

Report On
To attract regular customers and make sales similar to the
ones pre-pandemic

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
October, 2021

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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:

Arafat Rahman
21304146

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Ms. Raisa Tasneem Zaman
Lecturer, Brac Business School
Brac University

Letter of Transmittal

Ms. Raisa Tasneem Zaman

Lecturer,

BRAC Business School

BRAC University

66 Mohakhali, Dhaka-1212

Subject: Submission of report on “To attract regular customers and make sales similar to the ones pre-pandemic”

Dear Sir / Madam,

I am formally submitting my Report on ‘Air Change Travels & Tours’. With the best of my abilities, I have tried to incorporate the utmost relevant knowledge required to prepare the report.

Due to certain restrictions there may be some errors, but for the most part, I have undertaken the analysis with the highest care and concern. I sincerely hope this meets the required standard of the course. With keen interest I am looking forward to the feedback you would be kind enough to provide me with on this paper.

Thank you for giving me the opportunity to put practical knowledge into test and have it interpreted.

Sincerely yours,

Arafat Rahman

21304146

BRAC Business School

BRAC University

Non-Disclosure Agreement

This agreement is made and entered into by and between Air Change Travels & Tours and the undersigned student at BRAC University Arafat Rahman.

Acknowledgement

This is an expression of my deepest appreciation to everyone who provided me with the possibility to complete this report. As a student of BRAC University, I have had the honorable opportunity to work as a Marketing Intern at Air Change Travels & Tours and represent my university there.

I would like to thank my respected university supervisor Ms. Raisa Tasneem Zaman, Lecturer, BRAC University for inspiring me and giving me knowledge that I shall treasure forever. I also thank her for giving me detailed instructions on how I should proceed with my report and what changes I should make on it and guiding me through whatever difficulty I had to face.

I would also like to extend my gratitude to my organizational supervisor Gopal Datta, Manager, for always guiding me during my internship period. I would like to thank my seniors in the Marketing Division also for helping me learn throughout my journey. My supervisor has put in tremendous efforts in turning my internship period into a splendid process of learning and new experience. He has always encouraged me and showed his support from the very beginning of my internship.

Furthermore, I would also like to thank all of my seniors and my colleagues in the company who were always there to support me and have helped me to ease my internship process.

Finally, I would like to thank my family and friends who were always by my side in each and every situation.

Executive Summary

This internship report is based on my work experience as an Intern at Air Change Travels & Tours in the Marketing department. In this report I have included in sequence my internship experience, details about the company and their departments and services and finally my research that was assigned to me.

In the first chapter I have talked about how the internship has helped me learn and acquire certain skills.

The second chapter contains overview of the company. It also includes the different managerial practices followed by Air Change Travels & Tours. A summary of the limitations, strengths and weaknesses has also been included in this segment.

Furthermore, in the final segment, I have included my research on 'To attract regular customers and make sales similar to the ones pre-pandemic'. It also includes the recommendations on my part for Air Change Travels & Tours

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Chapter 1: Overview of Internship

1.1 Student Information

Name: Arafat Rahman

ID: 21304146

Program: Bachelor of Business Administration

Major: Marketing and Management Information System

1.2 Internship Information

1.2.1 General Information

Period: 3 months

Company Name: Air Change Travels & Tours

Department: Marketing Manager

1.2.2 Supervisor's Information

Name: Gopal Datta

Position: Manager

1.2.3 Job Scope

To optimize the marketing strategies and managing the marketing department's budget and staffs as well as preparing forecasts. Creating strategies relating to pricing in order to achieve maximum profitability and working with other team members in advertising and public relations to make sure that the public is aware of the products. I was handed responsibilities to come up with and post necessary content on Air Change's official website. I also was a part of creating several campaign, making banners and presentations.

1.3 Outcomes

1.3.1 Contribution to the company:

Development and implementation of marketing and content campaigns. Working together with the department of marketing of various customers for promotional offers and other marketing collateral. Manage the daily work of current projects. Coordination with coworkers and superiors and their achievement of objectives.

1.3.2 Benefits to the Student:

Find out how different organizations use different marketing techniques. Direct experience carrying out advertising procedures and missions and gaining from the outcomes. Getting to know about Italy oriented company and their target audience. Having detailed idea about IATA (International Air Transport Association). Having proper knowledge about Amadeus and Farelogix. Figuring out how to lead numerous groups and various undertakings. Figuring out how to perform multiple tasks all the more adequately.

1.3.3 Difficulties:

As Air Change is an Italian based travel agency, adjusting with its time zone was a bit difficult. Getting to know the Italian consumers.

Chapter 2: Organization Part

2.1 Introduction

Air Change Travels & Tours is a full-service 360-degree travel agency with a specialty in ticket booking. It was founded in 2014. Air Change focuses on creating an authentic and genuine connection with a target audience. Air Change Travels & Tours organizes tours and excursions and also provides airport services including transfers and airport representation. Air Change works in partnership with both large and small tour operators around the world in order to create portfolios of accommodation units that satisfy the needs of each market segment. The knowledge and accumulated experience of both local and international markets made the company one of the largest agent of Turkish Airlines and a highly reputable, professional and organized travel enterprise.

