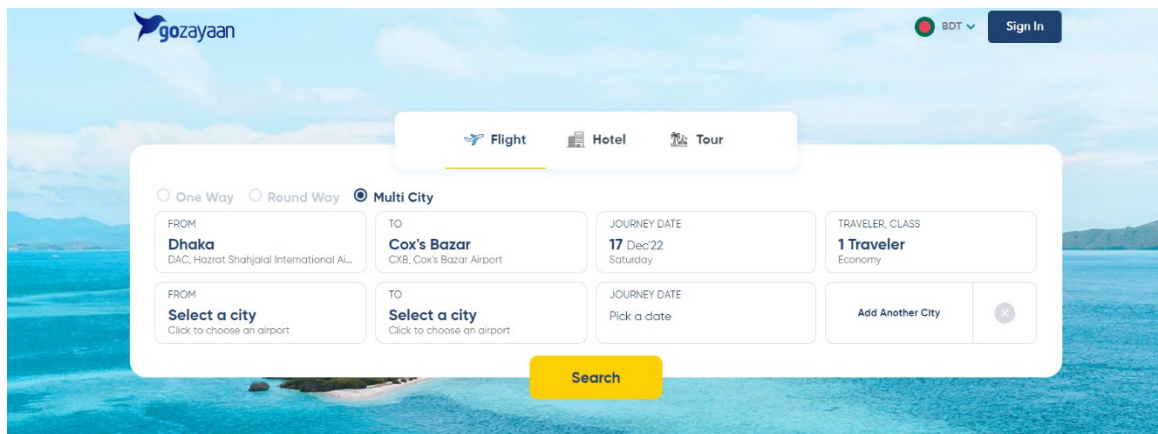


Figure 2: Multi city flight search engine

Following the airplane type selection, the flight path and departure timeline must be specified. Finally, the number of passengers, passenger type (age categories), and flight class must be determined.

It will take a few seconds after entering the information needed and pressing the search button to identify the ideal flights for the customer. The customer will see the cheapest flights first.

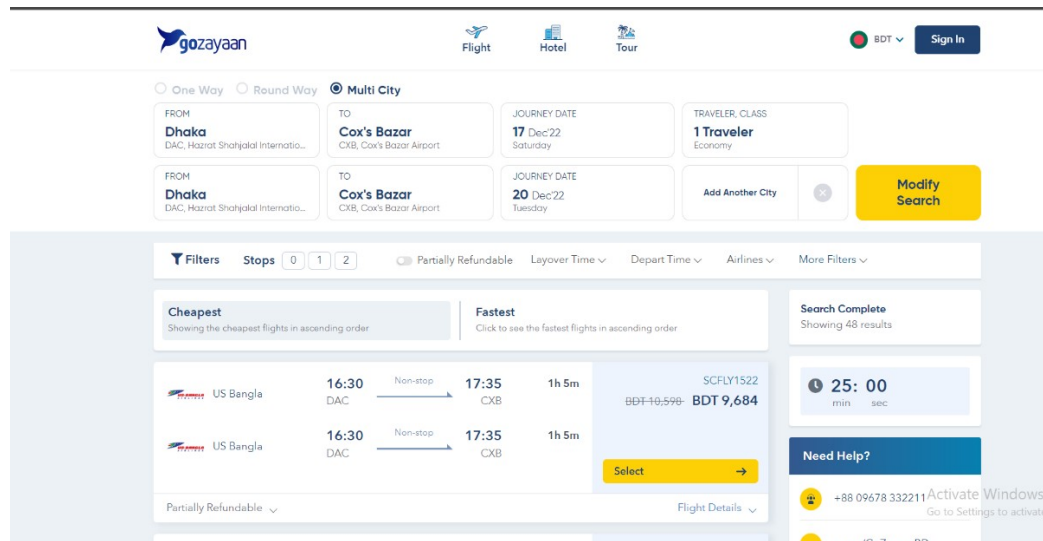


Figure 3: Flight selection

Review Your Booking Flight Selected > Review > Make Payment

DAC-SIN +

SIN-DAC +

Enter Traveller Details | Sign In to book faster

Passenger 1: Adult (Primary Contact) -

Given Name Surname

Gender Male Female

Date of Birth

Email Phone Number +880

Passport Information

Passport should be valid for 6 months from the date of entry

Passport Number Passport Expiry Date

Sign in to Upload photo of Passport

Photo of Passport (JPG/JPEG/PNG)

Optional Requests

Save this to my traveler list.

