



Project Implementation
of
The BlueSky Tours & Travels

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The BlueSky Tours & Travels Project Implementation

Submitted To

**Professor Dr. Mohammed Masum Iqbal
Pro Vice Chancellor
Daffodil International University**

Submitted by

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Date of submission: 08 November, 2025

Declaration

We hereby declare that this project has been done by us under the supervision of Professor Dr. Mohammed Masum Iqbal, Pro Vice Chancellor, Daffodil International University. We also declare that neither this project nor any part of this project has been submitted elsewhere for award of any degree or diploma.

Supervised by



Professor Dr. Mohammed Masum Iqbal
Pro Vice Chancellor
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Letter of Transmittal

08 November, 2025

Professor Dr. Mohammed Masum Iqbal
Pro Vice Chancellor
Daffodil International University

Subject: **Submission of the report “Implementation of The Bluesky Tours and Travels”**

Dear Sir,

I am pleased to submit the report “The Bluesky Tours and Travels” as part of Project 12 of the Department of Innovation & Entrepreneurship for your consideration. We sincerely tried to Business Report and examined relevant records to prepare the report.

I have worked to make this report as comprehensive as possible within a limited time.

However, due to various restrictions, it may be incomplete. For this reason, I beg your kind consideration.

Sincerely yours,

Md. Sajib Hossain Tamim
(221-45-023)
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Certificate of Approval

This certifies that Md. Sajib Hossain Tamim (221-45-023) is a regular student of the Department of Innovation & Entrepreneurship, Faculty of Business and Entrepreneurship, Daffodil International University. He has completed his Project implementation on “Implementation of The Bluesky Tours and Travels”

I have gone through the project and found the business idea feasible.

I wish him every success in life.



Professor Dr. Mohammed Masum Iqbal
Pro Vice Chancellor
Daffodil International University

Acknowledgment

With the kind help of almighty Allah, I have made efforts in this project. However, it would not have been possible without the kind support and assistance of many individuals and organizations. I would like to extend my sincere thanks to all of them.

I am highly indebted to my supervisor, Md. Kamruzzaman Didar, Assistant Professor, Head, Department of Innovation & Entrepreneurship, Faculty of Business and Entrepreneurship, for his guidance and constant supervision, for providing necessary information regarding the report, and for his support in completing the project.

I would like to express my special gratitude and thanks to Professor Md. Kamruzzaman Didar for giving me such attention and time.

Abstract

The travel and tourism sector of Bangladesh is going to allow new opportunities as people's income improves and they search for better travel services. Nonetheless, the existing agencies also face challenges, including outdated manual systems, high costs, and limited service variety. The Bluesky Tours and Travels set up any modern agency with a complete set of services that fills the gap to benefit both domestic and international travellers.

This project is about marketing THE BLUESKY, a one stop shop for ticketing, hotel booking, visa assistance, guided tours, car rentals etc. Promotional strategies will make things affordable for students and families. Targeted campaigns and use of digital branding will also be used to lure Bangladeshi expats and global tourists.

The business has a phased investment plan for financial planning. The initial cost includes various expenses for creating the mobile app, setting up the office, establishing partnerships, and marketing online. The company hopes to see a gradual revenue rise through budget travel packages, quality tier-2 and tier-3 city moves, and global airline and hotel partnerships. By managing money properly and reinvesting, the aim is to make double money in 3 years.

To ensure reimbursement, systems will be put in place to manage payments for travel packages and track daily transactions, accounting-wise, to ensure transparency in managing expenses. With the help of digital accounting software, the accuracy, efficiency and conformity of financial reporting to industry standards will improve. Regular audits and monitoring will guarantee accountability aside from reducing the risks.

The company is systematic in the way they operate in the management area. To the commencement, there shall be a small core team at the head office, and services will develop regionally and internationally progressively. Using evidence to make decisions, assessment will be based on various performance measures like growth in revenue, number of complaints and repeat booking. To achieve stability and continuity, risk management will manage economic fluctuations, market competition, and regulatory compliance.

Ultimately, a knowledgeable and motivated workforce is essential for success in this area of human resource management. In the hiring process, specialists from IT, operations, finance, and customer service will be mainly targeted. The staff members will be trained regularly on using technology, interacting with the customer, and behaving ethically. With the help of programs for rewards, chances for career growth, and a structure for teamwork, retention and motivation of employees shall be managed.

In conclusion, “THE BLUESKY TOURS & TRAVELS” has the potential to change the travel business in Bangladesh by integrating marketing, finance, accounting, management and human resource talent. The company aims to become a trusted leader in the essential industry and help further enhance domestic travel by combining innovation, affordability and accessibility.

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1. Company Description

1.1 Introduction.

THE BLUESKY TOURS & TRAVELS is a modern travel service company dedicated to providing affordable, usable and complete end-to-end travel solutions for domestic and international travellers of Bangladesh. Unlike most travel agencies that offer a ticketing-focused service, BLUESKY is a travel technology organization that uses technology, partnerships and consumer-driven service models to provide an end-to-end travel and tourism eco-system.