2.2 Overview of the Company

Air Change Travels & Tours consists of a mid-sized team. All the team members are closely knitted together. As a travel agency, there needs to be cohesion and it is present well and truly within the company. Weekly update calls are the time when every member shares their work update and difficulties they are facing. Upcoming events and deliverables are also discussed during the weekly calls. The various departments of the company are overviewed by the two CEOs and the Manager. The Business Development team is made of two founders of the company. The Company operates in two countries, Italy and Bangladesh with four offices in four major cities.

2.2.1 Vision

To advance and work with reasonable development of the travel industry area in Italy and Bangladesh.

2.2.2 Mission

Providing professional service to our clients and making sure they benefit from our unique experience, style and energy. For the satisfaction and safety of our clients. Construct steady and long haul associations with our customers and providers. As a highly visible, independent and progressive travel agency, we want to make a difference in everything we do.

2.3 Management Practices

Air Change Travels and Tours follows a Democratic administration style. Every single individual from the association is esteemed similarly and each voice is heard. In inside gatherings, all individuals from the organization are urged to share their points of view. The organization attempts to determine issues and questions by paying attention to everybody's viewpoints.

2.3.1 Human Resource Practices

The two originators of the organization are responsible for employing and enlisting. Once in a while the chief has the obligation to restrict candidates for a particular position. Air Change Travels is extremely partial to putting resources into its workers and offers its representatives completely paid preparing and seminars on themes identified with their job. They additionally offer commissions dependent on the ticket deals. Which means, in the event that anybody can sell tickets, they will get a specific sum.

2.4 Marketing Practices

As a Travel agency, Air Change understands the importance of marketing and is now focused on its marketing. As the website is in development stage so now they mainly practice marketing

through use of social media where there is a huge advantage of business to connect more with people and Air Change uses this to connect to its target audiences.

2.5 Financial Performance and Accounting Practices

Since the office has named it's monetary and bookkeeping data secret, I have not had the option to survey it for examination.

2.6 Operations Management

The organization utilizes its own space to store all the data about clients, deals and representatives.

2.7 Industry and Competitive Analysis

2.7.1 The Competitive Analysis of the company is analyzed below with Porter's Five Forces



2.7.1.1 Threat of New Entrants

The threat of new entrants in this industry is not as much. Everyone needs to be a IATA member to run a travel agency or sell tickets. Knowledge about ticketing and client handling is also essential. Brand loyalty among the customers are very little as most are searching for good experience for a lower price.

2.7.1.2 Bargaining Power of Buyers

Since there are many travel planners on the lookout, the bargaining force of purchasers is extremely high. On the off chance that the cost and terms are not good, the purchaser will search for an alternate vender.

2.7.1.3 Bargaining Power of Suppliers

There are not a large number of suppliers. Only a few major Airlines are there in the market. The price range is not flexible. Thus Bargaining Power of Suppliers is high.

2.7.1.4 Threat of Substitute Products

Low Threat of Substitute Products as movement climbs in the rundown of family needs for current individuals. Individuals like to enjoy reprieve from regular chaotic work life subsequently look for voyaging.

2.7.1.5 Rivalry among existing competitors

It is a Highly Fragmented Industry with Intense Rivalry. The top players have most of the marketplace. 15-20% would barely go to the organized players. Big cities such as Dhaka, Rome and Milan consist of huge number of existing agencies with intense rivalries.

2.7.2 The organization's strengths and weaknesses are analyzed below using SWOT analysis.



2.7.2.1 Strengths

Air Change Travels and Tours staffs know what they are selling and can help a customer go through a plan to get the best possible experience. Unlike airlines and hotels regular prices the

agency has bulk of deals with airlines and other suppliers for the customers. Having to do all the bookings and searching everything all by themselves may be hard but the agency can find solutions and do all the paperwork and bookings and they are good and efficient in it.

2.7.2.2 Weaknesses

As they are a growing company they currently have only four offices. Three are in Italy and One in Bangladesh. But their biggest weakness is they do not have a website currently where the customers can themselves check the prices or find information.

2.7.2.3 Opportunities

They may educate the new travelers also the new generations especially the millennials as very few of them actually knows what a travel agency does and how it can benefit them. As this is the era of technological advancement so embracing the technology and using it to enhance the customer experience. As this pandemic took place a large number of agencies shut down this would be a great opportunity to grow in the market.

2.7.2.4 Threats

Unstoppable events such as Terrorism and natural disasters are way out of hand. They have no way to prohibit those from happening also those events may have an impact in the general economy and the willingness to travel. Such as this pandemic took place where all flights have been canceled, travel ban on countries were implemented the agency could do nothing about it. Peoples spending habit have also been affected.

2.8 Summary and Conclusions

To summarize, it can be said that, Air Change Travel and Tours is moving in the right direction. With time and patience, it can become a big agency in the region. It is offering some unique services at the moment and capitalizing on those can be beneficial for the company in the long run.

2.9 Recommendations

Although Air Change is moving in the right direction, they still have a long way to go to get to the top be become large agency. Some of the issues they can take into actions are:

- They should develop their website as soon as possible.
- Coming up with new strategies
- Offering customers more customized services
- Maintain a high standard of quality.