Meal WheelChair Required

Personal Details

As mentioned on your passport or government approved IDs

Select Title

Given Name / First Name Last Name

Contact Details

Receive booking confirmation & updates

Email Phone Number +880

Save this to my traveler list.

Fare Summary

Flight **DAC - CXB** One Way

Adult (1 traveler)

Base Fare	BDT 4,774
Tax	BDT 725
Sub-Total	BDT 5,499
Hot Deals SCFLY1522	BDT 477
Convenience Charge	BDT 106
You Pay (for 1 Traveler)	BDT 5,128
You Save	BDT 477

Figure 4: Flight and customer information

On the page depicted in Figure 4, the customer must enter the necessary information to issue an air ticket. There is even the option to upload a passport photo, which is needed when issuing international tickets. The customer service department would have notified the clients and requested that passport photo be emailed to them. Following that, the customer will be presented with two options. Card payments and mobile banking are accepted. The customer must select one of them and pay for it.

The ticket is going to be issued according to the time it requires the reservation team members to complete the process on the back end. However, for some airlines, especially domestic carriers, the ticket is automatically issued. The customer is then emailed the issued ticket.

- **Visa:** Customers can purchase visa products by visiting the Go Zayaan office, calling the Go Zayaan hotline, or messaging the Go Zayaan Facebook page. If the customer visits the office, he will be able to speak directly with a member of the visa team, who will answer all of the customer's questions. The customer will be given a visa checklist by country. It is a list of all the documents required to apply for a visa in the country of the customer's choice. Contacting the Go Zayaan hotline or the Facebook page and expressing interest in purchasing the visa service will prompt the customer experience team member to ask for the customers' contact details. After which a visa team member will contact the customer.
- **Tour packages:** The process of purchasing a tour package is similar to that of obtaining a visa. Customer leads are gathered via Facebook and the hotline and forwarded to the tour team. The team members then contact the customer to answer any questions they may have and to confirm the purchase. The resort room is booked under the customer's name after payment is made via card or Bkash. The customer receives an invoice containing the booking ID and payment information. This is typically true for domestic tour packages. For international tour packages, the tour team member will contact the client via phone, email, and other means to finalize the tour itinerary. Communicate the tour itinerary to the vendor and determine the tour cost. After payment is received, the tour will be reserved in the customer's name. The customer will receive an invoice.

- **Hotels:** Go Zayaan is one of the few online travel agencies that allows consumers to reserve international hotels in Bangladeshi currency. When a customer clicks on the hotel image on the Go Zayaan website, they are directed to the hotel landing page.

