

Report On
Go Zayaan's approach to revolutionizing Bangladesh's travel industry

By

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

Brac Business School
Brac University
March, 2020

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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:

Student Full Name
Student ID

Supervisor's Full Name & Signature:

Supervisor Full Name
Designation, Department
Institution

Letter of Transmittal

Shihab Kabir Shuvo

Lecturer

BRAC Business School

BRAC University

66 Mohakhali, Dhaka-1212

Subject: Letter of Transmittal

Dear Sir,

I would like to take this opportunity to submit my internship report titled *Go Zayaan's approach to revolutionizing Bangladesh's travel industry*. I have tried my utmost best to do this study properly and effectively.

I hope it'll comply with your high standards.

Sincerely yours,

Khondoker Shahad Farhan

16104148

BRAC Business School

BRAC University

Date: March 31, 2020

Non-Disclosure Agreement

[This page is for Non-Disclosure Agreement between the Company and The Student]

This agreement is made and entered into by and between GoZayaan and the undersigned student at BRAC University

Acknowledgement

For the successful completion of this study it required a great amount of guidance and assistance from many people. I am privileged to work with such people and get their assistance.

I convey my deepest respect and gratefulness to my internship supervisor, respected faculty member of BRAC Business School, BRAC University, Shihab Kabir Shuvo for his guidance. It would have been an impossible task without his help.

I am most grateful to GoZayaan for proving me the internship opportunity and would also like to thank Farzana Faiza, my organizational supervisor who has helped me to complete it with her guidance.

Executive Summary

The travel industry of Bangladesh has been growing in past few years. Growth of the middle class in recent years has certainly played a part in this. However, recently the travel industry has been developing in a new direction thanks to technology becoming available. The availability of technology has made the internet available to a lot of people. Leveraging on this, online travel agencies have started to emerge in recent years.

Although the world's largest OTA Expedia has been operating since 2001, the emergence of OTAs in Bangladesh has been recent phenomenon. Go Zayaan is one such OTA. They have started their journey in 2017 and they are already one of the largest OTA in Bangladesh. They provide a variety of services ranging from air tickets to tour packages. They also launched their new service travel loan for which they partnered with IPDC finance LTD. They are one of the few OTAs who lets their customer book international hotels using Bangladeshi currency. Go Zayaan has quickly grown in to a proper organization from a startup in three years. Go Zayaan has received investment from the OSIRIS group and BRAC. Go Zayaan has partnered with many bank such as Standard Chartered Bank, City Bank, BRAC Bank, UCBL, EBL, Dhaka Bank and LankaBangla Finance to offer exciting discounts to their customers. Go Zayaan has also partnered with Aarong, Grameenphone and many others to launch a wide variety of campaign.

This is just one of the ways that Go Zayaan is pursuing to build a stronger brand. Go Zayaan is also utilizing numerus tools at its disposal to further differentiate itself from the masses. Go Zayaan with its strong brand image and tools soon revolutionize the travel industry by making OTAs the new norm of the travel industry.

Keywords: OTA; GDS; IATA; ATAB

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List of Acronyms

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

Chapter 1

Overview of Internship

1.1 Student Information: Name, ID, Program and Major

- Name: Khondoker Shahad Farhan
- ID: 16104148
- Program: BBA
- Major: Finance

1.2 Internship Information

1.2.1 Period, Company Name, Department/Division, Address

Period: 3 months

Company Name: Go Zayaan Limited

Department/Division: Due to the nature of Go Zayaan's internship program I have had the pleasure of working in the visa department, the customer experience department and the growth department.

The visa department responds to the visa related queries and sells visa processing services.

The customer experience department responds to all queries received on the Go Zayaan Facebook page and the hotline.

The growth department responds to domestic and international tour related queries. They sell and design domestic and international tours also. Go Zayaan's online hotel sales are also managed by the growth department. Acquisition is the new addition to the growth department. The acquisition team is currently working on expanding Go Zayaan's domestic inventory.

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

1.2.2 Internship Company Supervisor's Information: Name and Position

Internship Company Supervisor's Name: Faiza Farzana

Internship Company Supervisor's Position: Assistant Manager, Human Resources

1.2.3 Job Scope – Job Description/Duties/Responsibilities

Due to the nature of Go Zayaan's internship program I have had the opportunity to work in three of Go Zayaan's departments. I have worked in the visa department, the customer experience department and the growth department.

In the visa department I had to call customers and answer any queries they had regarding the visa products. I have learned about and filled up E-visa forms for Malaysia, Sri Lanka and Kenya. I also learned and filled up Indian visa application form.

In the customer experience department, I had to receive calls from the hotline and answer queries. I also had to answer queries on the Go Zayaan Facebook page.

In the growth department I had to maintain and update excel files, google sheets for sales. I also had to document the sales of domestic tour team and submit those documents to the accounts department for them to prepare the vendor payment.

1.3 Internship Outcomes

1.3.1 Student's contribution to the company

While I was working at Go Zayaan I had made some contribution to the company, however small they maybe. When working with the visa department I had assembled together all the necessary documents and forms needed to apply for visas country wise to create a database.

When I worked with the growth department I had created and updated google sheets to track monthly and daily sales.

1.3.2 Benefits to the student

Working in an online travel agency has broadened my horizon. While working at Go Zayaan I have learned many things that has completely changed how I look at the travel sector. Moreover, I have also learned a lot of useful information about marketing, communication, product design and pricing. Not to mention the industry information I got to learn.

However, in my opinion I received benefited the most while I was working in the customer experience department. There I had to work in shifts and manage queries and talk to customers. I had to talk to the customers without any preparation. It has greatly bolstered my confidence and has improved my impromptu speech skill.

1.3.3 Recommendations

My suggestion to the company on future internship would be to have all the interns go through flight purchase process at least once in the beginning. Also this should be implemented for the visa, tour, hotels and other future services of Go Zayaan. This will make it easier for the interns to grasp the nature of the services and communicate effectively with the customers. I know that Go Zayaan has its own User Acceptance Testing(UAT) platform, which makes it easier for the company to facilitate this process.

Chapter 2

Organization Part: Overview, Operations and a Strategic Audit

2.1 Introduction

Go Zayaan as a company and a startup that has been around for only 3 years is doing exceptionally well. The company has dedicated its and its employees' efforts to the long term goal of becoming a travel brand that is a one stop online travel solution.

2.1.1 Objective

The objective of the chapter is to do an overall assessment of company through their company practices and industry analysis and find where does Go Zayaan stand in the industry. Moreover, it will also provide an in depth look into Go Zayaan as a company.