Chapter 3: To attract regular customers and make sales similar to the ones pre-pandemic

3.1 Introduction

3.1.1 Background Information

When the Pandemic took place many business got hit. From big business to small business everyone has been affected. Particularly the movement business, they are among the most influenced areas with enormous fall of global interest due to the movement limitations. Many of the travel destinations were shut down, many airline employees were cut off and many Travel agencies were shut down. According to the latest edition of the UNWTO World Tourism Barometer, international tourist arrivals (overnight visitors) fell 72% in January-October 2020 compared to the same period last year, held back by the slow pace of containment of the virus, by a lack of confidence in travelers and important travel restrictions still in place, due to the pandemic. COVID19.

Now when vaccines are reaching all over the world. People getting vaccinated and travel bans getting lifted. It might be the right time for the travel agencies to get back on track. In an article The Publicis Sapient believe Travel Brands can be successful Post Covid-19 because of the records of past crisis where the travel business was fully in action after a major Pandemic or any unstoppable events. The New York times believe the Travel Agents will be a booming business as they found in early March, 76 percent of travel advisers are seeing an increase in customers in 2021. So travel agency like Air Change Travels & Tours may be able to take them back in track.

3.1.2 Objectives

In order to find out how the sales can be done as before Pandemic, a few destinations have been set. When the destinations are met, the outcome can be utilized to give ideas on how Air Change Travels & Tours can make similar sales and attract regular customers similar to the ones pre pandemic. The objectives of this study are:

- Regular attractive campaigns to sell more packages.
- Communicate and create liason with hotels abroad.
- Up to date knowledge of Countries of the post-pandemic.
- Attractive package for students.

3.1.3 Significance

This report will be useful for Air Change Travel & Tours as they will actually want to get what administrations could be given to their clients. This would permit them to plan items and administrations explicitly to draw in clients. In view of this report, if Air Change thinks about the suggestions and effectively participates in planning and making the administrations, it tends normal to give great outcomes.

3.2 Methodology

This report was prepared from primary and secondary sources. Primary data was collected to analyze the subject of the report. Some data was also collected from online sources.

1. Primary Research: The essential exploration was completed on an example size of 30 individuals with shut and open inquiries of a poll. The exploration was led on the web. The example comprised of 3 classes: Students, Job holders and Business individual.
2. Secondary Research: Secondary information was gathered from different examination articles distributed online to give data. The most applicable data has been gathered from research led here and all throughout the planet.

3.3 Findings and Analysis

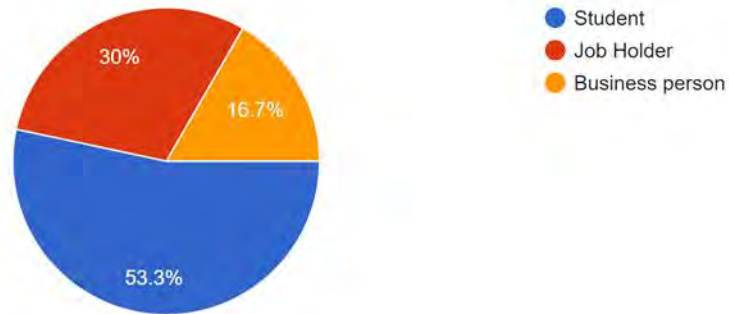
The reactions that have been assembled online have been examined here with graphs and brief portrayals underneath to show the discoveries of this review. The general discoveries and investigation incorporate

- Demographic Analysis
- Behavioral Analysis
- Preferences

3.3.1 Demographic Analysis:

Observation 1: Specify Occupation

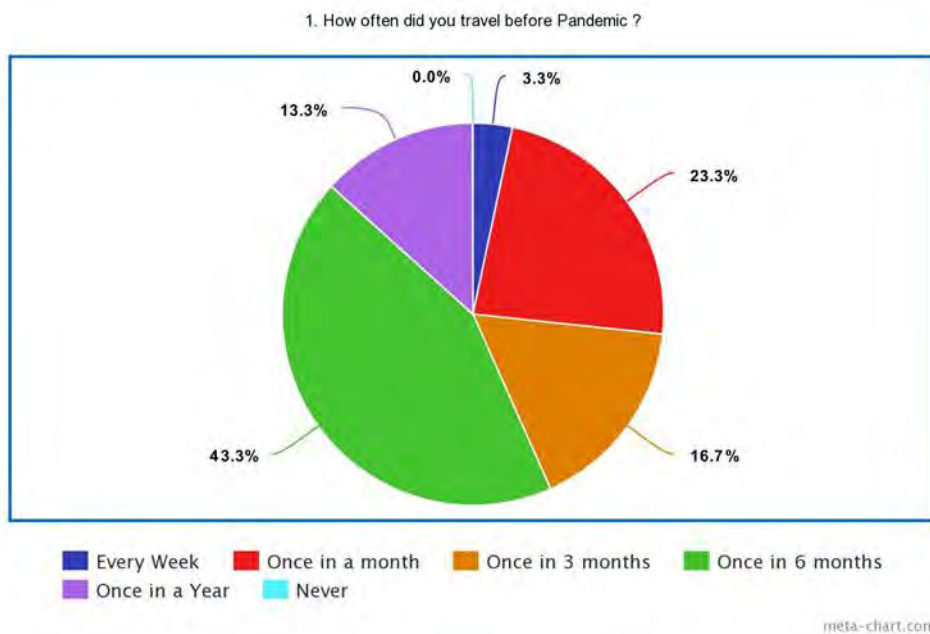
Occupation
30 responses



From the above figure, we see that 53.3% of the respondents were Students, 30% is of job Holders and rest 16.7% consisted of Business Person.