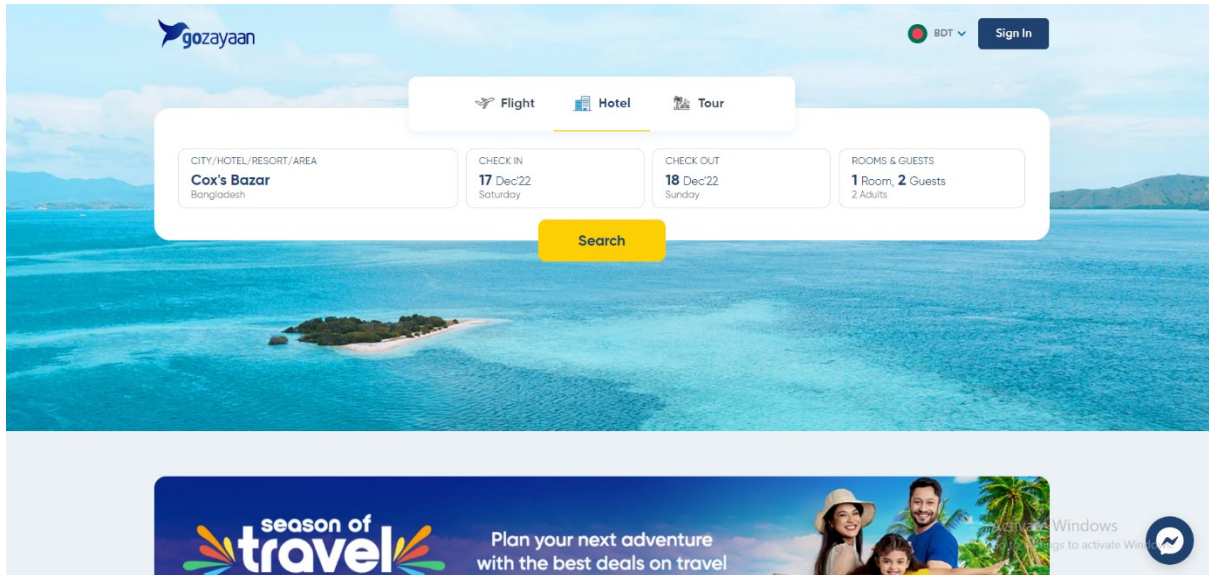



Figure 5: Hotel search engine

On this page, the customer would enter their destination, check in and out dates, number of rooms, number of guests, and guest type. The hotel can be screened by star rating, price range, concept, free cancellation, services, facilities, and neighborhood, among other criteria

ROOMS HOTEL DESCRIPTION FACILITIES POLICY

King Bed Non Smoking Premium Room Sea View



- ✓ TV
- ✓ Tea and Coffee
- ✓ Minibar
- ✓ Air Conditioning
- ✓ Balcony
- ✓ Hot Water

[Show All Amenities](#)

Option 1 ~~BDT 11,501~~ **BDT 9,487**

Non-Refundable + BDT 2,513 Tax & Fees

2 Adults, 1 Child for 1 Night

✕ Breakfast Included **17% off**

Bed and Breakfast - Non-Refundable *Add. discount on payment.

Choose Room 1

King Bed Non Smoking Premium Room Hill View

- ✓ Safe/Locker
- ✓ Ceiling Fan
- ✓ Air Conditioning

Option 1 ~~BDT 11,501~~ **BDT 8,696**

Non-Refundable + BDT 2,304 Tax & Fees

2 Adults, 1 Child for 1 Night

✕ Breakfast Included **24% off**

Bed and Breakfast - Non-Refundable *Add. discount on payment.

Figure 6: Hotel site

- Travel loan:** This is Go Zayaan's newest service, for which they've partnered with IPDC Finance Ltd. Anyone with a valid NID, a salaried job, a monthly net wage of BDT 20,000 or more, and a valid salary account is eligible for a travel loan. The maximum approved loan amount is 200,000 taka. An EMI time frame of up to 18 months is granted to the loan applicant.