2.1.2 Methodology

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

2.1.3 Scope

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

2.1.4 Limitation

Due to time constraint the study will build up based on primary data gathered from Go Zayaan only and secondary data about the online travel agency and travel industry.

2.1.5 Significance

This study will be of value to several beneficiaries and will serve the insight for Go Zayaan's internal team.

2.2 Overview of the Company

Go Zayaan is a travel-tech company with the tagline of “Go Flexible”. This type of company is commonly known in the industry as online travel agencies. However, the CEO of Go Zayaan- Ridwan Hafiz refers to the company as a tech company that operates in the travel industry.

Go Zayaan is a private limited company that has investors such as BRAC Osiris Impact Ventures. The company has started its journey in 10th August, 2017. Go Zayaan is a travel aggregation platform with the aim of becoming the one-stop online travel solution platform for travelers worldwide. The founder and CEO of Go Zayaan Limited Ridwan Hafiz is also the co-founder of the country’s largest digital agency “Analyzezen”.

Go Zayaan’s services includes air tickets, visa processing, tours, hotel booking and travel loan to make traveling more convenient and flexible. With these services Go Zayaan is one step closer to aim which is becoming the one stop online travel solution. All most all of Go Zayaan’s services can be purchased through their website- www.gozayaan.com. The services that cannot be availed through the website are consistently being tweaked so that they can be available on website as well. Go Zayaan is consistently working to update their website to make the site as user friendly as possible.

2.2.1 Products and services

Go Zayaan currently has five products available currently. However, Go Zayaan does not own any of these products. Go Zayaan is a third party who acts as a bridge which connects the customers with the travel service providers like airlines, hotels and other service providers.

Products available on Go Zayaan’s platform are air ticket, visa, tour packages, hotels and travel loan. Currently three of Go Zayaan’s product air ticket, hotels and travel loan can be purchased from Go Zayaan’s website at any moment of the day. To purchase any of these three products, the customer will need to open an account on the Go Zayaan website. Using that account, the customer can easily purchase air ticket, hotel rooms or apply for travel loan.

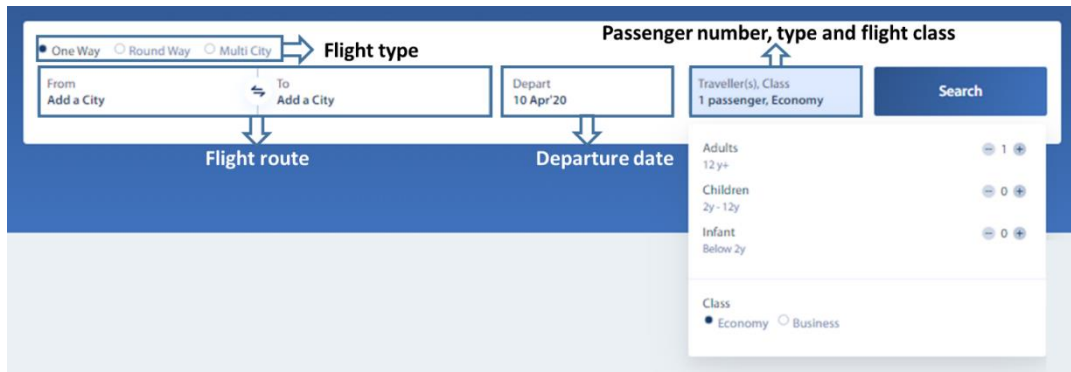


Figure 1: Go Zayaan flight search engine

During the purchase of any of these products the customer will not have to talk to any person or take help from any one.

- a. Air ticket: Go Zayaan is certified by the International Air Transport Association(IATA) to sell air tickets. When a person visits the Go Zayaan website they will see the products on top of the website page first. Below that is the flight search engine. Please refer to the figure of the flight search engine above. First you will have to select your flight type. Example of one-way flight is a flight from Dhaka to Singapore. Example of round trip flight is a flight from Dhaka to Singapore and then a flight back to Singapore to Dhaka. Multi city flight consist of flights that will take a passenger to

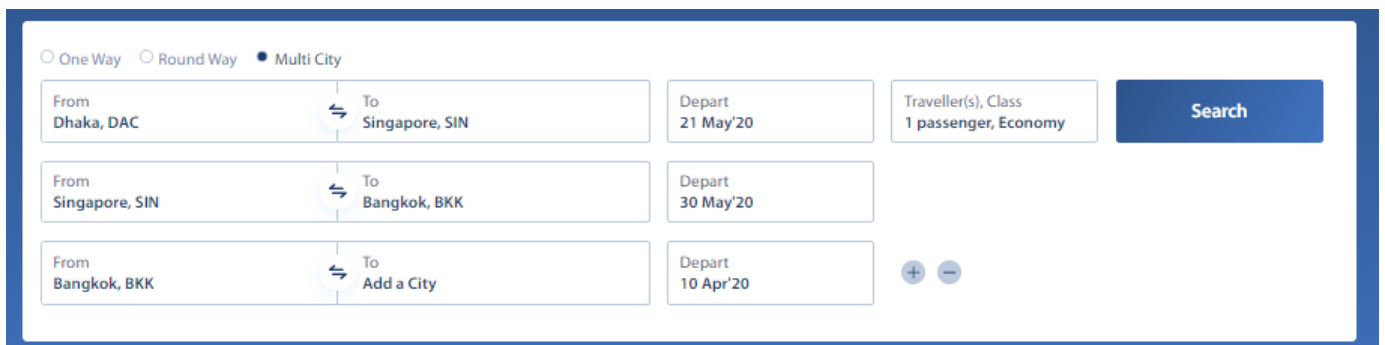


Figure 2: Multi city flight search engine

multiple cities. An example of the multi city flight engine is shown above. Whenever any of flight type is chosen the flight search engine is modified. If figure 1 and 2 is compared, then you will see the difference between the one way and multi city flight search engine.

After the flight type have been selected the flight route and departure date needs to be given. Lastly, the number of passenger, type of passenger which has categorized by age and the flight class will have to be selected.

Once the necessary data has been given and the search button is pressed, it will take a few seconds to find the most suitable flights for the customer. The customer will be shown the cheapest flights first.