The company wants to make your travel hassle-free by putting together all the essentials for you. From ticket booking to accommodation and transport, visa assist and community tourism. With eco-tour operation and customized travel packages, you can find almost everything under one single platform. It has a handy mobile app and website feature smart recommendation systems that bring transparency and ease of use with personalization.

1.2 Business Background & Nature.

Due to the natural beauty and heritage sites of Bangladesh, and the increasing demand for domestic and international travel, the tourism industry has great potential. But, there are some major service gaps that have come up. These are due to limited services, unaffordable costs, manual processes, and weak global linkages.

To fill these gaps, THE BLUESKY TOURS & TRAVELS was established with a full scope of travel solutions at a reasonable rate for students, families, expatriates, and foreign tourists.

Nature of Business.

Service-based — Travel & Tourism.

Core Functions.

- Plane Fare Sale – Domestic and International.
- Document consultancy and visa processing.
- Accommodation (hotel/resort/guest house).
- Car rental, guides, and local transport can be booked.
- Customized holiday packages.
- Eco-tourism & community-based tourism.
- Corporate travel services.

Business Philosophy.

Travel must be hassle-free, inexpensive and accessible to all.

1.3 Legal Structure.

At first, the type of business of THE BLUESKY TOURS & TRAVELS will be Sole Proprietorship because of easy nature and low capital requirement and operational flexibility.

An ongoing process of preparation will occur as the business expands and partners join. The intention is to upscale to a Partnership or a Private Limited Company (Ltd). This will enable larger-scale operations,

international representation and participation by more investors.

1.4 Vision, Mission & Values.

Vision.

We want to be Bangladesh's most trusted and creative travel partner, making travel experiences available to everyone while empowering communities and promoting sustainability.

Mission.

- To make travel easier with digital solutions.
- To offer services at low cost and with transparency
- To enhance the tourism heritage of Bangladesh
- To assist students, families, foreigners and global travelers.
- To bring together green and community-focused tourism.

Values.

- Customer First.
- Transparency.
- Innovation & Technology.
- Sustainability.
- Collaboration & Community Impact.

1.5 Objectives.

Short-Term Objectives (0–1 Year).

- Create and Roll Out Mobile App and Website.
- Make partnership agreements with airlines and hotels.
- Gain at least 3000 customers for your product.
- Create Packages for Students and Their Families
- The initial regional hub was established outside Dhaka.

Long-Term Objectives (1–5 Years).

- Widen business operations in tier-2 and tier-3 cities.
- Create worldwide service locations for the expatriates.
- Revenue would double in 3 years.
- Make the community tourism network the same as each other
- Turn into a recognized travel brand across the nation.

1.6 Industry Overview & Opportunity.

Bangladesh's travel sector is steadily growing due to.

- Rising disposable income.
- More easy travel with air, road, rail.
- Learning about Domestic & International Tourism
- Many foreign students and workers live in the city.

However, the market is underserved due to.

- Absence of total service options.
- Processing information by hand is inefficient.
- Limited digitalization.
- High costs.
- There is low service outreach other than the main cities.

This creates strong opportunities for BLUESKY.

- Serve unmet customer needs.
- Utilize digital technology for convenience and transparency.
- Offering affordable packages for budget travelers.
- Broaden reach by franchising out and remote help.
- Establish alliances to reduce expenses.

7 Problems the Business Solves

1. Lack of end-to-end travel solutions.
2. High cost & lack of budget packages.
3. Manual processes & physical office dependency.
4. Limited access outside major cities.
5. Weak international linkages.
6. No personalized travel planning.
7. Insufficient eco-friendly tourism offerings.

BLUESKY uses technology, pricing strategy, nationwide accessibility, and unique services to solve these issues.

1.8 Unique Value Proposition (USP).

All services in one platform — fast, affordable & reliable.

Key Differentiators.

- Complete travel solutions under a single brand.
- Packages are affordable for families and students.
- Mobile-first digital platform.
- AI-based trip recommendations.
- Eco & community tourism.
- 24/7 support.
- Expat-focused services.

1.9 Competitive Advantage.

- Comprehensive travel service portfolio.
- Digital booking platform.
- Strong customer engagement.
- Tier-2/3 market expansion.
- An experienced team and global partners.

With its strengths, Bluesky is a tourism service provider that shapes the market of Bangladesh.

1.10 Key Success Factors.

- Strategic partnerships.
- Digital infrastructure.
- This service is cheap and budget friendly.
- Skilled workforce.
- Customer service excellence.
- Sustainable tourism initiatives.

1.11 Current Business Status.

- Concept validated.
- Operational framework designed.
- Market research completed.
- Service packages drafted.
- Partnership mapping underway.