3.3.2 Behavioral Analysis:

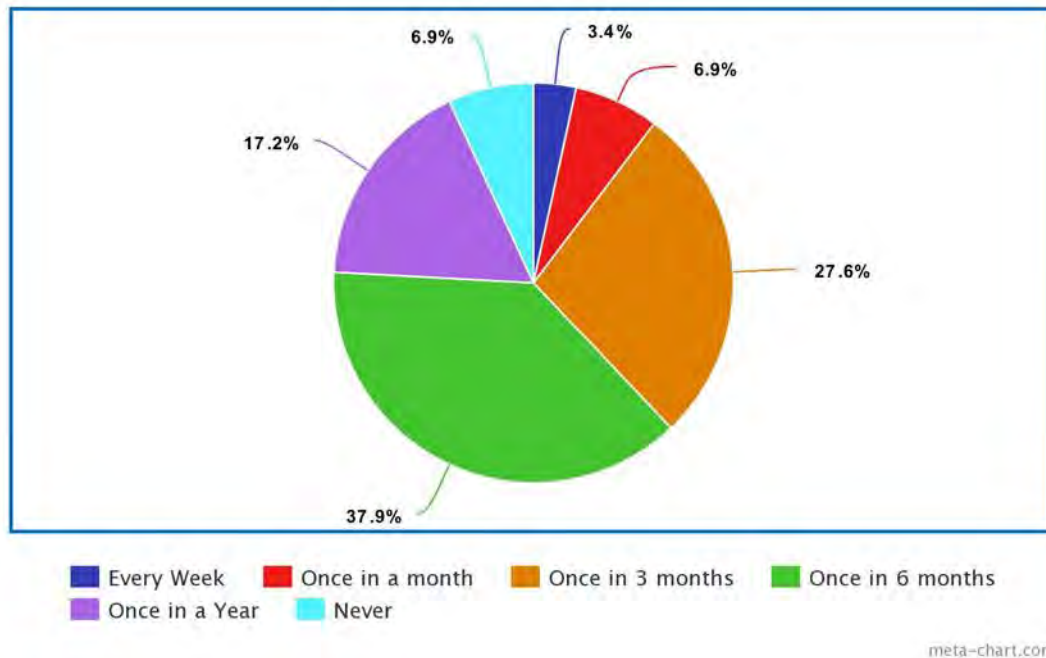
Observation 2: Travel before Pandemic



We can see that before pandemic 43.3% people travelled once in 6 months. While 23.3% traveled once a month. 16.7% people travelled once in 3 months and 13.3% people travelled once a year and people travelled once every week is 3.3%

Observation 3: Travel Post Pandemic

2. How often are you likely to travel post Pandemic ?

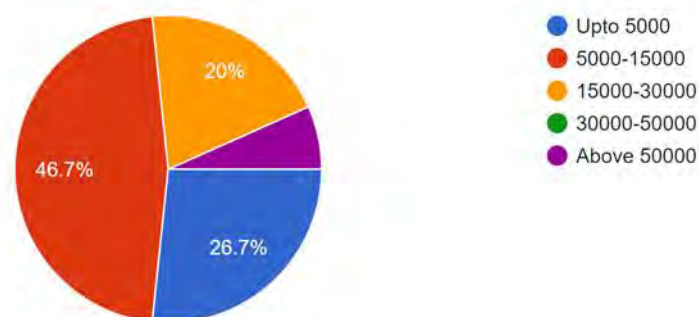


The Post Pandemic observation is that people travelling once in 6 months dropped to 37.9%. Before Pandemic the second highest percentage was people travelling once a month now goes to once in 3 months with 27.6%. 17.2% people are likely to travel once a year. 6.9% people are likely to travel once a month and never. The number remains quite unchanged for people travelling every week with 3.4%.

Observation 4: Spending on travel before Covid-19

3. How much did you spend on an average trip before Pandemic ?

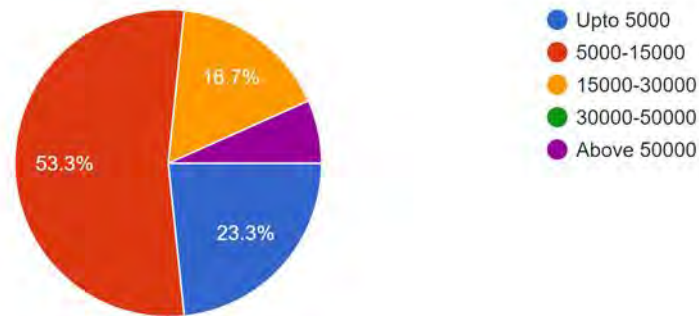
30 responses



As shown in the figure above 46.7% of people used to spend 5000-15000 on average trip before Pandemic while 26.7% spent up to 5000 and 20% of people spent 15000-30000. The rest 6.7% spent the maximum which is above 50000