The screenshot shows a flight search interface with the following components:

- Showing 10 of 22 results** (with **Toggle Filter** and **Reset All Filters** buttons)
- Stops:** 0, 1, 2 (selected)
- Fare Type:** Partially Refundable (toggle)
- Price Range:** BDT 39,000 (Min) to BDT 165,000 (Max)
- Schedule:** Onward Depart Time (00-06, 06-12, 12-18, 18-00) and Return Depart Time (00-06, 06-12, 12-18, 18-00)
- Layover Time:** 0h - 5h, 5h - 10h, 10h - 15h, 15h+
- Airlines:** Malindo Air, Srilankan Airlines, Singapore Airlines, Emirates, Turkish Airlines
- Layover Airport:** Bandaranaike International Colombo Airport (CMB), Dubai International Airport (DXB), Istanbul Airport (IST), Kuala Lumpur International Airport (KUL)
- Aircraft:** Airbus 320, Airbus 321, Airbus 32A, Airbus 332, Airbus 333, Airbus 359, Airbus 388, Boeing 738, Boeing 77W
- Cheapest:** Showing the cheapest flights in ascending order
- Fastest:** Click to see the fastest flights in ascending order
- Search Complete:** Showing 22 results
- Flight Options:**
 - Malindo Air: 01:10 DAC → 1 stop (KUL) → 09:20 SIN, 6h 10min, BDT 39,649
 - Malindo Air: 17:00 SIN → 1 stop (KUL) → 00:10 DAC, 9h 10min
- Alerts:** 15 people are looking at this flight. Book now before tickets run out! 19:40 min sec

Figure 3:: Flight filter

However, there will be options to sort the flights in multiple way and combination the customer wants. Please refer to figure 3 for the flight filter option. The customer can filter flights by air lines, cost, time, layover, air craft, layover stops etc.

After the customer has chosen his flight, he will be taken to page referred in figure 4 below.

The screenshot shows a 'Review Your Booking' page with the following sections:

- Flight Information:** Two flight segments are listed: 'DAC-SIN' and 'SIN-DAC', each with a plus icon to its right.
- Traveller Details:** A section titled 'Enter Traveller Details' with a 'Sign In to book faster' link.
- Passenger 1: Adult (Primary Contact):** A form for entering passenger details, including:
 - Given Name and Surname (text input fields)
 - Gender (radio buttons for Male and Female)
 - Date of Birth (text input field)
 - Email (text input field)
 - Phone Number (text input field with a '+880' country code dropdown)
- Passport Information:** A section with a blue warning banner stating 'Passport should be valid for 6 months from the date of entry'. It includes:
 - Passport Number and Passport Expiry Date (text input fields)
 - A link to 'Sign in to Upload photo of Passport'.
 - An 'Upload' button next to a 'Photo of Passport' placeholder (JPG/JPEG/PNG).
- Optional Requests:** A section with:
 - A 'Meal' dropdown menu with a 'Select a Meal' button.
 - A 'WheelChair' checkbox with a 'Required' label.
 - A checked checkbox for 'Save this to my traveler list.'
- Continue:** A large yellow button at the bottom of the form.

Flight information

Customer information

Figure 4: Flight and customer information

In the page referred in figure 4 the customer will have to enter the necessary information that is need to issue an air ticket. There is even an option to upload the photo of the customer’s passport, which is needed to issue international ticket. This option has been included recently in this new website. The old website did not have this option before. The customer experience team would have call the customers and ask them to email the passport photo. After this step the customer will be shown two payment options: card or Bkash. The customer will have to select one of them and complete the payment. After that the ticket will issued depending on the time it takes the reservation team members on the back end to complete the process. But for some airlines especially domestic, the ticket is issued automatically. The issued ticket is then sent to the customers’ email.

- b. Visa: To purchase visa products a customer can visit the Go Zayaan office directly, contact the Go Zayaan hotline or message the Go Zayaan Facebook page. If the customer visits the office, then he will be able to directly talk to one of the visa team members who will answer all the customers' questions. The customer will be provided a visa checklist country wise. It is a list of all the necessary documents needed to apply for visa of the country of the customers choosing.

Contacting the Go Zayaan hotline or the Facebook page and expressing interest in purchasing the visa service will prompt the customer experience team member to ask for the customers' contact details. After which a visa team member will contact the customer and help him with the purchase. The visa checklist will be provided first. The visa checklists are also available on the Go Zayaan website.

After the customer has provided the necessary documents and has completed the payment process, the visa processing will begin. After the visa processing is done the customer will be contacted to come and receive his passport regardless of outcome of visa rejection or success.

For E-visas, process is almost same. However, the customer does not have to come to the Go Zayaan office necessarily. The customer can send the necessary document over email and make payment through card or Bkash. After visa processing is complete, the E-visa is sent to the customer via email.

- c. Tour packages: The purchase process of tour package is similar to visa. Customer leads are collected through Facebook and hotline and are forwarded to the tour team. The team members then contact the customer to answer any questions they may have and get their purchase confirmation. After the payment is done through card or Bkash, the resort room is booked under the customer name. An invoice containing the booking ID and payment information is sent to the customer. This is normally the case for domestic tour packages.

For international tour packages, the tour team member will communicate with the customer via phone, email etc. and iron out the itinerary for the tour. Communicate with the vendor the tour itinerary and come up with the cost for the tour. After the payment is done, the tour will be booked under the name of the customer. An invoice will be sent to the customer.

The new website does not have any information about tour packages yet. The old website used to have some tour packages on the website and when communicating

with the customer the tour packages would be customized to the customers' preference.

Currently the acquisition team members are currently working hard to build partnership with local resorts and hotels. They will be given back end access to upload their inventory on Go Zayaan's website. Go Zayaan is trying to build a partnership with an international vendor who will provide access to hotel inventories across the world.

- d. Hotels: Go Zayaan is one of few OTAs who let customers book international hotels using Bangladeshi currency. When clicked on the hotel icon on the Go Zayaan website, the customer will be taken to the hotel landing page.