2.3 Practices in Management

Organizational chart is shown bellow

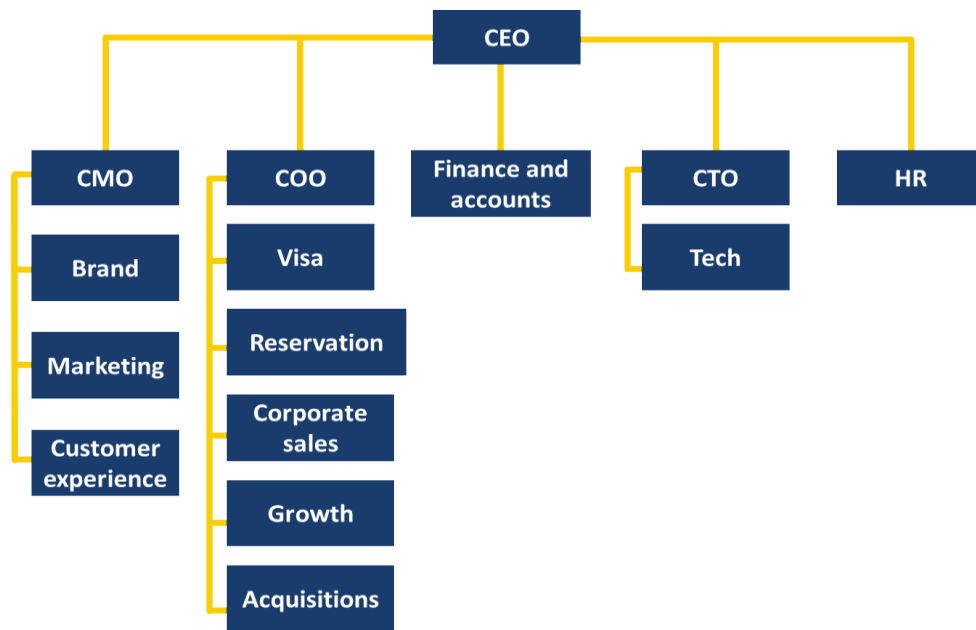


Figure 7: Chart of Organizationa

2.4 Practices in Marketing Department

One of Go Zayaan's basic tools for selling services and educating customers is marketing. The marketing group and their responsibilities are given special consideration. The team typically works to promote a company's products or services and to build the company's brand. The team may be comprised of a variety of roles, including marketing managers, content creators, graphic designers, social media specialists, and market researchers.

Here are some general steps a marketing team take in order to execute a successful marketing campaign:

Research and analysis: The team will conduct market research to identify their target audience and the most effective ways to reach them. They will also analyze their competition to identify their unique selling proposition.

Strategy development: Based on the research and analysis, the team will develop a marketing strategy that outlines their goals and the tactics they will use to achieve them. This may include setting budgets, timelines, and measurable objectives.



Content creation: The team will create various types of content such as social media posts, blog articles, videos, and advertisements to reach their target audience.

Implementation: The team will execute the marketing plan by publishing the content and implementing the tactics outlined in the strategy.


Analysis and optimization: Once the marketing campaign is launched, the team will analyze its performance and make changes as necessary to optimize its effectiveness. This may involve A/B testing, adjusting budgets or tactics, and analyzing metrics such as website traffic, social media engagement, and sales.

Overall, the marketing team works together to create and implement a plan to attract and

retain customers, build brand awareness, and drive sales for the company.

GoZayaan  Sponsored · 


GoZayaan brings you the best deals this "Season of Travel"!... See more



gozayaan.com
Up to 15% savings on int'l flights
 Welcome to GoZayaan, the ultimate onli... [Book now](#)

Figure 8: discount campaign

Hot Deals All Bank Offers Int'l Flight




Up to 20% Discount on International Air Tickets.
 Brac, City Amex, Dhaka Bank, EBL, LankaBangla, Standard Chartered Bank and UCBL Debit/ Credit Cards.


Code **FREEDOM20** [LEARN MORE](#)

Figure 9: discount campaign

GoZayaan ✓
Nov 20 · 🌐

Black Friday এর কেনাকাটা এবার আরও জমজমাট হবে The Mall এবং GoZayaan এর সাথে!
এই Black Friday এর সেরা deal গুলোর সাথে... See more




gozayaan | 

👍 50 2 shares

GoZayaan ✓
Sep 29 · 🌐

Make this festive season more joyous with GoZayaan & Aarong.... See more



gozayaan

LOOK FASHIONABLE & FLY TO YOUR NEXT DESTINATION

Aarong LADAKH

aarong.com
Fly with GoZayaan when you shop with Aarong [Learn more](#)

GoZayaan ✓
Sep 25 · 🌐

We are happy to announce that "GoZayaan Expedition Ladakh" has been completed by Limitless Explorers Salehin Arshady and... See more



gozayaan Expedition **Ladakh**

Figure 10: Go Zayaan Facebook campaigns

Other tasks performed by the marketing team include planning and executing overall digital media content, monitoring the success of campaigns and ads, gathering feedback from various teams about the impact of a campaign on sales, generating ideas for promotional ads and creative works, creating brand awareness among consumers, analyzing demographic information on Facebook through Audience Insights, and so on.

