

# TRAVEL AGENCY BUSINESS IN BANGLADESH



ACCREDITED  
AGENT

GOVT. APPROVED TRAVEL AGENT.

**Sunshine Travel Air**  
International

**2012**



**MARKETING STRATEGY OF SUNSHINE TRAVEL AIR  
INTERNATIONAL**





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AGENT

GOVT. APPROVED TRAVEL AGENT.

# TRAVEL AGENCY BUSINESS IN BANGLADESH



## Sunshine Travel Air

I n t e r n a t i o n a l



### MARKETING STRATEGY OF SUNSHINE TRAVEL AIR INTERNATIONAL



AIR TICKETING  
[www.sunshinebd.com](http://www.sunshinebd.com)



**BRAC University**



# **Internship Report**

**On**

**Marketing Strategy of Sunshine Travel Air  
International**

**Submitted by:**

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**Submitted to:**

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**Date - 15.12.2012**

# PREFACE

*Practical knowledge is a vital element of the BBA program. If the theoretical knowledge is not supported by the practical knowledge, the knowledge gathered by the theoretical education will remain incomplete. Scholars suggest that practical experience is even more effective than theoretical knowledge. For this reason, Internship projects are given to students after completing all the semesters to match their theoretical knowledge with the practical experiences.*

*The program for the BBA students in Marketing has been designed to provide practical knowledge in the field of Marketing strategy analysis. The program also helps us to achieve our institutional learning and also to acquire knowledge about the Marketing strategy developing system of the organization where we'll go. The main focus of Marketing is accessing wants and needs of human beings and concerned people of business. Through this, a firm takes the opportunities to gain profit and develops business. Marketing is the invention of social scientists for the welfare of Company. It is concerned that the current student of Business Administration are the future executives or authorities of various organizations.*

*As a student of Marketing, it is very much important for me to know, what are the Marketing strategies that the various organizations develop and put into action. To develop the Marketing strategies of any company, there are several techniques that have been used.*

*I tried my best to disclose the entire concept related with this topic. I think it will provide satisfactory information to its reader.*



## *LETTER OF TRANSMITTAL*

*November 30, 2012*

*Mr. Shawkat kamal  
Assistant professor,  
BRAC Business School*

***Subject: Submission of Internship Project.***

*Dear Sir,*

*With due respect to I beg to submit my internship report. I have done the report on “Travel Agency Business in Bangladesh (Marketing Strategy of Sunshine Travel Air International)” under your active supervision. My study is to reveals a growing affluent service base and concentrated on the basic performance of that company on the context of marketing and overall performance of the organization.*

*Indeed, this is a practical and significant topic I tried my best to gather necessary information with regard to this issue and arrange them sequentially.*

*I must be admitted that without your kind hearted co-operation and proper guidance it would have been impossible on my part to prepare this report, so I express my gratitude to you for your helpful suggestion*

*I, therefore, pray and hope that you would accept my report considering my efforts and constraints and I am ready to explain anything to you if you feel necessary.*

*Sincerely yours,*

***Jannat Shahria***  
*Id: 09104075*  
*Program: B.B.A*  
*BRAC University*



## **ACKNOWLEDGEMENT**

*I would like to thank my honorable mentor **Mr. Shawkat kamal** for guiding me on completion of this report and on conducting the required studies. Without giving your courage and continuous support, it was quite impossible for me to carry out the preparations and proceedings of this report. I also thank **Mr. Kazi Zahirul Islam** the General Manager of the “**Sunshine Travel Air International**” for providing me the internship and clearance on condition of required data collection. Sunshine’s employees should be also thanked for his valuable time given for the interview and having the kindness of filing out the HRM questionnaire. Employees of all other departments are very helpful and the employees are to be thanked for their unperturbed assistance and guidance in finding out my desired data. Special thanks needs to be customer relationship manager of the company, namely **Mr. Sagor Hossain** are helping me with the available annual reports of the company.*

*I am also grateful on the official’s support, without support it was quite impossible for me to continue the proceedings of this report. The officials supported me with every possible answers and queries that I asked for.*

*I had done this activity, where I work hard on Internship project.*

*I would like to thank to you for helping to make this report. Once I again the heartiest thanks will go to my course instructor **Mr. Shawkat kamal**.*





**TOPIC**

**MARKETING STRATEGY OF  
SUNSHINE TRAVEL AIR  
INTERNATIONAL**



# Welcome To

# Sunshine Travel Air

I n t e r n a t i o n a l





## *EXECUTIVE SUMMARY*

*In this competitive time, Travel agency business is a profitable and prosperous business. Every type of people is introduced with various cultures through travel. Business concept is very important to operate a business. Holidays, Vacation makes appeal to the people. Travel Agency is able to fulfill this appeal. To serve quality services, Airlines Tickets, extra facilities, affordable rate, Package Tour etc are the milestones of Sunshine Travel Air International.*

*During the past seven years Sunshine Travel Air has built a reputation for excellence that has earned the respect of consumers and corporate experts alike. Building a leading travel agency company has required relentless innovation, commitment to quality and dedication to customer service and value. The qualities of entrepreneurship, growth and leadership have characterized Sunshine's business through more than two years of success. Through the strength of its heritage, its culture and its people and services, Sunshine Travel Air looks forward to more success in future.*

*There are different objectives of every organization. In order to achieve these objectives different targets are set. Targets pass down the hierarchy depending on the nature of the business. Therefore, in order to achieve the objectives, management decides on different strategies. These strategies are divided into many sub-parts and are useful for the running of the business. The employees and the management know what they have to achieve through the targets which have been set to them and the strategies they have adopted help them know the way they will achieve the objectives. Similarly, Sunshine Travel Air has different targets set to them and they have adopted different strategies to successfully achieve the targets set. These targets are passed on to the TGM (Travel agency General Manager) and he passes them to the workforce. These targets fall within the organizational structure in which there are many people who have different targets to achieve. In order to successfully achieve the targets they need to co-operate and work in a friendly environment.*



*On the other hand, Sunshine Travel Air, considers some internal and external factors that affect pricing, service & marketing strategy. It always takes meticulous steps to handle their service decision. It treats its loyal customers properly and gives them some offers. It set a reasonable initial price for its products to send a signal to customers that its services are quality and the service is excellent. Sunshine Travel Air use Well- established fare points for the products in there line. This fare steps takes into account cost differences between the products (Domestic & International Air tickets) in the line, and customer evaluations of their different features. Apart from that to promote their product it usually develops different kind of fare pricing strategies. And it is pricing strategy which is Sunshine Travel Air's main strength to establish itself as renowned Travel agency in the Bangladesh.*

*Whereas the objectives of Sunshine Travel Air promotion is to introduce a new service, stimulate demand, change the short-term behavior of the customers, and encourage repeat or greater usage by current customers.*

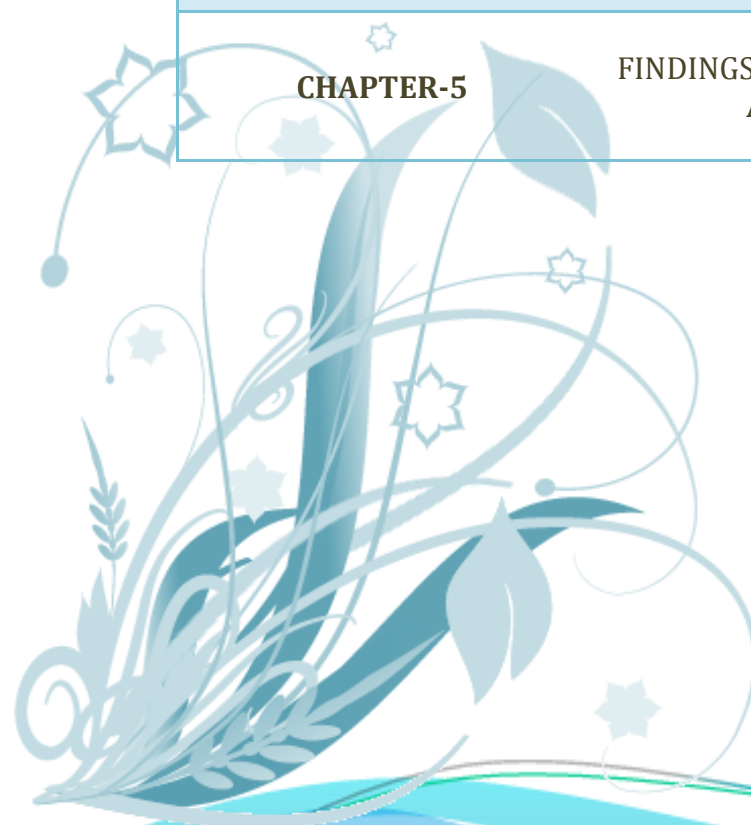
*The success of Sunshine Travel Air relies heavily on delighting their customers by ensuring that all their needs and desires are met in every way. Hence, Sunshine Travel Air gives strong importance to their marketing efforts to ensure that.*

*So Due to intense competition, Sunshine Travel Air must look for ways to differentiate their business to achieve and maintain a competitive advantage. **Dhaka city requires a consign that will fit into the 'new look' of the community, one that is contemporary and trustworthy. Sunshine travel Air will fill that niche.***



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**CHAPTER-1**  
**INTRODUCTION**





## 1) Purpose of the Study:

### Broad/General Objective

The main objective of the proposed study would be to determine the marketing strategy and as well as its overall operation/functioning and their possible impact of on profit and decision making.

### Specific Objectives

The specific objective of the proposed study would be to determine the performance of the business through-

- a) Marketing strategy (Sales, fare pricing, distribution) and their impact and performance management.
- b) Analysis of basic accounting data concerning production. (*i.e.*, the fare and other facilities).
- c) To make comprehensive analysis of different types fare pricing decision.
- d) To collect information of Sunshine travel Air pervious and present promotional activities.
- e) Find out whether there is any problem or not.
- f) Analysis of Human recourses Management.
- g) Market value Analysis.
- h) SWOT analysis.
- i) PEST analysis.
- j) Serve Qual. Dimension.
- k) Service marketing.

## 2) Scope of the Study:

The report covers the activities of “**Sunshine Travel Air Intl**”. It has identified the major activities of the Travel agency business. It only focuses the overall mechanism of operating as well as marketing activities. The depth analysis of every department & sub sections are not covered here.



### 3) Literature Review:

The tourism industry has undergone rapid growth of unsurpassed nature over the last several decades. This has mainly been due to the advent of a 'borderless' world and increased information dissemination about the majestic sceneries throughout the world. People want to travel according to their culture. But this is the period of globalization. So, Sunshine travel Air has to cope with this. People want to know other culture. Because of that, travel agency makes a great opportunity for people. That's why many travel agencies have been built for providing ticketing and tourism services to local people. The current trend towards an increase in the number of tourists entering the country presents an opportunity for sunshine travel air to penetrate the market. An opportunity for sunshine travel air's success exists because the national tourism industry is growing at a rapid pace annually. Sunshine travel air is poised to take advantage of this growth and moderate competition in the city travel portion of the industry, with a dedicated and experienced staff, excellent networking, and effective management and marketing. Sunshine travel air intends to provide travel and adventure packages to local people & tourists primarily in the abroad & as well as Bangladesh. Services and products provided by Sunshine travel air will initially include Air ticketing, pre-arranged tours, custom packages according to client's specifications, travel consultation, and as time progresses making reservations for lodging amongst other related services.

Usually, people don't go the abroad daily. In spite of that, this business is very profitable. That's why they want to know how travel agencies operates their business in Bangladesh and as well as what were the Marketing strategy in Bangladesh.

### 4) Rationale of the Study:

BBA program are required to make case study analysis at any organization to get exposure to the real life business and organizational practice. To serve this purpose, they worked on "Sunshine Travel Air Intl".

To meet up partial fulfillment of our course Internship requirement. They worked on "Sunshine Travel Air Intl". This report has been prepared based on the theoretical & practical experience on the company's activities, performance, market status and others through published material study.







The basic rationales of this study are as follows:

- To fulfill the partial requirement and have some practical experience that will be helpful for my BBA program.
- To have an exposure on the internal environment of the travel agency company.
- To focus on organizational behavior relates to practical life.
- To gain different functions of company.
- To facilitate the student apply their theoretical knowledge in practical level of operation of a company as find out the differences between theory and practice.
- To find out the internal and external lacking in the daily operation.

## 5) Methodology of the Study:

They have used both primary and secondary data for preparing the report. They have interviewed officials in **Sunshine Travel Air Intl.**

The basic data is secondary used in the preparation of this report are obtained from:

- Studying of different files and company report.
- Small ranged researching on published materials
- Sample size of general customer interview process is 20 people.

## 6) Source of data:

### Primary Sources

The primary data are collected through interview of employees, general managers of Sunshine Travel Air Intl, observing various organizational procedures, structures, directly communicating with the customers. Primary data were mostly derived from the discussion with the employees & through surveys on customers of the sales office (primary source: within the organization). The sampling method therefore based on a convenience sampling method. A convenience sampling method is less costly and takes in easily accessible data sources. In that case the sample size is 20.

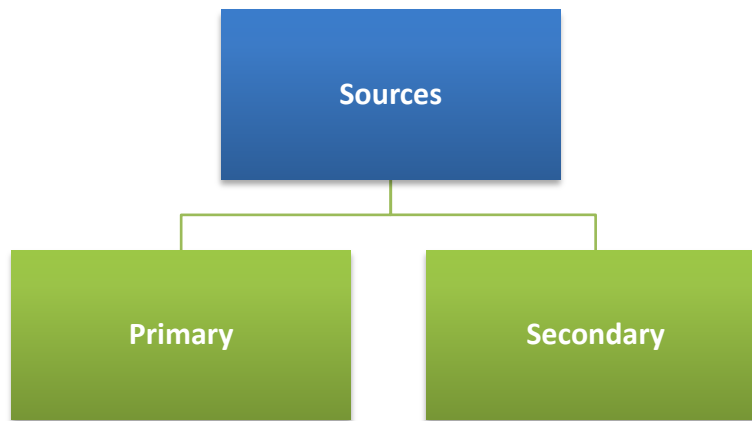


Fig-1: Sources of Data

### Secondary source

We have also used different types of secondary data in the report. Sources of secondary information can be defined as follows:

#### Internal sources:

- ❖ Flyers
- ❖ Leaflets of different kind of offers
- ❖ Any information regarding the travel agency business.

#### External Sources:

- ❖ Newspaper
- ❖ Different reports, essays related to the tourism business from web sites.
- ❖ Web site of Sunshine Travel Air Intl
- ❖ Internet
- ❖ Company catalog
- ❖ Ad Firm data.







## 7) Methods of Data Collection:

- **Data collection method**

All data are collected through company's annual report and through interview process.

### Questionnaire Survey:

Two sets of question are used to collect information for the study, for customer and travel agency. Open ended, close ended and multiple questions were set in the questionnaire for the general customer of the travel agency.

Finally, an elaborate interview with (Sunshine Travel air's Managing director) has been arranged for specialist views on the Sunshine Travel Air Intl and the proposed study.

- **Data Analysis and Instruments**

Data Analysis has been done primarily with the help of MS-Excel. Statistical calculations have been done with Excel and SPSS software.





## 8) Limitation:

They have done the study under several types of limitation that's are given below-  
Uncollected data regarding the financial history of the company remains out of scope.

### Most specific Limitation that I faced:

- ❖ In many cases up to date information is not published.
- ❖ To get and to acquire information is very difficult.
- ❖ Many procedural matters were conducted directly in the operations by the top management level, which may also gave same sort of restrictions.
- ❖ Because of time and human resource constraint my survey sample only within the organization.
- ❖ Every Employees are busy with their exertion, so that's why most of the time they disagree to answer the question.
- ❖ Survey work is field work sometime because of bad weather I face difficulty.
- ❖ Large-scale research was not possible due to very less time target.
- ❖ Non-availability of data in a systematic way.
- ❖ Non-availability of the reference book is another limitation.
- ❖ Information sharing is the most critical problem.
- ❖ Customers are not willing to spare time to fill the questionnaire. Some people are very rude while saying no.



The background is a vibrant green with a gradient from light to dark. It features several overlapping, flowing, wavy lines in various shades of green, creating a sense of movement and depth. The lines are smooth and curved, resembling waves or stylized paths.

**CHAPTER-2**  
**SUNSHINE TRAVEL AIR INTL**  
**COMPANY PROFILE**



## HISTORY OF SUNSHINE TRAVEL AIR INTL

Sunshine Travel Air International has been successfully accommodating domestic and International travelers since 2005 from Naya Paltan. After 4 years of working experiences at Naya Paltan and other local agencies a door opened up, giving us the opportunity to serve you now at Uttara. Sunshine Travel Air offers a myriad of travel services including Hotel Reservation and other travel related facilities. Sunshine Travel Air have numerous services industry resources to find exactly what you are looking for at the best rates. Enjoy reliable, personalized service from our professional Travel Agents along with highly competitive rate for all of your Domestic and International travel needs. Sunshine Travel Air with all major Domestic and International Airlines.

### SUNSHINE TRAVEL AIR: TODAY

These early developed ventures have moved over to businesses involved in ticketing services, international ticketing and as well as domestic, forming strong ties with a host of five star airlines and hotels. In recent years sunshine travel air has emerged as the fastest growing travel agency in Bangladesh.