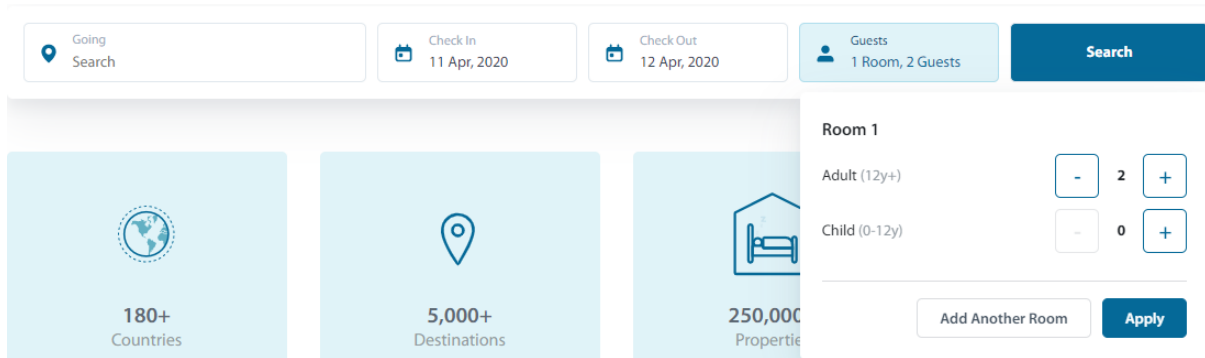


Figure 5: Hotel search engine

In this page the customer will input their destination, check in date, check out date, number of rooms, number of guests and guest type.

Here, also like air ticket the cheapest option will be shown first. The customer can filter the hotels by rating, price range, accommodation Type, free cancellation, facilities, amenities, neighborhood etc.

After the customer selects a hotel, he will be taken to different page. Please refer to figure 6 to see the page. In this page the customer can see the selected hotel rooms, hotel description, facilities, policy. Here the customer will select the type of room he wants.

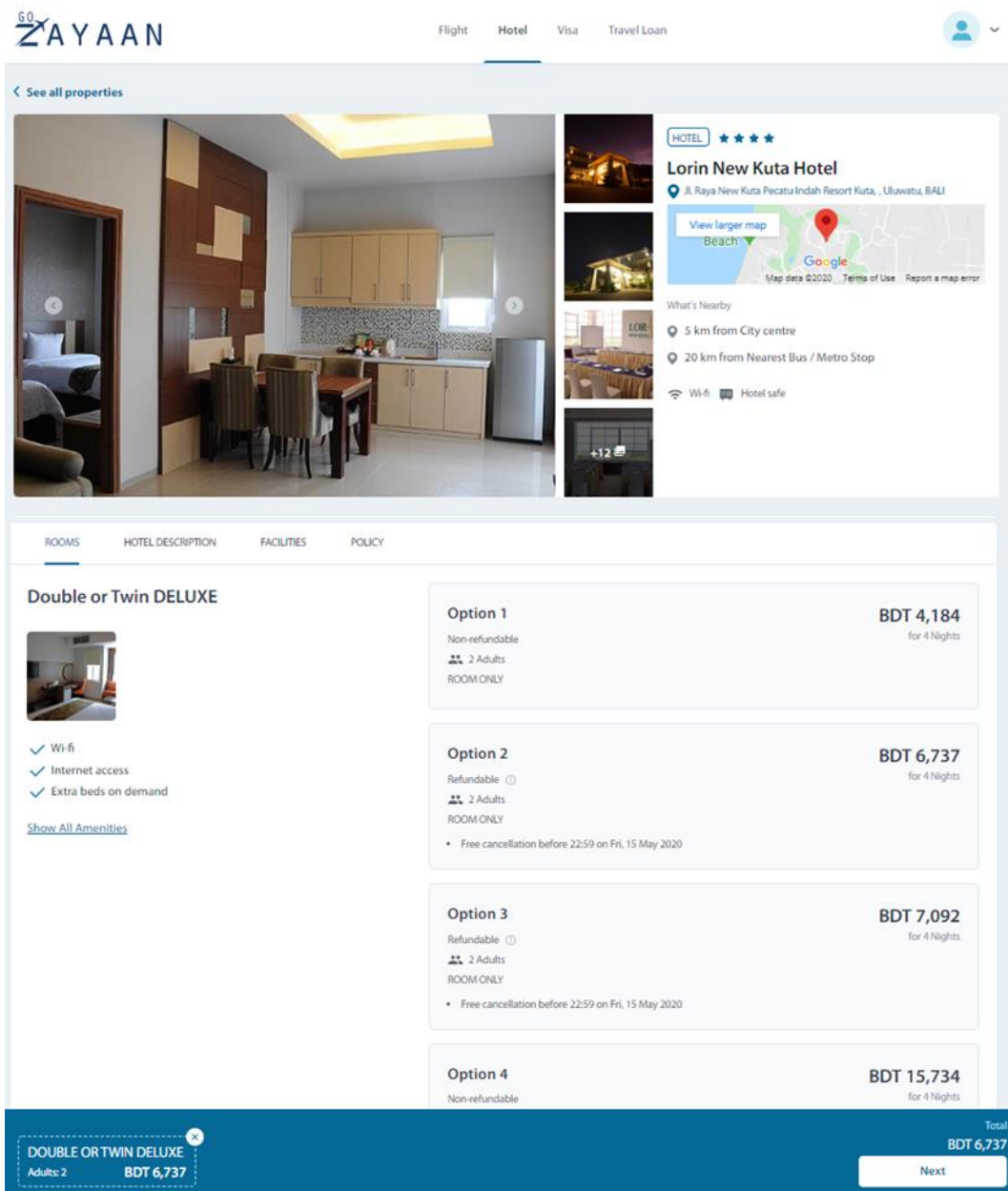


Figure 6: Hotel page

After the customer presses the next button he will be taken to a page to where he will have input the guests' information. After that comes the payment page. After the payment the purchase will be complete.

- e. Travel loan: This is Go Zayaan's latest service for which they have partnered with IPDC Finance Ltd. Travel loan is a service which anyone can avail as long as they have a valid NID, is a salaried Person, earns monthly net salary of BDT 20,000 or

more, and has a valid salary account. To apply for travel loan the customer will need to have an account on the Go Zayaan website.

The loan application is processed with in three working days. The maximum approved loan amount is 200,000 taka. Up to 18 months EMI facility is provided to the loan applicant.

But most important thing about this service is that the customer can apply for this loan without a credit card.

Customer will upload the necessary information for the loan in the Go Zayaan website. The loan application verification is done by IPDC Finance Ltd. Go Zayaan informs the customer if the loan has been approved or rejected. IPDC Finance Ltd decides the amount of loan to approve.

Once the loan has been approved, the corporate sales team will set up a meeting with the customer about which of Go Zayaan's services the customer would like to avail with the loan. The price of services the customer has selected to avail will be the actual loan amount the customer has to pay back minus the down payment.

2.3 Management Practices

Go Zayaan has a simple hierarchy which is shown below in the organizational chart.

