

Report On
GoZayaan: Making Traveling Normal Again After the Pandemic

By
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ID: 19104183

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
September, 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:

Amlan Ghose

Student ID: 19104183

Supervisor's Full Name & Signature:

Ahmed Abir Choudhury

Senior Lecturer, BRAC Business School

BRAC University

Letter of Transmittal

Mr. Ahmed Abir Choudhury

Senior Lecturer

BRAC Business School

BRAC University

66, Mohakhali, Dhaka-1212

Subject: Submission of the Internship Report on “GoZayaan: Making Traveling Normal Again After the Pandemic”.

Dear Sir,

I hereby present the report titled " GoZayaan: Making Traveling Normal Again After the Pandemic " as a requirement of the internship program for the Bachelor of Business Administration degree at BRAC University Bangladesh. I have completed my 12-week internship at GoZayaan Limited, a top-tier online travel aggregator in the industry. By engaging in Operations department, I gained knowledge about how the viewpoints of consumers impact the development of novel products.

Under the mentorship of Ahmed Abir Choudhury, Senior Lecturer at BRAC University, I have meticulously formulated my internship report. His perceptive thoughts and concepts aided me in achieving both the objective and the criteria of my internship report. I have faith that the report will fulfill the expectations.

Sincerely yours,

Amlan Ghose

Student ID: 19104183

BRAC Business School

BRAC University

Date: 11-10-2023

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.

.....Amlan Ghose

Acknowledgement

First and foremost, I would like to convey my sincere gratitude to Mr. Ridwan Hafiz, the Chief Executive Officer of GoZayaan Ltd., for his irreplaceable aid in composing this report. I am capable of undertaking this research due to the temporal and financial support he has bestowed upon me.

Then, I would like to express my genuine gratitude to Mrs. Kaniz Fatema, Assistant Manager of Hotel Fulfillment Operations, for her endurance and leadership as I dedicated myself to completing this internship report. She has furnished me with the necessary context to comprehend the motivation behind and progression of this product.

In conclusion, I would like to express my utmost appreciation to Mr. Ahmed Abir Choudhury, a distinguished instructor at the esteemed BRAC Business School, who also served as my supervisor during my internship at BRAC University in Bangladesh.

Executive Summary

The emergence of internet-based tour companies has transformed the conventional travel industry. The Asia-Pacific Region has emerged as the most profitable market for online travel agencies (OTAs), which are gaining traction because of their utilization of creativity to attract a technologically adept millennial customer group. According to a report by Market Research Future in 2019.

GoZayaan Ltd., a leading player in the online travel agency (OTA) industry in Bangladesh, introduced a comparable yet more financially rewarding proposition in February 2020. As an increasing number of individuals worldwide are capable of setting aside funds for leisure pursuits, the tourism industry is thriving. Individuals who possess greater financial resources to allocate towards their personal or familial needs are more inclined to express a desire for traveling or taking vacations. GoZayaan is among the most prominent internet-based travel companies (OTAs) accessible. In this document, we will analyze the previous challenges faced by the travel sector due to COVID-19 and its subsequent slow but consistent revival, with the aim of resuming normal business operations.

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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	Amlan Ghose
ID	19104183
Program	Bachelor of Business Administration (BBA)
Major 1	Marketing
Major 2	CIM (Computer Information Management)
Minor	N/A

1.2 Internship Information

1.2.1 Period, Company Name, Department, Address

Period	1st October, 2022 - 31st December, 2022
Company Name	GoZayaan Ltd (Operations)
Department	Hotel Fulfillment
Address	1/A, 16/A, Gulshan 1, Dhaka-1212

1.2.2 Company Supervisor's Information:

Name	Kaniz Fatema
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Designation:	Deputy Manager, Operations
--------------	----------------------------

1.2.3 Job Scope- Job description/ Duties/ Responsibilities:

In my position, I am in charge of managing the entire reservation procedure with a main emphasis on providing the highest level of customer contentment. This involves carefully overseeing every reservation from beginning to end, making sure that all paperwork, rules, and guidelines are carefully evaluated and followed. I also carefully check and verify transactions linked to every reservation to ensure accuracy. Ensuring our customers are properly informed and kept updated is a top priority, and I consistently update a travel notice to accomplish this. Additionally, I interact with clients using both telephone and email methods, promptly handling requests to modify or cancel bookings while effectively conveying any new information about their reservations. Working together is crucial, and I closely cooperate with outside partners, specifically hotels, to guarantee a smooth encounter for our clients. Constant improvement is at the core of my approach, and I actively recognize chances to improve our work procedures. Lastly, I actively encourage teamwork between different teams to decrease the amount of time it takes to solve customer queries.

1.3 Internship Outcome

1.3.1 Student's Contribution to The Company

As part of my duties, I am committed to providing an excellent customer service by managing the entire booking process from start to finish. This includes carefully examining documents, rules, and laws, as well as checking and confirming transactions related to each reservation to guarantee accuracy and correctness. I promise to provide a current travel warning to ensure our important clients stay informed. I communicate with clients directly using phone and email methods, effectively managing their requests to make changes or cancel bookings. I also promptly keep them informed of any important updates related to their reservations. Furthermore, I encourage cooperation with outside individuals involved in the hospitality industry, especially lodging establishments, to improve the overall experience for customers. Consistently improving the way,

we work is an essential part of my responsibility. I actively seek out and put into action enhancements. By promoting collaboration among different teams, my goal is to substantially decrease the amount of time it takes to resolve customer queries. Ultimately, this will enhance the efficiency and satisfaction of our clients.

1.3.2 Benefits to The Student

During my time as an intern at GoZayaan Ltd. (Operations), I am confident that I have given an equal amount to the company compared to what I have gained in terms of knowledge and skills. I had the opportunity to personally experience the company's operational processes. I got the chance to study and gain knowledge in various fields and positions. During my internship, I had the opportunity to experience a wide range of systems that I now view as necessary educational resources due to the sensitive data I was required to manage.

Being in the compliance department gave me the opportunity to connect with a diverse range of suppliers, which introduced me to fresh concepts and abilities. I also received guidance in the skill of handling multiple tasks at once and the skill of effective communication with a broad range of customers in order to fulfill their different requirements. I could broaden my horizons and acquire fresh knowledge. I received guidance on how to interact with and portray myself in a professional manner to higher-ranking executives of the company, as well as how to treat junior staff with equal respect as I did towards senior managers. After a thorough investigation, I discovered the key and essential guidelines for how to behave in the workplace.

1.3.3 Problems/ Difficulties Faced During the Internship

The internship I experienced was highly thrilling, comparable to the sensation of riding a roller coaster. This possesses some advantageous attributes, along with some unfavorable ones. Initially, I encountered challenges in effectively conversing with the authorities due to my limited familiarity with the situation and absence of the necessary expertise to appropriately handle diverse situations. However, my supervisor, Mrs. Kaniz Fatema, deserves special gratitude for her assistance in ensuring discipline during the occasion. From time to time, I had to adjust the allocated time slots when team members had dedicated them to completing their individual assignments. Moreover, I frequently struggled to accomplish the task at the expected standard

because of the excessive stress I was enduring. During my internship, it proved challenging to promptly obtain the information due to the abundance of reservations for the items. There were numerous customer records that made it extremely difficult to find the precise primary sources I was searching for. Due to the time constraints associated with addressing issues related to cancellations, rescheduling, and refunds, this particular aspect of my job proved to be remarkably demanding.

Chapter 2: Organization Part

2.1 Introduction

Despite GoZayaan's brief existence, it has already attained an impressive level of accomplishment and cemented its reputation as a formidable entity in the tourism sector of Bangladesh. The expendable income for every individual in Bangladesh has experienced substantial expansion in the previous decade. According to Trading Economics in 2018, the amount was BDT 44,403 in 2010, but it rose to BDT 65,340 by 2018. Due to the rise in their earnings, individuals started going on vacations both inside and outside the nation. The financial earnings over a span of seven years increased from \$103 million in 2010 to \$357 million in 2018. According to CEIC Data, in the year 2018. A minor portion of this progress is represented by individuals from other countries who travel internationally, as shown by the approximate figure of 100,000–200,000 visitors from abroad who come to Bangladesh annually (Abir, 2019). Online travel companies have the potential to revolutionize the travel sector in Bangladesh and influence the travel patterns of individuals, considering the fact that approximately 9.37 Crore individuals in the country have access to the internet (BSS, 2019). The global tourism sector has been adversely affected by the COVID-19 outbreak. The epidemic and restrictions on travel resulted in the closure of numerous organizations like these, and those that managed to survive had to adjust and plan for the future by redirecting their attention towards different domains.