1.12 Future Plans.

- Franchise model expansion in Bangladesh.
- Start an app that uses AI.
- Construct centres for tourist information and training
- Integrate digital payments internationally.
- Develop corporate travel solutions.

2. Market Analysis

2.1 Industry Overview

Travel and tourism is the world's fastest-growing service sector. According to UNWTO and WTTC, the contributions of tourism to GDP, employment and foreign trade are significant. Tourism is rising in Bangladesh thanks to rising incomes, improved transportation, and awareness of local and global travel opportunities.

Bangladesh has the potential to be a hub for the tourism sector with attractions like Cox's Bazar, Saint Martin, the Sundarbans and the hill tracts. However, there is no well-organized and structured tourism service ecosystem in Bangladesh yet. Existing agencies mostly provide.

- Basic ticketing.
- Limited visa support.
- Traditional fixed packages.

There is a visible gap in areas like digitalization, personalized travel solutions, affordability, accessibility, which can be tapped for innovations and organized services.

Industry Growth Drivers:

- Increased disposable income.
- Aviation and road networks have been improved.
- Strong outbound travel demand
- E-commerce and smartphone usage is rising.
- Increased expatriate movement.
- Youth keen on travel.

Challenges:

- Agencies are not adopting digital technology.
- High travel costs.
- Poor customer experience.
- Unreliable service coverage in the whole region.
- Weak global partnerships.

The bluesky Tours & Travels can exploit these gaps to create a market opportunity.

2.2 Market Size & Growth Potential

Market size and growth potential

Tourism that appeared to be socially and culturally unacceptable is now accepted.

- Expanding middle class.
- Chances to travel careers (education, training, medical tourism)
- More migration from businesses and students.
- Expatriate community travel demand.

Domestic Market Potential.

Millions of Bangladeshis travel domestically each year for.

- Leisure.
- Education.
- Business.
- Religious & family purposes.

International Market Potential.

More and more people are travelling outbound.

- India.
- Malaysia.
- Singapore.
- Thailand.
- Saudi Arabia.
- UAE.

Growth potential: High.

Furthermore, over 10 million Bangladeshi expatriates travel and need regularly.

- Air tickets.
- Family visit arrangements.
- Visa assistance.

This presents a large and consistent customer base.

2.3 Target Customer Segments

THE BLUESKY focuses on a wide range of customers, including:

Customer Segment	Description
1) Students	<ul style="list-style-type: none">• Budget-friendly travel options• Study-abroad related travel• Scholarship/education tours
2) Middle-Class Families	<ul style="list-style-type: none">• Holiday packages• Low-cost accommodations

	<ul style="list-style-type: none"> • Domestic travel options
3) Expatriates (Middle East, EU, SE Asia)	<ul style="list-style-type: none"> • Frequent travel • Family visit visa packages • Affordable travel services
4) Corporate Travelers	<ul style="list-style-type: none"> • Business tours • Short-notice travel arrangements
5) International Tourists	<ul style="list-style-type: none"> • Cultural, nature & adventure tourism • Eco-tourism
6) Community & Eco-Travel Seekers	<ul style="list-style-type: none"> • Authentic cultural experiences • Rural tourism • Nature preservation

2.4 Customer Behavior & Needs

Primary Needs.

- Convenience.
- Everything you need is under one roof.
- Transparent pricing.
- Fast digital booking.
- Dependable assistance with visas and documents.

Behavior Insights.

- People want services available as apps or online.
- People who are careful with their money will compare offers before buying.
- Consumers prefer large packages over small packages.
- Trust-driven: Reputation and reviews are important.

Key Expectations.

- Affordable packages.

- Timely responses.
- Easy digital experience.
- 24/7 support.

2.5 Market Problems & Gaps

Market Problem / Gap	Observation
The majority of agencies offer only ticketing	Most agencies focus on flight or train ticket bookings, ignoring full travel solutions.
Poor digital adoption	Limited online presence, outdated websites, or a lack of mobile apps.
Lack of regional coverage	Few agencies cover smaller cities or rural destinations.
Limited customized packages	Most offerings are generic, not tailored to customer needs.
Weak international partnerships	Few collaborations with foreign tour operators or global networks.
Poor transparency & documentation support	Clients face unclear pricing and inadequate travel documentation assistance.
Limited eco-tourism options	Scarce focus on sustainable or environmentally friendly travel experiences.

These gaps create opportunities for THE BLUESKY to differentiate.

2.6 Competitor Analysis

Existing Competitors.

- Travel agents are located in the city.

- Facebook-based operators.
- A few medium-sized agencies.

Competitor Strengths.

- Limited local networks.
- Low operating cost.
- Having knowledge about flight tickets & visa issues.

Competitor Weaknesses.

- Poor customer service.
- No customization.
- Minimal regional access.
- Lack of international collaborations.
- Higher cost, low transparency.
- No loyalty programs.
- Limited package innovation.