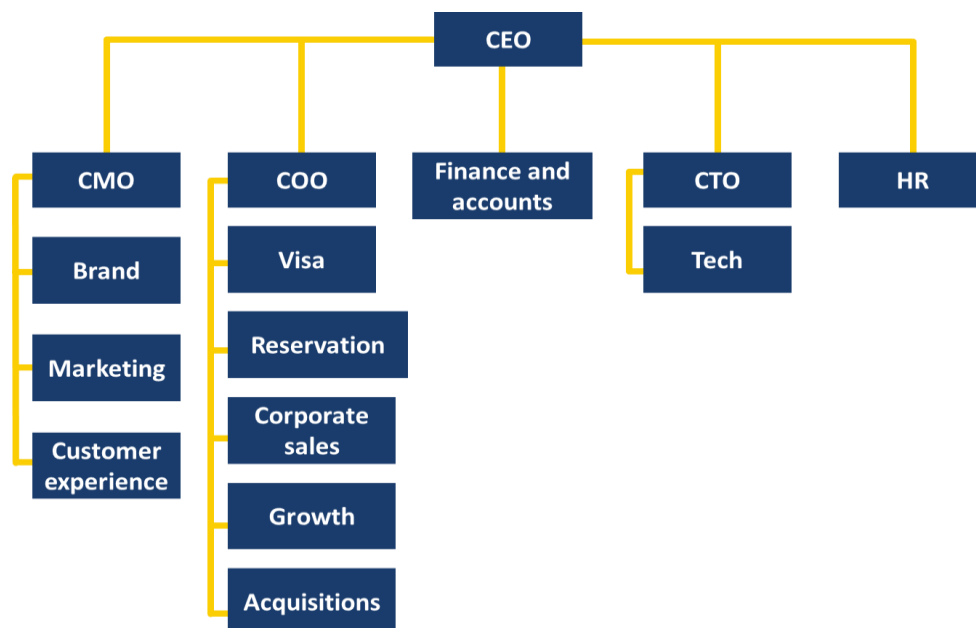


Figure 7: Organizational chart

The CEO of Go Zayaan is Mr. Ridwan Hafiz. He has the CMO, COO, Finance and accounts department head, CTO and the HR manager working under his supervision. The CMO has the brand team, marketing team and customer experience team working under his supervision. The COO has the visa team, reservation team, corporate sales team, growth team and acquisition team working under his supervision. The finance and accounts, Teach and HR department is under the supervision of their respective department heads. The respective teams have team leaders who also supervise their own team. For example, the visa team leader reports to the COO for day to day operation. Go Zayaan currently has 50 employees including interns.

2.4 Marketing Practices

Go Zayaan's one of the main tool for selling their services and educating their customer is marketing. Special emphasis is put on the marketing team and on their task. Because most of the sales lead for tour packages and visa processing comes from Facebook. Specifically, the Facebook campaigns and ads. That means 2/5 of Go Zayaan's services rely on Facebook for sales.

Also anytime Go Zayaan launches a new service, runs a new campaign or just wants to boost their sales the marketing team is there. This should put in perspective how important the marketing team is to the organization.

When creating a campaign, the marketing team has to consider all the medium the campaign will be run on.



Figure 8: Go Zayaan Facebook flight discount campaign

Take figure 8 for example. Figure 8 is showing a Go Zayaan Facebook flight discount campaign for which Go Zayaan has partnered with BRAC bank, CITY AMEX, Dhaka Bank, EBL, Lanka Bangla, Standard Chartered and UCBL. Which means these partnered organizations will also promote this campaign through their own channels and mediums. When BRAC bank sends their customer message promoting this campaign, the message communicated will need to be formatted in a different way.

The marketing team has to consider these aspects when designing and running campaigns.

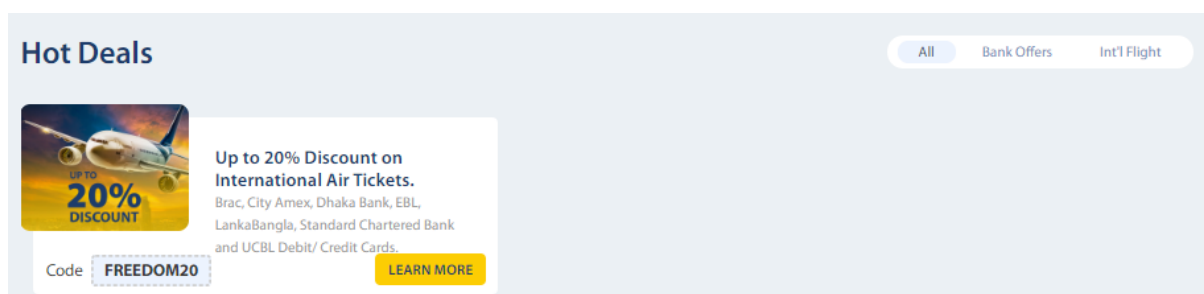


Figure 9: Go Zayaan website flight discount campaign

The campaign ad shown in figure 9 is the same campaign shown in figure 8. However, this ad in figure 9 is from the website. See how it has been formatted for the website. Also, if clicked on the learn more button on the website then more info about the campaign will be shown.

Some things the marketing team puts emphasis on for Facebook campaign are images, links, and complete text formatting, which also contains the plain-text version.

Go Zayaan runs different campaigns throughout the year. Some of these campaigns are shown in figure 10.