Observation 5: Spending on travel Post Covid-19

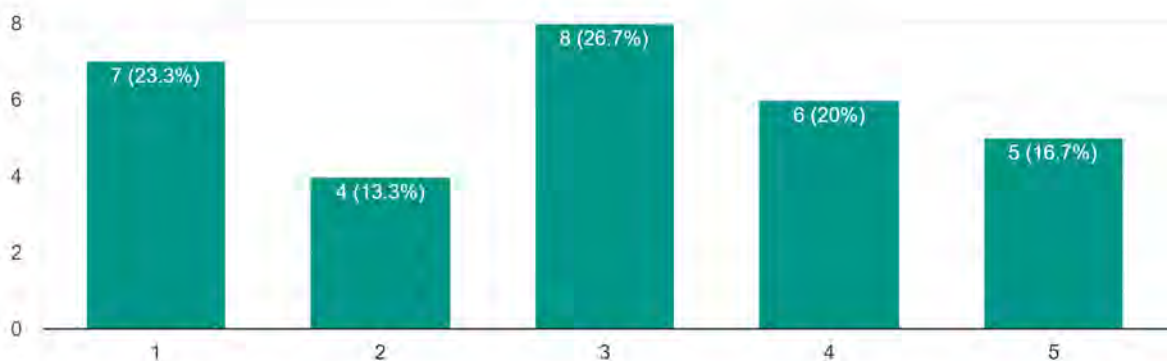
4. How much are you likely to spend on an average trip Post Pandemic ?
30 responses



As shown in the figure above of likely spending post pandemic 53.3% of people are likely to spend 5000-15000 on average trip while it was 46.7% before Pandemic. 26.7% spent up to 5000 drops down to 23.3% and 16.7% of people likely spent 15000-30000 which dropped from 20%. The rest 6.7% spent the maximum which is above 50000 still remained unchanged.

Observation 6: Spending Behavior Change

5. How much did the pandemic change your spending behavior on traveling?
30 responses



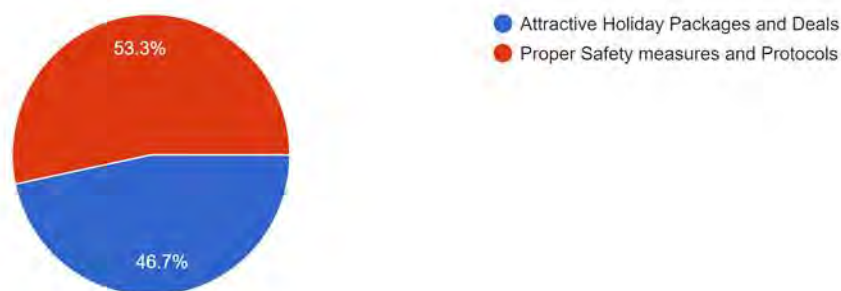
Because of Pandemic the spending behavior on traveling of people changed quite a lot. 16.7% people believes it change a lot for them while 23.3% believes it did not changed a bit. The highest is 26.7% people believes it sits in a middle position and it changed somewhat.

3.3.3 Preferences:

Observation 7: Safety or Discount

6. Which is more important to you when traveling Post Pandemic?

30 responses

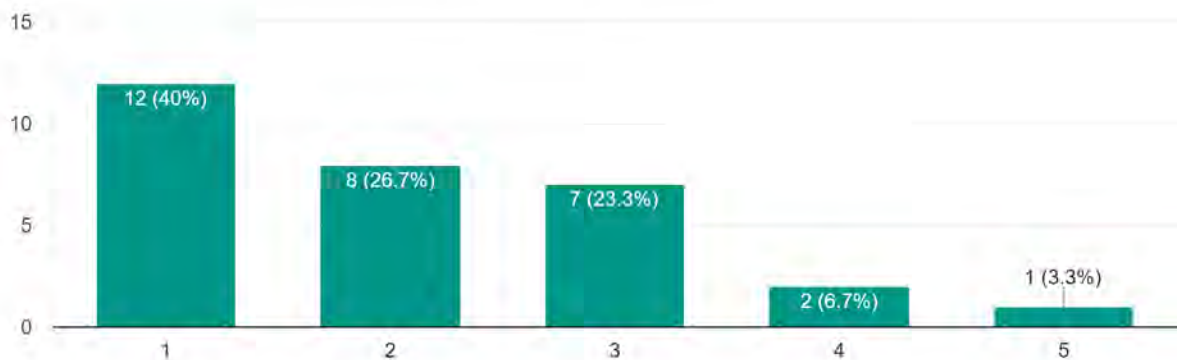


After throwing the most important question out there 53.3% people would rather choose Proper safety measures and Protocols than Attractive Holiday packages and deals which is chosen by 46.7%