This creates a large market entry point for BLUESKY.

2.7 Market Trends & Insights.

1) Rapid Digitalization.

Web & app-based travel services are becoming standard.

2) Personalization.

Customers prefer tailored experiences.

3) Increased Domestic Travel.

Post-pandemic domestic tourism is booming.

4) Rise of Short Getaways.

More and more trips to Cox's Bazar, Sylhet, Bandarban on weekends are happening.

5) Expatriate Growth.

More frequent home visits → steady travel demand.

6) Budget Travel.

Students & families seek affordable packages.

7) Community-Based & Eco-Tourism.

Younger travelers are seeking authentic cultural exposure.

2.8 SWOT Analysis

SWOT Category	Key Points
Strengths (S)	<ul style="list-style-type: none">- One-stop solution- Affordable packages- Digital booking platform- Visa assistance- Eco-community tours- AI-based suggestions- Expat focus
Weaknesses (W)	<ul style="list-style-type: none">- New brand → Low initial trust- High-tech investment- Training requirements
Opportunities (O)	<ul style="list-style-type: none">- Growing tourism & travel- Digital adoption- Expat market growth- Rise of eco-tourism- Tier-2/3 city expansion
Threats (T)	<ul style="list-style-type: none">- Policy changes- International travel risks- Competition from global portals- Economic instability

2.9 Positioning Strategy

Travel solutions that are affordable and driven by technology.

Key Positioning Themes.

- Modern.
- Trustworthy.
- Customer-Centric.
- Eco-Sustainable.

BLUESKY, the most inexpensive travel partner with all the services available to the customer at the most convenient price.

2.10 Market Differentiation.

BLUESKY stands out through.

- Student and family packaged at low price.
- Digital convenience through Application and Web
- Strong global partnerships.
- Community-based tourism.
- Lifestyle personalized tour curation.
- Transparent pricing.
- Expat-focused service model.
- Full-service ecosystem.

BLUESKY is in a better place than local and traditional competitors.

2.11 Market Potential Summary

Factor	Assessment
Customer Need	Very High
Market Size	Large
Growth Rate	High
Competition	Fragmented
Tech Adoption	Increasing
Profit Potential	High

The Bangladeshi tourism market is **underserved yet high-potential**, making this the right time for BLUESKY's launch.

3. Marketing Plan

3.1 Product / Service Strategy

THE BLUESKY offers customized travel packages for students, groups, expatriates, corporate clients, and foreigners. We provide custom series for the traveler.

Core Services.

1. Air Ticketing (Domestic + International).

- a. Partnering with major airlines.
- b. Online booking & instant confirmation.

2. Visa Assistance & Consultation.

- a. Documentation support.
- b. Application assistance
- c. Country-specific guidance.

3. Holiday Packages.

- a. Domestic & international.
- b. Group & customized tours.

4. Accommodation Booking

- a. Hotels, resorts, guesthouses.
- b. Affordable + premium options.

5. Transport & Car Rentals.

- a. Airport pickup/drop.
- b. City-to-city travel.

6. Eco & Community-Based Tourism.

- a. Rural tours.
- b. Nature-wildlife experiences.

7. Corporate Travel Services.

- a. Flexible arrangements.

b. Annual travel management.

8. Digital Travel Assistance.

a. Web + mobile app booking.

b. AI-based recommendations.

3.2 Value Proposition.

A low-cost dependable one-stop travel service for all.

Key Benefits.

- Transparent pricing
- Personalized recommendations.
- 24/7 support.
- Local & international coverage.
- Complete service ecosystem.

3.3 Pricing Strategy.

Pricing should be competitive, affordable, and value-enhancing.

Pricing Approaches.

1. Market-oriented competitive pricing.
2. Package-based tier pricing.
 - a. Student Packages.
 - b. Family Packages.
 - c. Corporate Packages.
 - d. Luxury Packages.
3. Dynamic Pricing.
 - a. Seasonal demand management.
4. Service Fee-Based Revenue.
 - a. Visa processing.

- b. Documentation.
- 5. Special Offers.
 - Holiday discounts.
 - Student & family concessions.
 - Early-bird discounts.
 - Referral offers.
- 6. EMI / Installment Options.
 - For premium holiday packages.

Goal → Ensure affordability without compromising quality.

3.4 Place / Distribution Strategy.

BLUESKY will work through physical and digital channels.

Primary Channels.

- 1. Website.
 - a. Online booking.
 - b. Payment gateway.
- 2. Mobile App.
 - a. AI-based suggestions.
 - b. Chat support.
- 3. Head Office – Dhaka.
 - a. Operational base.
- 4. Regional Hubs (planned).
 - a. Chattogram.
 - b. Sylhet.
 - c. Rajshahi.
 - d. Khulna.
- 5. Partner Network.

