# PROJECT REPORT

# ON

# "MARKETING STRATEGIES ADOPTED BY MAKEMYTRIP.COM"

make**MY**trip
.com

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# CERTIFICATE

This is to certify that **Mr Sumiket Sirohi**, a student of Delhi School of Management completed his project work on **"Marketing Strategies Adopted by Makemytrip.Com"** under my guidance and supervision.

I certify that this is an original work and has not been copied from any source.

Signature of Guide ------------------------------------

Name of Project Guide:

**MS Deepali Malhotra**

# <u>DECLARATION</u>

I hereby declare that the Project Report entitled **"Marketing Strategies Adopted by Makemytrip.Com"** has not been submitted previously from the basis for an award of any degree. This work embodies the result of my original work conducted under the supervision of **MS Deepali Malhotra**. The information submitted is true and original to the best of my knowledge.

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# ACKNOWLEDGEMENT

I have prepared this study paper for the **"Marketing Strategies Adopted by Makemytrip.Com".** Quite frankly, I have derived the contents and approach of this study paper through discussions with colleagues who are also the students of this course as well as with the help of various Books, Magazines and Newspapers etc.

I would like to give my sincere thanks to **Ms Deepali Malhotra** and host of friends and the teachers who, through their guidance, enthusiasm and counselling helped me enormously. As I think there will always be a need for improvement. Apart from this, I hope this study paper would stimulate the need for thinking and discussion on the topics like this one.

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# EXECUTIVE SUMMARY

India is the greatest lively and fast-growing online travel market in the APAC region. The online travel market in India has observed marvellous growth and is fascinating a huge number of national and international players. Private equity players have made gigantic investments in the online travel agency (OTA) segment in the past two years. The online travel market in India has witnessed incredible growth and is appealing to many national and international players.

The eccentric Travel Deals at www.makemytrip.com also permits the programming of MakeMyTrip India at very little and provides brilliant deals on the flight reservation. To book your airline tickets low-cost Makemytrip.Com to learn about strange travel deals at www.makemytrip.com, you can go online and search for deals and discounts. The user-friendly website offers you all the data in minutes you can easily book your MakeMyTrip India. The site can help you learn about new proposals and reductions obtainable by different airlines and may also provide discounted tickets business class.

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# INTRODUCTION

## Definition of the Problem

The research aims to analyze the marketing strategies adopted by "MakeMyTrip". MakeMyTrip remained at the forefront by adopting innovative marketing strategies in its marketing mix to break the chaos of brands that offer similar services. The key to your marketing strategy is the multifaceted approach to designing content that serves different purposes for the brand.

Although the brand was successful in creating a large community of followers on Facebook, they lagged the participation scores. The brand has yet to explore the beauty of the platforms like YouTube and Pinterest to the best of their potential. MakeMyTrip is slowly spreading on Twitter with unique campaigns and hashtags that tend almost every time they plan.

MakeMyTrip has managed to integrate its offers without problems with different occasions and events. The conception and conceptualization of campaigns on all platforms are simply perfect. Discover Bhutan, #Wander Love and # Thanksfor10k are some of the successful campaigns run by MakeMyTrip in recent times.

The brilliant execution of these campaigns has certainly helped the brand to expand its reach, therefore, MakeMyTrip is much more than just a travel portal or a famous pioneering brand: it has become the undisputed leader online, with its share of travel. a market that extends to over 50% of all online sales, a fact highlighted by the trust placed in it by millions of satisfied customers.

Born from the seed of one big idea: empowering the traveller, MakeMyTrip is an all-in-one travel shop offering a range of products and services of the highest value along with cutting-edge technology and 24-hour customer service. Over the years, MakeMyTrip has revolutionized the travel industry, consolidating its position on the market as a brand known for reliability and transparency.

MakeMyTrip has always been proactive in its efforts to achieve excellence, both in market research, understanding consumer behaviour, developing new products or promoting its range of products and services. In the current era in which digital media are indispensable for the success of any e-commerce brand, MakeMyTrip was one of

the first to adopt social media in its marketing mix. Let's take a look at how the brand uses social networks to get in touch with travel enthusiasts and maximize the reach of their products/services.

MakeMyTrip follows an integrated marketing and media strategy on all platforms. Content Bucket includes a mix of high-definition and interesting publications that cover the range of services offered by the brand, along with this MakeMyTrip launches campaigns and competitions that are adapted according to the latest offers and opportunities. While the company does its best to interact and interact with the target audience of Facebook, Twitter, YouTube and Pinterest, the percentage of participation in relation to a few followers is very average. The brand follows a tone of unified and constant communication always, the delivery of content varies according to the dynamics of the platform in use.

## RATIONALE OF THE STUDY

India is the fastest growing and fastest growing online travel market in the APAC region. The online travel market in India has seen great growth and is attracting many national and international players. Private equity operators have invested heavily in the online travel agency (OTA) segment in the last two years. The online travel market in India has seen great growth and is attracting many national and international players. Private equity operators have invested heavily in the online travel agency (OTA) segment in the last two years. As we all know, the online travel market is overcrowded. The fantastic travel offers on www.makemytrip.com also allow MakeMyTrip India's planning to be very low and offer excellent offers on booking flights. To book your low-cost airfare on Makemytrip.Com and get fantastic travel offers on www.makemytrip.com, you can go online and search for offers and discounts. The easy-to-use website gives you all the information in minutes that you can easily book on MakeMyTrip India. The site can help you learn about new offers and discounts offered by different airlines and can also offer discounted tickets for the business class.

# *Chapter -2*

# *Objectives of the Study*

# OBJECTIVES OF THE STUDY

## Objectives

The present research revolves around the following broad objectives:

⇐ To analyze the marketing strategies of "Makemytrip.com"

⇐ To identify weaknesses in these marketing strategies, if any

⇐ To analyze the level of customer satisfaction towards services provided by "Makemytrip.com"

## The scope of the Project Work

The scope of this study is limited to customers who use online ticketing facility in New Delhi area

# Chapter -3

# Research Methodology

# RESEARCH METHODOLOGY

**Research Design**

"Research means different things to different people" and the intent is to investigate innumerable data, theories, experiences, concepts and laws. "The procedural framework within which the research is conducted" is the definition of research methodology. The two broad and distinct approaches to social research include quantitative and qualitative research methods.

The quantitative paradigm, on the other hand, aims to gain a deeper understanding, knowledge and understanding of a situation or phenomenon, providing answers to "how?" Questions. Instead of "what?" Unlike the qualitative research that occurs in natural environments, quantitative research is where hypotheses are established.

**Data collection**

The data required for understanding will be collected by several online clients. To carry out the study, a digital survey was conducted via Facebook and e-mail. And those answers are collected in a spreadsheet and additional analyzes have been performed.

The data collection method in this particular survey includes two forms: that is, primary and secondary data. Care should be taken when using secondary data because the collected data may be distorted because the compiler of that original data may have highlighted only a partial image, or another aspect may be that the data may be quite old and even the quality of the data might to be unknown.

**Primary data**

"Data collected specifically for the research project carried out" is the definition of primary research provided by Saunders et.al (2014: pp. 486).

Primary data are usually originated by any researcher to address any specific problem or problem in question, where the only drawback is that it can be expensive and time-

consuming. The various ways of collecting primary data are based on surveys, focus groups and observations.

In this study, primary data are collected through a well-formed questionnaire with the help of a digital survey. The questionnaire consists of quantitative and qualitative multiple-choice questions and respondents are asked to choose the option that best suits the different options.

**Secondary Data**

The prerequisite for collecting primary data is a careful examination of existing secondary data (Malhotra, 2015). Data collected from periodicals, reports and statistics existing by private and public institutions are called secondary data. For this specific study, secondary data collection was mainly carried out on marketing magazines already available on this topic. The secondary data helps the author to understand the perception of Indian consumers about online shopping.

Therefore, the study performed analyzed the primary data with the justification and validation of the current secondary data.

**Data collection**

The data collection would be:

**Primary Data:**          Questionnaire made with the help of google form.

**Secondary Data:**        Online articles, Magazines, Latest News

**Tools:**                 Google Forms, Pie Chart

**Sampling method:**       Classmates and College Faculty

**Sample size:**           58

**Target audience:**       Young Generations who are using online ticketing facility.

## SPECIFY STATISTICAL TOOLS TO ANALYSE DATA

**Sample technique**

Choosing a study sample is an important step in any research project because it is rarely efficient, practical or ethical to study entire populations. In this study, the sampling strategy used is a convenient sampling. The sample size is 100. A small part of something that should be representative of the whole or of a subset of a population. In this research, a simple random sampling is used.