Observation 8: Choosing Travel Agency

7. How likely are you to plan your trip through travel agency ?

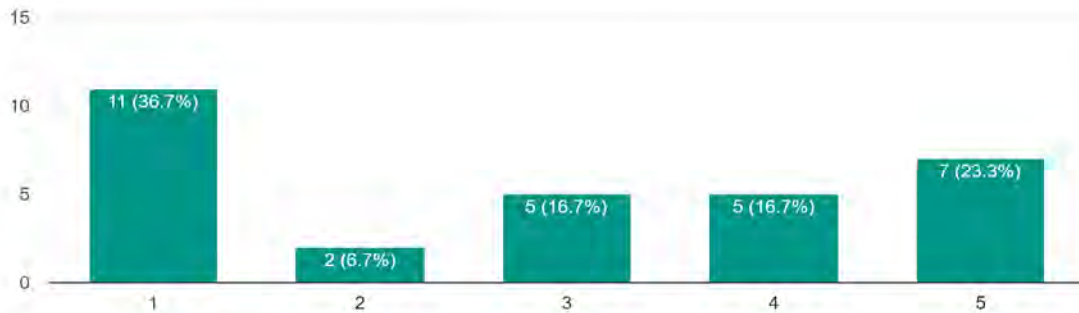
30 responses



From a total of 30 people 40% are the less likely to choose a Travel agent for planning a trip. Only 3.3% are most likely to choose a Travel agency. 23.3% People sits in the middle as of choosing a Travel agency.

Observation 9: Choosing Travel Agency with Safety

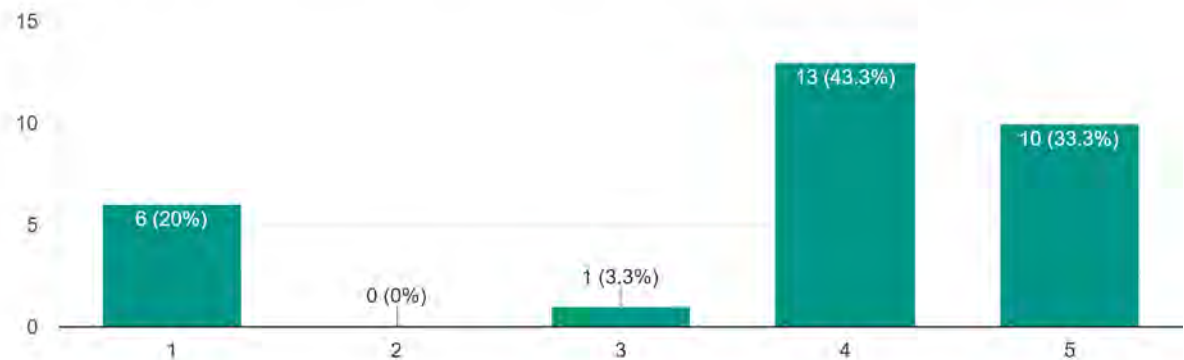
8. How likely are you to plan your trip through travel agency if they were extra cautious of Pandemic situation and maintained extra safety ?
30 responses



If extra cautious and extra safety measures were taken place the number comes up differently with 23.3% are most likely to choose a travel agency from 3.3%. 16.7% are more likely to choose where it was 6.7%. The number drops for people less likely to go for travel agency from 40% to 36.7%.

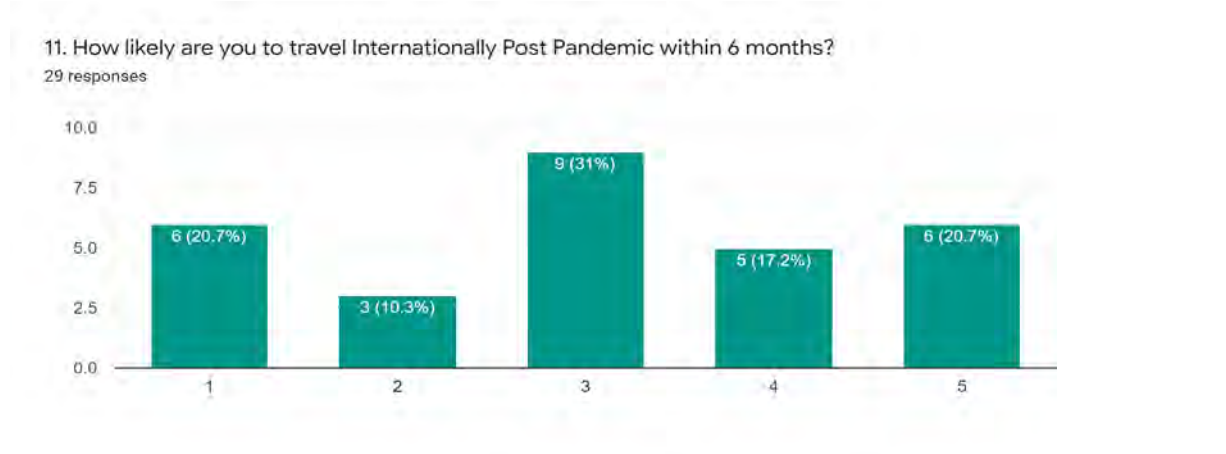
Observation 10: Choosing Travel Agency with Discounts