### PRODUCT LINE OF SUNSHINE TRAVEL AIR:

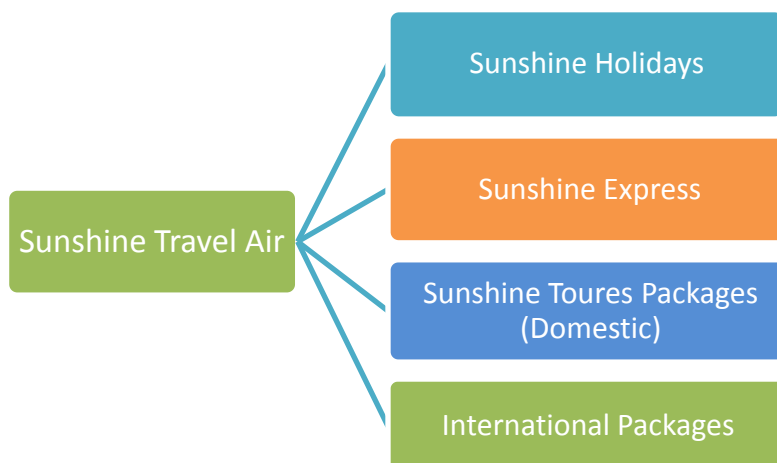


Fig-2: Product Line of Sunshine Travel Air



## HISTORY OF TRAVEL AGENCY

*Travel agencies are different from many businesses in both in what they sell and how they sell it. In contrast to other models, where the retailer is compensated at the time of purchase, travel agent revenue comes on the back end once the trip has concluded and all other parties have already been paid.*

### ABOUT AIRLINE TICKETS

The history of airline tickets coincides with the history of the airline industry. Airline tickets were introduced when the very first passenger flights were available. The first airlines offering a flight was DELAG airlines in Germany in 1910. The first United States commercial flights were available about five years later. Many airline companies were formed soon after including American Airlines, Trans World Airlines and Delta Air Lines. Each of these companies issued airline tickets, which were usually typed with a typewriter. However, sometimes airline tickets at the time were actually handwritten. When a travel agency sells airline tickets there is typically little to no markup on the sale. For travelers to get to the places they want to visit, they usually must fly, and airlines use this fact to optimize their rates and minimize the amounts they pay out to travel professionals. A flat fee of \$25 to \$35 (7% per ticket) may be paid to the agency for every flight booked, but little more than that. In some instances national agencies have clout of their own and can send many thousands of passengers on a given airline every year. In these special cases, fares are often negotiated and a percentage payment to the agency approved by the airline.

### INTRODUCTION & HISTORY OF SUNSHINE TRAVEL AIR

**S**unshine Holidays is a sister concern of **Sunshine Travel Air International**, one of the Best Travel Agents and a professional Tour operator in Bangladesh. Sunshine have got worldwide connection with sophisticated communication network and earned a good reputation in serving both inbound & outbound tourists with satisfaction. Sunshine Holidays has strived hard to reach a very specific high standard to be recognized by IATA, TOAB and ATAB. Sunshine have taken all out endeavor to promote the tourism in this region keeping pace with the trend of regional & world tourism in such a manner where services and nature both are guaranteed because Sunshine's' commitment is more than a promise of any one, round the clock Sunshine work for their industry and their client satisfaction.







Sunshine Holidays rise has been lead by the vision and the spirit of each of its employees, for whom no idea is too big and no problem too difficult. With untiring innovation and determination, Sunshine Holidays innovatively began to diversify its product offering, adding a variety of online and offline products and services.

Sunshine Holidays also stayed ahead of the curve by continually evolving its technology to keep up with the ever changing demands of the rapidly developing global travel market.

Steadily establishing itself across Bangladesh and the world, Sunshine Holidays simultaneously nurtured the growth of its offline businesses, like its franchises and affiliates simultaneously, augmenting the brand's already strong local presence further.

Today, Sunshine Holidays is much more than just a travel portal or a brand - it is a one-stop-travel-shop that offers the broadest selection of travel products and services in Bangladesh.

Let's talk about Sunshine travel Air story-

- ❖ 2005 - Kazi Md. Nazrul Islam (Sumon) opens the first Sunshine travel Air in Naya Paltan.
- ❖ 2005- Obtain the legal status of Sole proprietorship.
- ❖ 2006 – Obtain IATA agreement.
- ❖ 2006- Obtain TOAB & ATAB membership.
- ❖ 2006- Obtain PSA (Passenger Sales Agent) of United Airways.
- ❖ 2007-Obtain CAAB Reg. & trade license.
- ❖ 2008- Start Hajj processing and Omrah processing services.
- ❖ 2009 - 2010 brunch office are open throughout the Uttara.
- ❖ 2010 – Sunshine Holidays' was introduced.
- ❖ 2011- Obtain PSA of Regent Airways.
- ❖ 2012- Inaugurates a new eye-catching sales office in Uttara.





## SUNSHINE TRAVEL AIR: TODAY (SELLING TICKET WORLD WIDE)

Sunshine's services will be positioned very carefully: they will be of extremely high quality, comfortable, informative and tailored to the client's needs such that they will enable individuals to have a greater appreciation of the natural environment and its intricacies. In a current scenario, Sunshine travel air providing domestic as well as worldwide ticketing services. In a nutshell, sunshine do not just intend to market and sell their service, but to market and sell travel solutions and a total-quality environment.



## Regular Conditions of Sunshine Travel Air for its PSA Agent:

### Opening a Sunshine PSA (United Airways & Regent Airways)

Sunshine's marketing strategy will be based mainly on ensuring customers know about our existence and the service(s) we fulfill. Hence their intention is to make the right information available to the right target customers. This will be done through implementing a market penetration strategy that will ensure that we are well known and respected in the tourism industry. It will ensure that their prices take into consideration peoples' budgets, that these





people appreciate the service(s), know that it exists, and how to contact them. The marketing will convey the sense of quality in every picture, every promotion, and every publication. Sunshine's promotional strategy will involve integrating advertising, events, personal selling, public relations, direct marketing and the Internet, details of which are provided in the marketing section of this plan. Due to huge marketing and good reputation United airways & Regent Airways were providing PAS facilities to Sunshine travel air.

With over thousands of travel agencies throughout the country and many new openings planned every year, Airlines is always keen to hear from potential new agencies (either individuals or businesses) who offer:

- Strong belief in brands.
- Entrepreneurial spirit.
- Proven management capabilities.
- High levels of commitment to serving the customer.
- Broad business experience (hospitality experience an advantage).
- Providing good reservation services'

It is important to recognize that sunshine do not intend to just take individuals on sightseeing excursions, but also to ensure that they appreciate nature through informative briefings on objects' origins. This element will assist in differentiating sunshine from its competitors and contribute towards the development of a sustainable competitive advantage. Hence sunshine need to engage the right people in the right place at the right time if we are to ensure optimum growth. Sunshine intends to develop our team so that their people can grow as the company grows - a mutually beneficial relationship.







## VISION

Vision is one kind of imagination, that we can make it possible. Sunshine has some visions. Those are given below:

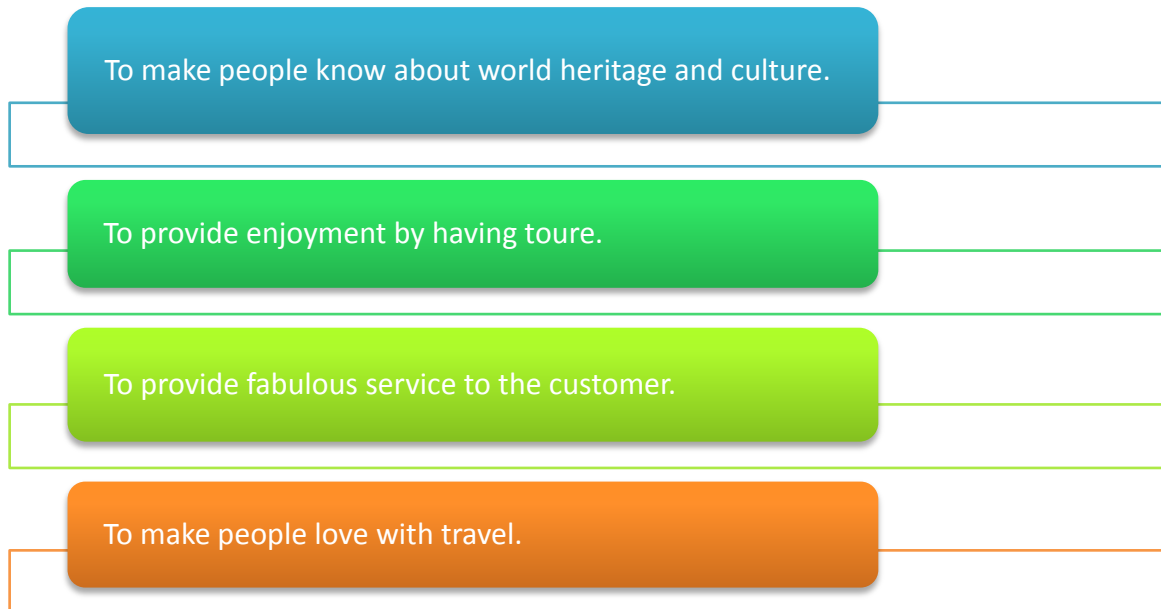


Figure 3

Fig-3: Vision Statement of sunshine Travel Air

That's all about sunshine's vision statement.

## MISSION STATEMENT

Sunshine's has some missions. Those are given below-

Internally we intend to create and nurture a healthy, exuberant, respectful, and enjoyable environment, in which our employees are fairly compensated and encouraged to respect the customer and the quality of the service we intend to provide. In addition follow-up will be mandatory so as ensure customer satisfaction and make any improvements as recommended by the customers in future. We seek fair and responsible profit, enough to keep the company financially healthy for the short and long term, and to fairly remunerate employees for the work and effort. Sunshine provides the perfect mix of great packages, great service and great place at a great value to their customers who are looking for a grand experience. They believe in positive intension, and maintain a strong internal environment by developing their competitive work force, which they can trust. They take pride in making a perfect package and





providing courteous and helpful service on time all the time. Every customer says, "I'll be back!" They are the employer of choice offering team members opportunities For Growth, Advancement, and Rewarding Careers in a Fun, Safe Working Environment.

### P.E.A.R.L.S:

- PASSION for excellence in doing everything
- EXECUTE with positive energy and urgency.
- ACCOUNTABLE for growth in customer satisfaction and profitability.
- RECOGNIZE the achievement of others and have fun doing it.
- LISTEN and more importantly, respond to the voice of the customer



## OBJECTIVES

Objectives are very important for developing a business. Sunshine travel air has some objectives. Such as-

Sunshine business strategy will revolve around the need to provide quality service to their various target customers, in the process fully satisfying their needs. This shall be undertaken through recruitment of a professional team and the provision of good quality custom-designed travel packages, catering to the client's particular needs. With time Sunshine marketing campaign will increase the awareness of their services in the various market segments they shall be targeting. This is particularly so with the organization looking at establishing a clear advantage(s) in an increasingly competitive market. Sunshine will provide clients with the opportunity to focus on their core activities whilst their transportation side needs are fully satisfied. Marketing material shall be professionally done so as to be reflective of our intended image and reputation. Sunshine shall position their selves as a quality commercial ticketing & tours operator that provides customer-need fulfillment, enjoyment, reliability and a good image. We intend to establish a good rapport with all the relevant stakeholders, especially hotels and travel agents. Sunshine also intend to have well-designed brochures and other promotional material that will enable clients to have an understanding of the types of services they offer and advantages of utilizing them. In addition well-done, informative brochures, fact sheets and business cards often have a triggering effect on clients contemplating utilizing their services. Hence this will undoubtedly generate increased sales of their service.





In summary Sunshine intend to attain the following objectives:

- Continuously provide enjoyable quality excursions/trips on time and on budget.
- Develop enthusiastically satisfied customers all of the time.
- Establish a market presence that assures short-term and long-term profitability, growth and success.
- Sunshine is fully committed to supporting growth and development in the tourism and overall economy of Bangladesh.
- Contribute positively to our communities and our environment.



Figure 4

Fig-4: Objectives of Sunshine







## MANAGEMENT TEAM

This is sole proprietorship business. In management team,

- 1) Sunshine Travel Air international.
- 2) Sunshine Holidays
- 3) Sunshine Express





## RESPONSIBILITIES OF MANAGEMENT TEAM

Every management team has to maintain some responsibilities. Sunshine Travel Air's management team also do some big responsibilities. To complete their responsibilities, they have divided that into five parts according to management functions.



Fig-5: Management Function

Figure 5

LT

### Planning:

Planning is the first part of management function. To establish objectives and to achieve goals, a plan should be established. Sunshine Travel Air also has made some plans. Such as-

- ❖ *Sunshine Travel Air wants to make a nice and well-decorated sale office.*
- ❖ *Sunshine Travel Air wants to capture 50% market share of travel agent business.*
- ❖ *Sunshine Travel Air wants to provide quality tour packages to the customer.*
- ❖ *Sunshine Travel Air wants to make good profit.*
- ❖ *Sunshine Travel Air wants to provide best service to the customer.*





## Organizing:

Organizing is the second part of management function. Sunshine Travel Air team also want to organize their business in proper way.

- ❖ Sunshine Travel Air has to select a location, which has high population, good communication system.
- ❖ Sunshine Travel Air will decorate their sales office very nicely. Sunshine Travel Air will provide air conditional (AC's) with galvanizing chair, round table, tiles floor.



## Staffing:

Staffing is the part of management function. Sunshine Travel Air will give advertisement first to recruit some people. From there they will select some people for reservation counter. Then they will select an executive officer for marketing, who is very skillful. Sunshine Travel Air will select one General Manager for their agency. Sunshine Travel Air will give appointment some skillful sale represntaive.

## Directing:

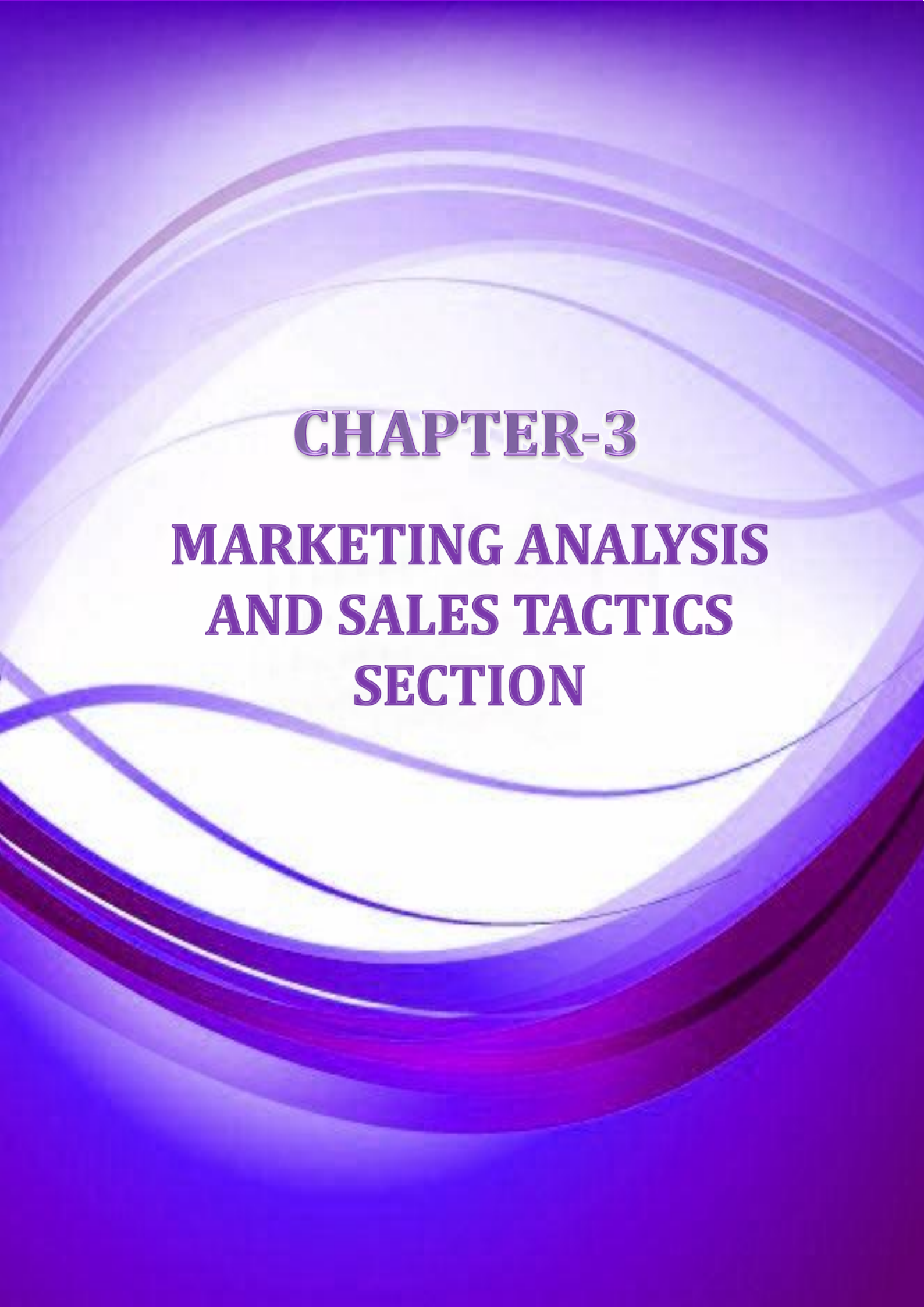
Directing is another part of management. Sunshine Travel Air will give direction to their employees how to get products from agent market, how to provide service to the customer.

## Controlling:

Controlling is the main part of management. Without controlling, management team cannot analyze their business. After one year, Sunshine will analyze their business whether they have achieved their goal or not. If they don't achieve then they will take another steps to solve those problems.







**CHAPTER-3**  
**MARKETING ANALYSIS**  
**AND SALES TACTICS**  
**SECTION**



## MARKETING

The success of Sunshine travel air relies heavily on delighting their customers by ensuring that all their needs and desires are met in every way. Hence, Sunshine travel air gives strong importance to their marketing efforts to ensure that. Along with customer satisfaction, sunshine travel air makes sure, that the business makes money! Therefore, the first task is to understand our consumers from every aspect.



In this regard, Sunshine travel air has tried to gain a thorough understanding of their competitive environment and continuously strive to develop unique business ideas to make their business a success. Thus, Sunshine travel air has successfully attained a broad range of loyal customers, to whom air ticket & tours packages has gained extreme popularity. In order to expand this range, Sunshine travel air's marketing team is involved in developing new package tours and concepts, all the time.

Above all, not only do they make GOOD packages, they are also famous for providing great service and traveling experience, to give their valued customers more reasons, to return.

### Keys to Success

The keys to Sunshine Travel Air Tours success will undoubtedly be effective market segmentation through identification of several niche markets and implementation strategies. Along these lines the company intends to implement advertising, personal selling and direct marketing strategies to the target markets. Sunshine's personal selling marketing strategies will rotate around keeping in touch with hotels and travel agencies for major customers, and





Advertising for more individual customers. Hence sunshine's key success factors will include the following:

- 1. Excellence in fulfilling the promise:** Sunshine travel air intends to offer completely enjoyable, comfortable and informative travel excursions that will ensure that travelers are thoroughly satisfied and appreciative at the end of their trip.
- 2. Timely response to customers' requests:** Sunshine travel air cannot afford to delay their clients for whatever reason, as this will have a negative bearing on their image and reputation, including future business. Hence they need to be continually communicating with the client, including hotels and lodges so as to ensure that they are constantly available to the client meeting their expectations.
- 3. Solid and fruitful strategic alliances:** Considering the nature of their services and their relative infancy on the market, Sunshine travel air realize the importance of establishing and maintaining fruitful strategic alliances with various stakeholders, including hotels, lodges, and travel agencies, amongst others, so as to be assured of a constant flow of customers, fulfilling their needs at every opportunity.
- 4. Marketing know-how:** As a relatively new company on the market there will be a need to aggressively market their business and the services they provide so as to be continuously at the top of their prospective clients minds. This will also act as a temporary deterrent for companies contemplating entering tourism market. Advertising shall be undertaken on a regular basis.