On the 10th of August, 2017, GoZayaan Ltd. was founded. The initiative started with the aspiration of becoming a comprehensive travel solution for all needs. The founder and CEO of the company, Ridwan Hafiz, observed a significant rise of 536 percent in international travel from Bangladesh between 2014 and 2017. Additionally, he noted that 48 countries provided the convenience of acquiring a visa upon arrival, and there was an average decrease of 30% in flight costs (Hafiz, 2019). GoZayaan Ltd., the inaugural online travel agency in Bangladesh, achieved the milestone of being the initial Bangladeshi online travel agency to join forces with "Booking.com" and avail reductions from more than 1.2 million hotels worldwide upon its inauguration. In the early stages of GoZayaan's service, they exclusively provided international flights, along with online travel packages.

After a brief period of time, it also added features for reserving local flights. After this, GoZayaan directed its focus towards obtaining local hotels in order to cater to the increasing need for travel following the partial relaxation of restrictions. GoZayaan, which aims to enhance the ease of hotel reservation, has created the initial fully automated hotel booking and management platform in the nation. Along with advertising their establishments and accepting online reservations, hotel proprietors have the option to offer comprehensive details regarding different types of rooms and amenities, thus promoting their businesses.

In July 2018, the travel websites gozayaan.com and travelbookingbd.com united to establish GoZayaan, which functions under the domain of the initial website. This consolidation was supported by Data Bird Limited, a company committed to enhancing the online environment of Bangladesh (Star Business Desk, 2018). Additionally, it is among the leading firms in the OTA industry of Bangladesh, was also experiencing this surge in expansion until the COVID-19 outbreak occurred, and travel restrictions on a global scale had to be implemented to ensure the well-being of individuals. GoZayaan was among the prominent contenders in the OTA industry of Bangladesh. The company was experiencing challenging situations and opted to shift its focus towards the domestic tourism sector to ensure its survival. At the beginning, when all operations recommenced with strict restrictions, the company introduced GoZayaan Express as a transportation service for professionals to safely commute to work. This service ensured a secure way for individuals to be picked up and dropped off at their workplaces. Additional options now consist of GoZayaan travel packages. This corporation provides both excursions and manages the tourism industry. The Go Safe initiative additionally incorporates examination for COVID-19. This was a temporary plan for the company's continued existence, and it was effortlessly implemented because of the company's substantial assets in the travel industry.

2.1.1 Mission

"Our objective is to modernize the time period; citizens of Bangladesh have yet to encounter convenience when planning trips." Arranging air travel, securing accommodation, and organizing sightseeing itineraries persist as an ongoing difficulty for us while embarking on trips. Our plan is to give you authority over selecting your own tour options. With GoZayaan, your perfect vacation is easily accessible with just a few clicks.

“Go Limitless with GoZayaan”.

2.1.2 Vision

The objective of GoZayaan is a travel technology platform where clients can effortlessly acquire all the accessible tour and travel-related amenities with a mere tap. It is a comprehensive booking system that spans the entire process, offering the convenience of reserving domestic and international flights, accommodations, and excursions through the internet. The objective of GoZayaan is to offer travelers with a practical "all-in-one solution" that fulfills all of their requirements. Their intention is to offer internet services to every individual on the planet and include the entire globe in the digital domain.

2.1.3 Key Values

GoZayaan, as a company is established upon six fundamental principles, which it endeavors to convey in both its internal and external communication.

1. **Consumer Driven Approach:** GoZayaan's strategy in addressing challenges in the travel sector has consistently given utmost importance to the requirements of its clientele. Every new product is created with the purpose of resolving customer issues and meeting their needs. Determining the most effective approach to tackling the issue necessitates a significant amount of contemplation. GoZayaan is a company that prioritizes its clients above everything else, as it places them at the center of each product it develops.
2. **Tech led Innovation:** GoZayaan is dedicated to becoming the catalyst for innovative advancements through their technology-based solutions in an industry that primarily relies on interpersonal relationships. In the endeavor to address an important matter, technology remains pivotal in all endeavors. Technology will perpetually discover a method to resolve any predicament, irrespective of its magnitude or insignificance. For GoZayaan, that expression functions as a motto.

3. **Transparency and flexibility:** In our interactions, GoZayaan have made sure to give importance to a minimum level of flexibility. We are aware that online shoppers have specific anticipations when it comes to transparency and flexibility. However, it can be difficult to offer the transparency and adaptability that customers crave in a digital era. Because of this, GoZayaan has consistently emphasized the importance of delivering a unique and exceptional service experience to guarantee that customers feel completely comfortable when placing an order online.
4. **Inclusive growth:** GoZayaan makes sure that all individuals in the organization have the opportunity to contribute suggestions and show proactive behavior. As a small business going through remarkable expansion, we desire that all our employees and collaborators enjoy this growth. Personal growth is crucial, but the focus lies on the advancement of a group rather than an individual.
5. **Corporate Culture:** At GoZayaan, the utmost importance is placed on qualities such as honesty, reliability, and teamwork.
6. **Positive Experience:** By fulfilling their requirements for excellence, affordability, and customer support, GoZayaan has managed to gain the loyalty of both our clients and the vendors we collaborate with.

2.1.4 GoZayaan Logo

An image of a blue bird with feathers represents GoZayaan. This bird represents freedom, which is a signal to our visitors to choose their own perfect holiday choices while being at home. Besides the shade of blue, the group is portrayed by the emblems of serenity, steadiness, motivation, and wisdom.



2.1.5 Products of GoZayaan

Currently, GoZayaan offers a total of four diverse products that customers can buy. However, GoZayaan does not possess any form of ownership stake in any of these products. GoZayaan is a middleman that helps customers to connect with different travel service providers. These travel businesses encompass accommodations, aviation companies, and various other service providers. In this position, GoZayaan functions as a connection between two places. GoZayaan currently offers the following services.

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

2.2 Overview of the Company

2.2.1 About GoZayaan Limited

As a comprehensive travel platform, GoZayaan is a convenient destination for people from Bangladesh looking for a holiday getaway. You can buy plane tickets and lodging all in one handy spot on this website. When GoZayaan was introduced in 2017, its main concentration was on the aviation reservation sector. The main service it provided was selling plane tickets, both for flights within the country and to other countries. Afterwards, they extended their offerings to assist Bangladeshi vacationers with all aspects of their trips, including applying for visas and booking accommodations, as well as providing exclusive offers, reduced prices, and vouchers.

Hafiz, a young man with an engineering certification from BUET, is accountable for developing this prosperous platform. His entire family already lives in America, and he planned to eventually go there and be with them. However, there was a period when he was concerned that his education would not have any beneficial outcomes if he departed the country. Since that was true, he felt

obligated to support his country. GoZayaan was created by Ridwan Hafiz on August 10, 2017. The citizens of Bangladesh currently have a strong belief in this travel technology platform.

The biggest challenge for GoZayaan was convincing their regular customers to utilize their technology. Initially, clients faced an extra challenge of requiring a debit or credit card in order to avail GoZayaan services. However, this is not solely applicable to credit cards anymore. You can now do business with BRAC, City Amex, Dhaka Bank, EBL, LankaBangla, Standard Chartered, bKash, and Nagad. Currently, their main office is located in Gulshan, and based on the information found on their LinkedIn profile, they have a workforce of approximately fifty individuals. Currently, they help 700,000 clients every single month.

GoZayaan has six departments in operation, and each department has a crucial role in ensuring the smooth functioning of the business. The management division creates and carries out business plan. The overall management takes charge of the company's strategy, planning, executing plans, making decisions, supervising employees, ensuring things are done on time, and maintaining order.

The team members in the commercial department examine customer preferences and develop travel products. The primary responsibilities of marketing managers involve conducting market analysis, gaining knowledge about the surroundings, implementing marketing strategies, keeping up with economic patterns, identifying customer needs, and being aware of the pros and cons of rival competitors.