**Method Used:** Pie Charts

## EXPLANATION FOR THE TOPIC

Since its inception, Makemytrip.com has created a niche in the industry to facilitate both people and companies in the planning of travel of all kinds. In its ongoing effort to increase customer contact points, Makemytrip.com offers its services through mobile and commercial media as part of its marketing strategies. With these options, customers can now book their travels and hotels conveniently via mobile phones or by walking to the retail partners of MakeMyTrip.com's retail partners. The Makemytrip.com team currently has 700 people and the staff is in 16 cities in India.

## RESTRICTION OF THE STUDY

- ☐ The opportunity of Analysis is controlled as the survey was circulated to positive departments only.
- ☐ The Belief and opinions of the Respondents will be Replicated in the Consequence of the study and not the in-depth study of each and every participative Forum.
- ☐ Small Sample size

# *Chapter -4*
# *Literature Review*

# LITERATURE REVIEW

## Travel Industry in India

The tourism and hospitality industry has become one of the main drivers of growth in the service sector in India. India is the seventh tourism sector in terms of GDP in the world. According to the data, travel and tourism generated 14.2 trillion rupees in 2016. This sum equates to 9.6% of total GDP. In addition, the sector created 40.3 million jobs in 2016, representing 9.3% of the total employment in the country. The travel and tourism sector in India is also the fastest growing sector in the G20 countries, growing by 8.5% in 2016 and forecasting a further growth of 6.7% in 2017. Tourism in India has a great potential considering the rich cultural and historical heritage, the ecological variety, the land and the beauty spread throughout the country. Tourism is also a potential job generator, as well as being an important source of foreign currency for the country.

### Market Size

India is the most digitally advanced travel country in terms of digital tools used to plan, book and experience a trip, India's growing middle class and rising disposable income has continued to support tourism growth domestic and outgoing.

National tourist visits (DTV) to the Union states/territories (UTC) have grown by 15.5% per year to 1.65 trillion (provisional) during 2016 with the 10 States / UT plus contributing for about 84, 2% to the total number of DTV, according to the tourism minister.

The arrivals of foreign tourists (FTA) in India increased by 8.4 percent year-on-year to 1.06 million and the number of FTA residence permits for tourist visas increased by 58.5 percent to 2.40 lakhs, according to the Ministry of Foreign Affairs. Government tourism of India.

India is expected to grow five positions among the top five global business travel markets in 2030, as business travel spending in the country is expected to triple by $ 30 billion by 2030 in 2015.

International hotel chains are likely to increase their expansion and investment plans in India and are expected to represent 50% of the Indian hospital sector by 2022, from the current 44%.

With the increase in the number of global tourists and the realization of India's potential, many companies have invested in tourism and hospitality. Some of the recent investments in this sector are as follows

• Thomas Cook, the owner of Fairfax, acquired the activity of the Swiss tour operator Kuoni Group in India and Hong Kong for approximately Rs 535 crore (the US $ 85.6 million) in order to expand an inbound tourism business

• Vantage Hospitality Group based in the United States. UU., Signed a franchise agreement with Miraya Hotel Management, based in India, to establish its mid-range brands in the country.

• The Thai company Onyx Hospitality and the asset management company of Kingsbridge India set up a joint venture (JV) to open seven hotels in the country in 2018, for which the joint venture will raise the US $ 100 million.

• ITC plans to invest around 9,000 Rs crores (the US $ 1.42 billion) over the next three to four years to expand its hotel portfolio to 150 hotels. By 2018 ITC will launch another five hotels, in Mahabalipuram, Kolkata, Ahmedabad, Hyderabad and Colombo.

• Goldman Sachs, a multi-national investment bank based in New York, has invested 255 million Rupees (the US $ 40.37 million) in Vatika hotels.

• The Japanese conglomerate SoftBank will lead the crore financing round of Rs 630 (the US $ 95.6 million) in Salas OYO based in Gurgaon.

• MakeMyTrip will acquire the Mygola travel planning website and its resources for an undeclared amount and together they will try to focus on the innovation of the online travel segment. The Indian government has realised the country's potential in the tourism industry and has taken several steps to make India a global tourism hub.

Some of the major initiatives taken by the Government of India to give a boost to the tourism and hospitality sector of India are as follows:

• The Government of India plans to cover 150 countries under the electronic visa system by the end of the year, as well as to open an airport in the NCR region to alleviate pressure on the Delhi airport.

• The Indian government has reserved a crore of Rs 500 ($ 79.17 million) for the first phase of development and increase of Yojana's national heritage city (HRIDAY). The 12 cities in the first phase are Varanasi, Amritsar, Ajmer, Mathura, Gaya, Kanchipuram, Vellankani, Badami, Amaravati, Warangal, Puri and Dwarka.

• Within the "Mausam Project", the Indian government proposed to establish intercultural links and to relaunch cultural and economic maritime historical connections with 39 countries of the Indian Ocean.

The travel and tourism industry in India has great potential for growth. According to projections, the medical tourism market in India will reach a size of US $ 3.9 this year and has grown at a compound annual rate of 27% over the past three years, according to a joint report by FICCI and KPMG. It is expected to grow to $ 7-8 billion in 2020. The tourism industry is also waiting for the expansion of the electronic visa system, which is expected to double the flow of tourists to India. The rating agency ICRA Ltd estimates that the growth in turnover of the Indian hotel industry will be increased to 9-11% in 2015-16. India should be the fastest growing nation in the wellness tourism sector over the next five years, exceeding the annual gain of 20% until 2017, according to a study by SRI International.

## Online Travel Industry in India

An updated Google India-BCG report predicts a generally predictable Indian travel market to reach $ 48 billion in 2020 at a compound annual rate of 11% -11.5%. In May 2016, this number was expected to be $ 40 billion, according to an IBEF report. According to IBEF, the online travel market alone should account for around 40% - 50% of total transactions by 2020.

Prior to this, a 2014 report by the research firm Aranca predicts the online travel market in India to $ 9.1 billion that integrate: air travel ($ 5.1 billion), train travel (3.1 billion of dollars) and hotels (0.8 billion). These numbers have now been amplified in more colours. The online travel market in India has seen great growth and is attracting a large number of national and international players. Private equity operators have invested heavily in the online travel agency (OTA) segment in the last two years. As we all know, the online travel market is overcrowded.

**Main Reasons for** Growth of Online Travel Industry in India:

☐ Development of internet
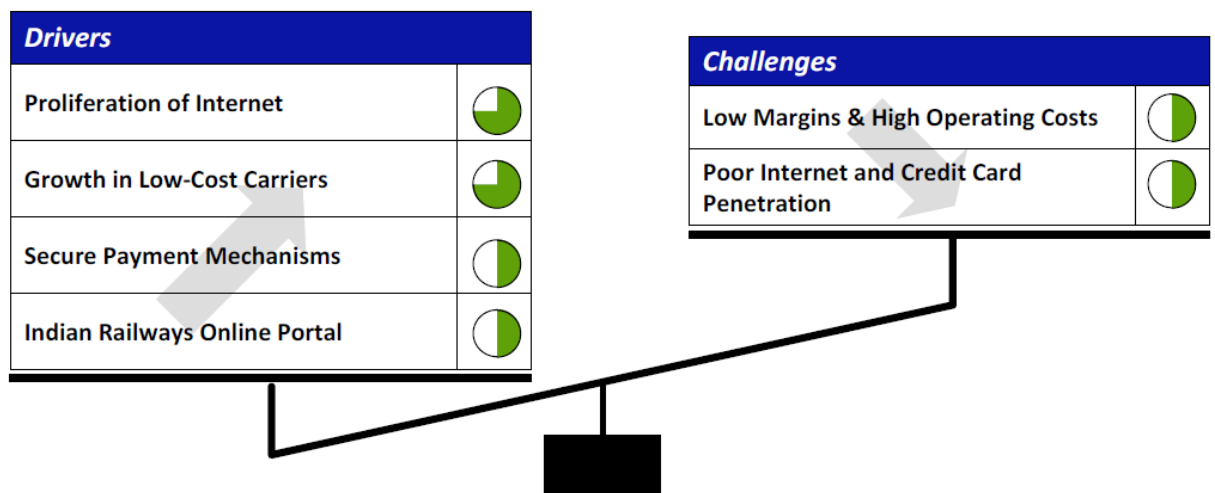☐ Development in low-cost carriers
☐ Protected payment mechanisms