## RESEARCH

Before launching any new tour packages, Sunshine travel air has conduct extensive research to find out:

- What people think about traveling? (what role do they play in people's lives, when do they buy them and so on)
- What do they like about travelling?
- What do they dislike about travelling?







- What do they want from travel agency?
- What are the expectations about our services, when they enter into our sales store?

This information is collected together and used to create ideas for prototypes. The ideas are tested first, before introducing new tour packages.

Once Sunshine travel air has perfected the tour package programs, they LAUNCH.

Due to the vast success of their flagship travel agency in Naya paltan, and huge demand from their consumers, opening of new stores in different location are already under way. And from this experience their marketing team has the recognition and understanding of-

- Cultural influences
- Governmental and political influences
- Demographic and lifestyle trends
- Local and national economic trends

Marketing is the vital part in any business. Without following good marketing strategy, any business can't be developed. Marketing section there are some parts of marketing. Such as-

## A) MARKET ANALYSIS SUMMARY

Sunshine travel air today experiencing a rapid growth in the economy of unsurpassed nature. This has been brought about by, amongst other things, the relaxation of foreign exchange policies and macroeconomic policies geared towards attracting foreign investors into the country. The fiscal and monetary policies of the government geared towards maintaining growth with social justice have largely contributed towards this, evidenced by our economy averaging a growth rate of 7% since 1990 - very high by international standards.

The current drive and emphasis by the government on diversification of the industrial base away from the minerals sector presents an opportunity for travel agencies to make a valuable contribution towards achieving this goal. Having undertaken a thorough and comprehensive research of the market Sunshine Travel Air realized that there was a need for a tours operator that focuses on providing leisure excursions to tourists. Though there are other big tours operators currently on the market, some of whom have been in existence for a relatively long period of time, Sunshine Travel Air believe that there is a market need for one that specializes on providing comfortable and enjoyable tour packages' for tourists and visitors. This, also considering the fact that, potentially Bangladeshi's richest natural resource, the tourism industry is becoming an





increasingly important player in the economy and may in the long term prove even more valuable than mineral resources in earning foreign exchange.

Aware of the fact that operating in such a market is largely dependent on good networking, Sunshine Travel Air intend to establish networks and strategic relationships with various hotels, lodges to ensure a steady stream of clients. However in so doing we intend to ensure that the service we provide is of extremely high quality and comfortable. Sunshine Travel Air's initial overall target market share shall be 10% of the market, mainly focusing on the greater domestic and abroad market.

Sunshine Travel Air appreciate that entering of a foreign market is not a 'bed of roses' and will require us establishing strong links with strategic partners as outlined previously. Hence Sunshine Travel Air intends to implement an aggressive marketing strategy, well supported by the other business functions. The above prognosis influenced Sunshine's decision to enter the airline & tourist transport industry.

### 1) THE OVERALL MARKET

Although travel agency business is profitable business, but there are lot of travel agencies and tours operators are found in all places. Few are given below-

Nayapaltan	Uttara	Gulshan
✓ Sanjuri	✓ Travel Online	✓ Dana avietion
✓ East West	✓ Une Pax	
✓ Vision tours	✓ Shameer	
✓ Lexus	travels	
✓ Global tours	✓ Starline travels	
✓ Kazi Air		
✓ Sharif Air		

*These are the overall market Dhaka city.*





## 2) CHANGES IN THE MARKET

In the past, travel agencies were started on the basis of Hajji Program. But now a day's not only Hajji Program are the main menu but also Omrah, domestic tours, vacation tours, employment visa traveler are the leading customer for agency business.

## 3) MARKET SEGMENTATION

Main segments which Sunshine has captured are the combination of higher incomes and dual career families, due to higher income consumer have more disposable income, allowing them to travel out more often. Sunshine Travel air also segments a group which belongs to middle class group. Because this groups are significant in volume.

Sunshine Travel Air holds the significant market share in the tourism industry, the perceived quality and service of the company will help to ensure a better the average chance at a successful introduction of a new packages. The introduction of packages that keeps with today trends is also important to reduce the risk of failure.

Sunshine Travel Air will be focusing on those Bangladeshi & foreign tourists seeking leisure travel and excursions whilst on vacation in foreign, with the intention of letting them see and appreciate the numerous attractions in our country. Hence the need to professionally market their selves and the services sunshine provide, offering a service of uncompromised nature.

That's why Market segmentation is very important for business. So they have divided the market on the basis of four market segmentations. They are-

- Demographic segment.
- Geographic segment.
- Psychographics segment.
- Product related segment.







### DEMOGRAPHIC

Demographic segmentation bases divide a market in terms of personal characteristics. Sunshine Travel Air will make demographic segmentation according to this-

- All ages of people are welcome.
- Middle class to higher class.
- Service man, businessman.
- Sunshine Travel Air will accept all types of family like regular and extended family who wish to travel.

### GEOGRAPHIC

Geographic segmentation is one of the elements in market segmentation. So Sunshine Travel Air will make a nice geographic segmentation.

Sunshine Travel Air will be opened at Uttara & Platan commercial area because of population density, good transportation system, improved roads and highways.

### PSYCHOGRAPHICS

Psychographics is another important element for both customers and owners. Products and services are provided on the basis of-

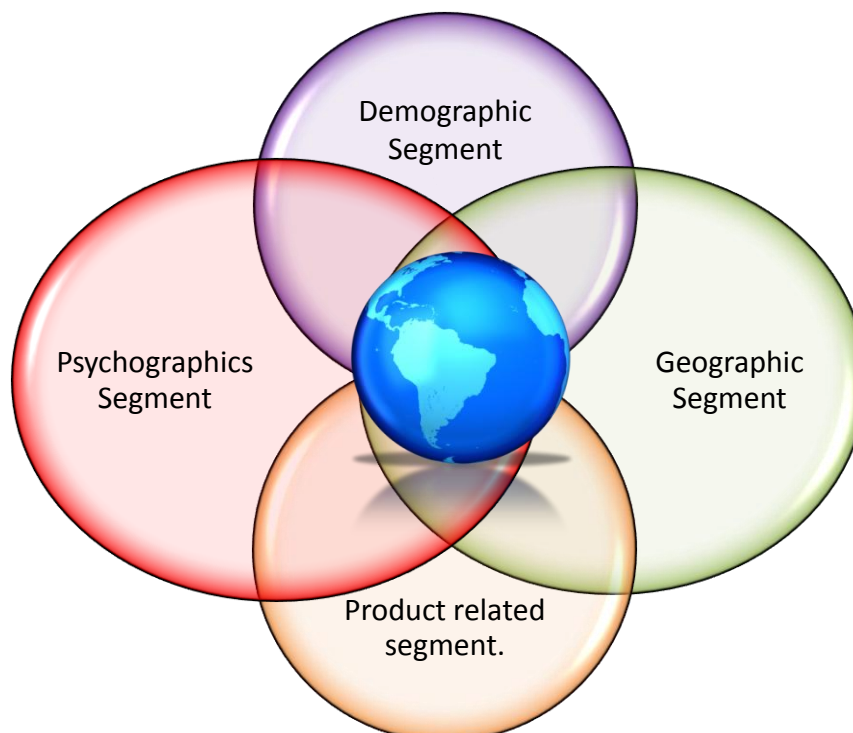


Fig -6: Sunshine Travel Air's Market Segmentation





- Person's attitudes.
- Personality.
- Opinions.
- Lifestyle.
- Interests.
- Motives.

#### 4) TARGET MARKET SEGMENT STRATEGY

Target market is a group to which a firm directs its marketing activities. Selecting a target market is crucial in developing an effective marketing strategy. Sunshine's marketing strategy will be based mainly on making the right service(s) available to the right target customer. We will ensure that our services' prices take into consideration organizations' and peoples' budgets, and that these people know that we exist, appreciate the value of our services, and how to contact us. The marketing will convey the sense of quality in every picture, every promotion, and every publication. Sunshine's intension will be to target those individuals and groups looking for leisure activities and places to visit. Sunshine realizes the need to focus their marketing message and their service offerings. Sunshine need to develop their message, communicate it, and make good on it. The decision to establish strategic alliances with several hotels, lodges and tour agencies is aimed at tapping their target market effectively and efficiently.

Sunshine Travel Air will divide their target market in two categories. Such as-

- Financially.
- Work Basis.

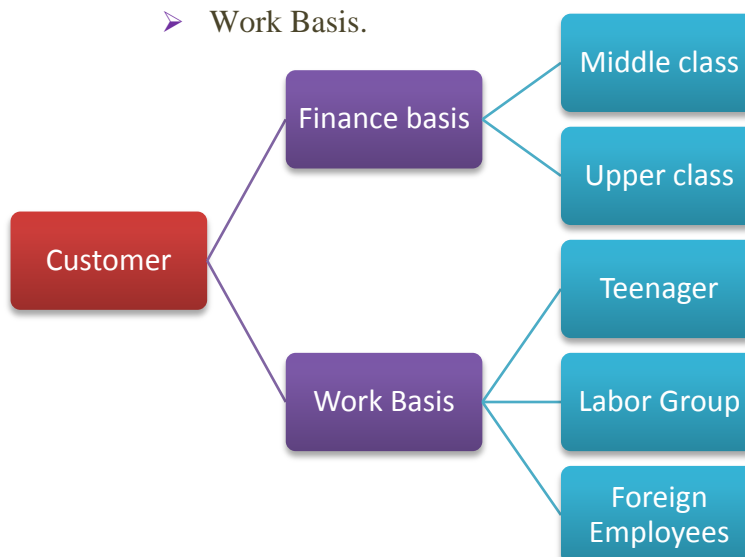


Figure-7: - Target market



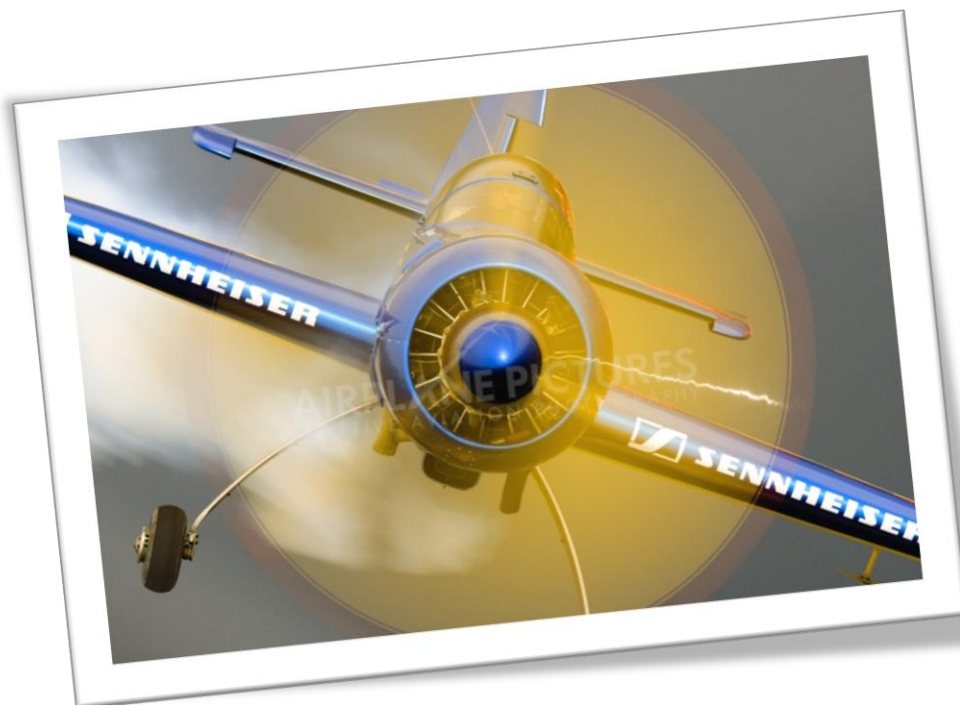


## 5) CUSTOMERS CHARACTERISTICS AND NEEDS

In all businesses, customer is the rudimentary thing. Without customer, Sunshine Travel Air can't do any business. So Sunshine Travel Air has to give emphasis on customer's behavior and needs. According to market research, Sunshine Travel Air has found customers characteristics and needs. Such as: -

- Customers were going to the Sunshine Travel Air for taking Air tickets, tour packages.
- Customers want Urgent seat reservation facilities.
- Customers want Instant reservation confirmation on your travel and accommodation – even at holiday.
- Customer wants quality packages and air tickets at a cheaper rate.
- Customers want extra service from travel agent authority. Sunshine Travel Air will provide that types of services.
- Finally customers were not satisfied about the quantity of branches.

After starting Sunshine Travel Air, they will try to best to provide Air ticketing & tour packages services to meet up these types of needs and demands.







## ENVIRONMENTAL AND INTERNAL ANALYSIS OF THE SUNSHINE TRAVEL AIR

In their visit to Sunshine Travel Air Intl; they conducted research on PEST (Political, Economic, Social and Technological) Analysis. In the internal analysis of Sunshine Travel Air they have considered PEST and SWOT of the Company.

### PEST (Political, economic, social & technological)

#### i. POLITICAL ISSUES:

Political issues include regulatory framework operating in judicial system which may affect the business in different ways. There are not many political factors in Dhaka affecting travel agencies as is lack of competition. Factors such as laws on business employment, pollution and taxation apply on the organization which it has to follow regarding the rules.

#### ii. ECONOMIC FACTORS:

If the country's economy is better so the GDP of the country will be good, this is a green signal for the business as the per capita income of the people will be increased and they will spend more money on travelling. In my survey I came to know that most of the people in the beginning of the months spend more and they visit foreign country very often. When the inflation rate increases the cost of ticketing & other things also increases and this leads towards high prices of the products and vice versa.

#### iii. SOCIAL FACTORS:

There are social forms of society which consist of Upper class, middle class, middle upper class, lower class and lower class. Every country has cultural norms, values, beliefs and religion which can affect the organization.

#### iv. TECHNOLOGICAL FACTORS:

Now a day's technology is improving so as reservation and ticketing will be of new and efficient technology and will provide efficient service. Such as ABACUS, AMADUES airlines ticket selling software has introduced.





Due to new technology there are new ways of marketing like internet; telemarketing and the organization can advertise their products with much more faster pace. Computer based customer data that is MIS (managing information system) helps in collecting customer data, daily transactions, future forecasting and decision making.

## SWOT ANALYSIS:

Every organization has its strengths, weakness, opportunity and threats. So, the SWOT analysis for Sunshine Travel Air is as under:

### STRENGTHS:

- **Diversified client base:** This will reduce our dependency on one particular market.
- **Combination of skills in employees:** The directors intend to engage well-qualified and experienced employees to jointly develop business strategy and long-term plans, so as to attain company objectives.
- **Extensive advertising and marketing:** The Company will undertake extensive advertising and marketing, promoting both its name as well as service/product awareness. Hence an aggressive and focused marketing campaign with clear goals and strategies shall be one of our mainstays.

### WEAKNESSES:

- Lack of a reputation in comparison to their competitors. This is due to the fact that we are still new on the market. However this shall be addressed as shown in the marketing section of this plan.
- The introduction of new organizational practices and personnel who have not previously worked together presents a challenge to the organization.
- A limited financial base compared to the major players in the industry.
- Lack of clear strategic allies.

### OPPORTUNITIES:

- Current drive by government towards encouraging the participation of indigenous entrepreneurs in travel agency & tourism presents an opportunity which we may fully utilize.





- Current growth rate of travel agency & tourism presents an opportunity for ourselves which we may take advantage of. This is further supported by the current marketing campaigns by both the government and regional tourism body, the Regional Tourism Organization of Bangladesh, aimed at promoting tourism into the region.
- Presently there is limited reliable travel agencies & Tourism Company to take tourists to areas of interest.
- International tourism trends indicate that today's traveler wants a more enriching experience than that provided by conventional 'sun and sea' vacations.

### THREATS:

The present growth in the tourism sector may result in an increasing number of firms entering the market. This may lead to increased competition emerging from a variety of given sources including:

- Established travel agencies, hotels and lodges may look at the development of new lines and vertically integrate transportation so as to provide additional services to clients.
- New marketing strategies and tactics by established companies aimed at providing excursions of our intended nature.
- Existing competition.
- Other start-up travel agency generated by healthy nationwide economic and tourism growth.

### POSITIONING:

Sunshine Travel Air intends to offer a unique service to all of its customers, primarily travelers, so as to position itself as the premier travel provider in Bangladesh. This shall be undertaken through provision of affordable, comfortable and luxurious transport as well as informative insights about the various sights and areas. These excursions will be tailored to the individuals'/groups' interests and thus providing enjoyment and satisfaction. Sunshine Travel Air competitive advantage shall be their customer orientation and friendly staff who shall go at lengths to ensure the customer is served and fully satisfied.

Through our reasonable charges and satisfying excursions they intend to attract a large portion of the market (in domestic & international), both directly and indirectly. Hence all promotional material and campaigns shall be directed to fulfilling our intended positioning on the market.





## COMPETITIVE ANALYSIS

### COMPETITIVE COMPARISON:

There are presently few competitors offering services similar to Sunshine Travel Air. However considering the pace of change and current growth rate of the tourism industry luring many companies into the sector, this may be short-lived. Hence there will be a need to not only firmly establish their selves on the market, but also strongly differentiate their selves from these other businesses. However on broader scale sunshine's competition comes in several forms:

An analysis of competition is provided in the Market Analysis section of this plan.

### a) NATURE OF COMPETITION:

The most significant competition is hotels and travel agencies offering travel excursions to their clients. They undertake this service in order to establish a competitive advantage over their competitors. However, instead of directly competing with them we intend to establish good working relationships in the form of strategic alliances such that we are able to offer the service for their clients and thus enabling them to concentrate on their core activities whilst ensuring customers are fully satisfied. Sunshine's key advantage in this regard will be their specialty of the service and hence wide knowledge ensuring customer satisfaction at all times as well as flexibility in providing the service. Competition is the main part in any business. Every business has competition. In travel agency business Sunshine Travel Air will find a lot of competition. The main nature of competition is very few. Such as-

- Quality Travel Packages.
- Good service.
- Locality.
- Facilities.