Operations Department offers deals that bring together multiple tourist elements (like sights, travel, agents, place, lodging, and things to do). It plans a prosperous local or global trip. It puts customer needs and supplier options first to organize the perfect holiday. It creates the travel plan and provides directions on how to reach the destination and the activities to do there. It organizes accommodation and transportation with the correct companies.

Finance Department acquires and disperses funds related to the travel industry. Financial professionals evaluate the requirements for funds. Tourism necessitates sustained investments for workplace structures, automobiles, infrastructure, and machinery. Employees, messaging, authority, and additional assets require immediate funding. Most tourist companies begin by booking accommodations, lodgings, and flights.

Tourists purchase items from vendors. Salespeople are the main people tourists interact with in tourist companies. Workers require knowledge about the products they are selling and the ability to communicate effectively in order to make sales. The salesperson advertises the place. Sales locate and nurture fresh customers. Salespeople suggest the top products after evaluating customer requirements. They market items for travelers by talking to customers, providing important characteristics, answering questions, and finalizing the transaction.

T&C recruits skilled employees for positions in different departments. hires qualified employees for positions in various departments. It arranges fresh employee orientation and training schemes and inspires personnel to achieve corporate objectives.

2.3 Management Practices

2.3.1 Leadership style

Leadership is crucial in every aspect of an organization, from determining its purpose and guiding principles to establishing its priorities and directing its day-to-day activities. One of the several leadership styles is the GoZayaan approach, frequently referred to as Democratic leadership.

leadership is a type of leadership that promotes collective involvement in the process of making decisions. It is also referred to as participative leadership or collaborative leadership. With this type of guidance, GoZayaan stands a significantly greater opportunity for achievement.

GoZayaan, we implement a participatory form of leadership, where all individuals are given the opportunity to express their views and open communication and discussion are promoted. Democratic leaders are present to offer guidance and supervision, despite the fact that the procedure emphasizes equal treatment and open conversation within the group.

Chief Executive Officer (CEO) of a GoZayaan company holds the responsibility of choosing members for the team and determining the individuals eligible to participate in crucial decision-making processes. For enterprises, a leadership approach founded on agreement is highly advantageous as it enhances team spirit, motivates active participation from all members, and ultimately enhances productivity.

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 Training & Development Initiatives

On-the-job training is the favored and regular approach of education for GoZayaan's workforce and administration as it enables focused and continuous instruction. Workers acquire the practical involvement and guidance essential to fulfill their responsibilities through mentorship and guidance. In contrast to a traditional educational setting or a digital platform, The Man unfolds in a genuine and authentic professional environment. Identifying the appropriate, proficient individual is merely the initial phase in guaranteeing the accomplishment of GoZayaan's recently recruited employee. In order to gain a complete comprehension of the platform's functioning, individuals must possess direct familiarity with GoZayaan's procedures. However, in the present economic climate, job security is highly uncertain. There are two categories of instruction for a new occupation: the initial, obligatory training and the instruction on the numerous methods that others have discovered to enhance the original. Employees often have to adjust their skills to novel systems and machinery.

2.4 Marketing Practices

Marketing is one of the principal techniques utilized by GoZayaan to advertise their services and communicate with their customers. The marketing team and their objective are given special consideration. As Facebook serves as the main origin of sales opportunities for travel packages and visa processing. To be more precise, the promotions and initiatives executed on Facebook platform. Additionally, the marketing department is readily available whenever GoZayaan unveils a fresh service, commences a new campaign, or even aims to enhance sales. Now you can observe the utmost importance of the marketing department in ensuring the prosperity of the company. The

marketing department needs to consider all potential channels while creating a promotional strategy.

- Newspaper Promotion: Advertisements for GoZayaan are not as commonly seen in traditional print and broadcast media as they are on the internet. However, the organization does have a presence in online newspaper platforms, primarily through blog posts and articles. The majority of the content is produced by the GoZayaan team, thoroughly reviewed, and subsequently submitted to newspapers, where it undergoes editing to align with the publication's preferred style. In order to exhibit the wide range and comprehensive nature of the newspaper reporting, we have enclosed a collection of images and external references down below.
- Influencer and KOL Promotion: Influencers are highly effective in advocating the overall techniques of navigating the platform and elucidating the advantages of utilizing the platform correctly. This is especially beneficial for GoZayaan, a startup with an immensely straightforward yet refined composition. In an effort to enhance the visibility of their products, GoZayaan formed partnerships with renowned YouTube travel influencers Khaidai.com and Metro guy during the entirety of September. Furthermore, the brand team joined forces with well-known influencer Sakib Bin Rashid and his spouse to feature in a movie they produced showcasing their post-wedding getaway.
- Flight Promotions: Flights is the major hero product offered by GoZayaan. It is crucial that we maintain vigorous offers, initiatives, and promotions throughout the month of September to enhance the volume of tickets sold during that specific period. In regards to air travel, we have prioritized our clients' options by establishing alliances with various financial institutions and mobile financial service providers. Furthermore, we aimed to guarantee sufficient website visitors to attract the specific audiences we were focusing on. This necessitated us to promote both local and international destinations.
- Hotel Promotion: One of our primary focuses is to utilize various channels of advertising to promote hotels in the local region. After the lifting of the lockdown, there was a noticeable increase in the amount of people moving around their own nation. Therefore, we aimed to guarantee that individuals were informed of the possibility to reserve accommodations in well-liked tourist regions via our internet platform.

- Tour Promotion: GoZayaan has great prospects in the tourism sector. The product team consistently strives to ensure that this product is prepared for the intended audience and it can be conveniently attained by that audience. However, during this special offer, we are promoting a range of travel packages in a partially bundled way to make it more convenient for customers to buy the product.
- Corporate promotion: GoZayaan is an expanding and swiftly advancing startup that requires funding to operate. We must publicize the achievements of the company on LinkedIn to showcase all of our successes and portray the organization in a positive manner to the general public. Both LinkedIn and nearby public relations were employed to disseminate information about recent news related to investments.

2.5 Operations Management and Information System Practices.

GoZayaan obtains its products from different parts of the world GoZayaan partners with an international hotel network, allowing users to reserve accommodations in almost any place worldwide. When it comes to managing local hotels and resorts, GoZayaan is required to personally communicate with each establishment to discuss various business agreements. The GoZayaan acquisition team is currently making substantial efforts to enhance the number of accessible residences within the country on their platform.

Collaborates with global vendors to offer its customers vacation packages from abroad. As a main player in the travel sector, GoZayaan has established successful collaborations with several Destination Management Companies (DMCs). They offer GoZayaan with corporate tourism choices for various destinations worldwide. Many destination management companies (DMCs) offer tours and activities that are specifically designed for particular countries, allowing travelers to experience exclusive and distinctive experiences in those destinations.

GoZayaan relies heavily on its two GDS collaborators, particularly Travelport and SABRE, to obtain airplane tickets and book flights through its online platform. The booking team uses Galileo, a software designed by Travelport, to generate tickets for overseas travel. When it comes to significance, the top three worldwide distribution platforms (GDS) include Travelport, Amadeus, and SABRE. GoZayaan employs two of these methods.

Furthermore, being a travel agency, GoZayaan also functions as a tech company, making its database vital for its day-to-day activities. However, due to the regulations in place by the company, there is limited availability to disclose the internal operations of the company's information system. GoZayaan provides a user privacy policy which is described on their website's terms and conditions page, along with other terms and conditions. The privacy policy clarifies how users' personal information will be protected and the purposes for which it will be utilized.

2.6 Industry and Competitive Analysis

In Bangladesh, online travel companies are not usually in the forefront of people's minds when it comes to discussing the travel industry. Therefore, they regard the traditional travel agencies. Why? Only a small number of customers recognize the importance of online travel agencies. Traditional travel companies continue to hold a strong position in the industry. According to the official website of the Association of Travel Agents of Bangladesh (ATAB), this organization serves as the representative body for more than 3,500 enterprises throughout the country (ATAB, n.d.).

Bin Rashid Shah Sayeem, the Chief Executive Officer (CEO) of Flight Specialist, stated in an interview with FutureStartup that there are approximately fifty internet-based travel agencies (OTAs) functioning in Bangladesh and collectively they contribute to roughly four to five percent of the entire travel industry in the country (Future Startup, 2019).