*Figure 1*

**Main Challenges**

☐ Little boundaries & high functioning costs

☐ Poor internet and credit card penetration

**Trends**

☐ Competition in online ticket booking is moving away from air to non-air segments

☐ Online travel going mobile: changing e-travel to m-travel

☐ OTAs looking for offline counters leveraging on their brand value

☐ A metasearch engine is the latest innovation in online travel

## Trends



Competition in online ticket booking is moving away from air to non-air segments

Online travel going mobile changing e-travel to m-travel

OTAs looking for offline counters leveraging on their brand value

Meta search engine is the latest innovation in online travel

Religious travel is becoming a hot segment in online travel

Emerging travel information portals backed by OTAs

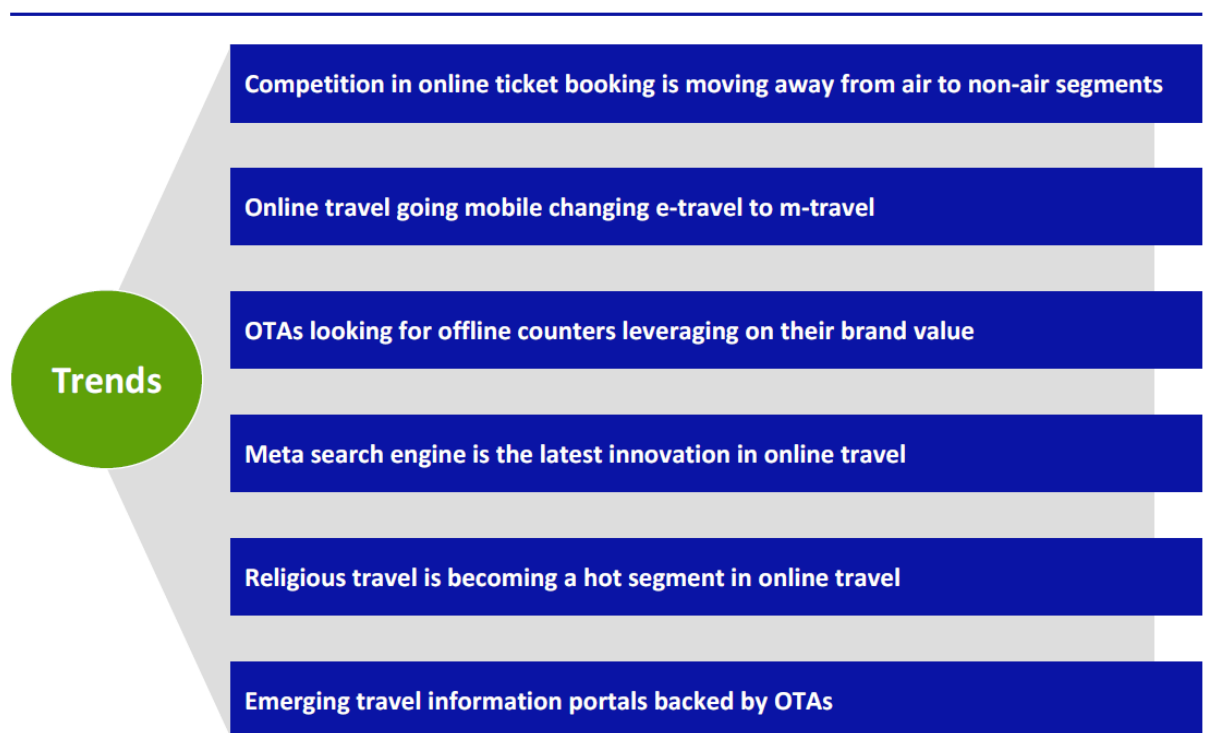*Figure 2*

## Broad areas of the Online travel industry in India:

1. Ticket booking - Air & Non-Air

2. Tele Reservation

3. Car Rentals

4. Tour Packages

• Air travel dominates the current online travel industry in India with a market share of over 60%. Rail bookings are also increasing and have a market share of over 20% in the online travel industry in India.

• The non-airline ticket booking segment is growing rapidly with the entry of Indian railways into the online space (www.irctc.co.in) and many OTAs offering online bus tickets.

• Many hotels have online portals to reserve their inventory.

• The demand for tourist packages has increased both among national and international tourists.

**Players Overview:**

• The online travel market is the most crowded arena in the e-commerce segment with many new players entering this space.

• MakeMyTrip, Yatra, Cleartrip and Travelguru are the main players in the OTA segment.

• IXIGO, Ezeego1 and Zoomtra are the main meta-search engines for online travel.

• With the existing competition, the online travel space will certainly see consolidation in the coming years.

• Many acquisitions and acquisitions can be expected when international money-laden players enter the market.

• Added to that airline, companies like Spice Jet, IndiGo and KingFisher in India are creating their own Rang7 portal, which will affect OTAs.

## Overview

- Online travel market is the most crowded arena in the E-commerce segment with many new players entering this space
- Makemytrip, Yatra, Cleartrip and Travelguru are the leading players in the OTA segment
- IXIGO, Ezeego1 and Zoomtra are the leading meta search engines in online travel
- With the existing competition online travel space is sure to see consolidation in the coming years
- One can expect numerous acquisitions and buyouts to happen as cash rich international players are entering the market
- Added to that airline companies like SpiceJet, IndiGo and KingFisher in India are coming up with their own portal Rang7, which will affect OTA's

*Figure 3*

MakeMyTrip is a clear leader in Online Travel Industry in India which also has few booking stores in Mumbai

Here is a quick recap of the existing players, what they do and their funding status:

| OTA (online travel agency) | Funding | Investor | Extra plugs |
|---|---|---|---|
| Thomascook | $5 million | NEA Indo US ventures (owned by Vinod Dham) | Domestic + International flight ticketing, bus ticketing, hotel reservations. |
| MakeMyTrip | $10 million | SAIF Capital Partners | Domestic flight ticketing, hotel bookings – bundled/packaged service. |
| Yatra | $5 million | Reliance Capital, | Domestic flight ticketing, hotel bookings – bundled/packaged service. |

| | | Norwest VC, TV18 | |
|---|---|---|---|
| TravelGuru | $10 million | Sequoia Capital India (Sequoia Capital and WestBridge Capital Partners) | Domestic ticketing, hotels, cruises, holiday packages, corporate travel |
| Cleartrip | $3 million | KPCB, Sherpalo | Domestic booking, hotels, place information |

*'\*' = lack of information on investors (if you have any info, please let me know). Few interesting info (via livemint)*

Currently, India is lagging behind other Asia-Pacific markets (APAC) in the adoption of online corporate travel, particularly in Australia, China and Hong Kong / Singapore. Some of the challenges associated with taking online business travel in India include low labour costs (the cost of a telephone transaction is less expensive than an online transaction in India) and high infrastructure costs. But its accelerated economic growth offers India the potential to outperform China in incorporating short-term online bookings, according to PhoCus Wright's corporate travel distribution: Key Markets.

Unlike China, where only 3% of online travel transactions have been completed online, 95% of these transactions will be made online with the development of the Indian market. Therefore, the journey will emerge as a true e-commerce, largely due to the fact that online travel has few legacy systems for the transition and, therefore, the online movement should be easier. India is also the most dynamic online travel market of APAC from a competitive point of view. Throughout the value chain of travel distribution, there is an intense market activity, with low-cost operators (LCC) and Indian railways that push intermediaries and consumers towards electronic compliance.

Currently, most of the corporate travels operated in India are composed of air due to the structure of air travel in the country. The main cities/ centres of India are connected by air, and while there are other thriving shopping centres (for example, Bangalore, Mumbai, Chennai, New Delhi, Hyderabad) connected by India's high-speed train, they are not yet great corporate travels. markets. But they will. One of the drivers of corporate travel growth is the rapid growth of IT industries and IT services enabled in this country. The leading IT companies, such as Infosys, TCS and Wipro, manage each

travel expenses of over $ 80 billion. The nature of the company's intensive travel is pushing global travel management companies (TMC), like Carlson Wagonlit Travel, to invest in India. As in the leisure market, money is invested in online corporate travel. Since the adoption of the online booking tool extends through the expansion of the e-ticket, the use of the credit card, the increase in air capacity and other factors, we see this market grow.