2.5 Practices of Financial Performance & Accounting

Due to Go Zayaan's status as a private limited company and the company's strategy, financial performance data cannot be disclosed. According to data, Go Zayaan's daily average airline ticket sale ranges between BDT 4 and 5 lacs.

The purpose of accounts is to provide a clear and accurate picture of the financial position, performance, and cash flow of the business. This is achieved by recording all financial transactions, such as sales, purchases, expenses, and investments, in a structured and organized manner.

The process of accounts team work involves several steps, including:

Recording transactions: This involves identifying and recording all financial transactions of the business in a journal or ledger.

Classifying transactions: Once transactions are recorded, they need to be classified and assigned to specific accounts, such as sales, expenses, or assets.

Summarizing transactions: At the end of a period, such as a month or year, transactions are summarized and totaled for each account.

Preparing financial statements: Based on the summarized transactions, financial statements such as the income statement, balance sheet, and cash flow statement are prepared to show the financial performance and position of the business.

Analyzing financial data: Financial data is analyzed to identify trends, patterns, and areas for improvement.

2.6 Practices of Operations Management and Information System

The inventory at Go Zayaan is sourced from all over the world. Go Zayaan collaborates with a global hotel vendor who has an extensive inventory of international hotels. Go Zayaan must contact and begin negotiations with each domestic hotel and resort on his own. The acquisition team is working tirelessly to boost the amount of domestic properties available on Go Zayaan.

Go Zayaan collaborates with international vendors to provide international tour packages. Go Zayaan has formed alliances with a number of destination management companies known in the industry. They offer international travel activities to Go Zayaan at a B2B price. Because Go Zayaan is both a technology and a travel company, its information system is critical. However, due to company policy, little information about the company's information system techniques can be revealed. The Go Zayaan website includes a terms and conditions page that explains the company's privacy and security policy in addition to additional terms and conditions. The privacy policy describes how information will be used and protected

2.7 Competitive Analysis

Most people in Bangladesh do not personally believe of online travel agencies when they think of the travel industry. They take into account traditional travel agencies. This is due to the fact that numerous people are unaware that OTAs exist on the market. Traditional travel agencies remain the industry's dominant force.

The large number of online travel agencies launched in 2017 and are still growing. Because the necessary technology circumstances to thrive are only now becoming available in Bangladesh. These OTAs, on the other hand, are the industry's game changer and will shortly control a large portion, if not the entire, Bangladesh travel market. This belief is based on an examination of the international travel industry, not on blind faith in technology. The world's largest travel agent is Expedia Group. We don't even have to think about the international tourism industry. The travel industry in Bangladesh is going on a technological revolution that will alter the industry. Travel and technology are a natural fit. As a result, traditional travel agency travel booking bd limited changed their business strategy to become ShareTrip, Bangladesh's largest OTA. Furthermore, new OTAs are entering the market and competing for market share.

2.7.1 Competitors

We need to talk about the competitors in the industry. However, OTAs will be specifically focused as competitors. The market for OTAs has not matured just yet also there is enough room for everyone to expand. However, OTAs are already competing with each other

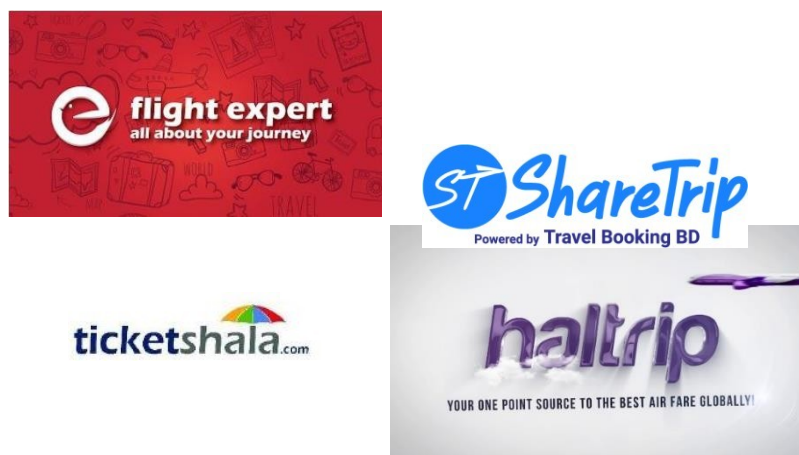


Figure 11: OTA logos

tour packages to launch. Some of the OTAs who are directly competing with Go Zayaan are Flight expert, ShareTrip, TicketShala, haltrip etc.

