



## **Business Idea:**

### **“Online Hotel, Car and Ticket Booking Services in Dubai”**

---

#### **What is it about?**

The business idea I am presenting here is the creation of a website that will serve as facilitator for people in UAE and all around the world who are looking to visit Dubai. The website will facilitate customers from any part of the world to travel, stay and enjoy their trip to Dubai by making all their travel arrangements online while sitting at home including;

- [1] Reservation of a Airline ticket,
- [2] Booking a room in any hotel,
- [3] Renting a car
- [4] Booking for any entertainment including dessert safari, City Tour, Boats Tour, special events and etc

The website will offer;

- [1] Information about hotel companies, their rates, services, food quality and comparison in addition to online booking and payment option.
- [2] Information about Car rental companies and their rates as well as online booking and payment options
- [3] Information about different airlines, and flight schedules, rates and seats available as well as online seat reservation and payment option.
- [4] and entertainment opportunities in Dubai
- [5] Online booking for tickets, hotel rooms, car rents and entertainment services
- [6] 24/7 customer support for all their queries

#### **Who will benefit from it?**

People in UAE and all around the world will benefit from these services as they will be able to arrange for their tickets, hotel rooms, car and entertainment sitting at their offices and homes. Mostly, businessmen and tourists face problems in making their travel and stay arrangements. They have to collect information about airlines, hotels, local transport and picnic places. It takes

a lot of time to search for an appropriate hotel and then contact them for room reservation. Similarly searching for different airlines, getting information on flight schedules, available seats and finally reserving a seat also takes time. It will be a great facility to provide all these facilities under one roof where tourists and businessmen may make all their travel arrangements in one click.

To attract more customers from UAE and all around the world, we can offer different packages like vacation, business meetings, and trips for couples and families at discount.

The website will have information, access and contact with all the hotels in Dubai, Airlines and Car Rentals as well as entertainment services. The customers will be provided information on the rates, qualities and deals different hotels are offerings. They will get information on the transportation services as well as car rentals in Dubai. They will be informed about latest events in Dubai.

In addition to this the website will provide 24/7 customer support. Agents and customer support will be available to assist customer and reply their queries. Online order and payment processing will be integrated.

**Stakeholders**











## Entertainment:



The website will offer customers to book for different entertainment services available in Dubai such as Dessert Safari, City Tour, Boats Tour, special events such as music and cultural shows, Marine Tours with Dinner and etc. Under this service, customer will be provided with information about tourist attractions in Dubai, prominent places in Dubai, different events, music and cultural events. To attract customers who decide to visit a place or attend an event we will be offering different discount and bonus packages. The website will facilitate to reserve their seats, rooms and convinces online sitting at their offices or homes. Different packages and booking options such as;

- Discount for groups



- Discount for students



- Family deals







**Offerings to Attract Customers:**



Videos of prominent places in Dubai



Luxury Travel and Trip



Economy Travel and Trip



Business Trip



Packages for Groups



Packages for Families



Packages for Couples

## **Business Scope**

There is a great scope for this online business because;

1. The number of tourists coming to UAE is increasing on every coming day. For example, in 2002, 4.7 million people visited UAE for holiday purpose and this number increased to 10 million last year.
2. UAE Government has set a target to attract up to 20 million people by 2020 and this website is will help to achieve this target by facilitating travel and tourism towards Dubai.
3. Dubai has become a tourist's attraction in terms of leisure and infrastructure because of world-class shopping malls, water parks, beaches and hotels which contributed to tourism growth in the city. (Martin Croucher, 2013). The only need is to provide more facilities for travelers and tourists.
4. For many years now internet has become the key medium for booking trips (European Travel Comission, 2013). Booking through internet is easy, convenient and takes less time and efforts. Now people like more to reserve a seat in a flight or a room in a hotel online rather than through travel agents or phone calls.
5. This website will provide business expansion opportunities to the hotel companies, car rentals, airlines and entertainment companies as they will be able to reach global customers.
6. The website will prove to be a step in introducing Dubai to the world in a more comprehensive way..



## Basic Structure of the site

The website will consist of following pages