# MARKETING STRATEGY

Sales are the soul of a company, without sales there would be no business in the first place; Therefore, it is very important that if a company wants to succeed, it must have a marketing strategy in mind. The main goal of marketing is to improve a company's sales by predicting and modifying the behaviour and purchasing patterns of the target customer. Marketing is very important, as it not only helps to increase sales but also helps a company attract new customers and at the same time preserve the older ones. There are different marketing strategies that a company can use to increase sales, but it is important to understand first and foremost what a marketing strategy really is and why it is so important. Marketing includes various communication activities that seek to provide added value or incentives to consumers, wholesalers, retailers or other customers of the organization to stimulate immediate sales. These efforts can try to stimulate interest, test or buy the product. Examples of devices used in marketing include coupons, samples, prizes, point-of-purchase screens (POPs), contests, refunds and lotteries.

A successful product or service means nothing unless the benefit of this service can be clearly communicated to the relevant market. An organization's marketing strategy can consist of

**Advertising:** Is any non-personal paid form of communication using any form of mass media.

**Public relations:** Involves developing positive relationships with the organisation media public. The art of good public relations is not only to obtain favourable publicity within the media, but it also involves being able to handle the successfully negative attention.

**Sales promotion:** Commonly used to obtain an increase in sales short term. Could involve using money off coupons or special offers.

**Personal selling:** Selling a pr Advertising: it is any form of non-personal paid communication that uses any form of media.

Public relations: involves the development of positive relations with the organization of public media. The art of good public relations is not only receiving favourable publicity within the media but also means being able to successfully manage negative attention.

Sales promotion: commonly used to increase sales in the short term. It may involve the use of coupon money or special offers.

Personal sales: sale of a one-to-one product service.

Direct mail: sending advertising material to a person named in an organization. In the last 5 years, there has been a massive growth in direct mailing campaigns. Direct mail spending now amounts to £ 18,000 million a year, representing 11.8% of advertising spend (source: Royal Mail 2000). Organizations can pay thousands of pounds for databases, which contain names and addresses of potential customers. Direct mail allows an organization to use its resources more effectively by allowing them to send advertising material to a named person within their target segment. By customizing advertising, response rates increase, increasing the chances of improving sales.

There are three types of marketing strategies: Push, Pull or a combination of both. An impulse strategy consists in convincing the members of the commercial brokerage channel to "push" the product through the distribution channels towards the final consumer through promotions and personal sales efforts. The company promotes the product through a retailer who in turn promotes it to another retailer or end consumer. The objectives of the sales promotion are to persuade retailers or wholesalers to carry a brand, to grant a space on the shelf of the brand, to promote a brand in advertising and/or to promote a brand to end consumers. The typical tactics used in the push strategy are concessions, repurchase guarantees, free trials, competitions, specialized advertising items, discounts, exhibitions and bonuses. product service one to one.

**Direct Mail:** Is the sending of publicity material to a named person within an organisation. There has been a massive growth in direct mail campaigns over the last 5 years. Spending on direct mail now amounts to £18 bn a year representing 11.8% of advertising expenditure **(Source: Royal Mail 2000).** Organisations can pay thousands of pounds for databases, which contain names and addresses of potential

customers. Direct mail allows an organisation to use their resources more effectively by allowing them to send publicity material to a named person within their target segment. By personalizing advertising, response rates increase thus increasing the chance of improving sales.

There are three types of marketing strategies: *Push*, *Pull*, or a *combination* of the two. A push strategy involves convincing trade intermediary channel members to "push" the product through the distribution channels to the ultimate consumer via promotions and personal selling efforts. The company promotes the product through a reseller who in turn promotes it to yet another reseller or the final consumer. Trade-promotion objectives are to persuade retailers or wholesalers to carry a brand, give a brand shelf space, promote a brand in advertising, and/or push a brand to final consumers. Typical tactics employed in push strategy are allowances, buy-back guarantees, free trials, contests, speciality advertising items, discounts, displays, and premiums.
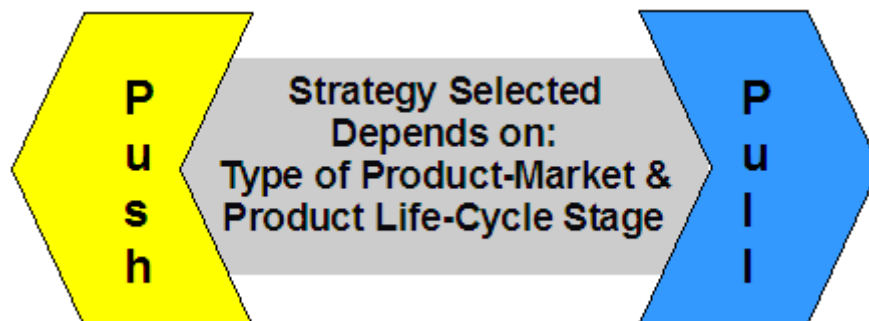


*Figure 4*

An extraction strategy tries to get consumers to "throw" the producer's product through the marketing channel. The company focuses its marketing communications efforts on consumers with the hope that it will stimulate interest and demand for the product at the end-user level. This strategy is often used if distributors are reluctant to transport a product because it attracts the largest possible number of consumers in stores and requires the product, then passes through the channel. The objectives of consumer promotion are to encourage consumers to try out a new product, to attract customers away from competing products, to ensure that consumers "upload" a mature product, maintain and reward loyal customers and create relationships with consumers. customers. The typical tactics used in the extraction strategy are samples, coupons, refunds and cash rebates, bonuses, advertising specialities, loyalty

programs/sponsorship prizes, contests, draws, games and point-of-purchase (POP) screens.

This is a "combined" marketing strategy; It is a combination of push-pull strategy. It focuses both on the distributor and on consumers, addressing directly to both parties. Offers incentives for the consumer alongside retailer discounts.

## Approaches to Marketing

Some of the maximum communal approaches used in marketing strategies include:

- Coupons
- Price discounting
- Gift with purchase offers
- Sweepstakes
- Sampling
- Mail-in offers and rebates
- Refund and premium offers
- Group promotions
- Frequent user/loyalty incentives
- Point-of-sale displays

## A New Marketing Strategy for E-Commerce

The Internet is not a new concept that has existed for more than 30 years. In the early 1980s, the government divided the Internet into two sections, one for government use and the other for promoting education and research. Since then, the Internet has exploded, reaching over 30 million homes and organizations worldwide. With the expansion of the Internet, it has continued to perform business-oriented functions, such as selling products on the Internet. This concept is known as e-commerce. Today, electronic commerce is a $ 300 billion industry. This is why it is an important area from which to worry about from the point of view of companies. This huge market is an incredible place for organizations that promote and take on business through. Since the expansion of e-commerce, organizations have weakened; The customer demand is so great that many sites fail to satisfy the demand. Not being able to match demand in the future will destroy customer confidence in this already intangible means of trade. For

this medium of trade to continue to attract and retain customers, they must focus on the satisfaction of each customer. On the other hand, there is strong competition and the creation of demand is essential for many companies to survive. By applying the marketing mix to the problems of e-commerce, it is possible to make recommendations.

There are numerous articles dealing with marketing mix and e-commerce, but none of them tries to combine them. According to Marcia Jedd, the biggest problem with e-commerce now and in the future is delivery (Jedd, 2000). Residential deliveries cost companies three times more deliveries to companies because residential areas are less dense (Jedd, 2000). In addition to delivery, residential deliveries are much more expensive due to the inability to create economies of scale (Jedd, 2000). Some experts believe that information technology is essential for improving logistics and supply chains (Ayers, 1999). In recent years, many types of information systems have been developed to increase the efficiency of logistics, such as storage, inventory and delivery operations (Ayers, 1999).