- a. Hotels.
- b. Agents.
- c. Transport providers.
6. Franchise Outlets (future).
 - a. To ensure nationwide availability.

The distributed model makes guarantee access to every kind of traveler.

3.5 Promotional Strategy.

To raise brand awareness, attract customers and generate conversions, we'll have a mixed marketing approach.

1) Digital Marketing.

- Facebook, Instagram, YouTube campaign
- Google ads (PPC).
- Travel blogs & articles.
- Email marketing.
- WhatsApp support & newsletters

2) Social Media Strategy.

Goals: Engagement, branding, conversion.

Content Types.

- Packages & offers.
- Travel tips.
- Testimonials.

- Destination highlights
- Reels/short videos.
- Festival travel posts

Platforms.

- Facebook.
- Instagram.
- YouTube.
- TikTok

3) Influencer / Key Opinion Leader (KOL) Marketing.

- Travel bloggers.
- Student influencers.
- Celebrity endorsements.

4) PR & Media.

- Travel expos.
- Press releases
- Magazine features.
- University partnerships

5) Sales Promotion.

- Discounts.
- Seasonal offers
- New customer coupons.
- Referral/loyalty rewards.

Customer Retention Tools.

- Membership program
- Cashback.
- App-based loyalty system.

6) Community Outreach.

- Collaboration with universities.

- Student career travel fairs.
- Tourism awareness events.

7) Expat-Focused Promotion.

- Target Facebook groups.
- WhatsApp community strategies.
- Bangladesh missions abroad.
- Travel desk partnerships.

3.6 Branding Strategy.

BLUESKY is designed to build a trustable, innovative travel identity.

Brand Identity.

- Friendly.
- Modern.
- Solution-focused.
- Affordable.

Brand Positioning.

Go Around the World at Ballpark Prices!

Brand Messaging.

- One-stop travel solution.
- Personalization.
- Convenience.
- Wide coverage

Brand Tone.

- Reliable
- Helpful
- Professional.
- Youth-friendly.

Visual Identity.

- Colors: Sky-blue (primary), white.
- Elements: Map, cloud, compass.

3.7 Customer Acquisition Strategy.

- Online campaigns.
- Referral networks.
- Partner networks.
- Student groups.
- Expat channels.
- Travel communities.

3.8 Customer Retention Strategy.

- Loyalty program
- Special member discounts.
- Personalized recommendation service.
- WhatsApp/Email reminders.
- After-service follow-up.

Objective: Build long-term customer relationships.

3.9 Positioning Strategy.

BLUESKY will position itself as.

Bangladesh's full-fledged and affordable digital travel partner for personalized services.

Positioning Elements.

- Technology-driven service.
- Affordable pricing.
- Wide service range.
- Trusted support.

3.10 Competitive Strategy.

BLUESKY will focus on differentiating from the market competitors.

- Full-service travel ecosystem.
- Website and app are digital platforms.
- Affordable packaged tours.
- Strong regional presence.
- High-grade customer service.
- Partner-driven cost optimization.

3.11 Marketing Goals.

Short Term (0–12 months).

- Create a strong presence online.
- Acquire 3,000+ users.
- Collaborate with more than twenty hotels.
- Create 15+ tour packages

Long Term (1–5 years).

- Nationwide presence.
- Expand expatriate services.
- App downloads → 100,000+.
- Leader of community tourism in Indi

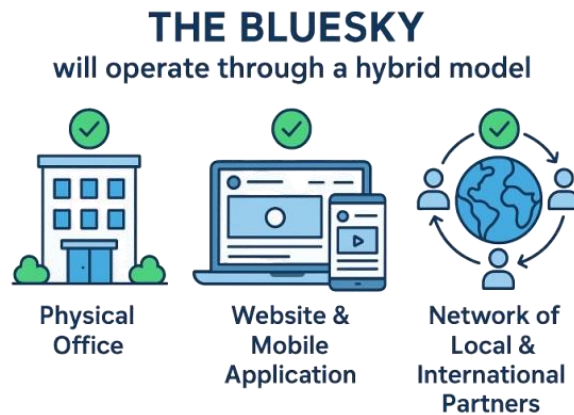
3.12 KPIs (Key Performance Indicators).

- Customer acquisition cost.
- Cost per lead.
- Customer lifetime value.
- Conversion rates

- App downloads.
- Social engagement.
- Customer satisfaction (CSAT).
- Repeat purchase rate.

4. Operations / Production Plan

4.1 Operational Strategy Overview



This allows the company to deliver services efficiently both online and offline.

4.2 Service Delivery Workflow

1. Customer Inquiry
 - a. Online (website/app).
 - b. Phone/email.
 - c. Office visit.
2. Requirement Assessment
 - a. Destination, budget, dates, preferences.
 - b. AI-based recommendation system.
3. Proposal Sharing.
 - a. Package options + pricing.
 - b. Customization.
4. Booking & Confirmation.
 - a. Ticket/hotel booking.
 - b. Visa processing initiation.