2.7.2 SWOT analysis

Go Zayaan's strengths, weaknesses, opportunities, and threats are depicted below.

Strengths:

- Utilization of modern technology
- networking
- Skilled employees
- Brand has image
- Special discounts
- Targeted campaigns and collaborations
- Effective customer communication
- An easy-to-use website

Weaknesses:

- insufficient financial resources
- Lack of inventory

Opportunities:

- The recent rate of growth of travel companies and tourist industry is creating a massive opportunity.
- Go Zayaan can have a significant impact.
- Possibility of cooperation with some other brands

Threat:

- Industry insecurity can pose a threat. As in the case of Covid 19
- Insufficient communication facilities
- Economic inflation
- Entry of new competitors

2.7.3 Analysis of Porter's five forces

Porter's five forces is an excellent tool for analyzing industry competitiveness.

The five forces analysis of Porter is depicted below.

The five forces analysis of Porter is depicted below.

The threat of new entrants is 2 which is low

- Large capital requirements
- Large firm economies of scale
- Patents and licensing requirements
- Existing firm reputation

Bargaining power of supplier 5 which is very high

- Dominated within large suppliers with large inventories
- No substitute products

Bargaining power of customer is 5 which is very high

- Simple cost analysis
- Minimal to no switching costs

Threats of substitutes is 2 which is very low

- The industry generating replacement is not extremely profitable;
- Substitutes are nearly the same price
- Substitutes lack a one-stop travel solution

Industry rivalry is 4 which is high

- Good market growth
- Comparable products
- Low switching costs
- Comparable client base

The calculation of the competitiveness here =

$(2+5+5+2+4)/25 = 0.72$ or 72%.

As a result, competitiveness is 72%, which is considered high.

2.8 Conclusions

To summarize, OTAs have only been in the tourism industry for a brief time. Their customer bases and the large percentage of about their services are similar. OTAs are extremely competitive, and as innovative OTAs appear, the competitive rivalry will only become more intense. GoZayaan has a solid brand reputation and an early advantage. They are also imaginative and creative.

2.9 Recommendations

GoZayaan is growing so well as a startup. To pull through this crisis Go Zayaan will need new cash infusion. GoZayaan should also focus on the support to ensure the process is faster and more reliable. And also keep up with the competition as the travel agencies are expanding.

Chapter 3

Go Zayaan's change in organizing itinerary of Bangladesh's travel industry

3.1 Introduction

3.1.1 Background

Bangladesh's travel and tourism industry has expanded as a result of globalization and the open exchange of knowledge enabled by technology. Citizens in Bangladesh are ever more traveling both domestically and internationally. While people make travel plans, the very first thing they do is research it online.

It's due to the fact that numerous people have internet connectivity and believe that reliable data is accessible there. It has tried to capitalize on this concept and built a trustworthy brand by providing their clients with precise information and reducing services. GoZayaan has been selected to assist Bangladesh's tech-savvy tourists. Majority of their services can be accessed via their website. Their Facebook page is very responsive that has efficient customer care team and a hotline that operates all around clock. All of this has made their customers feel more at ease and honest. Go Zayaan distinguishes itself through its capabilities and data flow.

3.1.2 Broad Objective

Evaluate Go Zayaan's services and the resources available to them in order to change the travel industry in Bangladesh.

3.1.3 Specific Objective

S1: Determine Go Zayaan's techniques.

S2: Determine the key of GoZayaan brand personas.

S3: Acknowledging the target market in digital marketing

S4: Determine how Go Zayaan's services coincide with the its brand personas.