## Advantages of E-commerce

Electronic commerce has many advantages for most organizations that choose to use this medium. One of the biggest advantages is that it reduces storage space and the cost of inventory due to automation. E-commerce is also independent of size, for the most part; any organization can operate through the Internet. The Internet also reduces the advantage of large companies compared to small ones, because in some ways it levels the playing field (Wilder, 1998). Organizations can reach global areas that otherwise would be difficult. This is good because it allows communications and global products to people who can not buy their product in their region of origin. E-commerce companies will also increase their accessibility, creating a twenty-four-hour operation, and this will allow people to buy when it suits them (Pallab, 1996). E-commerce also increases advertising and allows a wider range of segments. It's also self-selective, which means that people who are on your site are interested; they want to know their organization or product (Wehling, 1996). Perhaps the biggest advantage of e-commerce is one-to-one marketing (Wehling, 1996). Electronic commerce also allows

organizations to gather information about their customers or potential customers. It is also a unique form of marketing research that is quite cheap (Pallab, 1996)

## Problems of E-commerce

With the rapid growth of the Internet, distribution has become a difficult task for companies. With such an increase in demand, many companies are not able to manage the number of orders efficiently. Demand is weighing on the inventory management process, packaging and residential delivery functions. Some of the distribution problems are not attributable to e-commerce companies, but to the delivery service, they choose. Delivery companies do not handle the increase in demand efficiently, but their customers blame the e-commerce company. This problem is vital for an organization to overcome it; Customers will evaluate the overall online shopping experience. For example, if a product is purchased and the e-commerce company does everything correctly, but the sender does not perform its task correctly, it will affect the technical result of the satisfaction level. Customers will appreciate the transaction, so it is essential to choose the correct sender.

Many transactions take place over the Internet, which can take a particularly long time. At some point, customers will forget the transaction if they are required to wait for long periods, especially if the product is accessible to local retailers. Managing the time required for a customer to complete a transaction affects potential sales (Harvard Business Review, 2000). Many times, because customers do not complete the transaction is due to the long wait to complete the transaction (Harvard Business Review, 2000).

The lack of automated inventory and shipping systems is a problem for e-commerce companies. This lack of technology really emphasizes a company's ability to meet customer demands in a short period of time. According to a Federal Express executive, many companies will collapse before moving to logistics automation systems (Wilson, 1999). Many of the first e-commerce companies outsource their order control and distribution functions (Haywood, 1989). This proved to be a problem for some companies because the cost of shipping proved to be an important deterrent for customers who buy online and the storage and distribution systems were not configured

to manage e-commerce activities. Internet sites can also be difficult to find for some users, which can discourage potential customers from online shopping. Even if the potential customer knows what he wants, finding the website that offers the best price can be a long task. The use of search engines like Yahoo or Excite can help, but it performs a very wide search, sometimes it takes a long time to find the website. This can cause buyers to purchase the product at the local retailer (Mardesich, 1999). According to Resource Marketing, his research confirms this problem. In their recent study of 45 research sites, only a third tried to generate relevant sites (Mardesich, 1999).

When a customer finds a product he wants, it is difficult to get a physical understanding of the product (Mardesich, 1999). There are many intangibilities when buying online, for example buying items sold in sizes. Not being able to try products is a barrier that must overcome electronic commerce to increase sales and compete with local outlets. Although e-commerce is separate from the traditional point of sale, it must still compete with them. For example, when you purchase an item online, the price of the real item offered is often cheaper online, but the high cost of shipping decreases the benefit of buying online. If the compact disc costs five dollars online and then costs six dollars to send it, it ends up costing roughly the same amount of the price in local stores (Wilson, 1999). Online customer service is a current disadvantage of e-commerce. Many companies have a poor online service. According to Resource Marketing, their results show that only 10 sites out of 45 offered fair guarantee and repatriation services (Mardesich, 1999).

E-commerce companies must also face seasonal changes; his inability to handle high demand periods, like Christmas, is a big challenge. Not managing the increase in demand effectively reduces the confidence of online shoppers or potential online shoppers. Some e-commerce companies have participated in unethical marketing tactics. The Buy.com e-commerce company has been criticized for deceptive advertising (Foster, 1999). With Buy.com using tactics like, bait and changes, it reduces the image of e-commerce as a whole. It is also known to post really low prices to lure customers into the site, and then tell the customers that the promotion has expired (Foster, 1999). Some companies are also selling their customer list, creating dissatisfaction among current online buyers. External factors are something that affects the entire industry.

# APPLYING THE MARKETING MIX

## Product

One of the main problems of concern is the intangibility of online purchase. Intangibility is caused by not being able to focus on tangible aspects when buying online. The customer can not touch or feel a product, which increases the purchase risk. The key to reducing intangibility is to create tangible signals that the customer recognizes. Creating a positive image of the brand will reduce the risk (Kurtz, 1998). For example, buying a product with a quality image will reduce the risk to customers. Companies must focus on creating a positive and reliable brand.

Emphasizing the real or perceived benefits received from the product can also reduce intangibility. It is important to communicate to the customer that they will be very satisfied with the benefits of the product. For example, if a company sells golf clubs online, it wants to emphasize the concept that they will hit the ball more and more straight, which will allow the person to increase their enjoyment by playing golf. Furthermore, it is important to focus on the actual components of the product. Explaining the benefits of adhesion and the stick tree in the product will also redirect attention to the intangible aspects. Focusing on the benefits of online shopping is also important for companies to achieve increased sales. On the website, it is important to communicate the convenience of buying the product online. The transmission of the message that your product is easily accessible allows the customer to understand that he does not need to align or deal with other customers. Long lines and other customers can prevent customers from buying or decreasing the amount they are willing to buy. Explaining the convenience of online shopping is a good way to reduce the problem of intangibility.

In some cases, the convenience of buying online can be reduced. When the customer finally decides to buy a good, it is important that this transaction be quick and concise (Foster, 1999). The faster this action can be performed accurately, the better. If it takes a long time for this action, customers can desert and purchase the product through a local store. Companies need to be aware of this and implement the appropriate

technology to ensure that this barrier is kept to a minimum. Because the products cannot be seen in person, they create a barrier between the company and the buyer. One way to overcome this is through technology. By providing real images of the product, it will allow the customer to get a better understanding of the products. If the website has high-quality images, it will reduce the perceived risk, which can increase a company's sales. Products that are produced in different sizes, such as clothing, create a problem for companies. Customers who wish to purchase the product may not do so because they are not sure how the product fits. This creates a problem for the company, it is important to have an indulgent return policy, but most importantly, it is necessary to buy software that helps to reduce the size (Mardesich, 1999). This software will allow customers to enter their measurements and the website will recommend which size is best for them (Mardesich, 1999). This type of technology will reduce the risk, which will increase the number of products sold.

The service involved is also a barrier that must be understood and managed correctly (Mardesich, 1999). Having a system of indulgence or fair return will reduce the perceived risk. It is more likely that the customer purchases the product if he knows that returning it will be a minimum and free disturbance. Providing the high service is directly related to the increase in sales. Companies must also pay shipping costs for the product to be returned. Paying postal charges again, reducing the perceived risk, will most likely help to boost sales. Of course, this can only be useful if the product does not have a high defect rate.

## Place

Some of the distribution problems are uncontrollable at this point in the life cycle of the Internet. In some cases, the problem of delivering the product to customers is not the fault of the online company. Almost all online companies choose to outsource the delivery function, which is currently the most efficient. Online customers find it difficult to satisfy their customers, due to something that is not their fault. The company you select to ship your product does not meet the demand. For large companies, this could be easier to solve.

There is a clear need for companies to manage the relationship with shipping companies. The bigger the company, the more power it has in the supply chain. They have the ability to damage the transport company by choosing to change the shippers. Although there are few shipping companies, the online company can state that it will change if the quality of the service does not increase. By threatening a switch, it is hoped that it will create a better service for a large company.

One of the biggest problems with online shopping is the lack of automated inventory and storage systems (Wilson, 1999). The lack of automation really hinders the efficiency and speed of satisfying customer needs. For small businesses, it is a good idea to outsource warehouse and distribution functions, as they are not efficient enough to meet customer needs. Outsourcing will reduce real gain because it is expensive (Wilson, 1999). Over time, it will prove useful, as it will help build loyalty. The most important thing to understand is choosing the right web service provider. Companies want to choose an external supplier that is not oversold with customers so that they can efficiently manage demand needs.

Large online companies should seriously consider inventory automation and archiving features. This could be the best way to stay competitive in the future. The use of logistic consultants is a good strategy to help choose an automated system that matches the needs of the company. Large companies that use subcontractors should consider setting up their own logistics system. Although it works for the company, it could reduce benefits (Wilson, 1999). Every part of the supply chain gets a small profit in online commerce. The actual sale of the product makes a small profit, the storage produces a small profit and the package makes a small profit. Add these areas and this means that there is a greater advantage in assuming these functions (Wilson, 1999). If a company can perform these functions alone, it will increase its profits, because it can make it cheaper than an external provider.