- c. Payment.
- 5. Documentation Processing.
 - a. Visa paperwork.
 - b. Digital travel documents.
- 6. Travel Execution.
 - a. Customer communication.
 - b. Hotel/transport confirmation.
- 7. After-Service Support.
 - a. Post-trip feedback.
 - b. Issue resolution.

4.3 Key Services Delivery Model

Service	Delivery Mode
Ticketing	Online + In-office
Visa Support	In-office + Digital
Accommodation	Partner hotels
Tours	Local tour operators
Car Rental	Partner fleets
Custom Packages	Personalized planning
Community Tourism	Local communities

4.4 Required Facilities & Equipment

Facilities.

- Head Office principal location is in Dhaka.
- Branch Offices:
 - o Sylhet.
 - o Chattogram.
 - o Rajshahi.
 - o Khulna.

Equipment.

- Computer systems.
- CRM software.
- Printers & scanners.
- Payment systems
- Server/cloud storage.
- Networking equipment.

4.5 Infrastructure & Layout.

Head Office – Functional Areas.

- Front Desk / Reception.
- Ticketing & Booking Section.
- Visa Section.
- Customer Service Area.
- Manager / Executive Rooms
- IT & Data Unit.
- Training Space

- Meeting Room.

Customer service fast and internal workflow efficient designed to.

4.6 Technology Requirements.

Core Systems.

1. Website + Mobile App
 - Booking.
 - Travel planning.
 - Customer profile
2. CRM System.
 - Customer database.
 - Communication tracking.
3. Payment Systems.
 - Online gateway.
 - Mobile banking.
4. Cloud Data Storage.
 - Secure travel records.
5. AI Recommendation Engine (Planned)
 - Suggests best routes/packages.
6. Customer Support Tools.
 - WhatsApp, email, phone ticketing.

4.7 Supply Chain and Partner Network.

BLUESKY relies on strong partners to deliver services.

Airlines.

- Local + International carrier

Hotels & Resorts.

- Domestic networks.
- International brands

Transport Providers.

- Airport transfers
- In-country tours.

Tour Operators.

- Domestic & foreign agencies.

Visa Partners.

- Consultancies & embassies.

Consistent and seamless customer experience with these partnerships.

4.8 Inventory & Resource Management.

As a service-based business, physical inventory is limited. Main “inventory” includes.

- Ticket allotments.
- Hotel room partnerships.
- Tour slots.
- Documents.

Partnership management has been done through CRM and partner systems.

4.9 Quality Control Measures.

To ensure high-quality service, BLUESKY will maintain.

1) Standard Operating Procedures (SOPs).

- You may use it for several purposes.

2) Trained Staff.

- Knowledgeable agents.
- Customer service skills.

3) Verified Partners.

- Both the hotel and the tour operator were checked

4) Technology Tracking.

- Automated booking monitoring.

5) Customer Feedback.

- Post-trip surveys.
- Review analysis.

6) Performance Reporting.

- Monthly service ratings.
- Complaint resolution timelines.

4.10 Operational Policies.

Customer Service Policy.

- Rapid response.
- Clear communication.
- 24/7 support.

Cancellation & Refund Policy.

- Clear rules.
- Partner-dependent options.
- Customer-first approach.

Data Privacy Policy.

- Secure storage.
- Confidential handling.

4.11 Safety & Risk Management.

Travel Risks.

- Weather
- Political situations.

Mitigation.

- Travel insurance partnerships.
- Updated travel advisories.

Operational Risks.

- Ticket cancellations.
- Visa delays.

Mitigation.

- Backup suppliers.
- Contingency planning.

Digital Risks.

- Cybersecurity attacks.

Mitigation.

- Data encryption.
- Regular backups.

4.12 Seasonal & Capacity Planning.

High-demand periods.

- Eid.
- Winter holidays.
- Summer travel.
- University break.

Capacity adjustment.

- Temporary staffing.
- Extra transport support.

- Package diversification.

4.13 Sustainability Practices.

- Promote eco-tourism.
- Work with community tourism groups.
- Reduce paper by digitization.
- Support local employment.

4.14 Expansion Plan.

Phase 1 (Year 1–2).

- Dhaka HQ.
- Sylhet & Chattogram branches

Phase 2 (Year 3–4).

- Khulna & Rajshahi branches.
- Regional franchises.

Phase 3 (Year 5+).

- International travel desk
- There are representation offices in UAE or Malaysia.

5. Management & Organization Plan

5.1 Organizational Structure

The business will follow a **functional organizational structure**, enabling smooth workflow and clear role responsibilities.

1. The company is led by the **CEO**, who oversees three key executives: the **COO**, **CTO**, and **CMO**.
2. The **COO** manages the **Operations Team**, which includes Customer Service, Visa Unit, Ticketing Unit, and Car/Hotel Unit.
3. The **CTO** leads the **IT & Development Team**, responsible for App/Website Development, CRM/Data Management, and Tech Support.
4. The **CMO** oversees the **Marketing Team**, which handles Branding, Social Media, and Sales Executives.

