



# Project Report on "guidingX"

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# LETTER OF TRANSMITTAL

To

Mohammad Shibli Shahriar

Associate Professor & Head

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Respected Sir, With great pleasure I am presenting my project report on the topic "guidingX" While preparing this report, I have followed your instruction and guidelines. This report has been completed by my experiences and ideas. I express my special gratitude to you for dedicating your valuable time, expert guidance and support. I have tried my best to complete the report appropriately as much as possible. I tried to gather information from primary and secondary sources.

I therefore, request you to accept this report and give me proper suggestion to work in my professional life and I pray and hope that the mistakes,

*Ali Akbar*

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(i)

## CERTIFICATE OF APPROVAL

This is to certify that the project report entitled "guidingX " has been prepared by Md.Ali Akbar as a partial fulfillment of the requirement of our semester final of

Entrepreneurship department Daffodil International University.

I wish him every success in life.



**Mohammad Shibli Shahriar**  
**Associate Professor & Head**  
**Department of Innovation & Entrepreneurship**  
**Daffodil International University**

## **Acknowledgement**

All praises are due to Almighty Allah who enabled me to complete this report.

I express my sincere gratitude to my report supervisor Mohammad Shibli Shahriar Associate Professor, Department of Business Administration, Faculty of Business & Entrepreneurship, Daffodil International University. I have tried my best and work hard over the last three weeks for preparing this report.

Some of my friends and some industry related people helps me to collect all information

# Executive Summary

Not even in Bangladesh but also in the world tourism is a growing sector what will lead by a guide. We introduce to the world for first time guide sharing service called "guidingX". Tourist guide is important for travelling. But there are many problems to get manage a guide. If you want to manage a guide you should have managed a group or some traveler. Otherwise it will highly cost effective.

To manage a traveler group is a time wasted system. On the other hand you have to travel in single for emergency then you can't manage a guide or its costly and Everytime its not available. In the guide sharing apps you can search for a local guide in Everytime.

## INDEX

Number of Title	Name of title	Number of Page
1	Introduction	1
2	Objective of report	1
3	Vision	1
4	Mission	1
5	Marketing Plan	2
6	Market research	2
7	Industry need	3
8	Operational Plan	3
9	Organizational structure	3
10	SWOT analysis	3
11	Competitor	3
11.1	Targeted people	3
12, 12.1.1	Financial plan & business starting cost	4
12.1.2	Official tools & equipment	5
5	Monthly cost	5
6	Office staff honorarium	6
7	Conclusion	7

### 1.Introduction:

guidingX is a guide sharing company where you can ask for a local guide by " guide request" and a local guide can be your guide partner by " accepting request"

### 2.Objective of the report:

Main objective is to help travelers to find a local guide in cheap by our apps Basically It's a guide sharing service platform.We reduce the hassall of managing tourist guide.

### 3.Vission:

Our vision is proving on demand tourist guide instantly in local area that is also cheap. And also converting professional guide to local instant guide.

### 4.Mission:

Mission of guidingX is to be the google of traveler. We also contribute in world tourism industry by developing content or anything else.

### 5. Plan of GuidingX Marketing:

Promotion Plan	Summary	Budget
Digital marketing	We target travel seeking people to catch	Most of the whole budget, it can be 50%
Business card	We served our company's business card to target people	This budget can be 10%
Symposiums	Travel event can be organized or can sponsor others	15% will cost in this segment
Placard	It will our demographic strategy	10% should spend
Engagement	It can be the banners	15% of total cost will spend in this segment

### 6. Market research:

We create some pole and some research about the feasibility of guidingX. And we get unbelievable positive response about guide sharing. Because we are a new concept in the world who provide this type of service.

They told that this idea may sustain for travel world and if i did successfully then it can be giant type of revolution in travel world



## 7.Industry need:

Tourism industry is a growth industry in all over the world. Tourism industry is also now a half settled industry. It has the time to overcome. This industry based on tourist spot,country's concern about the place,social media engagement and safety to travel. And this all problem has a solution,Country can solve this problem, if this problem will solve this industry will lead by guider. There is no control about guiding system for the country. So this has a great chance to contribute.Now a days everyone fell comfort to sharing method because its easy,available and cheap. And in this sector we are only one.So guidingX has a great industry need in world market

**8.Operational plan:** We already have registered guider in many known tourist spots. Firstly we launch our platform that is Apps and web.After then the marketing will start and we spread our service as soon as possible. We hire our management team and by engaging our customers we start our service

**9.Organizational structure:** C.EO, C.O.O ,C.M.O ,H.R ,Officials ,Customer ,Help centre

## 10.Competitors:

guidingX is a new concept in the world.Basically guide Sharing term introduced by guidingX. So we have no competitor right now.

## 11.SWOT analysis:

STRENGTH	WEAKNESS	OPPORTUNITY	THREATS
Availability		Spread worldwide	Tourism agency
industry growth	Low quantity		
Attractive experience		Lead the industry	
Anytime service	Not enough guider		Travel agency

### 11.1: Targeted people:

- 1.Young traveler
- 2.Tourist
- 3.Foreign tourist
- 4.Family tour people

## 12.Financial Plan:

### 12.1.1:- Business Starting cost:

Starting plan cost	work time	Currency in BDT
Office Space	1 year	84000
Office Decorations	1 year	40000
Agreement signing	1 year	50000
	Total cost	174000

### 12.1.2:- Official tools or equipment:

Name	Cost in Bangladeshi Taka
Chair	20000
Clock	5000
Table	30000
Computer	100000
Games tools	50000
... <b>Total</b>	<b>205000</b>

### 13. Monthly (operational) cost:

Cost every month	Taka
Bill of electricity	3000
Monthly interest is 5%	10000
Others	20000
<b>Total</b>	<b>33000</b>

#### 14.Office Staff honorarium:

Designation	Salary
Technical head	40000
Office assistant	17000
Cleaning boy	8000
call centre	12000
Total	77000

## **Conclusion :**

Tourism industry is a growing sector that is already called before many times. This industry not only an industry but also an industry where a country or organization can generate more money with a low investment. And this industry is the only way by which other countries come in another country

A traveler can't be low cost in travelling time. So a traveler usually spend huge in tourism. And this sector also spread one country's culture, tradition and society's rules.

Tourism will lead one day the trade market, many countries only main earning source is tourism sector. Like - Uganda. Uganda is a third world country but their has many many great tourist spot.

So we have to do many things that will contribute to the tourism industry. Because. We want to do also. We will try our best.