For companies that do not outsource, automation is important to stay competitive. For example, in a transport and distribution article, Nortel Networks found that they could not reduce the total cost by implementing their purchasing system (Transportation & Distribution, 1999). The new systems have enabled greater accuracy in packaging and inventory functions and greater speed in the distribution system. Nortel Networks was

able to process information on package weight, computer package and shipping cost, and created a carrier claim label in under four seconds (Transportation and Distribution, 1999). The old system only worked continuously to meet demand, but the new system can do the same job in sixteen hours, with an accuracy of 99.8% (Transportation and Distribution, 1999). The management of storage systems can be improved through the use of the software. Warehouse management software systems are now available for the purchase of online companies (Gilber, 1999). Companies such as EXE Technologies and Yantra offer compliance packages for electronic commerce orders (Gilber, 1999). These software packages can increase efficiency by managing orders and monitoring the delivery function. These are the possible solutions that a company can do to implement automation in the company.

## Price

The price is very important when it comes to e-commerce problems. Price can be a key problem when trying to increase demand or when demand is reduced. The price is definitely a weapon of choice for many companies (Holden, 1998). The two methods of determining typical prices are friction and penetration. The price of Skim charges a high price when the product is relatively new, with the hope of obtaining more profits. Penetration prices are implemented to capture a large market share. The theory is based on the creation of a large market share, being inferior to competition (Holden, 1998). To increase demand, e-commerce companies should focus on market penetration. This will work best for products that are being introduced and growing (Holden, 1998). If the product is close to ripening, lowering the price will not increase profits much. For relatively new products, product supply below competitors will increase demand.

The price of a product can reduce demand without reducing profits. If an online company is doing very well, but it cannot keep up with the current demand, it can be smart to increase the price of the product. This will do two things; it will keep profits at the same level but allows the logistics department to manage orders more efficiently. If companies fail to meet demand, they will reduce customer satisfaction by reducing customer loyalty. A solution to satisfy customers is to reduce demand by increasing the price, reducing the number of purchases.

The reduction in purchases will allow the company to meet the demand; in return, it will be easier to keep current customers. It is believed that maintaining current customers is five times cheaper than looking for new customers (Haywood, 1989). When raising the price, it must be for a marginal amount, enough not to cause the change of loyal customers. This will allow a company to maintain the same profits and manage demand more efficiently. This solution can be requested as long as the company cannot acquire an automated system.

Price Commitment, which involves the packaging of products at a price (Kurtz, 1998). Using this tactic can be useful when doing business online. This can increase a company's sales because customers feel they have more value for their money. Increasing the value will reduce the risk to customers. Reducing the price, for example by 10%, can allow a company to increase sales. Sometimes, this can be done with a product that is trying to liquidate itself. This is an opportunity for the company to get two results: increase sales and reduce unwanted inventory.

## Promotion

Promotion is an important part when the product is sold; It is a necessary function for e-commerce companies. This is one of the key aspects of customer acquisition and maintenance. Maintaining and acquiring customers is important, but more attention and money must be paid to location factors, such as storage and distribution functions (Foster, 1999). Some of the money from budget promotion must be spent to develop better relationships with distributors. Creating a strong link with service providers will improve the value of the company. This can be done through personal relationships with suppliers. Doing things like bringing your representatives to events or eating out can build a loyal relationship. These activities are economical and can really give an advantage to an e-commerce company.

Some problems for e-commerce companies are the inability of customers to find the website. If they cannot find the website, it creates a barrier to reach an increase in sales. Current search engine technology, such as Yahoo and Excite, is of a very broad nature (Mardesich, 1999). When you search for a specific company, a variety of topics will be displayed. It takes a while to reduce the possible entries to find the desired company (Mardesich, 1999). Reducing the time spent searching for a website can increase

customer satisfaction. If they have to spend twenty minutes looking for a particular site, they can stop before finding it. A company can use the promotion to combat these problems. The best way to combat the problem is to use promotions that give the site address. If the product has a high degree of involvement, the use of advertising in magazines and newspapers should be efficient. For highly engaged goods, people actively seek solutions to their problem. If the product has little participation, people will not actively seek the product, so marketing activities should be intense. This can be achieved by obtaining a large number of advertisements in radio and television vehicles.

Another possible marketing vehicle is the use of hyperlinks (Wehling, 1996). Hyperlinks allow a direct passage from another website. This makes it very easy to find a website. Hyperlinks are generally more effective when implemented on a website of similar material. Furthermore, it is not necessary to alienate customers or potential customers through marketing tactics. False or unethical marketing has become a problem in recent years, it is not uncommon to find many of these websites. This can be simply puffery or can be a complete tactic of bait and change. Buy.com has built a reputation for participating in false advertising on its website (Foster, 1999). This is something that e-commerce companies should move away from. With the growing popularity of e-commerce, the more you do, the more confusion it will create in the future. With the increase in the volume of online purchases, there will be more restrictions and patrols of false and immoral promotions. With the increase in online buyers, the importance of word of mouth communication will increase, which can cause problems. Doing this type of promotion will reduce the trust and loyalty of customers, which will reduce sales in the future. The profits of a company are directly related to customer loyalty and this type of promotions will decrease loyalty. The question is clear: do they want to make short-term profits or be able to make long-term profits?

It is obvious that there is a large market in e-commerce and there is a definite need for effective management. The only way for an online business to be successful in the long run is to tackle problems and make corrections. With many obstacles involved in e-commerce, companies must be able to manage each phase of the marketing mix effectively and efficiently. Companies can not afford to focus on just two or three areas. This is not enough. Focusing only on the product and on the site, it will not achieve long-term goals. Each component must be evaluated periodically and administered

effectively. The reason why each phase is evaluated periodically is that with such a different area and technology-driven, the elements change constantly. Scanning the environment is essential to remain competitive and efficient. In conclusion, the company can only be as valid as its weakest link, each area is as important as the other, integration between the four areas is vital.

# MARKETING STRATEGY IN THE TRAVEL INDUSTRY

The travel industry is very competitive and, to be successful, you have to keep trying out new marketing plans to get the attention of potential customers. Hotels have a perpetual need to fill the rooms, keep the meeting rooms occupied and the staff busy and watch the next big meeting that will help them add more profits to the final result. Developing new marketing and promotion ideas is critical to the success of any hotel.

## Become the Town Hub

One of the things that can help make a hotel profitable is a healthy relationship with other businesses in the area. A promotion that could be carried out with other companies may be special, in which hotel guests are offered a variety of special coupons for local restaurants and clubs to get discounts on food, admission and drinks. There may also be coupons for other local entertainment destinations such as museums, cinemas and amusement parks. Creating the impression that the hotel is an active centre for other entertainment venues in the city can help to attract more people from other parts of the city who are looking for things to do during their stay.

## Offer Discounts to Air Travelers

If your hotel is near the local airport, you can use it to put together an attractive package for conventions and vacation travellers. Work with the various airlines to include your hotel with a discount rate when the traveller books a flight with that airline. Offer large-scale discounts to the conventions also used by those particular airlines. One of the most effective ways to advertise these special rates is through travel agencies and travel clubs. This can be a particularly effective promotion if it helps to fill the rooms during the normal season of the year.

## Offer Free Amenities

Travellers always look for the best deal possible and one of the marketing strategies that hotels have used with great success is the free services. These services may include continental breakfast or a free buffet breakfast for each guest, a free newspaper left at the door of each guest and even a concierge service that helps guests to dry clean and find medicines without a prescription. To stand out from the rest, you can create your own list of free services; Some ideas that can help awaken the interest in your hotel can be a souvenir bathrobe, a free drink in the hotel bar or a free shuttle service to some local attractions.

One of the four main elements of the marketing mix is the price. Price is an important strategic problem because it is linked to the positioning of the product. Furthermore, prices influence other elements of the marketing mix, such as product characteristics, channel decisions and promotion. While there is no single recipe to determine the price, the following is a general sequence of steps that can be followed to develop the price of a new product:

1. **Develop a marketing strategy**: perform marketing analysis, segmentation, segmentation and positioning.

2. **Make decisions about the marketing mix:** define the product, the distribution and the marketing tactics.

3. **Estimate the demand curve:** understand how the required quantity varies with the price.

4. **Calculate the cost:** include the fixed and variable costs associated with the product.