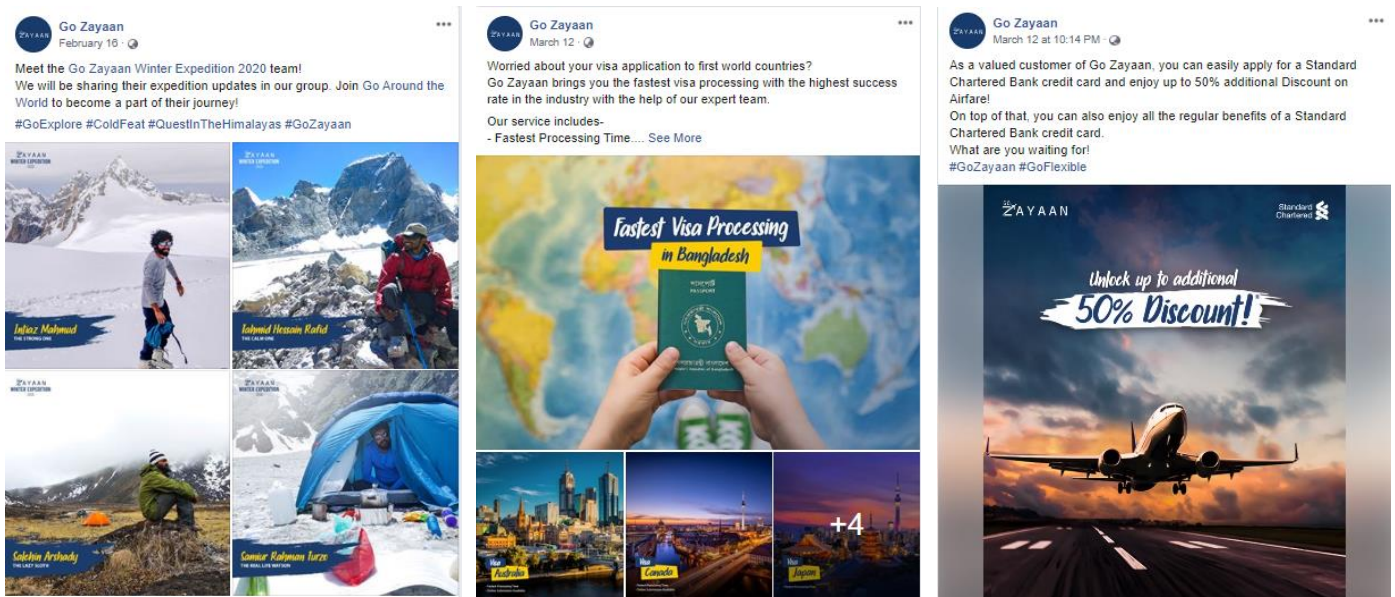


Figure 10: Go Zayaan Facebook campaigns

Some other things the marketing team does are planning and executing overall digital media content, evaluating the performance of the campaigns and ads, taking feedback form different teams about sales impact after running a campaign, generating ideas for making promotional ads and creative content, creating brand awareness among people, analyzing demographic data on Facebook through Audience Insights etc.

2.5 Financial Performance & Accounting Practices

Due to Go Zayaan being a private limited company and the company's policy the data related to their financial performance cannot be disclosed. However, one piece of information that can be disclosed is that Go Zayaan's average daily air ticket sale is BDT 4 to 5 lacs.

One of the accounting practices that Go Zayaan follows is that they keep a record of all service sales on google sheets, so that they can show it to their investors. When a cheque for vendor payment is to be created, proper documents in a specific format needs to be submitted to accounts and finance department. First, an email has to be sent to the accounts department head keeping in CC the COO, the growth department team leader and a member of the accounts department requesting for the vendor payment cheque to be prepared. The email has to have certain information like the invoice number, name of customer, amount of customer payment, amount vendor payment etc. The email will also contain an excel file showing the breakdown of the customer's purchase.

After that, print out the mail, the excel breakdown, the customer invoice, the invoice sent by the vendor, money receipt and proof of customer payment. Staple all these print outs and get the signature of the growth department team leader on all of the pages and the signature of the COO and the accounts department head on the front page. Submit the documents to the accounts department to receive the vendor payment cheque. This procedure is only for the growth team.

The visa team is given a set amount of allowance at the start of the month. They can apply for more money if they need it during the month. The visa team is given an allowance at the start of every month because when you apply of a visa, you have pay then and there.

Go Zayaan has to buy prepaid balance from some airlines to purchase ticket from them. One such airline is Novo airline.

Go Zayaan goes through yearly audit by an audit firm who are chosen by Go Zayaan's investors.

2.6 Operations Management and Information System Practices

Go Zayaan sources its inventory from all over the world. For hotels abroad, Go Zayaan has an international hotel vendor who provides access to numerous international hotels inventory. For domestic hotels and resorts, Go Zayaan has to manually reach each property and make deals with them. The acquisition team is currently working hard to increase the domestic properties available on Go Zayaan's platform.

For international tour packages, Go Zayaan relies on its international vendors. Go Zayaan has secured partnerships a few destination management companies or DMC's as they are known in the industry. They provide Go Zayaan with international travel activities at a B2B price. Every destination management company provides tour packages and activities for a specific country.

Go Zayaan relies on its two GDS partners Travelport and SABRE to procure most of its air tickets and flight bookings for its website. Travelports software Galileo is used by the reservation team members to issue international tickets. There are three major GDS system in the world Travelport, Amadeus and SABRE. Go Zayaan uses two of these systems.

Information system is an essential part of Go Zayaan as it is a tech company as much as it is a travel company. However, due to company policy not much information can be disclosed about its information system practices. There is a terms and conditions page in the Go Zayaan website which explains Go Zayaan's user privacy policy with other terms and conditions. The privacy policy explains for what purpose information's will be used and how they are safe guarding it

2.7 Industry and Competitive Analysis

When someone mentions the travel industry in Bangladesh, people do not usually think about online travel agencies. They think about the traditional travel agencies. That is because not many people are aware of the existence of OTAs in the market. The industry still consists mostly of traditional travel agencies. According to their website the Association of Travel Agents of Bangladesh (ATAB) has around 3500 members all over the country (ATAB, n.d.). In an interview with FutureStartup Salman Bin Rashid Shah Sayeem, CEO, Flight Expert mentioned that there are around 50 OTAs in Bangladesh and that they are currently occupying almost 4-5% of the entire travel market in Bangladesh (Future Startup, 2019).

Here we can see that the approximate ratio of traditional travel agencies to online travel agencies. Most of the online travel agencies have started their business around 2017 and are still growing. Because the technology and the economic conditions that would be needed for the OTAs to thrive only became available in Bangladesh in the recent years. However, these OTAs are the future of the industry and will soon occupy a huge portion of travel market in Bangladesh if not all.

This notion does not come from a blind faith in technology but from looking at international scenario of the travel industry. The biggest travel agent in the world is Expedia Group an American online travel shopping company and not some traditional travel agent. We do not even have to look at the international travel industry. Let us look the travel industry of our neighbor, India. All of their biggest travel agents are OTAs such as Club Mahindra Holidays, Yatra, Makemytrip, Goibibo etc.

The travel industry of Bangladesh is experiencing a revolution thanks to tech which will forever change the industry. Travel and tech are a match made in heaven. Which is why travel booking bd ltd! a traditional travel agency had changed their model to become ShareTrip, one of Bangladesh's biggest OTA. Moreover, new OTAs are also started emerging in the market, vying for market share.