9. How likely are you to plan your trip through travel agency if there was a discount or an offer ?
30 responses



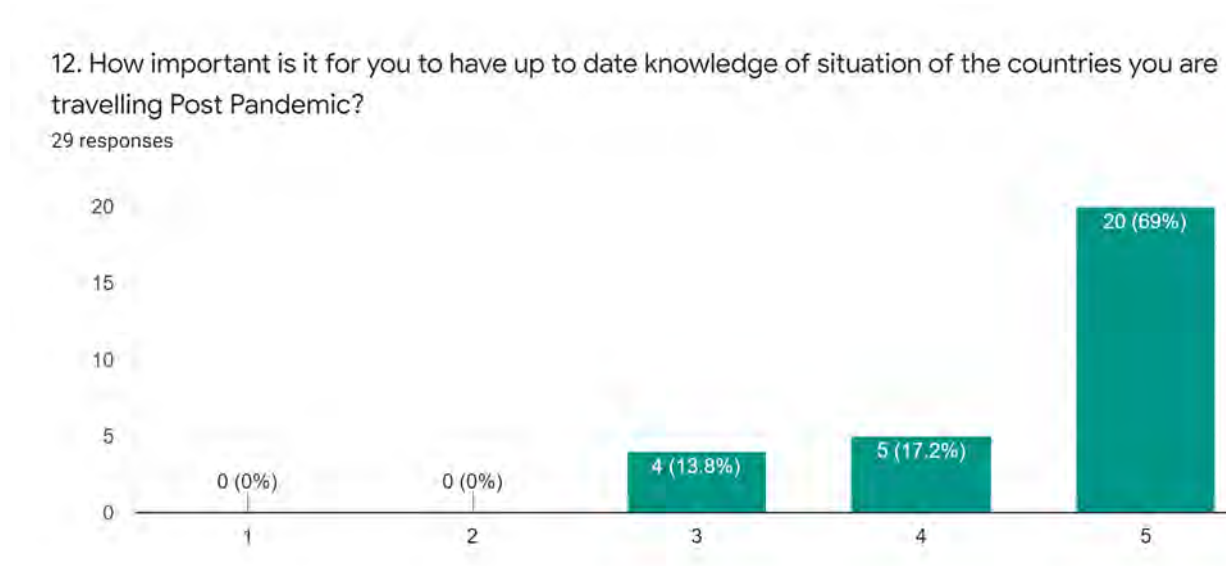
If there was discounts and offers the number comes up differently with 33.3% are most likely to choose a travel agency from 3.3%. 43.3% are more likely to choose where it was 6.7%. The number drops for people less likely to go for travel agency from 40% to 20%.

Observation 11: Traveling internationally



Within the next 6 months 31% people are somewhat in the middle of travelling internationally. 20.7% are for both most likely and less likely to travel internationally in the next 6 months.

Observation 12: Up to date knowledge

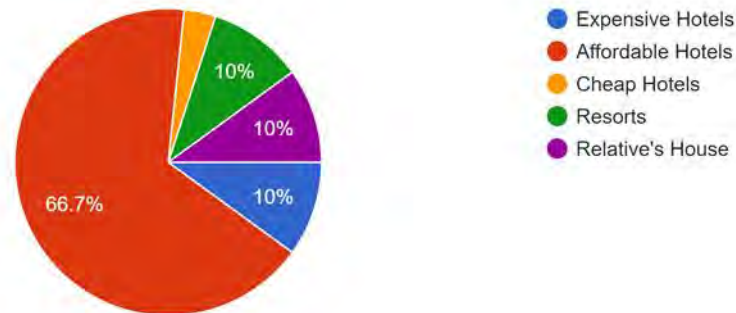


A staggering 69% people prefers up to date knowledge of the current situation of the countries they are travelling post pandemic.

Observation 13: Place to stay before Pandemic

13. What was your most preferred place to stay while traveling before Pandemic?

30 responses

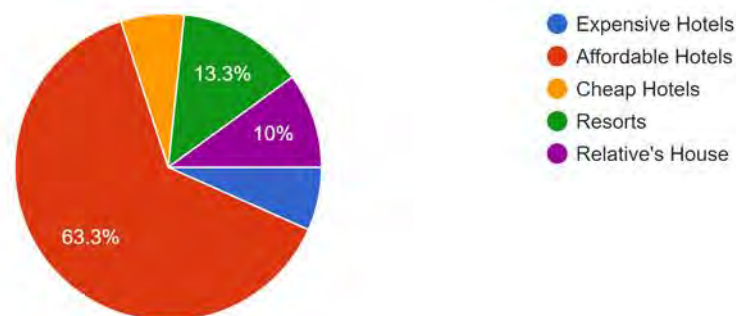


Before Pandemic 66.7% people preferred to stay at affordable hotels. While 10% people prefers to stay at Expensive Hotels, Resorts and Relative's House. Only 3.3% People choose to stay at cheap hotels.

Observation 14: Place to stay Post Pandemic

14. What is your most preferred place to stay while traveling Post Pandemic?

30 responses



Post Pandemic results are somewhat different where 63.3% people are choosing affordable hotels. The preferences increases for resorts to 13.3% from 10% where Expensive hotels sees a fall from 10% to 6.7%. The numbers remains unchanged for relative's home with 10% and cheap hotels increases to 6.7% from 3.3%.

Observation 15: Preferred medium of travel.

When asked a question of the most preferred medium of transport among Car, Bus, Train, Airplane, Ship. Most people has put car as their most preferred mode of transportation for travel aimed post pandemic to maintain proper safety. Airplane comes in second as most preferred choice. Followed by Bus and Train in third and fourth choice overall. Ship is less likely choice for people as it is the least preferred.