Reporting to the CEO is also the **Finance Manager**, who supervises the **HR Manager**, under whom works the **Admin Assistant**.

5.2 Key Management Roles & Responsibilities

Chief Executive Officer (CEO)

- Provides overall leadership and direction
- Strategic planning & business development
- Partnership & stakeholder management
- supervises core departments
- Approves budgets and major decisions

Chief Operating Officer (COO)

- Manages daily operations
- Oversees ticketing, visa, tour planning, and customer support
- Ensures service delivery quality

- Implements Standard Operating Procedures (SOPs)

Chief Technology Officer (CTO)

- Oversees technology infrastructure
- Manages website and mobile app development
- Ensures data security & IT support
- Leads CRM, AI & automation integration

Chief Marketing Officer (CMO)

- Develops marketing strategies
- Manages branding, PR, and promotional campaigns
- Social media & digital marketing management
- Customer segmentation & retention strategies

Finance Manager

- Budget planning
- Financial record management
- Revenue tracking & forecasting
- Manages accounts payable/receivable

HR Manager

- Recruitment & hiring
- Training & performance management
- Employee record keeping
- Culture & retention strategy

Admin / Support Staff

- General administrative operations
- Booking updates
- Customer handling support

5.3 Departmental Overview

1) Operations Department

- Ticketing
- Visa processing
- Tour management
- Booking coordination
- Customer care

2) Technology Department

- Website & app development
- Data management
- API integration
- Technical support

3) Marketing & Sales Department

- Digital promotion
- Social media marketing
- Package sales
- PR & events

4) Finance & Accounts

- Accounts
- Tax compliance
- Payroll
- Financial reporting

5) Human Resources

- Employee onboarding

- Training & development
- Performance review

5.4 Staffing Plan

Year 1 Hiring Plan

Role	Number
CEO	1
COO	1
CTO	1
CMO	1
Finance Manager	1
HR Manager	1
Operations Officers	4
Visa Experts	3
Ticketing Agents	3
Customer Support Staff	3
Marketing Executives	3
IT Specialists	2

Admin/Account Assistant	1
-------------------------	---

→ Approx. **24 employees**

Year 3 Expansion

- Branch managers
- Regional operations executives
- Franchise supervisors
- Expanded tech & marketing teams

→ Approx. **45–60 employees**

5.5 Staff Training & Development

To ensure high-quality customer service and operational excellence, BLUESKY will invest in:

Training Programs

- Customer service excellence
- Product knowledge (destinations, visas, airlines)
- IT system CRM usage
- Communication skills
- Sales & negotiation
- Data privacy & safety

Development Initiatives

- Annual workshops
- Performance-based incentives
- Leadership development for senior staff

5.6 Compensation & Benefits

- Competitive salary
- Sales commission
- Travel discounts
- Performance bonuses
- Annual increments
- Holiday benefits

5.7 Advisors / Partners

BLUESKY will onboard advisors to guide strategic decisions:

Potential Advisor Profiles

- Tourism industry experts
- Travel blogging influencers
- Expat community leaders

- Business mentors
- Legal consultants
- Visa documentation specialists

Advisors will provide:

- Strategic guidance
- International market insights
- Business development opportunity

5.8 External Partnerships

Strategic Partners

- Hotels & resorts
- Airlines
- Local transport operators
- Tour operators
- Visa processing centers
- Corporate travel networks

These partners help BLUESKY deliver high-quality services at competitive rates.

5.9 Roles Distribution & Accountability

Role	Primary Responsibility
CEO	Strategic vision & leadership
COO	Operations & service delivery
CTO	Technology development
CMO	Branding & marketing
Finance Manager	Financial management
HR Manager	People management
Operations Team	Booking & customer service
Visa Team	Document processing
Ticketing Team	Ticket issuing
Customer Support	Client communication
IT Team	Tech support

Performance KPIs will be tracked quarterly.

5.10 Legal & Compliance Management

- Business registration & licensing
- Partnership agreements
- Tax filing & VAT compliance
- Data privacy & cybersecurity compliance

6. Financial Plan

6.1 Startup Cost Estimation

Category	Estimated Cost (BDT)
Company Registration & Legal	30,000
Office Rent & Deposit	200,000
Office Interior & Furniture	300,000
Computers & IT Equipment	350,000
Software/CRM/Subscriptions	200,000
Website + Mobile App	500,000
Marketing & Branding (launch)	400,000
Initial Staff Salaries (3 months)	1,200,000
Utility, Internet, Misc.	70,000
Contingency	150,000
Total Estimated Startup Cost	3,400,000 BDT

This cost can be reduced by starting with a smaller office and minimal staff.