2.7.1 Competitors

To talk about the travel industry, we need to talk about the competitors in the industry. However, OTAs will be specifically focused as competitors. The market for OTAs has not matured just yet also there is enough room for everyone to expand. However, OTAs are already competing with each other. During my rotation in the growth team, we were creating domestic

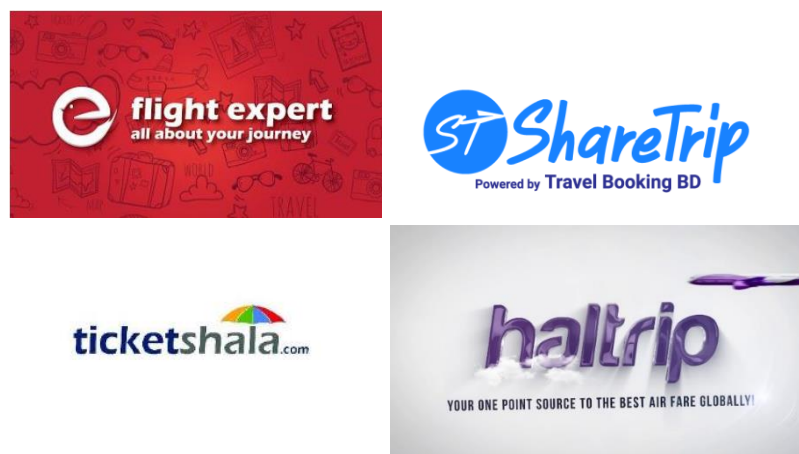


Figure 11: OTA logos

tour packages to launch. The team had to see Sharetrip's rates for their domestic tour package rates before setting their own rates. Because the customer will compare the rates before choosing whose service to purchase. The OTAs are directly put in competition with each other because of their customer base, the ease of comparison, similarity of products, similarity of properties etc.

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

2.7.2 SWOT analysis

SWOT analysis is basic and an important tool for analyzing the advantages and shortcomings of the company. Strengths, weakness, opportunity and threats of Go Zayaan are shown below.

Strengths:

- Quality service at reasonable price
- Use of modern technology
- Diversified networking
- Skilled manpower
- Strong Brand Image
- IATA and VFS authorized
- Special discounts and promotional offers
- Ensured customer security
- Specialized campaigns and partnerships
- Strong communication with the customer base
- User friendly website
- Expanding line of services and inventory

Weaknesses:

- Unable to cover all countries visa processing and tours
- Technical issues with third party website

- Limited area of operation
- A limited financial base
- Lack of domestic hotel inventory

Opportunities:

- Current growth rate of travel agency & tourism creating a great opportunity
- At present there's less reliable OTA's where Go Zayaan can have a great impact
- Getting positive supports from the Government as well other administration
- Room for growth in the industry
- Opportunity for partnership with other brands

Threat:

- Instability of the industry can be threat. Like the one caused by Covid 19
- Lack of communication facility
- Economic inflation
- Entrance of new competitors as well as existing ones are also can be a threat
- Recession

2.7.3 Porter's five forces analysis

Porter's five forces is great tool for analyzing the competitiveness in the industry. Using the Likert scale to assign numeric value to Very low-1, Low-2, Medium-3, High-4, Very high-5 competitiveness can be measured in percentage.

Porter's five forces analysis is shown below.

Threats of new entrants is- Low (2)

- High capital requirement
- Economies of scale of large firms
- Patents & licensing requirements
- Reputation of existing firms

- Vendors prefer older companies with huge customer base
- Have to overcome technological difficulties
- Having a user friendly website providing a seamless experience

Bargaining power of supplier is- Very high (5)

- Dominated by a few suppliers with big inventory
- Lack of substitute products
- Threat of forward integration

Bargaining power of customer is- Very high (5)

- Undifferentiated or standard supplier
- Easy price comparison
- Low to zero switching cost

Threats of substitutes is- Low (2)

- Industry producing substitute is not highly profitable
- Substitutes are of almost same price
- Substitute does not provide one stop solution for travel like OTAs

Industry rivalry is- High (4)

- High industry growth
- Similar products
- Lack of switching cost
- Similar customer base

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

So, industry competitiveness is 72% which is high.

2.8 Summary and Conclusions

To sum it up, OTAs has been in the travel industry for a short amount of time. Most of their services are similar and so is their customer base. OTAs are highly competitive with new OTAs emerging, the competitiveness will only increase as time goes on. Go Zayaan has a head start and a strong brand image. They also have vision and creativity. Both of which are showcased in their latest service, the travel loan. They are differentiating themselves from the other OTAs by creating a strong brand image and launching new services like travel loan.

2.9 Recommendations

Go Zayaan as a startup is doing great. Covid 19 is effecting and will continue to effect the travel industry around the world for some time. To pull through this crisis Go Zayaan will need new cash infusion. Go Zayaan has strong brand image and good track record so far. So getting investment from investors will not be that hard. If Go Zayaan can pull through this crisis, then Go Zayaan will come through the other side stronger. It is recommend to minimize cost to get through this crisis to increase the survival for this startup.

Chapter 3

Go Zayaan's approach to revolutionizing Bangladesh's travel industry

3.1 Introduction

3.1.1 Background

Travel and tourism sector in Bangladesh have been experiencing growth thanks to globalization and flow of information which can be credited to technology. People of Bangladesh has also started traveling abroad and within Bangladesh more and more by the day. The first thing people do when planning a trip is to look for information online.

It is due to a lot people having access to the internet and notion that valid information can be found on the internet. Go Zayaan, one of the biggest online travel agencies has banked on this notion and has created a trustworthy brand by providing the correct information and contemporary services to their customers.

Go Zayaan has selected to serve the tech savvy travelers of Bangladesh. Most of their services can be availed through their website. Their Facebook page is very responsive due to having an efficient customer experience team and their call center working around the clock. All of this has accumulated in creating a sense of convenience and transparency among their customers. Their services and this flow of information are what separate Go Zayaan and the traditional travel agency.

3.1.2 Broad Objective

To assess how Go Zayaan is using their services and the tools at their disposal to revolutionize Bangladesh's travel industry.

3.1.3 Specific Objective

S1: Identify Go Zayaan's tools

S2: Identify key personas about Go Zayaan's brand

S3: Classify target audiences in digital marketing

S4: Identify how Go Zayaan's services are aligned with the brand personas

3.1.4 Rationale for Research

This study will be of value to several beneficiaries and will serve the insight for Go Zayaan's internal team

3.2 Methodology

3.2.1 Methods of Data Collection

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

3.2.2 Literature Survey

Exploratory method will be used to understand the travel industry, online travel agencies, traditional travel agency and online travel agency brands and the appeal of online travel agencies to the customers rather than traditional travel agencies.