So, the Sunshine Travel Air want to provide all types things, which are very important in market and by doing that they will beat their competitors.







## b) PRIMARY COMPETITORS:

Today, competition is not only rife but growing more intense every time. In Bangladesh the most dominant competitors of Sunshine Travel Air are the **DANA AVIATIONS, VISION TOURS & TRAVELS, SAMEER TRAVELS, and TRAVEL ONLINE** etc.

Existing hotels, lodges and travel agencies may identify the opportunity to diversify into their intended services utilizing their current client database. Naturally, existing clients will be inclined towards utilizing these familiar companies due to the fact that a good relationship may have already been nurtured over the years during their business dealings. This presents a potential challenge to Sunshine, as they need to aggressively market their services and expertise in the field.

## c) BASES OF COMPETITION:

Some bases of competitions are given below:

- Threat of new entrants.
- Substitutes.
- Buyers bargaining power.
- Supplier's power.

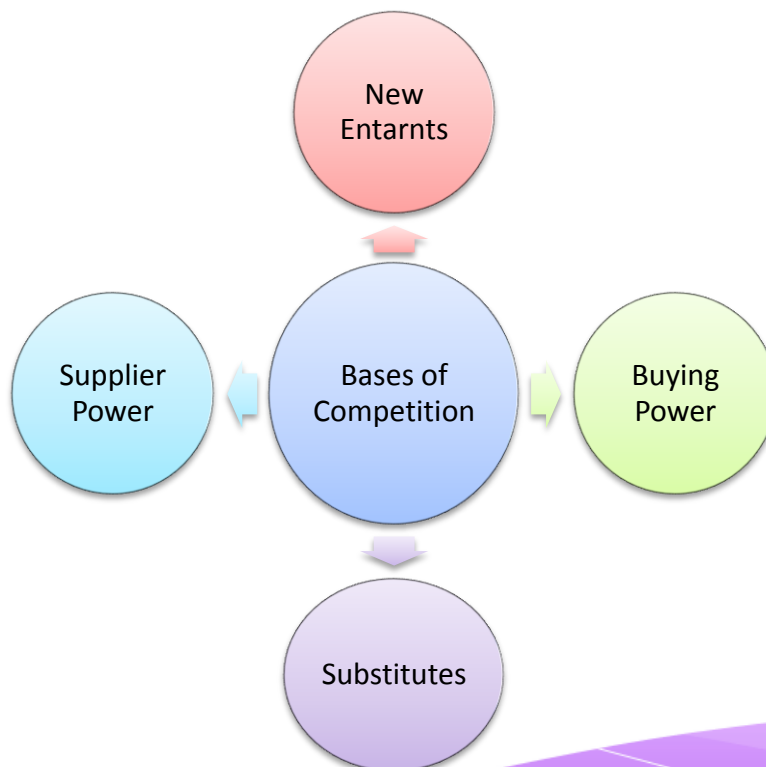


Fig-8: Bases of competitions





## COMPETITION AND BUYING PATTERNS

The key element in service utilization decisions made at the company's client level is trust in the reputation and reliability of the firm. The most important factor in this market will be the quality of the service and places of excursion. This is particularly so considering the various interests of individuals and groups as they strive to see as many places as possible. The very nature of Sunshine's' Travel Air services dictates that the pricing of their services will vary according to distance traveled, as different customers opt to visit different areas and within specified time frames. In Sunshine's' Travel Air line of business, clients often compare travel companies directly, looking for two, or more, possible companies. However, they usually follow word of mouth recommendations obtained from hotels, travel agencies, government departments, car hire companies and other such related companies.

### AN ANALYSIS OF THE PRIMARY AND SECONDARY COMPETITORS OF SUNSHINE TRAVEL AIR INTL

Primary Players	Weakness	Strength
Vision Tours & Travels	✓ High Price, less scope for local people	✓ Variety masters for upper class people
Dana aviations	✓ Low in investment in Ads ✓ Less Variations' of packages	✓ Quality
Travel Online	✓ Low in investment in ADS	✓ Variety
Unepax	✓ Inexpensive	✓ Quality
Sameer Travels	✓ Expensive	✓ Variety
Secondary Players	Weakness	Strength
Any Kind of travels operators.	✓ Highly Expensive (Concentrate more on upper class )	✓ Excellent ambience. ✓ Customize preparations. ✓ Fast services.
Tours Operators	✓ Comparatively expensive. ✓ Low in investment in Ads. ✓ Delivery of services not satisfactory	✓ Variety of packages masters for tour operators.





# MARKETING AND SALES

## MARKET TARGETING:

One core element of sunshine's strategy will be that of differentiation from their competitors. In terms of marketing sunshine's intend to ensure that their name and services are marketed on an extensive basis so that customers are aware of their existence. In price, sunshine's intend to offer reasonable and competitive prices in comparison to competition and Sunshine Travel Air need to be able to sustain that. Sunshine Travel Air's service marketing will strive to ensure that they will establish long relationships with clients.

## STRATEGIES ADOPTED BY SUNSHINE TRAVEL AIR:

A business's strategy is the pattern of decisions and actions that are taken by the business to achieve its goals. A business has a variety of goals and objectives. All businesses need to organize their business activities in order to achieve their business objectives. Running a business involves planning the current as well as future activities. Hence, in order to achieve the business objectives, all business organizations adopt different strategies. Similarly, Sunshine Travel Air has adopted many strategies which help achieve the targets set by the main office to the local Sales office opened at Uttara. Changes in the external as well as internal environment has led Sunshine Travel Air rethink their past strategies and has therefore designed new strategies after noticing the changes in the environment. These environmental changes are seen through the PEST and SWOT analysis. After considering all the factors Sunshine Travel Air has decided upon the strategies and their current strategies are divided into five main categories and further have sub-parts. These strategies are: -

### i. FUNCTIONAL STRATEGIES:

These are strategies designed to improve the efficiency of a business's operations. Sunshine Travel Air often focuses on an area, such as marketing, human resource etc. All business organizations adopt strategies at functional level as once the functional objectives are achieved, corporate objectives become easy. In order to make the functional strategy efficient, Sunshine Travel Air has made all the functional departments co-operate with each other.





## ii. SALES LEVEL STRATEGY:

For the short term at least, the selling process will depend on personal selling/networking and advertising to lure and inform potential customers about the services we offer and the benefits of utilizing their services. Their marketing does not intend to affect the perception of need as much as knowledge and awareness of the service category.

## iii. BUSINESS LEVEL STRATEGY:

Business level strategies are plans made to gain a competitive advantage over its rivals in a market. Hence, all the businesses need to adopt business level strategies in order to compete in a competitive environment. If they take a look at the Bangladeshi market, there are no significant large competitors of Sunshine Travel Air but unlimited small competitors exist in the market. The threat of competitors is very low as there is no international travels & tours operator in Bangladesh at present. Therefore, present strategies adopted by Sunshine Travel Air are keeping in consideration the present competition. Whereas, in future this competition will increase and Sunshine Travel Air will have to change all its business level strategies in order to compete with its rivals.

## iv. PRICING STRATEGY:

The level of competition a business faces determines its pricing strategy. Sometimes a business has the scope to set its price and sometimes a business cannot. When a business has the scope to set its price there is a number of pricing strategies or policies it might choose. Sunshine Travel Air will be competitively priced in relation to the dictates of the market. Due to the introductory nature of their services they intend to implement a penetration pricing strategy which will ensure that potential customers are not frightened away by their prices, up until their services are appreciated and fully operational. However this will dictate that their costs are prudently kept so as to ensure our financial goals come to fruition. This is reflected in their prices as stated in the services description. Sunshine Travel Air intend their income structure to match their cost structure, so as to ensure that the salaries they pay to their employees to assure good service are balanced by the cost we charge to the customer.







## MARKETING MIX STRATEGY:

Marketing strategy is the main thing in business. Every company has to make a marketing strategy. That's why; Sunshine Travel Air will follow the marketing mix. Marketing mix contains with 4Ps.

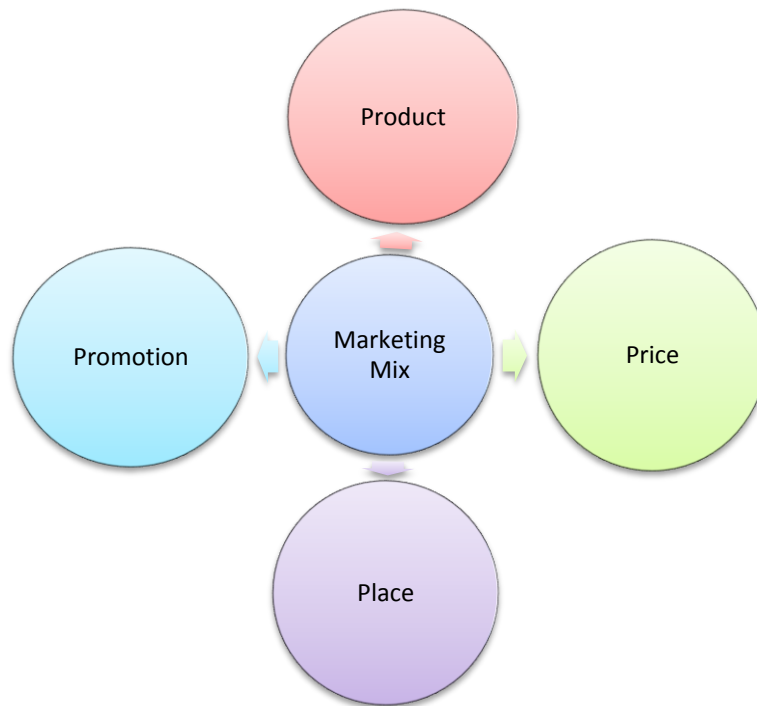


Fig-10: Marketing Mix Strategy

Figure 10

## ► PRODUCT MIX:

### ▪ PRODUCT LEVELS

In planning its market offering, the marketer needs to think through five levels of product. Each level adds to the customer value, and the five constitute a customer value hierarchy. The levels of the product that the travel and tourism industry offers to its customers are as follows:

#### 1) Core product

The core product offered by Sunshine Travel Air and Tourism industry is the destination. It is core because the main aim of the tourist is the destination where he has to reach or go.

#### 2) Basic product

The basic products offered by Sunshine Travel Air and Tourism industry are ticket booking, transport, sightseeing, hotel booking.





### 3) Expected product

These are the products that the customer expects the organization to offer. These are impeccable services, seat availability on needed time as it is critical to business travelers, accurate information, and quick check in for the senior manager of the company, authentic information, information about various packages, different routes leading to a particular destination.

### 4) Augmented product

These are the products that are offered by the companies to distinguish itself from others. These products become expected products in the future. Those are flat beds in business class, Wi-Fi connection in hotels, customized meals on board, tele checking 8hrs booking in hotels, hotels providing laptops on request, internet access as complimentary for the corporate packages.

### 5) Potential products

These are the future products that the companies will offer to its customers. These can be underwater tourism, hovercraft for traveling. Also Virgin Atlantic airlines are thinking of adding a casino and a shopping mall in the airline.

## ► PRICE MIX:

In pricing decisions, the product or the service mix of the tourist organization is important. They have to set prices in line with the quality of services to be made available to the customers and the type of customers they are targeting. Pricing decisions are influenced by internal factors like pricing policy of the company, and external factors like the destination itself. They are required to think in favor of discounting price. These may include discounts for cash payments, seasonal discounts, trade discounts etc. But while offering the discounts, it is not to be forgotten that it may also create image problem since some of the value sensitive tourists may doubt the quality.

## ► PROMOTION:

Creation of awareness has a far-reaching impact. The tourist organizations bear the responsibility of informing, persuading and sensing the potential tourists in a right





fashion. The marketers need to use the various components of promotion optimally so that they succeed in increasing the number of habitual users. Promotion helps in maximizing the duration of stay, frequency of visit by offering new tourist products in the same country to areas, which have remained untapped or partially tapped. The various dimensions of tourism promotion are as follows:

### **ADVERTISING**

Advertisement gives important information to the actual and potential tourists. Its coverage is wide. Advertising is aimed at the public to create awareness of the travel offers available on a resort and its attractions to influence their business decisions. Intangibility can be compensated with the help of visual exposure of scenes and events. Sunshine Travel Air can project hotel bedrooms, well-arranged restaurants and cafeterias, swimming pools etc.

### **PUBLICITY**

Sunshine Travel Air focuses attention on strengthening the public relations measures by developing a rapport with media people and getting their personalized support in publicizing the business. It helps in projecting the positive image of tourist organizations since the prospects trust on the news items publicized by the media people. The publicity program include regular publicity stories and photographs to the newspapers, travel editors, contact with magazines on stories etc. advertising is a part of publicity.

### **SALES PROMOTIONS**

Sales promotion measures are the short-term activities seeking to boost sales at peak demand periods to ensure that the firms obtain its market share and are used to help launch a new product or support an ailing or modified one. Sunshine Travel Air is use tool of sales promotions is designed to appeal particularly to those customers who are price-sensitive. Sunshine Travel Air used a number of techniques to promote sale and the tourist professional need to use them in the face of their requirements vis-À-vis the emerging trends in the business. Eg. In the tourism industry, a travel company offers give-always to their clients, such as flight bags, wallets for tickets, Foreign Exchange (Forex) and covers of passport. The hotels offer a number of facilities like shoe shine





clothes, first aid sewing kits, shower caps and shampoo. Further, the VIP clients also get fruits and flowers in their rooms.

### **WORD-OF-MOUTH PROMOTION**

Most communication about tourism takes place by word-of-mouth information, which in a true sense is word-of-recommendation. In the tourism industry it is found that the word-of-mouth promoters play the role of a hidden sales force, which helps the process of selling. The high magnitude of effectiveness of this tool of promotion is due to high credibility of the channel, especially in the eyes of the potential tourists. The sensitivity of this tool makes it clear that tourist organizations need to concentrate on the quality of services they promise and offer. The marketers or the tourist organizations need to keep their eyes open, identify the vocal persons or the opinion leaders and take a special care of them so that they keep on moving the process of stimulating and creating demand.

Hence Sunshine Travel Air has a positive word-of-mouth.

### **PERSONAL SELLING**

Personal Selling is based on the personal skill of an individual. The travel business depends considerably on the personal selling. The development of travel and tourism has been possible due to well-educated and trained sales personnel. The development of tourism business has been influenced by the services rendered by the travel agents and travel guides since they work as information carriers. Personal selling is the personal presentation of a tangible product or intangible services or ideas to the customers. It is important to mention that in the tourism industry, the personnel who attend tourists form an essential ingredient of the product, such as sales personnel are found responsible for dealing with customers behind the counter, the resort representatives cater to the need of tourists when they reach the destination etc. all of them play a vital role in ensuring that the tourism products satisfy the tourists. The phrase- the customer is always right applies specifically to the tourism industry. No reduction in price would compensate for impolite and indecent travel guide, a solvent waiter and a surly or a haughty coach driver. These facts are testimony to the proposition that the travel business is linked with the performance and behavior of sales personnel or travel staff.







## TELEMARKETING

It is a method of selling that is most commonly used by Sunshine Travel Air in which a professionally sound telemarketer markets the business. The quality of technology and the communicative ability of the telemarketers determine the magnitude of success of this component. In tourism, the travel agents, offices of airways, receptionist, and secretaries can work efficiently if the telephonic services are not up to the mark. Also recruiting a person considered to be professionally sound, personally-committed sales personnel having an in-built creativity, innovation and imagination is very important.

## EXHIBITIONS

Sunshine Travel Air participate all the travel related exhibitions. The participants include state and national tourism promotion boards, travel agents and tour operators, airlines, car rentals, cruise liners, holiday financiers, technology providers, hotels and resorts, education institutions in the field of hospitality and tourism. Over the years the participation of foreign tourism promotion boards like the Dubai Tourism and the Mauritius Tourism, etc has increased in order to aggressively promote their respective countries.

Several promotional tools are there those are given below-

## CARD

## Sunshine Travel Air's promotional Tools





**Sunshine Travel Air**  
I n t e r n a t i o n a l

Jacket

**Sunshine Travel Air's promotional Tools**



**Sunshine Travel Air**  
I n t e r n a t i o n a l

**Flyers**

**Sunshine Travel Air's promotional Tools**





### ONLINE PROMOTIONAL STRATEGIES

Sunshine Travel Air provide many services online such as

- *Birthday reminder service*- here people can save the birthday date of their friends, relatives , and Sunshine Travel Air will remind you the birthday date and birthday parties discount and one can book ticket in online.
- *Passport renewal Reminder service*
- E-coupon and discount offer available to online customers.

#### VIP CLUB -

⇒ a VIP (such as Uttara Club) club made where people can register their email, mobile number where Sunshine Travel Air provide them latest Tours & travel package news, discounts and offers at email, mobile phones.

#### ➤ PLACE:

It refers to the best place to offer program. That is the place where it is located and through what channels are we distributing programs and the competitive advantage lies in distribution. Sunshine Travel Air in Dhaka is situated out of the market area near Uttara. This site has been chosen keeping in view the following factors. It is in an out of centre location on airport with good parking accessibility. Secondly the Uttara area is of a specified minimum size and within a given drive time to the site. Distribution The type of distribution channel used by Sunshine Travel Air is the direct channel. Secondly they also have branches in Naya Paltan.

