



SEAGULLTM
TOURS & TRAVELS
Travel Agents & Tour Operators



www.seagullindia.net

EXECUTIVE SUMMARY

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, with the Indian Subcontinent region being no exception.



An opportunity for Seagull tours and travels' success exists because the national and international tourism industry is growing at a rapid pace annually. Seagull Tours and Travels is poised to take advantage of this growth and moderate competition prevailing in the travel industry, with a dedicated and experienced staff, excellent networking, and effective management and marketing. Seagull Tours and Travels intends to provide Corporate Travel management, Leisure travel, Honeymoon packages, Backpackers packages, Religious tours, MICE and adventure packages to tourists and educational enrichment programme for school students. Our services will be positioned very carefully: they will be of extremely high quality, comfortable, informative, time bound and tailored to the clients needs such that they will enable individuals to have a greater appreciation and beyond their expectation.

Our marketing strategy will be based mainly on ensuring customers know about our existence and the service(s) we fulfill. Hence our 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. We will ensure that our prices take into consideration peoples' budgets, that these people appreciate the service(s), know that it exists, and how to contact us.

EXECUTIVE SUMMARY



We engage the right people in the right place at the right time to ensure optimum growth and customer satisfaction. We intend to develop our team in such a way that our staff and the company together grows - a mutually beneficial relationship.

In a nutshell, we do not just intend to market and sell our service, but to market and sell travel solutions and a total-quality environment. This will ensure we establish a reputable corporate image.



OBJECTIVES

Our business strategy will revolve around the need to provide quality service to our 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 to the client's particular needs and negotiated airticket rates with airlines.



We intend to attain the following objectives:

- Continuously provide enjoyable quality service on time and on budget.
- Time bound reply to each and every queries
- Develop enthusiastically satisfied customers all of the time.
- Establish a market presence that assures short-term and long-term profitability, growth and success.
- We are fully committed to supporting growth and development in the tourism in india,
- Contribute positively to our communities and our environment

MISSION



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.

KEYS TO SUCCESS

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

COMPANY SUMMARY



Seagull Tours and travels intends to provide individual and group travel to leisure clients and travel consultancy to corporate travellers. Services and products provided by us will initially include pre-arranged tours, custom packages according to clients specifications, and travel consultation.

As it grows it will take on people and expand into related markets and services. It will also look for additional leverage by establishing relationships and representations with appropriate strategic allies.

COMPANY OWNERSHIP

Seagull tours and travels is a partnership firm. Having two partners, Mr Suresh Kumar Madhusudhanan a well experience man in the field of Human resource and Mr Ajith Augustine a Professional travel consultant. This is a 100% Indian owned company.

COMPANY LOCATIONS AND FACILITIES

Company offices are located at

Office no 22, Ground Floor, New Castle
Nerul, Navi Mumbai.

Weillngton Business Park II, Ruby Coach Lane
Off Andheri Kurla Road, Andheri East, Mumbai.



SERVICES

Seagull Tours and Travels is a travel company that intends to deliver leisure travel excursions to customers and travel consultancy to corporate travel and Travel Management. Seagull tours and travels intends to guide customers in selecting a trip(s) based on pre-defined vacation criteria for leisure travelers, Help the corporate travelers to have a budgeted and reasonable air tickets and other travel related services.

We are expertise in

- ◆ International and Domestic Air Ticket
- ◆ Visa consultancy and processing
- ◆ Tours and leisure travels world wide
- ◆ Incentive and exhibitions
- ◆ Event management
- ◆ Assistance in foreigners registration
- ◆ Assistance in Passport application and Emigration procedures
- ◆ Airport Assistance at the major Indian airports



A traveler will hence be able to select areas of interest based on their preferences and subsequently identify their choices.

FULFILLMENT

The key fulfillment and delivery will be provided by the employees of the company. The real core value will be professional expertise, provided by a combination of expertise, experience, hard work, and education (in that order). Hence we intend to ensure that the work we undertake is always thorough and relevant to the clients' needs.



TECHNOLOGY



Seagull tours and travels will strive to ensure that it contains the latest, or extremely recent personal computer including relevant software so as to ensure that the company is continuously at the forefront in our market arena. The one certainty in our industry is that technology will continue to evolve and develop, changing what we market as well as how we market it. Our aim will be to be aware of the implications of this new technology and utilizing it in our existing framework where possible.

STRATEGY AND IMPLEMENTATION SUMMARY

Our strategy is to grow the business by nurturing clients, differentiating the service from our competitors, particularly through service, Price and staff behavior. All criteria from customer satisfaction, service provision, price competitiveness to staff attitudes will be looked at thoroughly. Alliances and collaboration with hotels, Airlines and other ground handling agents Has been adopted as strategies for market penetration. Training will be conducted on a regular basis to ensure that our staff is fully meeting customer expectations. We Kept the right people in the right place at the right time to ensure optimum growth. We intend to develop our team so that our people can grow as the company grows - a mutually beneficial relationship.



CORPORATE SOCIAL RESPONSIBILITY



Seagull tours and travels recognizes the fact there is need to be involved in a wide range of social responsibility engagement programmes so as to invest back into the community in which we operate. We believe that through our social responsibility programme we can indeed assist in improving peoples lives. We believe that if we are to contribute to development in a sustainable way, we need to support numerous projects.

OUR EXISTING CLIENTS

- ✦ Bharati Televentures
- ✦ E-Bay
- ✦ Punj Lloyd Ltd
- ✦ Jubilant Organosys
- ✦ Cyber Media
- ✦ Hitachi Home & Life
- ✦ HT Media
- ✦ HCL Technologies
- ✦ Sona Mobility
- ✦ Robert Bosch
- ✦ ZEE Telefilms
- ✦ Godfrey Phillips
- ✦ Bharti Infotel Ltd
- ✦ MTV
- ✦ Bharti Enterprises
- ✦ Canara Bank
- ✦ ICICI Bank Ltd
- ✦ BLUE STAR INDIA LTD
- ✦ RATIO PHARM
- ✦ IL&FS
- ✦ TITAN INDUSTRIES
- ✦ STANDARD CHARTERED BANK
- ✦ NIMBUS COMMUNICATION