5. **Understanding environmental factors:** evaluating possible competition actions, understanding legal limits, etc.

6. **Set price targets**, such as profit maximization, revenue maximization or price stabilization (status quo).

7. **Determine the price:** use the information collected in the previous steps, select a pricing method, develop the pricing structure and define the discounts.

These steps are related and not necessarily performed in the previous order. However, the previous list serves to present a starting structure.

## Marketing Strategy and the Marketing Mix

Before developing the product, the marketing strategy is formulated, which includes the selection of the reference market and the positioning of the product. Usually, there is a trade-off between product quality and price, so the price is an important variable in positioning.

Because of the intrinsic compromises between the elements of the marketing mix, prices will depend on other decisions on products, distribution and promotion.

## Estimate the Demand Curve

Because there is a relationship between price and quantity required, it is important to understand the impact of sales prices when estimating the product demand curve.

For existing products, experiments can be carried out at higher and lower prices than the current price in order to determine the elasticity of demand with respect to price. Inelastic demand indicates that price increases can be feasible.

## Calculate Costs

If the company has decided to launch the product, it is likely that there is at least a basic understanding of the costs involved; otherwise, you may not get benefits. The unit cost of the product sets the lower limit of what the company can charge and determines the profit margin at higher prices.

The total unit cost of a producer of a product is the variable cost of production of each additional unit and the fixed costs incurred regardless of the quantity produced. Price policy should consider both types of costs.

## Environmental Factors

The price must take into account the competitive and legal context in which the company operates. From the point of view of competition, the company must consider the implications of its prices in competitive price decisions. For example, setting a price

too low may jeopardize a price war that may not be the best solution for both parties. Setting a price too high can attract a large number of competitors who want to share the benefits.

From a legal point of view, a company is not free to put a price on its products at the level it chooses. For example, there may be price controls that prohibit setting a price that is too high for a product. Setting prices too low can be considered a predatory price or "dumping" in the case of international trade. Offering a different price for different consumers can violate anti-price discrimination laws. Finally, collusion with competitors to set prices at an agreed level is illegal in many countries.

## Pricing Objectives

The company's price targets must be identified to determine the optimal price. Common goals include the following:

• Maximizing current profit: seeks to maximize current income, taking into account revenue and costs. The current maximization of benefits may not be the best goal if it results in lower long-term gains.

• Current revenue maximization: seeks to maximize current income without taking profit margins into account. The underlying goal is often to maximize long-term benefits by increasing market share and reducing costs.

• Maximize the quantity: try to maximize the number of units sold or the number of customers served to reduce long-term costs as required by the experience curve.

• Maximize the profit margin: try to maximize the unit's profit margin by recognizing that the amounts will be low.

• Quality leadership: use the price to report high quality in an attempt to position the product as a quality leader.

• Partial cost recovery: an organization that has other sources of income can only seek partial cost recovery.

• **Survival:** in situations such as market decline and overcapacity, the objective may be to select a price that covers costs and allows the company to remain on the market. In this case, survival can take precedence over profits, so this goal is considered temporary.

• **Current status:** the company can seek price stabilization to avoid price wars and maintain a moderate but stable level of profit.

For new products, the price target is often to maximize profit margin or maximize quantity (market share). To achieve these goals, progressive pricing strategies and penetration prices are often used. Joel Dean discussed these pricing policies in his classic HBR article called Pricing Policies for New Products.

Skimming prices try to "skim the cream" from the top of the market by setting a high price and selling to those customers who are less price sensitive. Skimming is a strategy used to pursue the goal of maximizing profit margin.

The skimming is more appropriate when:

• Demand should be relatively inelastic; that is, customers do not have a very sensitive price.

• Large savings are not expected in large volumes, or it is difficult to predict cost savings that would result in large volumes.

• The company does not have the resources to finance the huge capital expenditures necessary to produce large volumes with initially low-profit margins.

**Penetration pricing** pursues the goal of maximizing the quantity by means of a low price. It is more appropriate when:

• Demand should be highly elastic; that is, customers are price sensitive and the quantity requested will increase significantly as prices fall.

• Significant cost reductions are expected as the accumulated volume increases.

• The product has the nature of something that can get a huge appeal fairly quickly.

• There is a threat of imminent competition.

As the product's lifecycle progresses, there are likely changes in the demand curve and costs. As such, pricing must be reassessed over time.

The pricing objective depends on many factors, including the cost of production, the existence of economies of scale, barriers to entry, product differentiation, the speed of product diffusion, company resources and demand elasticity of anticipated prices of the product.

*Pricing Methods*

To establish the specific price level that reaches their price targets, managers can use various pricing methods. These methods include:

• **Prices with additional costs:** set the price at the cost of production plus a certain profit margin.

• **Set return prices:** set the price to get a return on the target investment.

• **Value-based pricing:** base the price on the actual value for the customer in relation to the alternative products.

• **Psychological prices**: base the price on factors such as signs of product quality, popular price points and what the consumer perceives as right.

In addition to establishing price levels, managers have the opportunity to design innovative pricing models that better meet the needs of the company and its customers. For example, the software was traditionally purchased as a product in which customers made a single payment and therefore had a perpetual license for the software. Many software vendors have changed their prices in a subscription model in which the customer subscribes for a certain period, such as a year. Thus, the subscription must be renewed, or the software will no longer work. This model offers stability for both the supplier and the customer, as it reduces the large fluctuations in software investment cycles.

## Price Discounts

The price normally quoted to end users is known as the list price. This price is usually discounted for members of the distribution channel and some end users. There are several types of discounts, as shown below.

• **Quantity discount:** offered to customers who purchase in large quantities.

• **Discount for accumulated amount**: discount that increases with the accumulated quantity. Cumulative discounts can be offered to resellers who buy large quantities over time but do not want to make large individual orders.

• **Seasonal discount:** based on when the purchase is made and designed to reduce the seasonal variation in sales. For example, the travel industry offers much lower season rates. These discounts should not be based on the time of year; They can also be based on the day of the week or the time of day, such as the prices offered by wireless and long-distance service providers.

• **Cash discount**: extends to customers who pay the bill before a specific date.

• **Commercial discount**: functional discount offered to channel members to perform their roles. For example, a commercial discount can be offered to a small retailer who cannot buy in quantity but still performs the important retail function.

• **Promotional discount:** a discounted short-term price offered to stimulate sales.

Data mining techniques, such as grouping, decision trees, etc., have been widely used to segment and successfully target customers in various industries. Data mining offers an effective approach to discover and understand patterns in customer behaviour, which helps the decision maker to better group customers. The online travel brokerage industry has seen an increase in sponsorship over the last three years. It is estimated that over 50% of all travel bookings are made online in the United States and Europe. The migration to online travel brokerage has not diminished and large online intermediaries such as expedia.com, Travelocity.com, etc. they are expanding rapidly to meet the emerging demand. However, as a highly competitive industry, small intermediaries that focus on niche segments and offer lower-priced products proliferate. Competition between intermediaries and suppliers and service providers in the online travel and tourism booking industry is also well known. It is in this context that the segmentation and targeting of online consultation become very important for success. All requests do not become a transaction, as customers can choose different sources to

obtain competitive rates and offers. Therefore, it is important for brokers to understand which types of queries are being converted to target their bid to increase the conversion rate of the query.

## Today's Traveler

- The majority of travellers use search engines to research their trips.
- In addition, half of all travels use destination sites of specific cities, states, or countries.
- Nearly as many use company sites: airlines, hotels, rental companies and packaged tour sites.
- Commercial sites include the online businesses such as makemytrip.com and makemytrip.com

## The reaction of the Industry

- The industry has realized the Internet's tremendous potential as a global information portal and as a conduit for e-commerce which creates unique marketing opportunities for both products and services.
- Among all the available marketing channels, the Internet has the greatest potential to reach a global audience in the most efficient and cost-effective way.
- However, the Internet's magnitude also creates a formidable dilemma for every online marketer: "How can I harness the power of the internet to reach my target market(s) in a managed, cost-effective manner?"

## Promotion on the Web

Some of the important ways of promoting on the web are:

- Submission of the optimized sites to the top and relevant Search Engines and Directories. Understanding the relationship between the search engines is also of utmost importance.
- Promoting the site through various PayPerClick Search Engines and Campaigns.
- Promoting the site through Banner Ads, PopUps, PopUnder, and Skyscrapers.