Figure 12

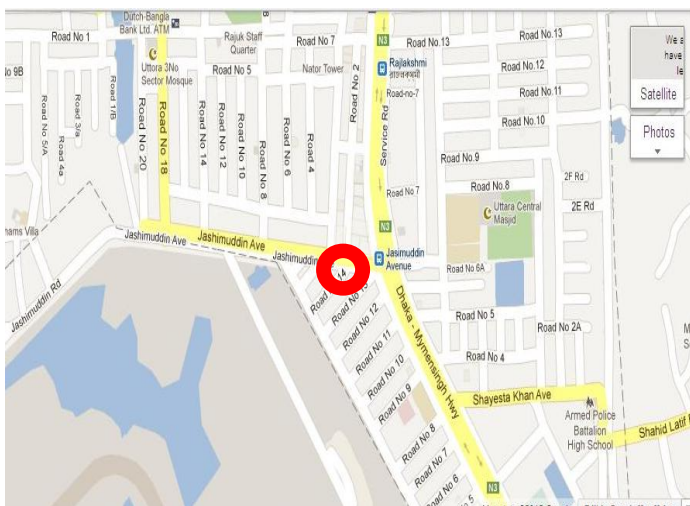


Fig-11: Sunshine Travel Airs Uttara Location

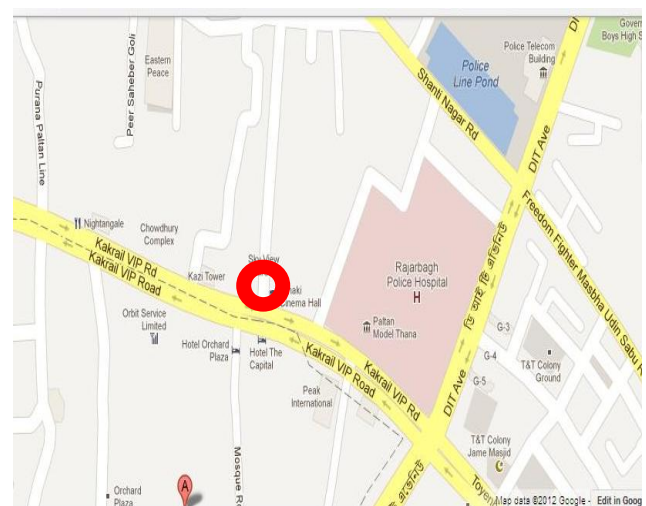


Fig-12: Naya Paltan Location







## SERVICES MIX STRATEGY:

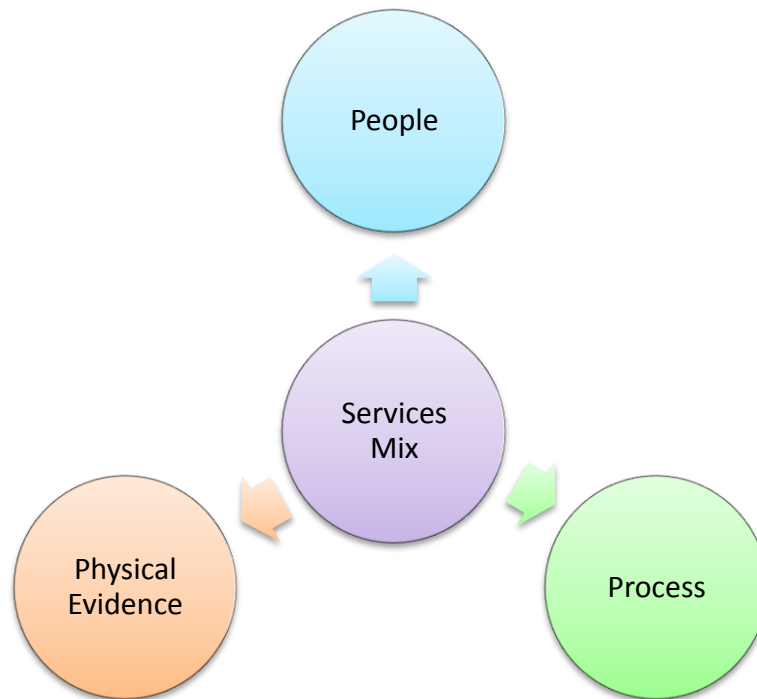


Fig-13: Service Mix strategy

Figure 13

### ➤ PEOPLE

In Sunshine Travel Air the job design is not the most difficult task to do. Also there is some specific requirement for recruiting process.

The only factor Sunshine Travel Air was considering on the communication skills, how they communicate with the customers.

Since the communication is the most important factoring between the customer and employee because the whole process is depended on giving the orders for travel packages. For this the Management conducted the training process for the new employees. The Training is given for total 5 days. Out of 5 days, they have 3 days for ABACUS Air ticket selling software training and other 2 days in the examination and communication skill building training that is, how to take orders and basically how to communicate with customers and make them happy by their services.

### ➤ PROCESS

The design of the process of the Sunshine Travel Air is very efficient. Sunshine Travel Air follow a hierarchy, all the employee designation are different, Sunshine Travel Air has a very prescribe and well known process by adopting various





technology software which help them to upgrade Sunshine Travel Air's air ticket supply management and also manage their customer efficiently.

#### ➤ PHYSICAL EVIDENCE

The ambience of the Sunshine Travel Air is good enough to catch up the people. Sunshine Travel Air provides a very good travel experience with high quality of atmosphere in terms of their physical evidence. And Sunshine Travel Air always tries to upgrade with changing environment and modernization is key of success of the Sunshine Travel Air.

## SERVICE DIFFERENTIATION

#### ➤ ORDERING EASE:

Once one enters the sale office immediately the assistants initiates the reservation process by providing the broacher. All reservation associates are well trained in English and can take tour package order from any customer.

#### ➤ DELIVERY:

Sunshine Travel Air's style of delivering the tour packages to the customer is quite an experience. The sale office is aesthetically designed; all the staff members are uniquely dressed. Managers dressed in special uniforms. Also the Sales Counter, Boucher, is all placed in a good manner. This on itself is quite impressive. All quires placed in reservation agents are provide within 15-20 minutes and the take away quires are delivered within 30 minutes. Care also has been taken by the company to pack the Air Ticket (usually called jacket) in special covers so that it remains good condition. Also discount coupons are given to the customer.

## PRODUCT DIFFERENTIATION

The kind of service provide by Sunshine Travel Air that ensures that every visit of the customer is a memorable one.





#### ➤ TOURS PACKAGE FEATURES:

Sunshine Travel Air has many unique features of their tour product due to which it attracts the customers. The tour product is classified into non-durable goods as it is a tours item packages differentiates itself with its competitors with respect to their wide range of offerings. Always people will be attracted by extra offerings.

#### ➤ MASS CUSTOMIZATION:

The main advantage of Sunshine Travel Air is that one can customize his own Tour packages. This creates variety in the customer's mind and thus one can enjoy whatever Sunshine Travel Air can offer.

The most unique feature is that there is "tour 4 all" scheme where one can select 4 different types of cheapest tour packages combinations. This is a unique way of offering as there are many consumers who come in groups where someone in the group.

#### ➤ CONFORMANCE QUALITY:

Sunshine Travel Air's package has very high conformance quality. All the tour products produced are identical and meet the promised specifications.





## ANSOFF MATRIX

	EXISTING CUSTOMERS	NEW CUSTOMERS
EXISTING SERVICES	Consolidation/ Market Share Building	Market Development
NEW SERVICES	Service Development	Diversification

Sunshine Travel Air has always had the first mover advantage. Their marketing strategy in the past has always been to be first. One of their main strategies that they still follow today is the different things in their tour packages. Most often they modify their offering. Therefore Sunshine Travel Air offering same customer a different kind of product. Thus they are into Service Development. Sunshine Travel Air is always trying to come up with some innovative way to make a Travel into something slightly different - different enough that customers will think it as a whole new product







## PERCEPTUAL MAPPING

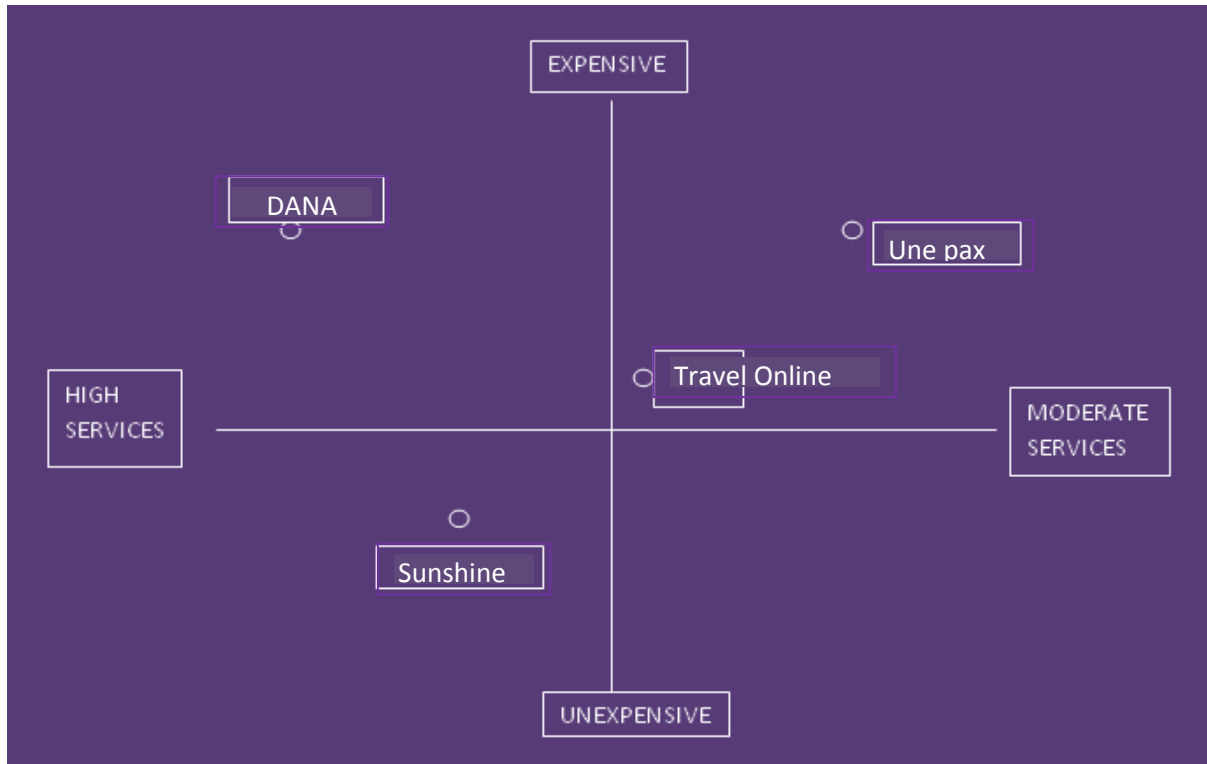


Figure 6

Fig-14: Perceptual Mapping

Perceptual mapping helps the Management to see the real picture of their own a competitors.

In above map, Services are plotted on X-axis and Pricing is plotted on Y-axis.

- Expensive and high services: 1st quadrant
- Expensive and moderate services: 2nd quadrant
- Inexpensive and moderate services: 3rd quadrant
- Inexpensive and high services: 4th quadrant

The competitors for Sunshine Travel Air are DANA Aviation, Travel online and Unepax. Dana aviation is providing High Services at very high price. That is why it is plotted in 1st quadrant. Likewise, Sunshine Travel Air provides high services but the tour products are not expensive. s





# TECHNOLOGICAL CHANGES

Not only in machines and equipments but also in marketing they try to be updated. They use internet they have VIP club made where people can register their email, mobile number where Sunshine Travel Air provide them latest tour package news, discounts and offers at email, mobile phones) telemarketing, advertising for their promotional activities. Computer based customer data that is MIS (managing information system) helps in collecting customer data, daily transactions, future forecasting and decision making.

Also in taking order Sunshine Travel Air uses the software provided by ABACUS. There are three kind of Hi-Tec software that they use in their system. Such as ABACUS, AMADEUS and VRS. Following are the screenshots telling the process of order in Sunshine Travel Air.

```
File Tools PNR Air Hotel/Car Fares/Pricing Ticketing Services Content eTicket Receipt Centralized Mask Help
END ER EM IGN I+R *A *H MU MD MB MT
Abacus eServices
ReDisp FareDetails WTR TFR W#D *WS *WSA *WSB *WSC *WSP *WSH *WSAH WSD WSDALL
Emulator-1
01V13<<
GF 251 V 25FEB DACBAH SS1 1100 1425 /DCGF
SURNAME CHG NOT ALLOWED FOR GF-V FARECLASS
01V14<<
GF 17 V 26FEB BAHFRA SS1 0200 0640 /DCGF
SURNAME CHG NOT ALLOWED FOR GF-V FARECLASS
125APRFRADAC*GF<<
25APR THU FRA/ZY2 DAC/Y4
GF RESPONSE ** DIRECT CONNECT PARTICIPANT **
13GF 16 J7 C7 D7 I7 Y7 H7 FRABAH 1120 1905 320 L 0 /E
M7 L7 B7 K7 X7 Q7 V7 E7 O7 N7 S7 W7
14GF 250 J7 C7 D7 I0 Y7 H7 DAC ¥1 0210 1000 320 D 0 /E
M7 L7 B0 K0 X0 Q0 V0 E0 O0 N0 S0 W0
NO MORE - 1* FOR 3SEG CONX
01L13<<
GF 16 L 25APR FRABAH SS1 1120 1905 /DCGF
SURNAME CHG NOT ALLOWED FOR GF-L FARECLASS
01L14<<
GF 250 L 26APR BAHDAC SS1 0210 1000 /DCGF
SURNAME CHG NOT ALLOWED FOR GF-L FARECLASS
*A<<
NO NAMES
1 GF 251V 25FEB 1 DACBAH SS1 1100 1425 /DCGF /E
```

One of the benefits this software has that any reservation agent can take the seats it's shown in software. Also it is secured as no one else except reservation agent can use this software. It's transparent as it's in written form.





# SUNSHINE'S SERVICE QUALITY DIMENSIONS

Scale	5	4	3	2	1
	Strongly Satisfied	Satisfied	Neutral	Dissatisfied	Strongly Dissatisfied
<b>Sunshine Travel Air Service Quality Dimensions</b>					
<b>Tangibility</b>					
1. Employees' Appearance	5	4	3	2	1
2. Environment is comfortable	5	4	3	2	1
3. Environment is attractive	5	4	3	2	1
4. Features of tour Packages	5	4	3	2	1
5. Freshness	5	4	3	2	1
6. Benefits	5	4	3	2	1
7. Variations of Packages	5	4	3	2	1
<b>Reliability</b>					
1. Perform the services right and accurately	5	4	3	2	1
2. Provide services on time	5	4	3	2	1
3. Correct the mistakes and errors	5	4	3	2	1
4. Timely e-mail Delivery	5	4	3	2	1
5. Hospitality	5	4	3	2	1
<b>Responsiveness</b>					
1. Employees' behavior, when busy	5	4	3	2	1
2. Approach to higher Management	5	4	3	2	1
3. Employees' guidance to customers	5	4	3	2	1
4. Response to customer	5	4	3	2	1
5. Waiting time.	5	4	3	2	1
6. Providence of special services	5	4	3	2	1
7. Privacy	5	4	3	2	1
8. Time for take away.	5	4	3	2	1
<b>Assurance</b>					
1. Employee Behavior	5	4	3	2	1
2. Knowledgeable Employees	5	4	3	2	1
3. Courteous	5	4	3	2	1
4. Attitude	5	4	3	2	1
<b>Empathy</b>					
1. Sincerity	5	4	3	2	1
2. Solve the problems	5	4	3	2	1
3. Kind behavior of employees	5	4	3	2	1
4. Unique Service specially for you	5	4	3	2	1





Therefore from the above information we analyzed that on the scale of 5 Sunshine Travel Air ranks

- Tangibility – 4.2 (30 /7)
- Reliability – 4.2 (21/5)
- Responsiveness – 3.5 (28/8)
- Assurance – 4.75 (19/4)
- Empathy – 4.5 (18/4)

And a total Service quality they score 4.23 on the scale of 5 ( $4.2 + 4.2 + 3.5 + 4.75 + 4.5 / 5$ ) which tells that its customer are satisfied. However it has to improve them on Responsiveness as it will help them to delight the customer. They are improving on their quality management system.

This was the questionnaire through which we got above data. Average data has been marked of only 15 customers. However data was collected from 20 customers. But we chose to take data from 15 customers only as some customers filled the questionnaire in a hurry and marked most 5 or most 1.







# SERVICE PROCESS

Sunshine Travel Air  
International

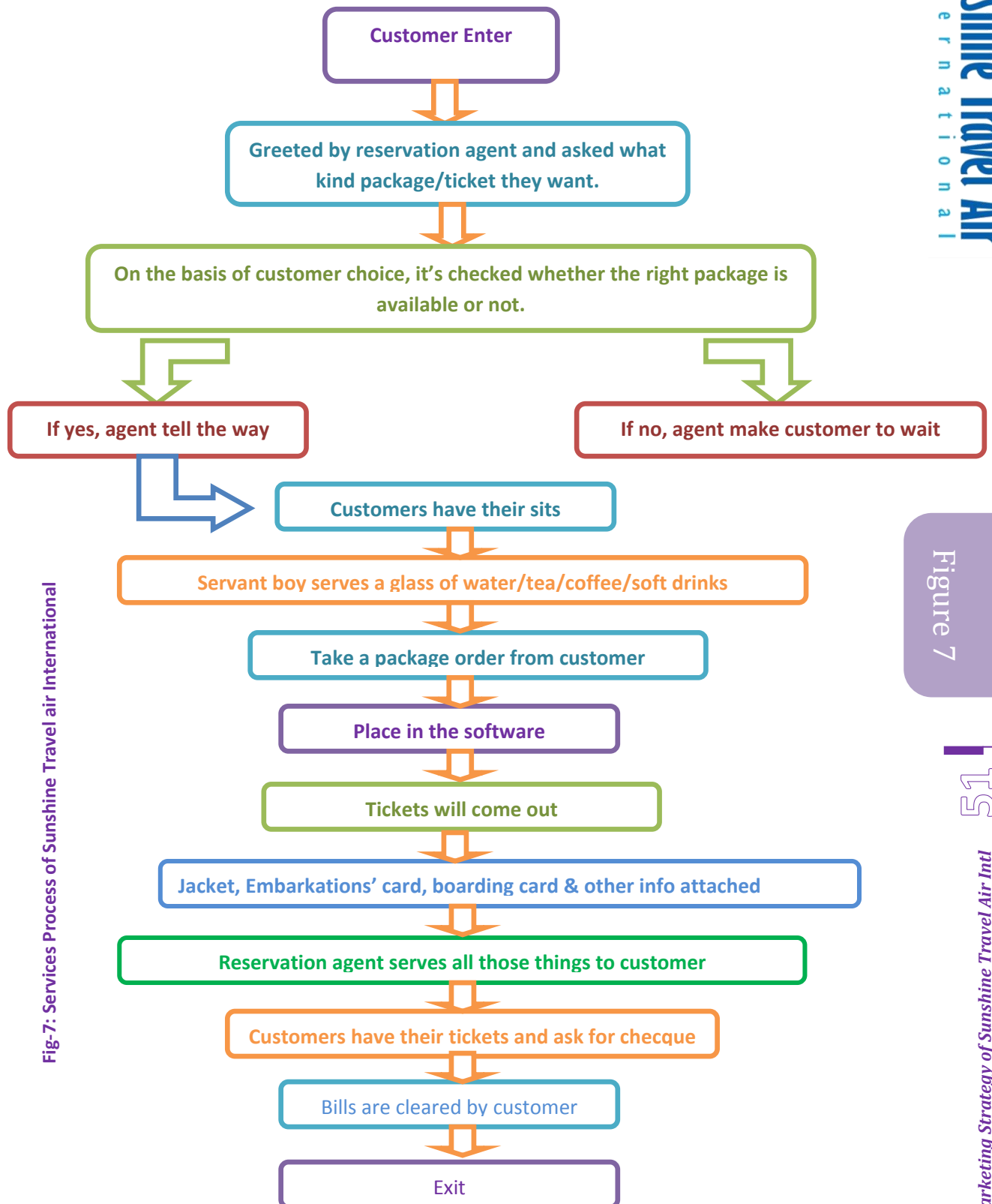


Fig-7: Services Process of Sunshine Travel air International

Figure 7





## ► FISH BONE

Fish bone is a cause and effect diagram to identify potential cause of problems. Sunshine Travel Air always try to have customer satisfaction on priority and if there customer are not satisfied, what are the main cause of dissatisfaction. These causes can be well explained by the fish bone diagram.