3.1.4 Rationale

This research will help several people and provide information to Go Zayaan's existing team.

3.2 Methodology

3.2.1 Methods of Data Collection

The study will really be constructed using secondary data gathered from Go Zayaan and publications.

3.2.2 Survey for Literature

The exploratory method will be utilized in order to comprehend the travel industry, traditional travel agency, online travel agencies and the customer objection of online travel agencies over traditional travel agencies.

3.2.3 Secondary Data Research

Secondary data gathered from Go Zayaan and the scope of services provided to Bangladeshis.

3.3 Analysis and Finding

3.3.1 Go Zayaan's techniques

Go Zayaan went down to the ground during the pandemic to onboard local businesses that might not have been present online previously to improve transparency and choice for all. Specific images of tours, hotels, luxuries, and incentives are all stated on the website for maximum transparency.

Furthermore, Go Zayaan has onboarded inventory of 700,000 hotels, allowing travelers to complete international hotel bookings from the convenience of their own homes, utilizing local currency. Almost every payment method are accessible in Bangladesh. Cards, bKash, are available to confirm the booking. Go Zayaan's 0% EMI service on all of their services is an added bonus for travelers. Go Zayaan is not like traditional travel agencies in many ways. The tools that Go Zayaan employs distinguishes it from traditional travel agencies.

Go Zayaan has a significant fan base on social media. They utilize their Page on facebook to advertise their services, promote their products, communicate with their consumers, and so on. They also monitor the success of their posts and advertisements, see the responses and use it, along with data from Facebook analytics, to enhance their services, posts, promotions, and ads. Their Facebook page is an essential tool for the company's communication. Facebook page includes an AI bot, which helps the customer experience team by reducing the volume of queries.

The user experience team monitors questions on Facebook page and replies to them in an effective and structured manner using listenyzen, a social media customer service platform. The platform is helpful because it enables you to mark queries and record how many queries each tag received over time. This data can be used to determine the success of Facebook campaigns. The customer experience team uses VICIdial, a call center suite, to receive a call, route incoming phone calls, track length of time, and drop calls, among other things. It is used to keep the hotline up and running.

Inbound and outbound calls are tracked using Google Sheets, and different workbooks are used to record leads for the international and domestic tour teams, Each team has their own set of lead sheets. These refer sheets are utilized to track monthly and daily leads from the hotline and Facebook page. The lead sheet is also used by the respective teams to keep a record of the leads and their status. In addition to recording leads, the teams use Google Sheets to track sales. The website is one of the most important resources available to Go Zayaan. The tech team created the Go Zayaan website. The team is working spontaneously to make the website more user friendly by introducing fresh functions, more adaptable to new services, and so on. The reservation team uses the GDS software Galileo and Sabre to issue tickets. The entire organization relies on the G-suit and workplace to communicate efficiently and effectively.

With the arrival of winter, the world prepares for the peak holiday season, with many festivities centered around this time of year. To be sure, given the cozy aura and ambience that winter brings, it is the ideal season to travel. The months of November through January are ideal for vacations due to the pleasant weather and clear skies in tropical countries.

However, whether planning a domestic or international trip, the end-to-end arrangements can take time because there are so many vendors to deal to, from transportation to lodging. Whereas the e-commerce and online services have simplified our lives by having brought everything to our fingertips, the Bangladeshi tourism industry is still in its early stages and requires digitization.

This really is inconvenient for travelers who favor quick and easy online bookings. GoZayaan is trying to address this through its technology-driven platform, which aims to transform the travel experience. GoZayaan is a one-stop travel platform that provides flights, hotels, and tours.

3.3.2 Determine the key of GoZayaan brand personas

Go Zayaan is building a strong brand to differentiate itself from other OTAs. GoZayaan is going to attempt to associate specific personas with their brand, such as travel, information, technology, friendliness, adaptability, convenience, and control, among many others. Some of these ideas have been effectively associated with the brand personas of GoZayaan. Those who are familiar with the company's name associate it with tech, travel, information, and flexibility, among other things. This data was collected while planning to attend the BASIS soft expo 2020. By having attended these tech industry events, having a strong presence online, a user-friendly website, and other activities, Go Zayaan has connected its brand with tech persona.