The approximate breakdown of traditional vs internet-based travel agents is shown. A lot of online travel companies weren't around prior to 2017 and are now quickly growing. That is because only in the recent past did Bangladesh acquire the means and favorable economic conditions required for online travel agencies (OTAs) to thrive. By contrast, internet-based travel companies are the trend of tomorrow and will soon dominate the majority of Bangladesh's tourism industry, if not its entirety.

This concept is not founded on a simplistic faith in technology, but on investigation into the worldwide tourism industry. Expedia Group, a well-known American internet travel purchasing company, holds the top spot among all global travel agencies in terms of size and reach. Even if we were to analyze the global tourism industry, there would be no reason to be worried. Let's explore the tourism industry in India. Club Mahindra Vacations, Yatra, Makemytrip, Goibibo, and

other similar companies are all digital travel agents that function within India's online travel industry.

Technological Developments are leading to a major transformation in the tourism industry of Bangladesh. The combination of technology and going on vacation is a great match. To rival other Online Travel Agencies in Bangladesh, trip booking bd ltd! A travel company that already existed, changed its business model and transformed into ShareTrip. Moreover, emerging online travel agencies (OTAs) have recently entered the market, vying for their fair slice of the market.

2.6.1 Competitors

To talk about the travel sector, it is important to discuss the rivals in the industry. However, online travel agencies (OTAs) will be given special focus as rivals. The market for online travel agencies (OTAs) is still in its development stage, and there is a possibility for everyone to expand their business. Nevertheless, there is already a rivalry among online travel agencies. While I was working with the growth team, we were creating ready-to-launch tour packages for local trips. Before setting their own prices for local vacation packages, the team had to examine Sharetrip's charges. Since the client will assess prices prior to choosing a provider. Because of their clientele, ease of comparing, similarity of products, similarities in characteristics, etc., the online travel agencies (OTAs) compete directly with each other. Some other companies that compete directly with GoZayaan are Flight professional, ShareVacation, TicketPlaza, and adventuretrip, among several others.

2.6.2 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.

2.6.3 SWOT Analysis

The SWOT analysis is a straightforward yet efficient technique for evaluating the advantages and disadvantages of a company. The table provides information on the advantages, disadvantages, opportunities, and risks that GoZayaan encounters.

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.

2.7 Conclusion

In concise online travel agencies have recently emerged in the tourism industry for a brief duration. Most of their products are similar, and their customer base also tends to be alike in many situations. Internet-based travel booking companies are already dealing with a significant amount of rivalry, but as additional online travel agencies join the industry, this competition will only become stronger in the future. GoZayaan has achieved an early advantage and has established a strong standing as a brand. Furthermore, they demonstrate inventiveness and have the ability to envision possibilities. Both of these aspects are emphasized in their latest service offering, the travel financing option. They are setting themselves apart from the rest of the online travel agencies by developing a formidable brand identity and introducing groundbreaking services like travel financing.

2.8 Recommendations

As a new business, GoZayaan is achieving impressive success. The global travel industry is presently being influenced and will continue to be affected in the foreseeable future due to the COVID-19 pandemic. GoZayaan will need extra financial assistance to come out successfully from this difficult situation. GoZayaan possesses a strong brand perception and has achieved significant accomplishments thus far. Therefore, obtaining financial backing from potential funders should not pose a significant challenge. If GoZayaan can successfully overcome this challenging period, they will come out on the other side even stronger. It is advisable to maintain low expenses to successfully navigate this difficult situation and increase the chances of this new business staying afloat.

Chapter 3: GoZayaan: Making Traveling Normal Again After the Pandemic

3.1 Introduction

Online travel companies in Bangladesh are in a strong position to significantly disrupt up the tourism sector due to the fact that approximately 9.37 billion individuals in the country are able to use the internet. The worldwide travel sector has been significantly affected by the COVID-19 outbreak, leading to the shutdown of numerous enterprises. After encountering difficulties, GoZayaan Ltd., a prominent participant in the OTA industry of Bangladesh, redirected its attention towards the nation's tourism sector. After receiving permission to resume activities, although with strong rules in place, the organization introduced a transportation service called GoZayaan Express, allowing its workers to have a secure commute. With its introduction, GoZayaan Ltd. Achieved a significant milestone as the initial online travel company from Bangladesh to collaborate with Booking.com, providing discounts on over 1.2 million hotels across the globe. In the months that followed, it included the option to book domestic flights and lodging. It additionally established the nation's initial entirely computerized hotel reservation and management system, enabling hotel proprietors to promote their properties on the internet and receive bookings instantly. Furthermore, the GoZayaan excursions have also been incorporated, in addition to the previously stated objects. This was a temporary solution meant to maintain the business operations until more permanent plans could be put in place, and it was easy to execute due to the company's vast expertise in the travel industry.

3.1.1 Literature/ Review Background

GoZayaan Ltd. was formally established as a company on August 10, 2017. The aim was to evolve into a comprehensive travel option right from the beginning. As per Ridwan Hafiz, the Chief Executive Officer and founder, the amount of people from Bangladesh going overseas rose by a substantial 536 percent from 2014 to 2017. During this timeframe, the count of nations providing visas upon arrival also expanded to 48. Furthermore, the average cost of an airplane ticket decreased by 30 percent over this period. In the month of July in the year 2018, the two distinct

travel platforms, gozayaan.com and travelbookingbd.com, combined their operations to form one unified company known as GoZayaan. Data Bird Ltd., a company that defines itself as "a firm committed to enhancing Bangladesh's online environment," played a part in facilitating this merger. As per the report from the Star Business Desk in 2018 the growth of Bangladesh's travel and tourism sectors can be attributed to the advantages of global connectivity and the unrestricted movement of information enabled by advancements in information and communication technologies. An increasing number of Bangladeshis are also exploring destinations both abroad and within their own country. A lot of people usually begin their travel planning by searching on the internet. This is because there is a large availability of internet connections and a widely held belief that accurate information can be found online. GoZayaan, a prominent internet-based travel company, has placed its trust in this concept, offering precise details and state-of-the-art facilities to establish a trustworthy reputation among their clientele. After giving it much thought, GoZayaan has made the decision to serve tech-savvy travelers in Bangladesh. Their website acts as the main entry point for most of their services. They possess a highly efficient customer service squad and a round-the-clock telephone hub, enabling them to swiftly address feedback on their Facebook page. It has all combined to provide their customers with a feeling of comfort and accessibility. The thing that distinguishes GoZayaan from regular travel agencies is the level of excellence in their services and the transparency with which they provide information.

3.1.2 Broad Objective

The main aim of this project is to conduct research on GoZayaan's approach to adapting to the post-COVID-19 era and thriving in the aftermath of the pandemic.

3.1.3 Specific Objective

- Evaluate the outcomes of the initiatives undertaken by GoZayaan Limited in combatting the Covid-19 pandemic.
- Identify the tools utilized by GoZayaan.
- Identify potential opportunities in the current economic climate.
- Assess the initiatives of GoZayaan Limited
- Discover strategies for the company to prosper in the midst of the current circumstances.

3.1.4 Significance

The main objective of this project is to analyze GoZayaan's approach in adjusting to the post-COVID-19 era and sustaining its operations amidst the pandemic. From my perspective, there is an increasing trend towards the attraction of exploring new destinations and a growing consciousness about the difficulties encountered during travel. Choosing a hotel and airfare within one's own country can be a challenging task, mainly because there is a scarcity of adequate data and a unified platform that provides consumers with ample information to make well-informed choices. It is quite inconvenient to obtain approval for funds and withdraw them to pay for lodging expenses while undertaking international travel. The inability to make travel arrangements without relying on a conventional travel agency may result in higher costs for items such as airfare and travel visas. Even experienced globetrotters might be taken aback to discover that placing specific charges on a credit card could considerably diminish the quantity of complimentary airline miles at their disposal. Numerous online travel consolidators have emerged to tackle this matter.

