

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.***