### FISH BONE DIAGRAM OF SUNSHINE TRAVEL AIR DISSATISFIED CUSTOMER

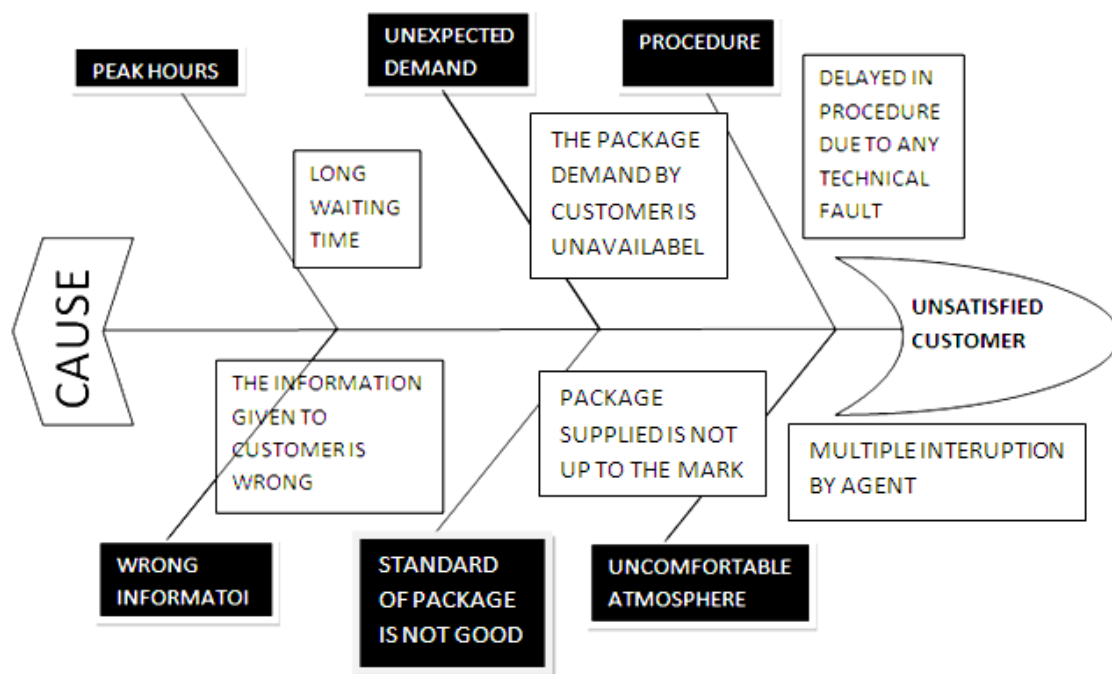


Figure 8

Fig-8: Fish Bone Diagram

## GAP MODEL

A Gap Model defines the various gaps or wrong understanding or lack of sufficient knowledge within the Company. Due to these Gaps the company may face huge loses and thus low market share. In Sunshine Travel Air, the objective of the management is to demolish all the gaps on the surface of the company. In order to deal with the Gaps of Sunshine Travel Air, we conclude on two major Gaps on hand.





#### GAP -1

The gap between customer expectations and Management perception of customer's expectations. This gap arises whenever they have peak hours, that is, during day & night and at weekends. At this time the waiting time for the air ticket/ tour packages to come is quite big. Generally to serve a single customer took 15-20 minutes but at peak hours the service provider took 3 times more than the usual time. Hence this is the case of what time customer expected for his tour packages to be ready and what the management thought of time to prepare the tour packages.

#### GAP -4

The gap between Service delivery and external communication to customers. This gap arises when the services are not provided as promised. That is, for example, in their advertisement they talk of Attractive tours in Malaysia in just BDT 30,000 but the actual cost of that packages is more than 30,000 after including VAT and other taxes. Therefore, what Sunshine Travel Air is promised to their customers are not providing to them which leads to the formation of this Gap.

## SERVICES VARIABILITY

For the purpose of least Variability possibility they follow below mentioned steps

#### TRAINING

Every new employee undertakes the training of 5 days which includes 3 Days ABACUS software Handling and 2 days Customer Dealing (Hospitality).

#### SCRIPTS

Sunshine Travel Air has provided their employees with particular scripts that has to be spoken when similar situation arises

#### Example-

When the customer enters employee have to say "Hi Mam /Sir. How are you? Welcome to Sunshine Travel Air Intl. Your quires are placed into counter 1/2/3/4."





## VARIABILITY AT TWO SUNSHINE OUTLETS

While they visited two Sunshine Travel Air outlets, they found each Sunshine Travel Air outlet bit different in terms of the service provided by them. The employee's courtesy was different. This may be due to different management styles followed by managers.

## MAINTENANCE MANAGEMENT

For the purpose of managing as well as maintaining machines there is **GPM (General Purpose Maintenance)** person available at every outlet. He know how to repair machine, how to incase of any failure how to temporary make the machine work. They have done ABACUS machine with the Abacus bd ltd for machine provided by them. There is one IT person available to check system or software failure. This enables Sunshine Travel Air to be prepared for any small breakdown affecting their business at any particular time. They have made a proactive management.

## SALES STRATEGY

For the short term at least, the selling process will depend on personal selling/networking and advertising to lure and inform potential customers about the services we offer and the benefits of utilizing our services. Our marketing does not intend to affect the perception of need as much as knowledge and awareness of the service category.





# MY DUTIES & RESPONSIBILITIES IN SUNSHINE TRAVEL AIR INTERNATIONAL

SHAHRIA JANNAT, EXECUTIVE OFFICER  
MARKETING & RESERVATION CREW

## Chapter -4



### A RECENT SUCCESS

Due to huge Marketing campaigns regent airways authorize their PSA to sunshine Travel Air International.

*This is Jannat Shahria, I am currently working with Sunshine Travel air International as an Executive officer of marketing as well as reservation agent. As a marketing Executive & reservation agent all of my duties, responsibilities, my working conditions and the nature of works are covered here.*

# JOBS AND DUTIES OF MARKETING EXECUTIVE AND RESERVATION AGENT

This is Jannat shahria, I am currently working with Sunshine Travel air International as an Executive officer of marketing as well as reservation agent. As a marketing Executive & reservation agent all of my duties, responsibilities, my working conditions and the nature of works are covered here. Those are discussed below in detail:

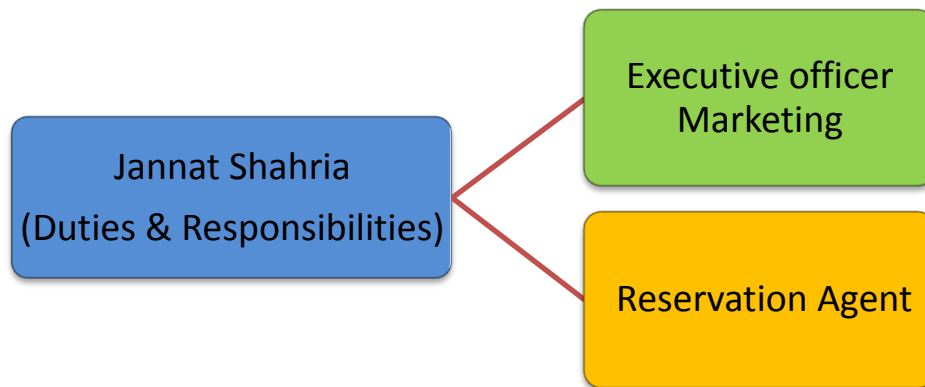


Fig- job Responsibility

## DUTIES OF EXECUTIVE OFFICER MARKETING

Executives officer marketing are involved in developing marketing campaigns to promote a product, service or idea. Here is my role includes planning, advertising, public relations, organizing events, product development, distribution, sponsorship and research. The work is often challenging, varied and exciting. My responsibilities of a marketing executive will change for time being, most often it's depending on the total sales of the organization and sector, and whether the focus is on selling a product or service or on raising awareness of an issue that affects the public.





## WORK ACTIVITIES

Marketing executives contribute to, and develop, integrated marketing campaigns. Tasks typically involve:

- Liaising and networking with a range of stakeholders including customers, colleagues, suppliers and partner organizations;
- Communicating with target audiences and managing customer relationships;
- Sourcing advertising opportunities and placing adverts in the press - local, regional, national and specialist publications - or on the radio, depending on the organization and the campaign;
- Managing the production of marketing materials, including leaflets, posters, flyers, newsletters, e-newsletters
- Writing and proofreading copy;
- Liaising with designers and printers;
- organizing photo shoots;
- Arranging for the effective distribution of marketing materials;
- Maintaining and updating customer databases;
- Organizing and attending events such as conferences, seminars, receptions and exhibitions;
- Sourcing and securing sponsorship;
- Conducting market research such as customer questionnaires and focus groups;
- Contributing to, and developing, marketing plans and strategies;
- Managing budgets;
- Evaluating marketing campaigns;
- Monitoring competitor activity;
- Supporting the marketing manager and other colleagues.







## DUTIES OF RESERVATIONS AGENT

### DEFINITION AND NATURE OF THE WORK

Travel agencies reservations agents help customer's book flights on major airlines. When customers call to make reservations, agents enter the destination and desired date and time into the airline's computer system. It locates available flights and the best connections if more than one flight is necessary. It also determines the cost of the flights. Agents relay this information to customers and help



them find the right itinerary for their needs. When the customers have chosen flights, the agents book the reservations. They take the customers' names, telephone numbers, and credit card information. Agents also apply any discounts or upgrades for which the customers may be eligible and help them choose seats and types of meals (if available). They also provide information about airport security and baggage requirements. Sometimes they provide information about hotels and rental cars.

### What Airline Reservation Agents do?

- Answer inquiries regarding information such as schedules, accommodations, procedures, and policies.
- Determine whether space is available on travel dates requested by customers, assigning requested spaces when available.
- Make and confirm reservations for transportation and accommodations, using telephones, faxes, mail, and computers.
- Plan routes, itineraries, and accommodation details, and compute fares and fees, using schedules, rate books, and computers.
- Confer with customers to determine their service requirements and travel preferences.







- Inform clients of essential travel information, such as travel times, transportation connections, and medical and visa requirements.
- Prepare customer invoices and accept payment.
- Maintain computerized inventories of available passenger space and provide information on space reserved or available.
- Assemble and issue required documentation, such as tickets, travel insurance policies, and itineraries.
- Trace lost, delayed, or misdirected baggage for customers.
- Provide clients with assistance in preparing required travel documents and forms.
- Contact customers or travel agents to advise them of travel conveyance changes or to confirm reservations.
- Examine passenger documentation to determine destinations and to assign boarding passes.
- Provide boarding or disembarking assistance to passengers needing special assistance.
- Provide customers with travel suggestions and information sources, such as guides, directories, brochures, and maps.
- Promote particular destinations, tour packages, and other travel services.
- Open and close information facilities, and keep them clean during operation.
- Contact motel, hotel, resort, and travel operators to obtain current advertising literature.



# **CHAPTER-5**

## **FINDINGS, RECOMMENDATIONS AND CONCLUSIONS**

This study will enable the Sunshine Travel Air to decide on the future courses of action regarding to the marketing strategy and as well the expansion of the new tour products or new branches. It will also enable them to find out major flaws in the operations and marketing procedures of their travel and tourism business.

To the marketing practitioners and researchers, this study will help in further determining the acceptability and reliability of the marketing strategy analysis. The findings regarding the marketing strategy of Sunshine Travel Air will enable future researchers to determine industries that are suitable for the application of such analysis and industries that are not.

## ANALYSIS AND INTERPRETATION OF DATA:

This study, most importantly, will enable this researcher/student to face graduation requirement.

- According to the statistics collected 68% favored Sunshine Travel Air comparing others. That's why Sunshine Travel Air is on doing well in tourism industry.
- 37% respondents are strongly agreed, and 42% are agreeing that Sunshine Travel Air is providing good travel related services.
- 41% respondents like to have Sunshine Travel Air due to their Services quality, 25% like in terms of services provision, and 20% prefer because of affordability.
- 23% strongly agree with the notion of tour packages, and 31% just agree with it. It means 54% are satisfied.
- 12% strongly agree with the available tour variety packages in Sunshine Travel Air, and 58% just agree with it. 70% acknowledged its quality services.
- 74% acknowledge that reservations agents' behavior is good.
- 5% respondents agree that services order comes on time, and 35% said that time slightly exceeds up to 10 minutes and 60% said that it takes 30-40 minutes.
- 41% are strongly agreed that fare prices at Sunshine Travel Air are reasonable at compares to other, 39% were just agreeing and remaining was disagreeing.
- 35% strongly agree, and 52% agree that ambience.

*\*Note: Sample size would be mentioned in methodology section*

# MOST COMMON ANSWER FROM CUSTOMERS

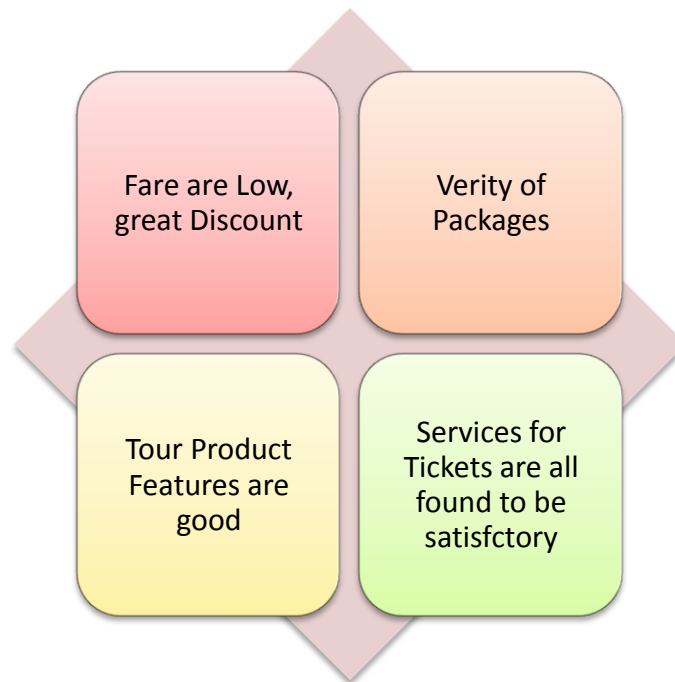


Fig-9: Most Common Answer From customer

Figure 9

Tab-7

Figure 10

Primary data collected from Uttara area this data may varies with area.

## 1) HOW MANY TIMES ONE VISITS TO FOREIGN COUNTRY:

### Visits To Foreign

Customer No.	Everyday	Weekly Once	Weekly Twice	Monthly Once
1				1
2			1	
3				1
4				1
5		1		
6				1
7				1
8		1		
9				1
10				1
11		1		
12				1
13	1			
14				
15				1

Table-7: Visits to Foreign country

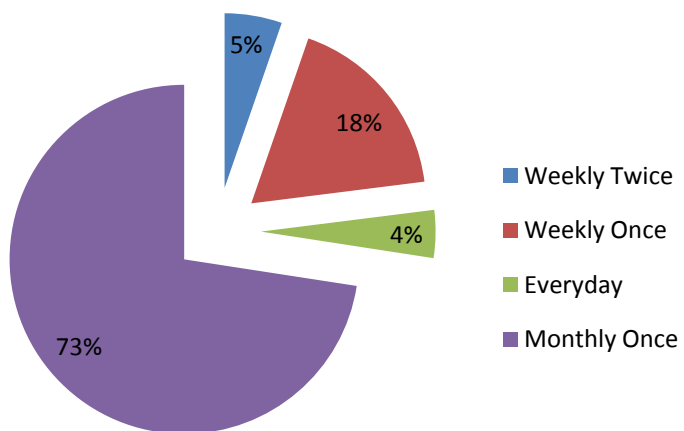


Fig- 10: Visits to Foreign Country



## 2) PREFERENCE OF SERVICES:

Customer No.	Dana Aviations	Travel Online	Sunshine Travel Air Intl	Others
1	1			
2			1	
3				1
4	1			
5			1	
6		1		
7			1	
8		1		
9				1
10			1	
11			1	
12	1			
13			1	
14			1	
15		1		

Table-8: Preference of Services

Tab-8

Figure 11

### Preference of Services

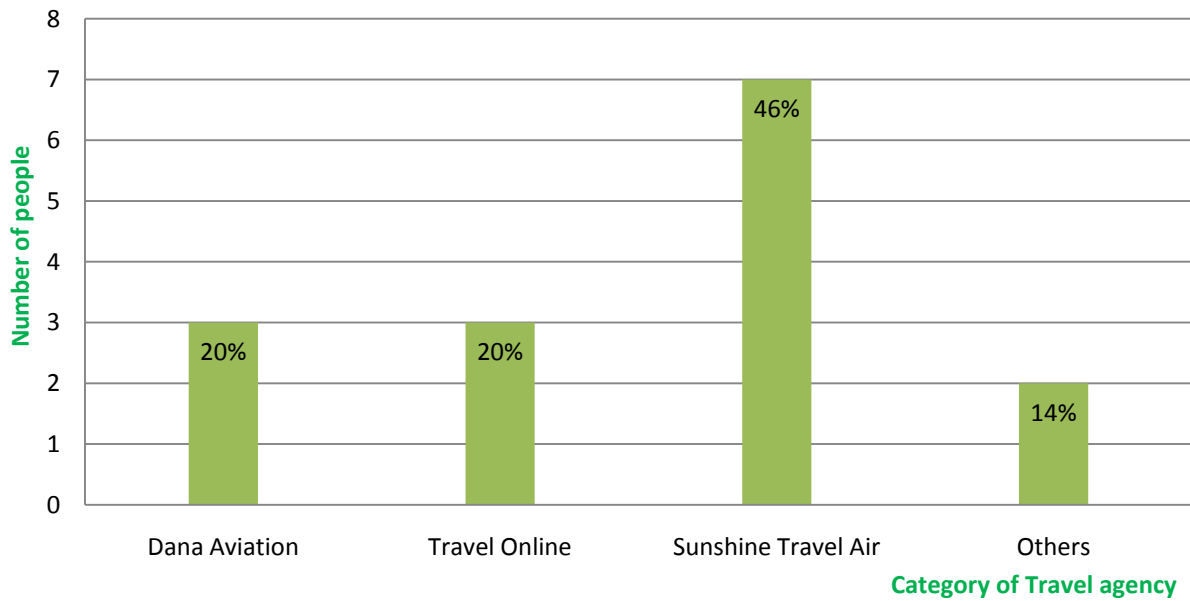


Fig-11: Preference of Services

Out of all the customers who flew out, 46% of customer prefer Sunshine Travel Air services.