However, as the global COVID-19 outbreak expanded and restrictions on travel were imposed, GoZayaan, together with other Online Travel Agencies (OTAs) in the industry, encountered significant challenges. In my report, I have endeavored to depict the manner in which GoZayaan has endured the overarching global health crisis. GoZayaan recognized the necessity of broadening its sources of income by venturing into the domestic tourism sector, in addition to its previous heavy reliance on international tourism. As limitations were progressively lifted and individuals resumed their typical behaviors in the "New Normal," GoZayaan prepared itself to cater to the heightened requirement for travel. In order to prosper in an unstructured market, it is crucial for new segments of products, such as accommodation options within the country and guided excursions, to be positioned thoughtfully and communicate strategically. Now arrives the challenging phase: devising a strategy for GoZayaan to triumph amidst these testing circumstances.

3.2 Methodology

The analysis of the procedures and approaches that are employed in a specific field of study is known as "methodology," and it is the expression that is utilized to define that research. This includes not just the concept of research methodologies but also their practical application. The

study addresses ethical concerns in relation to the goals of the research, demographic information, the process of selecting the sample, and the collection and interpretation of data. Approach or research technique. Qualitative research techniques, including the act of carefully observing, conducting interviews, and examining written records, are employed as part of the endeavor to comprehend social occurrences. Quantitative research centers on collecting numerical information by means of surveys, experiments, and other techniques.

3.2.1 Data Type

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

The Primary Sources:

- Engaging in an inquiry regarding confidential records;
- Communicating directly with the Manager and other colleagues from the adherence group;
- Observing firsthand accounts.

Secondary Sources:

- Records and paperwork;
- Maintain specific notes (Containing my experiences of hands-on observation in GoZayaan);
- The updates and online platforms of GoZayaan.

3.2.2 Literature Survey

We will utilize an investigative method to acquire an enhanced comprehension of the travel sector, internet-based travel agencies, traditional travel agency labels, and internet-based travel agency labels, along with the appeal of online travel agencies to clients when compared to conventional travel agencies.

3.2.3 Data Collection Techniques & Tools

The process of gathering data is a methodical practice that requires acquiring and analyzing specific information to address relevant queries and evaluate the results. It centers its attention on unveiling all the information that exists regarding a particular theme or field of study. The objective

of collecting data is to examine a conjecture in an attempt to furnish an elucidation for a later phenomenon.

- Interview
- Questionnaire
- Reporting
- Existing Data
- Observation

3.3 Findings and Analysis

3.3.1 Findings from the Analysis

The Assistant Manager of the Sales department was present for the interview they had arranged. The data offered by the employees forms the basis for the individual subjects covered in the subsections. These are the results that were discovered:

3.3.1.1 Purpose of GoZayaan

Since the beginning of the year, there has been a constant stream of news regarding GoZayaan that has been consistently covered by the media. The organization initiated the year by procuring a platform that specializes in overseas journeys, and it has consistently impressed individuals by introducing innovative and advanced characteristics and operations to its preexisting platform throughout the year. Despite all the upheaval, GoZayaan remains a brand that puts its customers as a top priority. The services are designed to offer users the optimal, most authentic encounter attainable. Anyone has the ability to book a hotel by giving their preferred period(s) of stay, name(s) of the hotel(s), and the quantity of individuals staying. Customers have the ability to reserve air travel, lodging, coach transportation, and additional services through the official GoZayaan online platform (gozayaan.com) or mobile application (accessible in the Google Play marketplace). The objective of GoZayaan is to offer travelers a greater level of influence over their trips by providing them with a wider array of alternatives to select from. As per the statements of GoZayaan, the joy of travelling should not be hindered by strict timetable restrictions. The objective of the corporation is to address any problems that may arise while undertaking both local and global journeys, regardless of their whereabouts.

3.3.1.2 Resources of GoZayaan

GoZayaan differs significantly from traditional travel agencies in various significant aspects. One aspect that sets GoZayaan apart from traditional travel agencies is the technology it employs. GoZayaan is greatly engaged on various social media platforms. Their Facebook page functions as a central platform for all of their promotional endeavors, where they introduce fresh products, organize competitions and incentives, promote their offerings to their target audience, and engage in additional marketing activities. Furthermore, they utilize Facebook's commercial supervisor to monitor the extent of their promotional campaigns. The input they receive is utilized in conjunction with data gathered from Facebook's analytics to more effectively customize forthcoming offerings. Customers have the option to remain connected with GoZayaan through their official Facebook page. The utilization of the artificial intelligence bot incorporated within the GoZayaan Facebook page assists in alleviating some of the responsibilities faced by the customer service team in regard to responding to inquiries.

The customer service team at GoZayaan's Facebook page keeps track of and responds to questions promptly. They use the Listenyzen platform for managing customer service on social media. The Listenyzen platform is helpful because it lets you label queries and observe the number of searches each label gets within a specific timeframe. By using this information, we can assess the success of our Facebook advertisements. VICIdial is a phone center package used by the customer experience group for different reasons, like phone receiving, call sharing, call watching, and call recording. The helpline remains functional because of this platform. Phone conversations are documented in Google Sheets; potential clients are divided into different workbooks for the visa department, the local trip department, and the global trip department. Every participant has the opportunity to view their group's record logs. The lead sheets can be used to keep a record of the leads received on a monthly and daily basis from the Facebook page and the helpline. Teams use the tracking document to observe the development of their potential customers. Google Sheets is used for purposes beyond solely keeping track of leads; teams also employ it to monitor sales.

The website of GoZayaan is one of the most beneficial assets that it has. The website of GoZayaan was created by the technology division. Continuing to keep a user-friendly interface and enhancing the site's features to offer more services are tasks that are consistently prioritized. To generate tickets, the booking staff uses Galileo and Sabre, two types of GDS software. The G-suit and the

workplace are utilized by all workers for effective and fruitful communication. GoZayaan utilizes various additional tools as well.

3.3.1.3 Problem Statement

The act of journeying is gaining popularity, and those who embark on these journeys are developing a greater understanding of the challenges that accompany it. The absence of sufficient and accurate information, along with the absence of a central platform, makes it difficult for consumers to choose hotels and flights within their own country. The inconvenience of validating money and then deducting from the funds to cover expenses for accommodations when journeying overseas. Relying on traditional travel agencies, which frequently try to exploit travelers by imposing exorbitant fees for flight tickets and visas. Numerous experienced travelers are not familiar with the impact of utilizing a credit card on their travel allowance. To address these issues, several Online Travel Aggregators (OTA) have surfaced with the aim of offering remedies.

However, like other online travel agencies (OTAs) functioning in the industry, GoZayaan also encountered a challenging period when the global spread of the COVID-19 pandemic led to the implementation of travel restrictions. In order to guarantee their continued existence, GoZayaan, an organization that heavily depended on international travel, had to devise a plan and redirect their attention towards the domestic tourism sector. GoZayaan has developed their range of air travel options, accommodations, and sightseeing experiences to meet the steadily increasing desire for travel as limitations are gradually eased and individuals resume their regular routines in the "New Normal". The positioning and communication of the recently introduced business sectors like Domestic Hotels and Tours needed to be orchestrated effectively to secure an advantage in a market that lacks organization. This leads us to the issue of determining the optimal approach that GoZayaan should adopt in order to achieve success during these difficult circumstances.

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

The global health crisis that arose in 2020 through the entire world into a state of panic and unsettled it. The COVID-19 pandemic has significantly affected all aspects of the economy. It is conceivable that the tourism industry has experienced the most significant impact due to the global health crisis. In the year 2020, there was a considerable decline of 74% in the number of

international visitors, establishing it as the most challenging year in history for the global tourism sector.

To a profound deficiency of infrastructure in Bangladesh, the impact was experienced even more significantly by the nation's tourism sector. There was a remarkable rise in the quantity of hotel employees who experienced unemployment. Most of the small merchants and representatives shifted their focus from the tourism sector to alternative industries that offered greater financial gain. GoZayaan was an enterprise that persevered in seeking a resolution, even when the overwhelming majority of other traders had abandoned their efforts.