3.2.3 Secondary Data Research

Secondary data collected from Go Zayaan on online travel agency and the scope of their service offered to people of Bangladesh.

3.3 Findings and Analysis

3.3.1 Go Zayaan's tools

Go Zayaan is different of traditional travel agencies in many ways. The tools used by Go Zayaan is one of the ways that differentiates Go Zayaan from traditional travel agencies.

Go Zayaan has a strong social media presence. They use their Facebook page to post about their services, promote their campaigns, run ads, connect with their customer base etc. They also use Facebook business manager to monitor the performance of their posts and ads. They see the responses and use these data and data from Facebook analytics to optimize their services, posts, campaigns and ads. The Go Zayaan Facebook page is an important tool for communicating with their customer base. The Go Zayaan Facebook page has an AI bot integrated which lessens the pressure of queries and makes the job of the customer experience team easier.

The customer experience team uses a social media customer servicing platform called listenyzen to track queries on the Go Zayaan Facebook page and respond to them in an efficient and organized manner. The listenyzen platform is helpful because with it you can tag queries and track in a period of time how many queries the page received for individual tags. This data is useful when measuring the success of Facebook campaigns. The customer experience team uses VICIdial, a call center suite to receive calls, route inbound calls, keep track of call duration, call dropped etc. This platform is used for maintaining the hotline.

Google sheets are used to keep track of inbound and outbound calls, separate workbooks are used to record the leads for the international and domestic tour team and visa team. The teams have access to their respective lead sheets. These lead sheets are used to keep track monthly and daily leads received from the Facebook page and the hotline. The lead sheet is also used by the respective teams to keep track of the leads and their status. Other than recording leads, Google sheet is also used by the teams to keeps track of sales.

One of the most important tool at Go Zayaan's disposal is its' website. The Go Zayaan website has been developed by the tech team. They are consistently working to improve the website to make it user friendly, adding more features, making the website accommodating to new services etc.

The reservation team uses the GDS software's Galileo and Sabre to issue tickets.

The whole organization uses G-suit and workplace to communicate effectively and efficiently. These are just some of the tools used by Go Zayaan in their daily operations.

3.3.2 Go Zayaan's brands key personas

Go Zayaan is building strong brand to differentiate themselves from rest of the OTAs. Go Zayaan is trying to associate some personas with their brand such as travel, information, tech, friendly, flexible, convenient, control etc. Go Zayaan has successfully associated some of these ideas with its brand personas. When the name Go Zayaan comes to the mind of people who knows the company, they think tech, travel, information, flexible etc. This was feedback gathered while attending the BASIS soft expo 2020. By attending these tech industry events, having a strong online presence, a user friendly website and other activities, Go Zayaan has associated its brand with the tech persona.

Go Zayaan's design of services has helped them associate themselves with the flexible and travel personas. Go Zayaan's quick response to their customer, the informative AI bot in their Facebook page and utilization of communication methods has associated their brand with the information persona.

The marketing and brand team is consistently trying reinforce and communicate these brand personas through Go Zayaan's services, posts, activities etc.

3.3.3 Go Zayaan's target audiences in digital marketing

Go Zayaan has strong social media presence. This is thanks to digital marketing. Go Zayaan strong digital media presence is one of differentiating factors that sets Go Zayaan apart from other OTAs and traditional travel agencies.

In digital marketing, setting your target audience when running an ad or a campaign or boosting a post is very important. If target audience is wrong, then it is not only a waste of money but also a waste of man power and time.

Go Zayaan usually target people between the age of 21 to 50 who live in the metropolitan area.

Go Zayaan also uses behavioral targeting to target people who usually travel a lot, likes travelling and are active on social media. Go Zayaan uses data gathered from Facebook business manager and analytics to target its audience with greater accuracy.

3.3.4 Alignment of Go Zayaan's services with brand personas

Go Zayaan's services are designed in such a way that when someone is purchasing the services or is just window shopping, the brand personas are being communicated with them. When a customer visits the website to search for a flight, look for hotels, apply for travel loan or just looking for information on visa, they feel the Go Zayaan website is convenient one stop travel solution for them. When selling a service to a customer, the team members are being flexible to accommodate the customers' needs. If a customer wants to talk later, then the team member will communicate with the customer later. If the customer wants book a tour package during the weekend, then the tour team member will facilitate the purchase for the customer.

Even when communicating with customer through Facebook or hotline, the customer team members will provide the information the customer needs.

Three of the of Go Zayaan's services are available through the website which is projecting the tech and travel persona together. As soon as the backend access is given to different domestic hotels and resorts, the tour products will be available on the website as well. With that, most of Go Zayaan's services will be aligned with their brand persona. This will make the Go Zayaan brand image even stronger.

3.4 Summary and Conclusions

In summary, Go Zayaan is changing the travel industry using the tools and by building a strong brand for themselves. There was very little information about travel related services previously. With the emergence of OTAs, information about travel services have become widely available.

This is one of the biggest difference between the traditional travel agencies and OTAs. If you want to find a good traditional travel agency, then you will have to ask someone you know for recommendation or use your own judgement and channels to find one. The down side of

this process is that the information is not always reliable and it is easy to get scammed. There are very few channels to get the information one needs about traditional travel agencies.

However, OTAs are using different tools to spread information, specially Go Zayaan. Go Zayaan wants people to feel that anyone can get the information they need any time of the day. This is why Go Zayaan has a very active Facebook page. This why Go Zayaan has very strong brand. They are able successfully differentiate themselves from the traditional travel agencies and OTAs.

In this competitive industry, using various tools and channels to educate the target audience is one of the ways to stay relevant and differentiate oneself from the masses of OTAS. Go Zayaan is doing just that while reinforcing their own brand.

In the future, the OTA business model will be the norm of the travel industry. New OTAs will research OTAs like Go Zayaan and their services to get the lay of the land. The convenience, information, flexibility provided to customers by Go Zayaan will make sure of it because it matches with the customer mentality of getting things as quickly as possible.

3.5 Recommendations

Go Zayaan is currently very active on Facebook. However, they need to start being active on other social platforms such as Instagram and Twitter. This way they can increase their brand presence.

Go Zayaan is currently neglecting people who are not tech savvy. They need find an approach to reach these customers and educate them about Go Zayaan product.

Moreover, as long as Go Zayaan continues to launch innovative travel products like travel loan they will further differentiate themselves from the other OTAs and become a unique existence in the industry.

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