The service design of Go Zayaan has aided them in trying to associate themselves with the adaptable and travel personas. The prompt response of Go Zayaan to their customer, the insightful AI bot on Facebook page, along with their use of methods of communication have linked their brand to the information persona. The advertising and marketing staff work diligently to strengthen and communicate these brand personas through Go Zayaan's activities.

3.3.3 Acknowledging the target market in digital marketing

Go Zayaan has a substantial fan base on social media due to the use of digital advertising. The strong digital media appearance of Go Zayaan differentiates it from other Online travel agencies and traditional travel agencies.

Setting your target audience is critical in digital marketing when conducting an advertising campaign, or boosting a post. If the intended audience is incorrect, not only is money wasted, but also manpower and time. It targets people in the metropolitan area aged 21 to 50. Go Zayaan furthermore uses behavioral targeting to connect with individuals who travel frequently, appreciate traveling, and are social media active. Go Zayaan more accurately targets its audience by taking data from Facebook business manager and data analysis.

3.3.4 Determine how Go Zayaan's services coincide with the its brand personas

The services provided by Go Zayaan are constructed in such a manner that the brand personas are expressed to the customer regardless of whether they're buying the services or certainly window shopping. The website has a glance for a flight, resorts, travel loan, or merely for visa information, they see it as a convenient one-stop travel solution for them. Team members must be adaptable when selling a service to a customer in order to satisfy the requirements of the customer. If a customer is interested in speaking with a team member later, they will accommodate the request. Customer can easily book tour packages from their website. Even if a customer approaches the company through Facebook or a phone number, its customer service team will provide the required info. The webpage, which manages to combine the tech and travel personas, offers three of Go Zayaan's services. The tour products will be accessible through the website as soon as various domestic hotels and resorts are granted backend access. As an outcome, will be reliable with their brand persona which will help to improve the brand image.

3.4 Go Zayaan's seed Funding

Wavemaker Partners, one of Southeast Asia's leading venture capital firms, led a seed round investment of US\$2.6 million in Go Zayaan. Wavemaker is investing for the second time in Bangladesh. The venture capital firm previously investment made in Shikho, an EdTech startup. The new funds will be used to improve user experience. The investment, according to the company, will assist it in realizing its vision of completely revolutionizing the travel industry in Bangladesh by developing travel infrastructure and making travel booking easier for customers. Latest funding was \$4.5 million.

Go Zayaan previously received pre-seed funding from BRAC Osiris Impact Ventures and OS Venture. While the vertical was severely impacted by COVID-19, travel is a rapidly growing market in Bangladesh. A rising middle-class with disposable income is eager to spend and travel around the world.

3.5 Summary and Conclusions

To sum up, Go Zayaan is transforming the travel industry through the use of technology and the development of a strong brand. There was traditionally very little available information about travel-related services. Data about travel services has become more widely available as a result of the rise of online travel agencies.

This is one of the most important distinctions between traditional travel agencies and online travel agencies. If you want to find a reputable traditional travel agency, use your own discretion and channels to find one. The disadvantage of this method is that the information may not always be trustworthy, and it is easy to be tricked. However, Online travel agencies, especially Go Zayaan, distribute information using a variety of tools. People should believe that they are able to obtain information they require. This explains the high level of activity on Go Zayaan's Facebook page.

In this competitive industry, using various tools and channels to educate the target audience is one way to stay relevant and make a distinction oneself from the masses of OTAS. Go Zayaan is doing just that, while also building their own brand.

In the future, the OTA business model will be the norm in the travel industry. Go Zayaan's convenience, information, and flexibility will ensure it because it aligns with the customer mentality of getting things as soon as possible.

3.5 Recommendations

Go Zayaan is currently very active on the social media platform Facebook. They must, however, start using other social media platforms to raise the profile of their brand.

Furthermore, Go Zayaan will distinguish itself from other OTAs and establish a distinct presence in the industry as long as it continues to launch creative travel initiatives such as travel loans.

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