## FREQUENCY OF HAVING AIR TICKET:

Customer No.	Very Rarely	Monthly Twice	Weekly Once	Monthly Once
1	1			
2			1	
3	1			
4		1		
5			1	
6				1
7		1		
8			1	
9	1			
10				1
11				1
12				1
13				1
14				1
15		1		

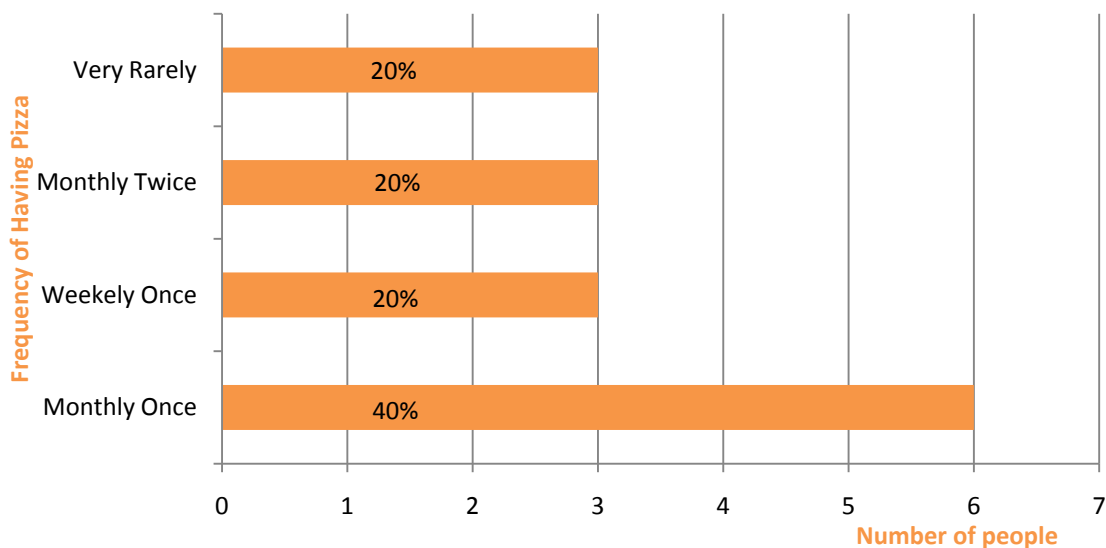
**Table-9: Frequency of Air Ticket**

Tab-9

Figure 12

29

## Frequency of having Air Tickets



**Fig-12: Frequency of having Air Ticket**

From the data it is interpret that only 20% of customers have Fly very frequently. At the same time only 20% customer's fly's very rarely.



### 3) LOCATION PREFERENCE FOR HAVING AIR TICKET:

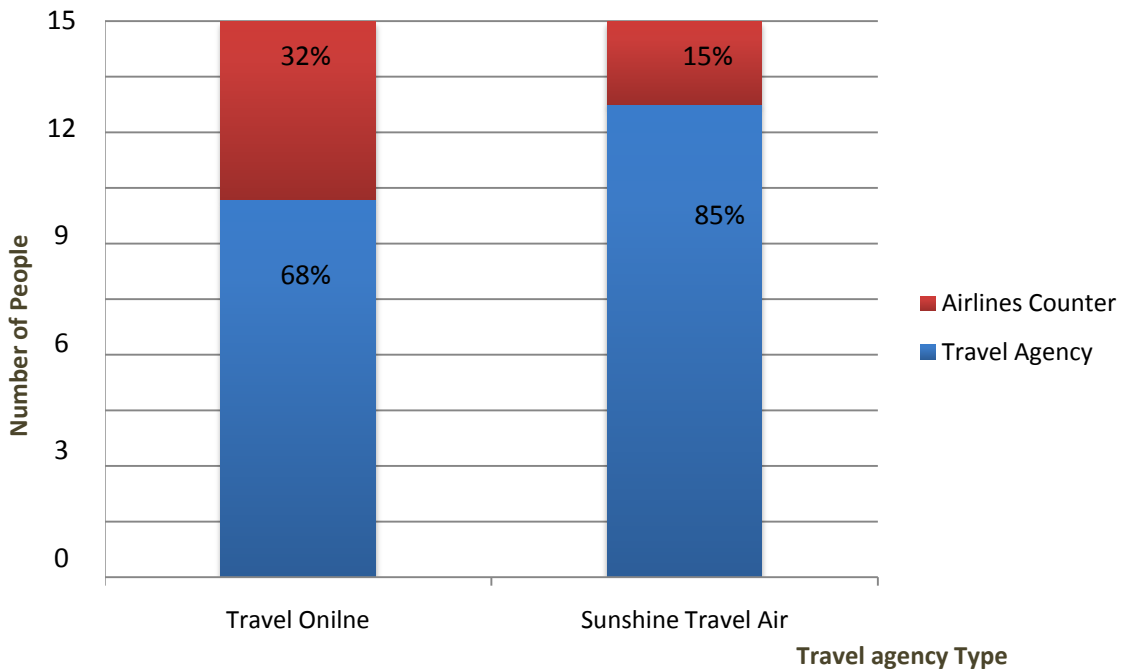
Customer No.	Travel Online		Sunshine Travel Air	
	Air count	Travel Ag.	Air Count	Travel Ag
1	1			1
2		1	1	
3	1			1
4		1		1
5	1			1
6		1		1
7	1	1		1
8		1	1	
9	1			1
10		1		1
11	1			1
12		1		1
13	1		1	
14	1			1
15	1			1

**Table-10: Location Preference of Having Air Tickets**

Tab-10

Figure 13

39



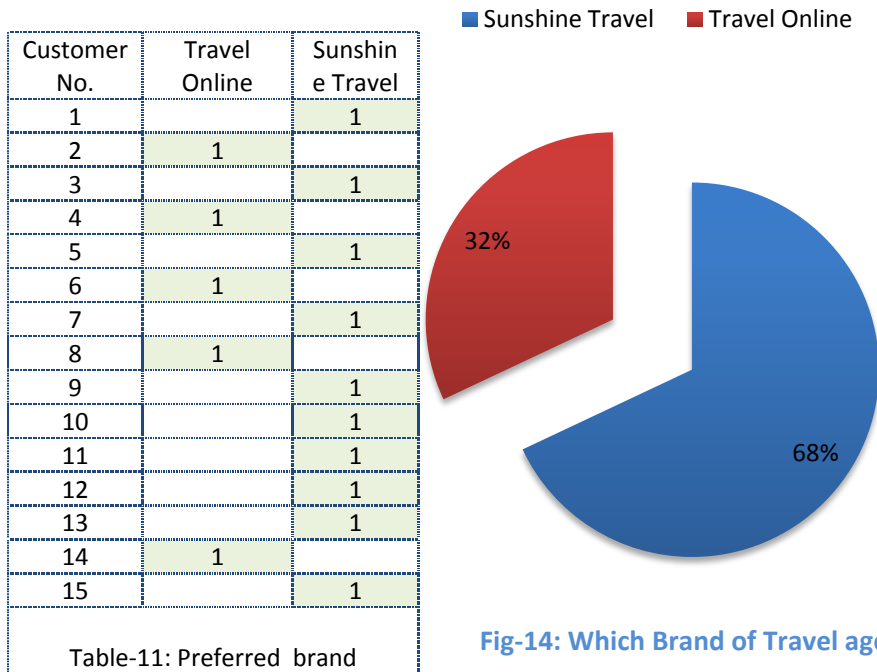
**Fig-13: Location Preference of Air Ticket**



68% of the customers like to have Travel Online outlets where as 32% of their customers like to have it at airlines Counter. 85% of the customers like to have Air Ticket at Sunshine’s outlets whereas 15% of their customers like to have it at Airlines Counter.

**4) PREFERRED BRAND OF TRAVEL AGENCY:**

**Travel Agency Brand, Most Preferreable**



32% of air ticket consumers prefer travel Online where as 68% prefer Sunshine Travel Air.

**RECOMMENDATIONS**

The suggestion regarding to this study are given below-

- Sunshine Travel Air should have to introduce wide range of travel packages’ to increase revenue, to gain competitive advantages.
- I observe that there is in not sufficient parking area (Naya Paltan Branch) for customers to enjoy as competitors have.
- So by arranging such facility they can attract more customers.
- Management should reduce the service delivery time.
- The sound system was not up to the mark (it was buzzing rather than a soothing sound)

- This study ensuring the greater accountability and profitability by introducing better HRM practices and better management and supervision of tour packages before venturing to become a popular organization.
- Formulation and appropriate implementation of decision regarding to the future new product and branches.
- Formulation and appropriate implementation of standard marketing policies to enhance the probability of better performance from the Sunshine Travel Air.
- Measurement of performance by another standard multi factored analytical scale like the Balanced Scoreboard. This will enable them better to decide on the performance appraisal techniques and choose. This will also enable the Sunshine Travel Air to decide a possible course of action regarding its expansion and diversification.
- Defining and adopting standards for the marketing of the companies.
- Conduct a full scale market share analysis to determine the profitability of success of expansion and exploration of existing market horizons.
- Development of an expert system or a Decision Support System (DSS) to measure and analyze productivity may turn out to be very effective for the current state of the organization.

## CONCLUSION

Sunshine Travel Air has many targets which it has achieve in a given period of time. The time-period is mostly a year. Therefore, in order to fulfill the targets different strategies are adopted by Sunshine Travel Air. It can be concluded that these strategies have been successful and there is flexibility in the strategies, as they can be changed with the changes in the market conditions as well as the targets.

According to my findings Sunshine Travel Air is top among all tour and travel package providers. Service packages offered in Sunshine Travel Air are affordable and quality full. Majority like it because of good quality, services, and reasonable fare prices. Although it seems that people are not happy with the waiting time for travel package to have but all the same behavior with customers is quit courteous, amiable, and convincing. People like ambience of Sunshine Travel Air; lightening, music, seating arrangement, and peaceful environment.



This study is attempts to make an idea about the Marketing strategies and Marketing operations in Sunshine Travel Air and that's helps to explain how they operate their business and why marketing strategy is important for the company and for the tourism & travel agency business sector. I think it would be a good example for any travel agency and as well as tour operator. From the above observation we can conclude that Sunshine Travel Air has appropriate strategy that's helps to formulate for more entire integration of company's every department. Because proper strategy can brings a significant gain for the Sunshine Travel Air. This study is partial fulfillment requirements for my schoolwork and all the judgments, problem & recommendation are identified according to my analysis. All the observations are done according to my point of view, so it cannot be used any policy making, if a company want, then they can assessment the whole study from the beginning. Now, it is a competitive market. Business helps anyone to prosper in life. Sunshine Travel Air's business is tourism business. I hope that, they will achieve a high reputation by providing high quality travel services thorough their travel agency.





## Appendix-A

### Interview agenda for General Customer

### Questionnaires – Internship Project

**Name:** \_\_\_\_\_ **Gender:** M / F  
**E-mail ID:** \_\_\_\_\_ **Mobile No.:** \_\_\_\_\_  
**Age Group:** a) Below 18      b) 18-28      c) 29-39      d) 40 and Above  
**Occupation:** a) Student      b) Business      c) Service      d) Housewife      e) Others

1) *How often do you visit you travel in abroad?*

(i) Everyday      (ii) Weekly once      (iii) Weekly Twice      (iv) Monthly      (v) Occasionally

2) *Specify your satisfaction with Sunshine Travel Air according to the following?*

Parameter	Excellent	Good	Average	Poor
Quality of Packages				
Fare				
Ambiance				
Service				
Services Delivery time				
Services				
Staff Behavior				
I Don't Want to mention				

3) *Through which media you are getting information about Sunshine Travel Air?*

(i) TV      (ii) Newspaper      (iii) Pamphlets      (iv) Bill Boards  
 (v) Other's (specify).....



4) Compare Sunshine Travel Air with the following food chains and rate them on a scale of 10.

Name	Quality	Price	Decorations	Ambiance	Service
Sunshine Travel Air					
Dana Aviation					
Travel Online					
Unepax					
Vision Tours & Travels					
<b>I Don't Want to mention</b>					

5) Which of the following Airlines would you prefer to travel?

- i) Qatar Airways      (ii) Malaysian Airways      (iii) United Airways      (iv) others

6) Location Preference of having Travel packages?

- (i) Travel Online      (ii) Sunshine Travel Air      (iii) other's (specify).....

7) Which brand of Travel Agency is most preferred?

- (i) Travel Online      (ii) Sunshine Travel Air      (iii) other's (specify).....

8) In your view what suggestions you have for Sunshine Travel Air?

(Specify).....

.....

.....



## Appendix-B

### Interview agenda for Management team, Sunshine Travel Air Intl.

- 1) *Is there a personnel or HR & Marketing manager in your company?* Yes/No
- 2) *Does the Marketing & HR manager attend staff meetings or equivalent meetings?* Yes/No
- 3) *From which stage is the Marketing & HR manager involved in the business strategy formulation?*

Beginning Stage                       Counseling stage                       Implementation stage

Comments .....

- 4) *Does the company have defined Marketing & HR strategies?*

Yes, with documentation                       Yes, without documentation                       No

- 5) *Are compensation policies defined?*

Yes, with documentation                       Yes, without documentation                       No

- 5.I) *What is the regular policy?*

Comments .....

- 5.II) *What is the compensation policy regarding accidents/ hazards faced in the work area?*

Comments .....

.....

- 5.III) *Is there any doctor appointed for the employees?*

Comments .....



**5.IV) What are the security/ safety measures taken to protect the employees?**

Comments .....

.....

**6) Is there a defined policy for staffing?**

- Yes, with documentation       Yes, without documentation       No

**6.I) What are the policies?**

Comments .....

**7) Are there any policy regarding training and development of the HR (i.e. labor and staff)?**

- Yes, with documentation       Yes, without documentation       No

**7.I) What is the policy for management and administration staff?**

Comments .....

**7.II) What is the policy for marketing staff?**

Comments .....

**7.III) What is the policy for the reservation crew?**

Comments .....

**8) Does your company have HR policies in employee communication?**

Comments .....





**9) Does your company have any policies regarding equal opportunity employment?**

- Yes, with documentation       Yes, without documentation       No

**10) Does your company have any policies regarding flexible work scheduling?**

- Yes, with documentation       Yes, without documentation       No

**10.I) How are mothers with infants of less than 6 months treated?**

Comments .....

**10.II) What is the policy regarding pregnancy of the employees?**

Comments .....

**11) Does your company have HR policies in management development?**

- Yes, with documentation       Yes, without documentation       No

Comments .....

.....



## Appendix-C

# TOUR PACKAGES DESCRIPTIONS

Sunshine Travel Air Services
❖ Online Air Ticketing
❖ Family Tour
❖ Educational Tour
❖ Corporate Tour
❖ Group Tour
❖ Business Tour
❖ Eco Tourism
❖ River Cruise
❖ School / College Picnic
❖ Hotel booking
❖ Visa Processing
❖ Travel Consulting

Sunshine Travel Air's services include package trips to many exciting and attractive destinations all over Bangladesh (**Dhaka, Chittagong, Cox's Bazar, St. Martin, Rangamati, Bandarban, Sylhet, Sreemongal, Sundarban, Kuakata etc.**) and abroad (**India, Nepal, Bhutan, Srilanka, Maldives, Malaysia, Singapore, Thailand, Indonesia, Egypt etc.**) with logistical support for individual travel needs as well as experienced guides.

### TOUR PACKAGES INSIDE THE COUNTRY

Bangladesh operate various regular, customize and special Bangladesh tour packages round the year. As a professional tour operator in Bangladesh, Sunshine Travel Air regularly operate customized Bangladesh tour packages which include luxury Bangladesh tour packages, City Sightseeing and River Cruising tour packages, Archaeological Sites & Cultural Tour, Adventure & Wildlife tours and many more tour packages.

Bangladesh - A south Asian country which is lying north of the Bay of Bengal. It has a total area of 147570 sq .km and population is about 124 million. On land it borders India in the north and west & Myanmar in the southeast.

Bangladesh is subdivided into 6 divisions, all named after their respective capitals. These are:

- \* Dhaka Division \* Chittagong Division \* Khulna Division
- \* Sylhet Division \* Rajshahi Division & \* Barishal Division

### TOUR PACKAGES FROM SUNSHINE TRAVEL AIR INTL



Sunshine Travel Air operates tailor made custom tour packages as well as regular tour packages. A Person also can fix several tour packages together and make your tour longer and smother. Similarly, if a person wants relaxed tour, he can split our regular tour packages.

### **Tour Package - 01**

#### **World Heritage Site, Historical & Archaeological Tour Bangladesh**



This tour package designed especially for the archaeology and history lovers at the same time it let you to know about Paharpur Buddhist Monastery and lots more..

Tour Destination : Dhaka - Dinajpur - Bogra - Rajshahi - Dhaka

**Tour Duration: 08 Days**

### **Tour Package - 02**

#### **Dhaka City Tour - Sight Seeing Tour to Capital City of Bangladesh**



By this tour package we offer you the opportunity to visit the major attractions of Dhaka - a city of contrasts between old and new and lots more..

Tour Destination : Dhaka (City Tour)

**Tour Duration: 01 Day**

### **Tour Package - 03**

#### **Dhaka City Tour with Historical Sonargaon - The Oldest Capital of Bengal**



Sonargaon - A must see tourist place near Dhaka. The ancient capital of Bengal of Pre Moghol time and the most interesting folk art museum & lots more ...