Observation 16: What Post Pandemic assistance are you seeking from a travel agency?

When asked about what services or assistance would they be seeking from a travel agency most of them answered safety measures during travel with proper social distancing and sanitization. People also seeking for discounts, offers and affordable travel packages. One respondent answered they are seeking affordable packages as during post pandemic most people have their financial state in bad condition. People also seeking information honesty and proper information about the country or place they will be travelling. One respondent stated that they want full information about the country they are travelling and their requirements for quarantine and other safety measures while another respondents said some basic information about the place and some accurate guidance. People are also seeking assistance in documentation from the travel agency.

3.4 Summary

The perceptions have demonstrated to give some fascinating experiences on how Air Change and the clients can be united to accomplish deals as before Pandemic. The accompanying themes examine exhaustively about the destinations of the examination.

First and foremost, to discover how we can build the utilization of the generally existent clients, we had set out a particular arrangement of inquiries. Those inquiries gave us some sensible arrangements. As indicated by certain reactions, their traveling habit changed people traveling more often changed to either less often or not travelling. If they used to travel once in every month now they are traveling once every 3 months. Their spending habit changed too with

people spending less money on travel post pandemic than they did before. Some of them themselves believes that their spending behavior have been impacted due to the pandemic.

Secondly, we can see their preferences being more focused on safety measures and protocols than attractive holiday packages and deals. We also see that most people would rather not go to a travel agency for planning a trip but if the travel agency is extra cautious of the pandemic situation and provides safety measures more people shifts to choosing travel agency. Also when travel agencies provides attractive packages, discounts and offers then maximum number of people will be choosing travel agencies for traveling. They also believe Car is the safest mode of transport followed by Airplane, Bus and Train. Ship is the least preferred mode of travel. Within the next six months many of the people are most likely to travel internationally and they think up to date knowledge of the country's pandemic situation they are traveling are very much important. People also prefers to stay more at Affordable hotels and Resorts post pandemic.

Conclusion

Air Change Travels & Tours maybe in a bad state during the pandemic. Travel bans, flights cancelled, restrictions, etc. But post pandemic they have a great opportunity to get back on track if not better than before. With pandemic hitting everyone's behaviors and spending habits and mentality. People are less into travel with spending less in travels. Also people concerned about health, sanitization and safety more than ever. People are now seeking for proper safety protocols during travel and are looking for best deals and discounts. If Air Change gets its all actions right and provides what people are looking for now a days then can be at the place where they want to be.

Being able to work as an intern in a travel agency and see the real life challenges has been an amazing experience for me. I have been able to gain a lot of knowledge and experience about how a travel agency provides their unique strategies. The work environment and the organizational policies of Air Change Travels & Tours are definitely something to appreciate

a lot. Working so closely with the Marketing Department of such an organization has surely made me gather a lot of experience and brush up my existing knowledge.

3.5 Recommendations

According to the responses, giving more offer and discounts and providing more safety protocols can motivate users to choose travel agency. If proper safety measures and protocols are followed and attractive deals and discounts can be given than more people are likely to choose travel agency for travel.

Focusing on existing customers: Focusing on existing customers should be one of the main target. Despite the economic downturn people who are still loyal to the brand should be targeted first. Creating services and packages for existing customers will make them feel extra special and they are most likely to have more loyalty towards the organization.

Provide online services: It is now the peak time to get the online presence. With services providing online it is more safety for the employees than physical. Also customers who are more worried to go to the physical office to book can now seek online services.

Invest in Social media ads: As people spend more time at home their social media activity and usages is at all-time high. This will be a good opportunity for people to get to know about the brand and their services. Facebook ads are more affordable even for small business. So an organization like Air Change should be able to invest in it. The great thing about Facebook ads are it can be targeted to a specific demographic.

Exclusive deals and discounts: We have seen in the research that people who are less likely to choose travel agency will go for travel agency if there is an offer or discount. So providing exclusive deal and discounts will be a big move to attract new customers.

Best in class safety measures: Now more than ever people are concerned about health, proper safety and sanitization. So assuring people with proper safety will also be a deal breaker to attract customers and get people to choose travel agency.

Proper up to date information and communication: People often have complain of travel agencies hiding information or not communicating properly. So giving customers up to date guidelines and information will be a game changer. Most people have fears and doubts of new

places and if the agencies provides them with regulations or provide up to date information they will feel safe.

Helping in documentation: Often people struggle with documentation necessary for traveling. If the travel agency provides them with assistance in documentation they will have one less thing to worry about.

Mode of transport: Many people now consider car being the best mode of transport aimed the pandemic with airplane, bus and train following. Air Change can get in contact to Rent car services and provide additional services to customers. They should also consider and take services to book train and bus tickets.

Accommodation: With covid-19 striking everyone's behavior and financial state. People are now more into affordable hotels, resorts and cheap hotels. So getting in contact with some hotels and resorts and proving customers with packages will be a plus point.

Attractive packages for students: Students are more likely to travel for educational purpose or for pleasure and they are more likely to travel in groups when traveling for pleasure. So attractive packages for them will get a huge sale. As now travel bans are now lifted up some students stuck for pandemic will be traveling for education. So deals and discounts for students traveling for education purpose will also attract people.