The period of enforced restriction, implemented in response to the rapid transmission of the COVID-19 virus, was an unprecedented occurrence that surpassed any previous experience in human existence. The disordered atmosphere that humans had been inhabiting for an extended period of time suddenly ceased entirely. All was abandoned: roads, workplaces, and air terminals as well. People would solely depart their residences when it was absolutely imperative to do so. Despite the stagnation of the physical world, online businesses experienced substantial expansion. The usage of food delivery platforms, ride-hailing applications, electronic payment systems, and comparable services witnessed a remarkable surge, growing rapidly beyond expectations. Due to the imposition of the lockdown, the opportunity for the tourism sector to prosper in this circumstance was non-existent. Interestingly, despite being a comparatively nascent participant in the online tourism sector of Bangladesh, GoZayaan has remarkably flourished amidst the current challenging circumstances. The crucial factor contributing to their achievement lies in their focus on the domestic tourism sector.

3.3.1.5 Resuming Travel Following the Post-Pandemic Period

Traveling is progressively more prevalent, thereby leading to an enhanced consciousness among travelers regarding the difficulties connected with their endeavors. There is a strong demand for accurate information along with a unified promotional input that encompasses all aspects. When customers are provided with ample information that enables them to make an educated decision, domestic lodging establishments experience a rise in demand. The procedure of choosing a flight can be quite challenging. Acquiring financial support and subsequently withdrawing funds may cause unease. However, in order to regain the expenses incurred from the ease of flying abroad

without depending on conventional travel agencies, travel companies frequently attempt to exploit travelers by imposing excessive fees for plane tickets and additional expenses. There are numerous proficient voyagers who are oblivious to the suggestion of carrying a debit card along when embarking on any journey. To address these matters, several internet travel consolidators, commonly referred to as OTAs, have surfaced. In spite of this, GoZayaan, similar to all other online travel agencies functioning in the industry, encountered challenges. As the global spread of the COVID-19 pandemic intensified, limitations on travel were imposed. GoZayaan serves as a commendable illustration since it relied heavily on touring foreign nations, thus necessitated additional preparation and tact. In order to sustain the operation, it is imperative for them to redirect their focus towards the tourism industry in the locality. In order to meet the increasing desire for travel, the company has broadened its range of products in various areas, such as flights, lodging, and recreational activities. The individuals residing in the "New World" continued to carry out their daily activities despite the gradual relaxation of travel limitations. To effectively enhance the visibility of hotels and flights, it is crucial to initially establish a strong presence and subsequently gain a competitive edge in a disorganized advertising landscape. This raises the query regarding the location and method in which GoZayaan should establish themselves to thrive during these difficult circumstances.

3.3.1.6 Shifting Priorities

GoZayaan, a digital travel consolidator, had to reevaluate its approach due to the implementation of travel restrictions worldwide as a consequence of the pandemic brought about by the lethal coronavirus. This measure was essential as the survival of the company was at risk. Previously, the dominant portion of GoZayaan's customer base comprised individuals who were intrigued by acquiring international flight tickets and securing accommodations at hotels. This served as the main origin of the vast proportion of the income. The company reached the determination that it was now imperative for it to prioritize domestic tourism and secure a larger portion of the market ahead of its major rivals, who similarly concentrated efforts on international flights and accommodations. This occurred because of the necessity to cease all activities following the implementation of the lockdown triggered by the global health crisis. GoZayaan commenced providing new categories of products along with supplementary elements to its preexisting

merchandise shortly after commencing its business operations. This section will delve further into the actions implemented by the company to guarantee its sustained existence.

3.3.1.7 GoZayaan Tours

The tour company GoZayaan launched its "GoZayaan" tour label in November 2020, aiming to bring organization to the excessively flooded tourism industry in Bangladesh. GoZayaan aimed to offer a more organized presentation of this region, presenting a comprehensive summary, explanation, travel plan, inclusions, exemptions, specific requirements, alongside conditions pertaining to cancellations, refunds, pricing for children, and other comparable guidelines, as the majority of people within the country are accustomed to tour packages as a common practice. The objective of GoZayaan is to offer its customers with the opportunity to acquire distinctive activities through an efficient online purchasing process, fostered by strong connections with the companies offering 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 currently functioning in nearby regions near Dhaka, Khulna, and Cox's Bazar, alongside organizing international excursions to destinations such as the Maldives, which have recently unlocked their doors for tourists. Despite not being the proprietor or the exclusive tour operator, GoZayaan functions as an aggregator. In this role, it is essential for us to meticulously select suppliers who offer exceptional services and fulfill the demand criteria. Only after thorough negotiations and reaching a mutual agreement with these suppliers, we onboard them onto our platform. By utilizing the rear-end dashboard, the operations department monitors the accessibility of diverse undertakings. Consequently, the updated status showcased on the website is consistently up-to-date.

Due to GoZayaan's dedication to delivering an outstanding experience to its customers, the company places significant importance on fostering close connections with its suppliers and

engaging in consultations with them to improve the overall quality of their offerings. The aim of GoZayaan is to digitalize and systematize the customer experience in an informal market that primarily operates through telephonic interactions, ensuring convenience and flexibility at all times. Once a client of GoZayaan takes part in a tour, the customer support team will maintain ongoing communication with the customer, ensuring the provision of updates and gathering valuable feedback from them. The feedback received from clients is used to improve the service offered by the vendors primarily responsible for overseeing these trips. These suppliers operate in a less organized fashion, which elevates the potential that they might not deliver on their commitments. The organization implements precautions to ensure that it upholds its commitments and delivers the anticipated encounter as stated on our platform.

3.3.1.8 Domestic Hotels

GoZayaan has included the majority of well-known luxury, deluxe, and comfortable hotels and resorts in their collection, covering various destinations such as Cox's Bazar to St. Martin's Island, Sylhet, Sreemangal, Kuakata, Rangamati, Khagrachari, Sajek, and Bandarban. This also includes urban hotels in Dhahran and Dhaka. The website also provides information about the resorts located near Dhaka.

Endeavors to enhance the accessibility of hotel booking through its pioneering automated platform, which is the first of its kind in the nation. Hotel managers are able to utilize the platform in order to showcase their accommodations, including various room choices and amenities, and allow potential guests to book them.

For example in the event that an individual is seeking accommodations in Cox's Bazar featuring a pool, fitness center, and breakfast choices, they can promptly conduct a search and refine their preferences to discover their desired amenities. Precise information gathered through GoZayaan allows individuals to reserve a hotel accommodation without encountering any discrepancies. Patrons can also avail themselves of hotel and resort facilities like costless termination of bookings, airport transportation services, gratis morning meals, and entry to the swimming pool.

current expansion of including local hotels into GoZayaan's platform has been highly effective. Since its inception, the expansion of this specific category of products has been prodigious. It has steadily expanded and consistently accomplished the objectives established for it. The inclusion of mobile financial services and various initiatives with partner banks and organizations have also contributed to GoZayaan's market presence by allowing more payment options and flexibility.

3.3.1.9 Adoption of IMC Strategies for Pandemic Survival

During the Covid-19 summit, GoZayaan merged IMC development with focused marketing and an impartial perspective. It is crucial to have unified thinking in your promotional activities, with all aspects synchronized, such as advertisements, promotional deals, brand establishment, community engagement, direct sales, and online presence. GoZayaan highlighted the importance of uniformity and integration across all promotional efforts, directing advertising firms to maximize each chance to exhibit the brand in various settings. Marketing communication theory suggests that while the details of each message may vary, a number of fundamental principles are likely to be illustrated.

GoZayaan also adopted an outward orientation. This aligns better with a marketing perspective founded on mutually advantageous exchanges among enterprises and their clientele. Basically, it creates a fair competition for vendors and consumers, removing the vendors' inclination to use a loud and dominating approach when dealing with consumers as if they were unengaged listeners. Instead of merely merging elements of the promotional mix, GoZayaan considered all potential engagements that a customer could have with a business or its offerings. A recognition and understanding of markets are the highly valued assets of exchanges in the 21st century, and GoZayaan employs this approach to acquire extensive knowledge regarding the attributes of their intended market. With this understanding, GoZayaan constructs IMC while prioritizing the equilibrium between the company's stakeholders, including customers and other business entities it collaborates with.