Tour Destination : Dhaka (City Tour) and Sonargaon

**Tour Duration: 01 Day**

### **Tour Package - 04**

#### **River Cruise on Shitalakhya River Near Dhaka**



Enjoy sights and sounds of the eminent rivers and river banks of Bangladesh. This tour will be a pleasure for anyone who love traditional rural scenes & lots more ...

Tour Destination : Boat Trip Near Dhaka

**Tour Duration: 01 Day**



## Tour Package - 05

### Explore Sundarbans - Home of The Royal Bengal Tiger



Discover Sundarban - A natural wonder and the world's largest mangrove forest & home of the Royal Bengal Tiger. It's a World Heritage Tour Package with lots more ...

Tour Destination : Dhaka - Khulna - Sundarbans - Dhaka

**Tour Duration: 04 Days**

## Tour Package - 06

### Trip to Rangamati and Bandarban Hill Tracks



Discover Rangamati and Bandarban - This is a tour package on hills, lake & ethnic culture. This is a great tourist zone where nature has been least disturbed.

Tour Destination : Dhaka - Rangamati - Bandarban - Dhaka

**Tour Duration: 04 Days**

## Tour Package - 07

### Tour to Sylhet & Srimongol - The Picture of Nature!



Discover Sylhet & Srimongol - land of Shrine's, natural hills, tea gardens, rain forest, beautiful tree plantations and colorful tribal culture. Stay in nature with lots more ...

Tour Destination : Dhaka - Sylhet - Srimongol - Dhaka

**Tour Duration: 04 Days**

## Tour Package - 08

### Beach Tour Packages - Explore Cox's Bazar and St Martin's Island



Visit Cox's Bazar - the world's longest natural sandy sea beach & St Martin's island - the most beautiful Coral Island of Bangladesh. Enjoy sun and sea with lots more ...

Tour Destination : Dhaka - Cox's Bazar - Teknaf - St. Martin - Dhaka

**Tour Duration: 04 Days**



## Tour Package - 09

### Discover Rangamati



**Tour Destination :** Dhaka - Rangamati - Dhaka  
**Tour Type :** River Cruise / Boat Trip / Nature Tour  
**Tour Duration: 04 Days**

## Tour Package - 10

### Discover Bandarban



**Tour Destination :** Dhaka - Bandarban - Dhaka  
**Tour Type :** Hill Tour / Adventure Tour / Nature Tour  
**Tour Duration: 04 Days**

## Tour Package - 11

### Tour To Cox's Bazar



**Tour Destination :** Dhaka - Cox's Bazar - Dhaka  
**Tour Type :** Sun and Sea Tour / Beach Tour  
**Tour Duration: 04 Days**

## Tour Package - 12

### Tour To St. Martins Island



**Tour Destination :** Dhaka - Teknaf - Saint Martins Island - Dhaka  
**Tour Type :** Sun and Sea Tour / Beach Tour  
**Tour Duration: 04 Days**

## Tour Package - 13

### Discover Kuakata

**Tour Destination :** Dhaka - Kuakata - Dhaka  
**Tour Type :** Sun & Sea Tour / Beach Tour  
**Tour Duration: 04 Days**

As a professional tour & travel operator, Sunshine Travel Air always tries to giving their guests the "Best Travel Experience". If you are planning a holiday in Bangladesh with destinations of your choice, just let us know your tour requirements (number of guests, start date of tour, length of stay, cities or places you want to visit, class of hotel or hospitality you



desire and estimative travel budget per person) and we will arrange and operate the best tour for you.

### TOUR PACKAGE SERVICE INCLUDES

- 1) Reserved AC Transport for this tour program (Car, Bus & Airways).
- 2) All sightseeing, toll and entry fees as per mentioned itinerary
- 3) Mineral water.
- 4) All Taxes and service charges
- 5) Experienced Guide
- 6) Accommodation on twin sharing basis
- 7) All meals from day-2 today-4.
- 8) All activities inside the forest as per itinerary.
- 9) Small country boat to make trips inside small canals/creeks.
- 10) Forest fees, permission & armed forest guard from the forest department

### TOUR PACKAGE SERVICE EXCLUDES

- 1) Food & Soft Drinks.
- 2) Items of personal nature and items not mentioned above.
- 3) Any other things not mentioned in the tour program.

### Cruise Feature:

- 1) Sitting/Dining arrangement: Down stair
- 2) Master bridge: Properly equipped at up stair
- 3) Wash room: Up stair - High Commode, basin, Hand shower.
- 4) Kitchen: Properly equipped at down stair.
- 5) Electric outlet: Available for Cell Phone and similar equipment recharging.
- 6) Life Jacket: Available
- 7) Life Boja : Available
- 8) Fire Extinguisher: Available
- 9) First Aid Box: Available

### TOUR PACKAGES OUTSIDE THE COUNTRY

Tour Package Abroad includes the following packages

### KATMANDU

#### Day 03 Kathmandu- Dhaka



- After breakfast free time.
- Checkout and transfer to Airport
- Depart for Dhaka by Biman at 1100hrs & arrive Dhaka at 1215hrs
- Back to your Sweet home & end the Trip



#### Package Includes

- Return Air tickets with taxes of Bangladesh Biman
- Airport - Hotel - Airport Transfer by car
- 02 nights twin stay Kathmandu at 3\* hotel
- All Government Taxes & Service charge of Nepal.
- All time take care by guide

#### Package Excludes:

- Lunch, Dinner

### KATHMANDU & NAGORKOT

#### Day 04 Kathmandu- Dhaka:

- After breakfast free time.
- Checkout and transfer to Airport
- Depart for Dhaka at 1100hrs. • Arrive Dhaka at 1210hrs & End the Trip

#### Package Includes:

- Return Air tickets of Bangladesh Biman
- All transfer by Car
- 01 night twin stay at Kathmandu & 01 night at Nagorkot in 3\* hotel
- All Government Taxes & Service charge of Nepal.
- All time take care by guide

#### Package Excludes:

- Lunch, • Dinner

### KATHMANDU & POKHRA

#### Day 05 Kathmandu- Dhaka:

- After breakfast free time. • Checkout and transfer to Airport
- Depart for Dhaka at 1100hrs. Arrive Dhaka at 1210hrs, back to your sweet home & end the trip

#### Package Includes:

- Return Air tickets of Bangladesh Biman
- Airport - Hotel - Hotel Transfer by car
- Kathmandu – Pokhara – Kathmandu by tourist bus with lunch
- 02 nights stay at Kathmandu 3\* hotel
- 02 nights at Pokhara in 3\* hotel



- All Government Taxes & Service charge of Nepal.
- All time take care by guide

## EXCLUSIVE KATHMANDU – CHITTAWAN TOUR

### Day 04 Kathmandu- Dhaka:

- After breakfast free time.
- Checkout and transfer to Airport
- Depart for Dhaka.
- Arrive Dhaka, back to your sweet home & end the trip.

### Package Includes:

- Airport - Hotel -Airport Transfer by Car
- Kathmandu – Chittwan – Kathmandu by Car
- 02 nights stay at Kathmandu & 01 nights at Chittawn in 3\* hotel
- Half day Sightseeing at Kathmandu
- Half day Jongle Safari at Chittawan
- All meals at Chittawan
- All Government Taxes & Service charge.
- All time take care by guide

## BANGKOK

### Day 03 Bangkok - Dhaka

- Take breakfast • check out from hotel at 1200hrs, free time up to evening. Depart for Dhaka at 0030hrs
- Arrive at Dhaka at 0215hrs • Back to your sweet home & end the trip.

### Package Include:

- Return Air Tickets of Bangkok Air
- 2 nights twin accommodation at Novotel Lotus 3\* or Regency Park 3\*, Bangkok
- Breakfast at hotel
- Hotel Airport hotel transfer
- 01 half day grand palace tour, Bangkok
- Take care by experience guide



## BANGKOK & PATTAYA

### Day 04 Bangkok - Dhaka

- Take breakfast • free time up to evening, but check out at 1200hrs, Depart for Dhaka by Bangkok Air at 0030hrs
- Arrive at Dhaka at 0215hrs • Back to your sweet home & end the trip.

### Package Include:

- Return Air tickets by Bangkok Air with Taxes
- 01 nights twin/triple accommodation at Novotel Lotus 3\* or Regency Park 3\*, Bangkok
- 02 nights twin/triple accommodation at Golden Beach 3\* or Marble Garden 3\*, Pattaya
- Bangkok- Pattaya – Bangkok Tourist bus transfer
- 01 half day grand palace tour, Bangkok
- Take care by experience guide

## BANGKOK & PHUKET

### Day 05: Bangkok - Dhaka

- Take breakfast • Depart for Dhaka by Bangkok Air at 0030hrs
- Arrive Dhaka at 0215hrs, Back to your sweet home & end the trip.

### Package Include:

- Return Air Tickets for DAC-BKK-HKT-BKK-DAC by Bangkok Air
- 02 nights twin/triple accommodation at Novotel Lotus 3\* or Regency Park 3\*, Bangkok
- 02 nights twin/triple accommodation at Ibis Phuket Patong 3\*, Phuket
- 01 full day Jams bond Island tour SIC basis
- 01 half day city tour, Bangkok SIC basis
- Take care by experience guide

## COLOMBO (SRI LANKA)

### Day 03: Colombo- Dhaka:

- Breakfast at hotel
- Start back to Dhaka at 0730hrs
- Arrive Dhaka at 1125hrs
- Back to your sweet home & end the trip

### Package Include:

- Economy class Air tickets with taxes for DAC- CMB- DAC by Mihin Lanka
- Airport- hotel- airport private transfer



- 02 nights twin accommodation at Grand Oriental Hotel in Colombo 3\* or similar
- Sightseeing as above
- Breakfast at hotel
- Take care by local guide

## MALE (MALDIVES)

### Day 03: Male - Dhaka:

- Breakfast at hotel
- Depart for Dhaka at 1125hrs
- Arrive Dhaka at 1225hrs
- Back to your sweet home & end the trip

### Package Include:

- Economy class Air tickets with taxes for DAC- CMB- MLE- DAC by Mihin Lanka
- Airport- hotel- airport private transfer
- 02 nights twin accommodation at Hulhumale Inn 3\* or similar, Male
- Sightseeing as above
- Breakfast at hotel
- Take care by local guide



## PARO, THIMPU & PUBJIKA

### Day 01 Dhaka – Paro - Thimphu :

- Reporting at Dhaka International Airport at 0630hrs
- Depart for Paro at 0915hrs by Druk Air
- Arrive paro at 1010hrs
- Meet & greets with our local guide & Visit Museum & Airport View Point. Transfer to Thimphu. It's a 1.5 hours scenic drive.
- having lunch visit Handicraft Emporium, Archery Ground, Memorial Chorten. In the evening strolling/ shopping.
- After After having dinner night halt in Hotel

### Package Includes:

- Return Economy class Air Tickets by Druk Air with all taxes
- All transfer by reserved car or jeep
- Sightseeing as above
- 06 nights stay at respective hotel in destination
- All meals during the trip





- All Government Taxes & Service charge.
- All time take care by local guide

## KUALA LUMPUR & GENTING

### Day 01: Dhaka – Kualalumpur:

- Depart for KL at 0110hrs by MH
- Upon arrive at 0705hrs, Transfer to hotel. • Check in & free time
- Overnight at hotel

### Day 02: Kuala Lumpur (Gengting Tour):

- Breakfast at hotel • Full day Gengting Tour with lunch
- Overnight stay at Kl

### Day 03: Kuala Lumpur:

- Take breakfast
- Enjoy half day city tour of KL
- Overnight stay.

### Day 04: Kuala Lumpur - Dhaka:

- Transfer to Airport • Depart for Dhaka at 2230hrs
- Upon arrive at 0030hrs, back to your sweet home & end the trip

### Package Include:

- Return Air tickets of Malaysian Air with taxes
- 03 nights twin/triple accommodation at Kuala Lumpur
- Full day Gengtin tour
- One way cable car ride
- Indoor & outdoor theme park ride
- 01 half day City tour at Kuala Lumpur
- Kul – Gengting – Kul SIC transfer
- Take care by experience guide



## SINGAPORE

### Day 01 Dhaka - Singapore:

- Depart for SIN at 0215hrs Upon arrival at 0630hrs transfer to hotel. • free time & after lunch enjoy Sherangon area • Over night at hotel

### Day 02 Singapore:

- Breakfast at Hotel • Enjoy half day city tour • Over night at hotel



### Day 03 Singapore – Dhaka:

- Take breakfast at hotel • Free time up to lunch
- Depart for Dhaka at 2230hrs via KL • Arrive Dhaka at 0030hrs • Back to your sweet home & end the trip

### Package Include:

- Return Air Tickets of Tiger Air
- 02 Night twin accommodation at Clarimont or Fourtuna 3\* in Singapore
- 01 half day city tour
- All transfer by Ac car
- Take care by experience guide

## CAIRO, ALEX & NILE CRUISE

### Exclusive Alex-Cairo-Nile Cruise Trip

#### Day 1 Dhaka - CAIRO - ALEX:

Arrive Alex airport @ 12.25 Meet & Assistance then our professional Egyptologist tour guide will meet you and accompany you by A/C private car to visit Royal Palace back hotel overnight

#### Day 2 ALEX - CAIRO:

After Breakfast at your hotel our professional Egyptologist tour guide will meet you and accompany you by A/C private car to visit Famous library, Cata Comb lunch in a local restaurant transfer to Cairo arrive then dinner and overnight

#### Day 3 CAIRO - ASWAN:

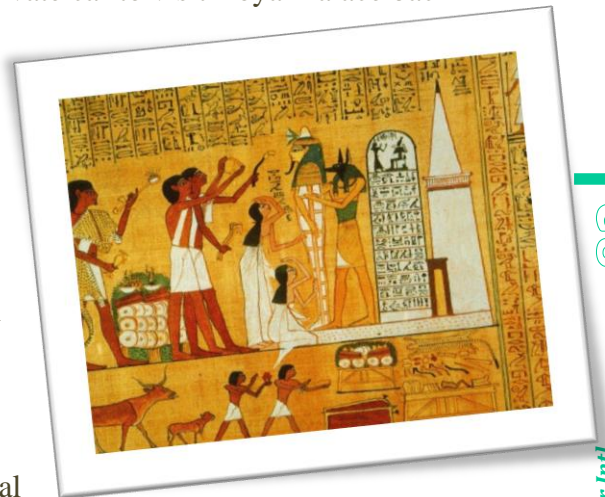
After Breakfast at your hotel our professional Egyptologist tour guide will meet you and accompany you by A/C private car to visit Egyptian Museum lunch in a local restaurant and visit Pyramids of giza, sphinx, perfumery, papyrus, After that visit Khan El Khalili Bazar then transfer to Railway Station Departurte to Aswan ,Dinner and overnight in Train .

#### Day 4 ASWAN:

Arrive Aswan then transfer to Motor ship. Embarkation. Lunch. Then Felucca ride passing by Botanical Garden then Visit the High Dam, then visit the Temple of Philae, after that visit Unfinished Obelisk Dinner and overnight on Board.

#### Day 5 ASWAN - KOM OMBO:

Sail to Kom Ombo After breakfast Arrive and visit the temple. Then Sail to Edfu .Arrive and visit the temple. Full board and overnight



### **Day 6 LUXOR:**

After breakfast arrive Luxor then visit Valley of the Kings then Hatshepsut's Deir El-Bahari temple Then Lunch After that visit Colossi of Memnon and King Amenhotep III. Then dinner overnight in Board.

### **Day 7 LUXOR - CAIRO:**

After breakfast disembark from the cruise and Visit Karnak temples and visit Luxor Temples. Then transfer to Railway Station Departure to Aswan, Dinner and overnight in Train.

### **Day 8 CAIRO:**

After breakfast on the train arrive Cairo Trsf APT for final departure take the flight back to Dhaka.

### **Package Includes:**

Air port-Hotel-Airport Transfer by AC Microbus

Sight seeing as above by Microbus

01 Night Alex hotel

02 Nights Cairo hotel

02 Night Sleeper Train

03 Nights Cruise

Accommodation: Twin share basis 3\* Hotel & 4\* cruise.

Meals: Inside only Cruise

### **Service Excludes**

Visa fees & any other expenditure except mentioned in above.

## **DARJEELING**

### **Exclusive DARJEELING Package Tour**

#### **Day 00 Dhaka - Burimari:**

- Start for Shiliguri by Shyamoli AC bus at around 20:00 hours from Kalabagan. Capacity of 40 person rest of person have to go by non ac bus
- Take packet snacks on bus • Over night journey.

#### **Day 02 Darjeeling:**

- Wake up very early in the morning to visit Tiger Hill and with 3 points.
- After breakfast visit seven point
- Take Lunch at hotel, evening free time
- Dinner and overnight stay

#### **Day 03 Darjeeling - Shiliguri - Dhaka:**

- After breakfast start for Siliguri
- Arrive Siliguri & take lunch.



- Start for Dhaka by Shayamoli AC bus at 1300hrs.
- Reached border at 16:00 hours. After formalities start to Dhaka by 19:00 hours from Burimari.
- Take dinner at Sirajgong highway restaurant
- Over night journey

#### **Day 00 Dhaka:**

- Arrive Dhaka at very early in the morning. • Back to your sweet home & end the trip.

#### **Packages include:**

- Return AC Bus Ticket Up to Dhaka-Shiliguri-Dhaka.
- Sumo Jeep / tourist bus Service up to Shiliguri- Darjeeling- Siliguri & sightseeing.
- 02 Nights Twin/couple Accommodation in best Hotel North Star 3\* or similar
- 1 full day sightseeing in Darjeeling
- Full time Guiding

#### **Packages exclude:**

- # Visa fees, travel tax, Border expenses
- # Alcoholic beverages

## **SHILLONG**

### **Day 00 Dhaka - Sylhet**

### **Day 02 Shillong**

### **Day 03 Shillong – Cherapunjee- Sylhet-Dhaka**

#### **The Package Includes:**

- \* Dhaka –Sylhet – Dhaka by Green line Scania Bus service
- \* Sylhet-Tamabil-Sylhet by reserve Microbus.
- \* Pick up and drop at Dawki / Tamabil border by reserved Star bus
- \* 02 nights' Accommodation at Hotel Assemble or hotel Orchid or Yalana twin sharing basis.
- \* Two (02) days sightseeing as per itinerary.
- \* All time take care by experienced guide

#### **Package Excludes:**

- \* Visa, Travel Tax, Lunch & Dinner