6.2 Revenue Model

BLUESKY will generate revenue from multiple streams:

1) Ticketing Commission

- Domestic & International

- 3–7% commission

2) Tourism Packages

- Domestic packages
- International packages

3) Visa Processing & Consultation Fees

- Per service charge

4) Hotel & Transportation Booking

- Margin through partners

5) Corporate Travel Management

- Corporate service fee
- Annual retainer model

6) Add-on Services

- Travel insurance
- Travel accessories
- VIP service

A diversified model reduces risk and ensures a steady income.

6.3 Projected Sales Forecast (3 Years)

Year	Estimated Customers	Avg. Revenue/Customer	Total Revenue
Year 1	3,000	6,000 BDT	18,000,000 BDT
Year 2	5,000	7,000 BDT	35,000,000 BDT
Year 3	8,000	8,000 BDT	64,000,000 BDT

Growth is driven by brand awareness, app users, nationwide expansion, and expatriate market inclusion.

6.4 Projected Income Statement (Summary)

Year 1

Item	Amount (BDT)
Revenue	18,000,000
COGS	12,600,000
Gross Profit	5,400,000
Operating Expenses	4,800,000
Net Profit	600,000

Year 2

Item	Amount (BDT)
Revenue	35,000,000
COGS	24,500,000

Gross Profit	10,500,000
Operating Expenses	7,200,000
Net Profit	3,300,000

Year 3

Item	Amount (BDT)
Revenue	64,000,000
COGS	44,800,000
Gross Profit	19,200,000
Operating Expenses	9,500,000
Net Profit	9,700,000

Net profit increases significantly due to economies of scale & brand expansion.

6.5 Cash Flow Summary

Cash Inflows

- Sales (ticket + packages)
- Visa service fees
- Corporate contracts
- Hotel & transport commissions
- Partner incentives

Cash Outflows

- Salaries
- Rent & utilities
- Marketing costs
- Tech maintenance
- Partner payments
- Administrative expenses

The business will maintain:

- Working capital reserves
- Positive cash flow from Month 6

6.6 Break-Even Analysis

Fixed Costs / Year

Approx. 4,500,000 BDT

Average Gross Margin \approx 30%

Break-Even Sales (Yearly)

$$\begin{array}{rclclclcl} \text{Break-Even} & \text{Revenue} & = & \text{Fixed} & \text{Costs} & \div & \text{Gross} & \text{Margin} \\ = & & & 4,500,000 & & & & 0.30 \\ \approx & \mathbf{15,000,000 \text{ BDT}} & & & & & & \end{array}$$

BUSINESS WILL BREAK EVEN IN YEAR 2

6.7 Funding Requirements

To begin operation, BLUESKY will require approximately.: **BDT 3,400,000 (3.4M)**

Use of Funds

Category	Allocation
Technology	20%
Marketing	20%
Staffing	35%
Office Setup	15%
Legal & Misc	10%

6.8 Sources of Funding

Primary Sources

- Founder investment
- Partner investment

Secondary Options

- Bank loans
- Angel investors
- Private equity
- Grants (tourism development)

6.9 Financial Risks & Mitigation

Risk	Mitigation
Slow sales growth	Strong marketing + promotions
High competition	Unique offerings + pricing
Cash shortage	Phased hiring, digital ops
Tech failure	Backup systems, IT monitoring
Seasonality	Flexible pricing + corporate focus

6.10 Long-Term Financial Goals (5 Years)

- Increase annual revenue > 150M BDT
- Maintain net margin > 20%
- Add new international service desks
- Expand to 20+ franchise outlets

7. Conclusion

The project implementation plan for “THE BLUESKY TOURS & TRAVELS” a study that the travel and tourism industry of Bangladesh has many opportunities as well as challenges. Currently, most agencies provide only ticketing and rudimentary visa support, leading to massive gaps in digital accessibility, affordability, and satisfaction. If THE BLUESKY can find solutions to these problems, it can become a modern, trustworthy travel agency that the customer can rely on. The techniques mentioned in the report such as technology infusion, community-inspired tourism, moving to tier-2 and tier-3 cities, foreign collaboration and service diversification will establish the company differently than traditional agencies. By implementing these strategies, local communities will also be able to enjoy the benefits of Responsible Tourism and earn money from it. Execution will be the most critical stage. THE BLUESKY will expand safety to avoid a decline in quality with a clear phased implementation plan consisting of milestones, proper training of staff, and proper monitoring systems. Simultaneously, the firm must be cautious of risks like overexpansion, rising costs and customer expectations. Using the responsibly will ensure long-term sustainability. In conclusion, the travel agency “THE BLUESKY TOURS & TRAVELS” has the opportunity to set a new standard in Bangladesh. It can help the country to develop a modern, competitive, and sustainable tourism industry, and a player who can take its revenue double within three years with its customer-centred approach, green practices, and inclusive services for students, families and expatriates.

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