The accomplishment of GoZayaan in its approach to internet advertising for businesses in the era following the COVID-19 pandemic can be largely credited to its data-oriented digital marketing strategy. The company utilized the users' past booking records and observed them in order to offer personalized promotional codes to potential clients. The utilization of electronic vouchers to

enhance sales is more effective than physical coupons. GoZayaan experienced an increase in their sales as a result of the utilization of the discount vouchers. The campaign promotion of GoZayaan made abundant use of the popular social media platforms Instagram and Facebook. GoZayaan was able to participate due to the emergence of online platforms. GoZayaan facilitated your connection with the airline, hotel, or travel agency, and in return, these entities would provide a remuneration for every reservation made through their platform. GoZayaan also capitalized on the commendations it received by showcasing the testimonies on its diverse online platforms.

3.3.1.10 GoZayaan Express

After the lifting of lockdown measures in Bangladesh amid the COVID-19 outbreak, GoZayaan, an online travel agency, launched a novel service called GoZayaan Express, which entails transportation services for employees to and from their workplaces. There was a distinct necessity for a secure mode of transport to and from the workplace upon the reestablishment of businesses and employees' return.

Individual office workers in Dhaka desire and require a secure and virus-free journey to their workplace, given that the higher usage of public transportation in the city raises the chances of being exposed to the virus.

Companies prioritize the well-being and security of their staff due to ethical considerations and because it enhances employee motivation and efficiency within the work environment.

GoZayaan acknowledged the possibility in the empty space. As a transportation firm that commonly offers transportation to and from locations, the company had the necessary infrastructure to execute such a undertaking.

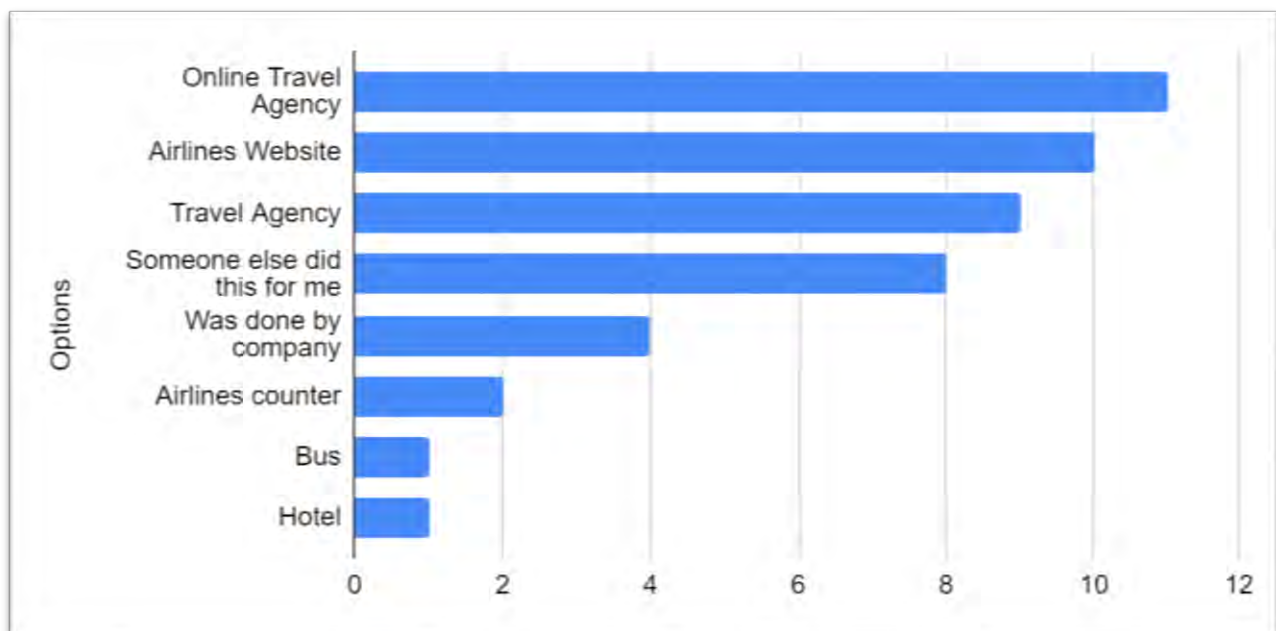
Primary distinguishing feature of GoZayaan Express is its focus on passenger welfare; consequently, the service is designed to be uncomplicated, providing transportation to and from individuals' workplaces. Your expedition can be pre-funded, and you have the option to enroll in a subscription that spans a specified duration. The chauffeur will arrive to collect you at the designated time and location. The company places great importance on the safety of its passengers, therefore they thoroughly sanitize the vehicle following each pick-up and consistently thereafter.

GoZayaan encounters a challenging predicament when determining whether to promptly partake in the transportation services industry. There is a certainty we possess concerning the travel sector: the imminent future is not promising. It was expected that the sector would not undergo a substantial improvement when this project was commenced. In general, it appeared unfavorable to allocate funds towards investments. Therefore, it is imprudent to postpone making a commitment to any enduring endeavor until you can resume your travel activities. Organizations such as GoZayaan must be conscious of the expenses and advantages associated with both extended and immediate decisions.

3.3.2 Findings from Survey

In the duration of June 17th and 18th, GoZayaan carried out a survey among individuals who were journeying through Cox's Bazar Airport. In spite of the convenience and flexibility offered by digital reservation platforms, the overwhelming majority of people who utilize air travel for commuting still favor utilizing conventional methods, such as brick-and-mortar travel agencies. In order to achieve success, the enterprise had to determine the reason behind the limited number of customers who were shifting from conventional in-person purchases to online transactions. To gain insight into customer opinions, we carried out this survey. The survey questionnaire we designed, consisting of both predetermined and adaptable inquiries, is provided in Appendix A. In this segment, we will examine the results of the survey and the deductions made based on them.

3.3.2.1 The Way User Purchased Flight Tickets



Travel Purchase Options Response

The results indicated that a 25% of customers utilized an internet-based travel bureau to complete a transaction. According to a portion of the survey's participants, Facebook pages could potentially be regarded as internet-based travel agencies. Additionally, a 25% of the passengers availed the services of the airline's proprietary webpage, whereas the remaining quarter of passengers had their tickets purchased either through the office or a third-party entity.

3.3.2.2 The Reason of Purchasing flight Tickets in Different Ways

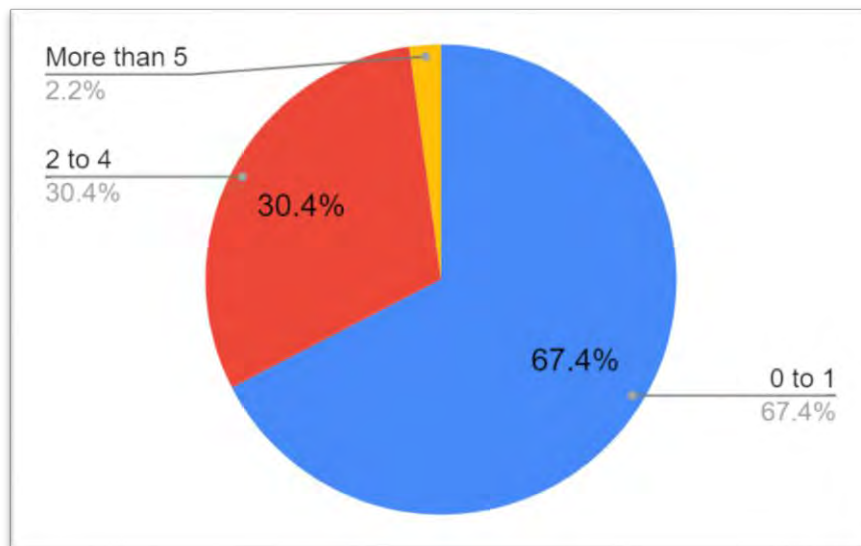
Answers	Percentage
Known Agency	19.57%
Peers purchased	13.04%
Offered Discount	13.04%
Convenience	8.70%
Office	8.70%
Father is biman manager	4.35%
Known Agency, allowed to make late payments	4.35%
Airline Website Preferred	2.17%
Bus	2.17%
First time domestic purchase	2.17%
Group Booking	2.17%
Instant 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%

It is clear from this finding that 1.45 percent of consumers depended on someone else to complete the purchase on their behalf. Furthermore, a considerable 35 percent of participants placed their

trust in the purchaser owing to prior engagements, and lastly, individuals tend to rely more on familiar external sources compared to their personal acquisitions.

