

TRAVEL & RECREATIONAL ITINERARY PLANNER (TRIP)

(Backpackers Travel Guide)

This report submitted to Graduate School in partial fulfillment of requirement for the degree Master of Science (Technopreneurship), Universiti Utara Malaysia.

By:

Mohd Shaznaz Shaharis

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BUSINESS PLAN

PROJECT TITLE:

**Travel & Recreational Itinerary Planner (TRIP)
(Backpackers Travel Guide)**

MOHD SHAZNAZ SHAHARIS

**MSC TECHNOPRENEURSHIP
UNIVERSITI UTARA MALAYSIA**

MAY 2009



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EXECUTIVE SUMMARY

Backpacking is an outdoor pastime, which is popular in many parts of the world. Backpacking involves traveling to a camping location while carrying a pack that contains food and gear for the hikers. Backpacking usually involves at least one night of outdoor camping, but can last for months if hikers replenish their supplies along the way. Backpacking is usually done in groups of two or larger, although some backpackers will undertake solo expeditions. Backpacking is a cheap and fun way to see large parts of the world. This mode of traveling need a well plan journey to make it interesting and cost efficient.

Travel & Recreational Itinerary Planner or TRIP is an interactive portal that provides tourism information to backpackers and travelers coming to Malaysia. This project was initiated based on the potential market of tourism-related activities in Malaysia where more than 20 million tourist coming to Malaysia each year. TRIP will be a unique portal that would enable tourists to download personalized travel itineraries or travel plans based on their travel requirements for a minimum fee of 5 USD The content of this portal will be emphasizing on the frequent asked question (FAQs) by tourist such as where to stay, where to go, how to go, what to do and what to buy. This business will mainly focus on gathering tourist specific traveling data and filter it to be published in the portal to suit the tourist the tourist criteria.

It is estimated that 2% of total tourist coming to Malaysia will visits our portal generating 400,000 web traffic and 10% from that will be the potential customer estimated for 40,000 buyer yearly. The targeted revenue for the business are

expected to be generated directly from itineraries downloaded by the tourist, which are charged at US Dollar rate. Additional revenue will be from commissions paid for bookings made from our portal provided by external parties such as hotels, transportation and other tourist related services. Since the portal is an online service, the other source of revenue is based on sales of advertisement spaces on the travel portal.

Through our marketing programs such as branding the services, low and affordable price, Easy access to the portal via Internet, series of online advertising and marketing strategies and also collaborations with related tourism agencies will ensure our target sales will be meet each year.

This project will promote Malaysia as a travel destination for different tourists markets as the current focus in only on normal travelers and not budget travelers. Specializing in this new market segment will help increase the number of tourists arriving in Malaysia. The tourist can also benefit from the travel portal as they will systematic and well-planned travel itineraries for them to experience the country.

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CHAPTER ONE

INTRODUCTION OF AMS SOLUTION

1.0 COMPANY BACKGROUND

All of the partners are from the Multimedia and IT background. Even though all of us came from the same background, but the expertise are totally difference and that differences we take as our strength. AMS divide its task to three parts, Technical, Marketing and, Administration. For the technical part, it will cover all about the research and development of the project. Marketing part is to make sure the project get to the targeted and potential customer. The administration part task is to make sure all the operational work smoothly. All parts have to make sure the project accepted by the customer.

a. Vision

AMS aim to be one stop center IT provider in Web Application Development, Multimedia Development and IT Training.

b. Mission

- To build a profitable company renowned for its quality.
- To develop and improve the company's product and services to meet customer's needs.
- To continuously do research and development to remain competitive.
- To be a good corporate citizen.

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