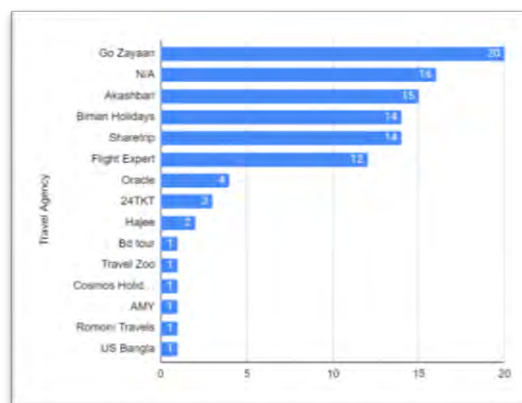
3.3.2.3 Domestic Fly in a Month

Based on the responses, it has been discovered that 2.2% of individuals engage in domestic air travel within a month, which equals fivefold. Furthermore, a significant portion of the population, amounting to 30.4%, engage in air travel between 2 to 4 instances within the span of a month, whereas the remaining 67.4% of individuals partake in air travel merely once per month.



Survey Results - Frequency of Air Travel

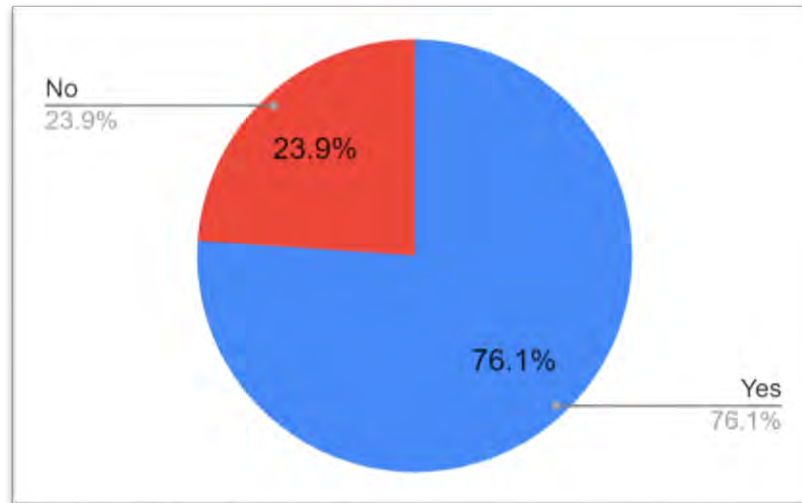
3.3.2.4 Agency Recognition/Popularity known by User



Survey Results: Agency Name Recall

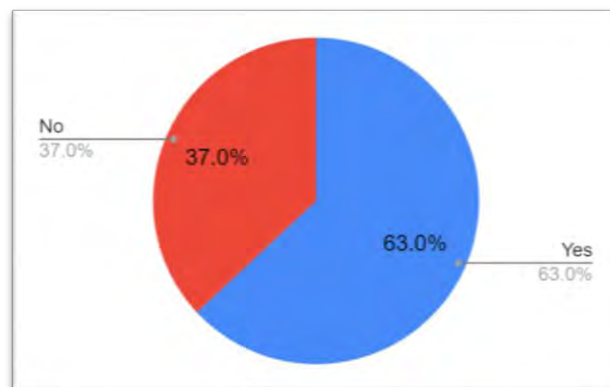
It is evident that a third of the populace is unfamiliar with any of the travel company labels, irrespective of their presence on the internet or in physical spaces. This holds particularly valid for traditional travel firms such as Akash Bari and Biman Vacations. Furthermore, the individuals who recollected GoZayaan may have held a predisposition due to being aware of the surveyors' establishment, which was necessary for them to fulfill the questionnaire.

3.3.2.5 Discount Knowledge & Online Ticket Purchase Ratio



Survey Results - Discount Knowledge

In this instance, a significant majority of participants (76.1%) were aware of the increased reductions offered by internet-based travel agencies; however, it is plausible that this awareness was influenced by respondents' inclination to present themselves as astute to the surveyors.



Survey Results - Online Purchase Instance

In this context, a majority of 63% of consumers have engaged in an internet transaction, while a smaller percentage of 12% are cognizant of a more advantageous offline offer but have consciously decided not to make a purchase from there. This exemplifies doubt regarding purchasing items via the internet. Lastly, there exists a group within the population who view Facebook as an internet platform for purchasing goods.

3.3.3 Other Key Insights

- i. Although it was acknowledged by 43% of the population, only 13% had actually made purchases of GoZayaan products. Future sales to these customers can be facilitated with the utilization of appointment support.
- ii. Individuals are hesitant to engage in transactions using a personal computer.
- iii. The intended customer base of females does not directly buy the product. Planning is required. Their spouses will be completing the last installment of payment.
- iv. Consumers frequently utilize international online travel agencies for information gathering and sporadic transactions.
- v. Many GoZayaan clients were satisfied with the service provided, although a few recommended enhancing the communication between GoZayaan and its hotel and airline collaborators.
- vi. Customers were extremely delighted with the discounted coupons.
- vii. They decided to use an offline system instead because it was too difficult to organize reservations for big groups on the internet.
- viii. Customers who purchased their tickets from physical companies preferred doing so via telephone because it was more convenient and they could extend the duration for making payments if they desired.

3.4 Summary and Conclusion

The global interruption affected all aspects of travel, causing a standstill. Despite this, GoZayaan persevered and made determined efforts to reach its current position. GoZayaan has persevered over time and is adapting to the new circumstances of the planet, despite being the location most severely impacted in the aftermath of the pandemic. The overwhelming majority of customers are accustomed to conducting purchases in physical stores; hence, the company faces a significant challenge in transforming them into successful online shoppers. GoZayaan may be exclusively operating in a relatively limited section of the overall travel industry as an internet-based travel aggregator. Nevertheless, there exists a significant potential for growth and diversification within this market. As a brand, GoZayaan needs to focus on primarily transforming customers who purchase offline to online buyers and providing outstanding support before and after sales to guarantee the retention of these clients from the initial transaction. Furthermore, it is crucial for GoZayaan to prioritize the establishment of a unique brand image that is based on fundamental distinguishing characteristics. This will enable customers to readily differentiate the company from its rivals in the highly competitive travel industry. Regarding the conversion of individuals from offline to online activities, there is still a significant distance to cover. In an industry controlled by traditional travel agents who provide in-person communication, GoZayaan is making significant efforts to ensure customers receive top-notch service by creating a range of products. We can solely pray that this journey will proceed as intended, and that the travel sector will promptly recommence operations without any untoward events.

3.5 Recommendations/ Implications

- In a corporate setting post a global health crisis, customers would be vital. In order to achieve this, data and technology must be employed to identify possible avenues for market expansion. It is imperative to reexamine the previous target group in order to enhance and fine-tune the most probable target group. This novel segmentation approach would lead to an increased rate of successful conversions with reduced resource allocation, thereby resulting in the most economical cost for each conversion.
- GoZayaan is required to employ interactive multi-channel (IMC) communication and behavior-based targeting using customers' online activities, along with re-engaging and tailoring individualized product and service suggestions. As it is evident, this would exert a significant influence on the establishments.
- The behavioral targeting method allows for improved accuracy in identifying and focusing on additional segments of the current target demographic. It is advisable to allocate the larger portion of your digital marketing funds towards focusing on these growing markets in order to optimize the chances of successful conversions.
- To retain the individuals it hires, GoZayaan must enhance its talent acquisition and human resources (HR) protocols.
- Currently, GoZayaan sustains a highly engaged presence on Facebook. However, it is essential for them to initiate interaction with individuals on other social media platforms such as Twitter and Instagram. Using this strategy, they can enhance the visibility of their brand.
- Furthermore, GoZayaan has the potential to distinguish themselves from their competitors and establish themselves as a prominent figure in the industry by continuously introducing innovative travel options such as their travel financing service.

3.6 Limitation of the Study

Despite the inclination of my colleagues, I was unable to dedicate the essential level of focus. My research has been limited by the following obstacles, which can be referred to as study limitations.

- There is a scarcity of inadequate records, literature, and journals that can be accessed. Ensuring the privacy of classified information was a paramount concern.

- The accessibility of information regarding the resolution of complaints is severely restricted.

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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 N/A
- J. 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