- Using email to promote your special offers on products/services to existing customers.
- Creating an Affiliate Program to increase links to your site and also sales.
- Newsletters, Press Releases.

## Search Engine Positing is Marketing, Not Technology!

In a world where search properties are changing, our sites are changing, and our business goals are changing, search engine rankings are a continuous, iterative process. It is the use of marketing techniques, translated through technology, to capitalize on the behaviour of our potential customers. We need to work to identify the products and/or services of our website in the way your search behaviour. We must understand this vital difference, sustain and be successful. Therefore, for a successful search engine position, site optimization must be an optimization, shipping, registration, positioning, monitoring and maintenance process.

## Need for Bookers, not Lookers

Positioning our site in the top slots of search engines isn't enough. The story doesn't end by getting a lot of traffic to the site, but it begins here. We need sales. It is always nice to have more visitors to the site, but what we really need is bookers and buyers.

## Industry Stats on Look to Book ratio

Conversion rates (look to book ratios) serve as an important indicator of the travel website functionality, the effectiveness of the CRM tools deployed, the breadth and uniqueness of the travel products offered, the loyalty factors, etc. The higher the ratio, the better. Average conversion rates for most online travel sites is between 5%8%. This indicates that 92%95% of the website traffic falls into the category of "Lookers Only", which means that most of our online travel marketing dollars spent are a waste.

## This can increase the Look to Book ratio:

• The correct positioning of the recommendation engine is an important tool to facilitate the decision-making process of the buyer and increase conversion rates. It can significantly improve the overall user experience.

• Sites must be truly unique ... No Flash, nothing exceptional, just attractive and fast downloads, informational websites that WORK.

• Sites should be a representation of the slogan "Go before you get there". We must allow viewers to preview the external features and interior comforts of the property.

• To encourage regular visitors, "sticky" features (newsletters, discussion forums, special offer sections, etc.) should be included on the site.

• Many visitors feel more comfortable talking with live help. This offers more possibilities to close a sale.

• A little effort to put the TOLL-FREE number in a prominent position on all pages of the site will do the trick.

# PROFILE OF MAKEMYTRIP.COM

Born from the seed of one great idea - to empower the traveller - MakeMyTrip has become a pioneer in the entire online travel industry in India. MakeMyTrip has revolutionized the travel industry over the years. This is the story of MakeMyTrip, India's online travel leader.

MakeMyTrip.com, the leading online travel company in India, was founded in 2000 by Deep Kalra. Created to train the Indian traveller with instant reserves and complete options, the company began its journey in the travel market between the United States and India. Its purpose was to offer a range of products and services of greater value along with cutting-edge technologies and a dedicated customer service 24 hour a day.

After consolidating its position on the market as a brand recognized for reliability and transparency, MakeMyTrip continued its success in the United States by launching its operations in India in 2012.

With the foresight to take advantage of opportunities in the national travel market, promoted by many new airlines, MakeMyTrip has offered travellers the convenience of online travel bookings at bargain prices. Quickly, MakeMyTrip has become the favourite choice for millions of travellers who have had a few clicks of the mouse.

The rise of MakeMyTrip was driven by the vision and spirit of each of its employees, for whom no idea was too great and no problem too difficult. With untiring innovation and determination, MakeMyTrip began to proactively diversify its product offering, adding a variety of products and services online and offline. MakeMyTrip has also remained at the forefront as it has continuously evolved its technology to meet the changing needs of the rapidly developing global travel market.

Constantly establishing itself in India and around the world, MakeMyTrip has simultaneously promoted the growth of its offline activities as a franchise and affiliates at the same time, further increasing the brand's strong retail presence.

Today, MakeMyTrip is much more than just a travel portal or a famous pioneer brand: it's an all-in-one travel shop offering the widest selection of travel products and services

in India. MakeMyTrip is the dominant market leader with a market share of 47% (Phocus Wright, 2013), a fact that is reflected in the trust placed in it by millions of satisfied customers.

Staying reliable, efficient and at the forefront of technology, the customer-centric approach and MakeMyTrip's involvement enable you to better understand and meet the diverse needs and desires of your customers and to deliver consistently. With 24-hour customer service and offices in 20 cities in India and 2 international offices in New York and San Francisco (as well as several franchise locations), MakeMyTrip is at your service, whenever and wherever.

**MakeMyTrip's Products:**

- International and Domestic Air Tickets, Holiday Packages and Hotels

- Domestic Bus and Rail Tickets

- Private Car and Taxi Rentals

- B2B and Affiliate Services

# Marketing Strategies Adopted by Makemytrip.com

The leading online travel company in India today has demonstrated its commitment to trying to reach the highest level of customer service and to launch the MakeMyTrip promise. MakeMyTrip's promise will ensure trouble-free travel with a range of services, making the complete MakeMyTrip experience complete. Makemytrip.com keeps its promise! - Guarantees the best airfare: Makemytrip.com offers the best offers, including the sale of international airfares, where you can book an international flight and have the most competitive fair price security. If another company offers a better rate, then MakeMyTrip will match it.

**Exceptional Rewards for the customers:** Makemytrip.com has added many special offers known as "MakeMyTrip Power Offers" to make your customers' journeys with MakeMyTrip even more profitable. Exclusive discounts and special offers on mobile phones, flowers, jewellery, gadgets or pizzas and much more ... for example:

• iPhone 7 64 GB

• Samsung Galaxy mobile phone latest S8 special price for customers MakeMyTrip Rs 15000 / -

• Phillips DVD - Special home theatre price for MakeMyTrip customers

Rs 8499 / -

• Special price for LG 20-liter microwaves for MakeMyTrip customers

Rs 2749 / -

• Canon Easyshare Camera C 713 Special price for MakeMyTrip Rs 6199 / - customers

**Guaranteed repayment within 72 hours:** Makemytrip.com guarantees a refund of the cancellation within 3 working days from receipt of the request. If the refund is not processed within the specified time, a gift voucher worth 250 Rs will be delivered to the customer.

**No cancellation fees:** Makemytrip.com will not charge a MakeMyTrip cancellation fee of Rs 160 for online cancellation and Rs 310 for cancelling offline requests.

**Instant cancellation:** customers can get processed cancellation instantly by starting online in the My Reservations section.

**Secure transactions:** the payment gateway of Makemytrip.com is protected by VeriSign and guarantees secure electronic commerce, communications and interactions for websites, intranets and extranets.

**Assistance for a free visa:** the team of experts of Makemytrip.com helps customers to complete the formalities to apply for the visa, without charging additional costs.

Customers only need to book a ticket for any destination and client executives will help the whole process. Get MakeMyTrip Miles As part of your loyalty program, a customer can earn a certain number of points on every flight or hotel confirmed on Makemytrip.com. Points can be redeemed for discounts on any other Makemytrip.com travel product.

On Makemytrip.com we offer not only the best travel offers in the sector, but we can also surprise and delight customers by anticipating their possible needs. MakeMyTrip Promise shows our guarantee to offer the best travel offers while maintaining the best service of this type, said Dhruv Shringi, co-founder and CEO of Makemytrip.com. Since its creation in 2013, Makemytrip.com has been a company that not only adapts the latest technology but also focuses on the innovation of products and services. This can be calculated from the fact that in recent months MakeMyTrip has introduced several new services, such as flexible payment structure in all product categories, the best price guarantees on holidays, reimbursements in travel companions and travel card free updated. MakeMyTrip Promise is another initiative to instil customer trust and confidence in the company, thus ensuring a lasting relationship.

**Exclusive MakeMyTrip offer for HDFC cardholder:** If you have an HDFC debit/credit card, MakeMyTrip will provide an additional 20% reimbursement to cardholders at international hotels. These types of offers have a limited time limit but offer an excellent marketing strategy.

**Makemytrip.com reports to Flipkart to sell travel services:** makemytrip.com and Flipkart India (flipkart.com), the leading e-commerce market in India, signed a strategic agreement today to promote Makemytrip.com products in Flipkart India. As part of this agreement, Makemytrip.com, among its brands Goibibo and Redbus, you can book travel services from the Flipkart platform, which will be connected with MakeMyTrip offers.

Makemytrip.com CEO Deep Kalra, said: "This partnership will help us to reach a broader base even consumers and open the online travel market significantly"

**MakeMyTrip fusion and ibibo:** GoIbibo is also a platform for booking online travel is giving strong competition to MakeMyTrip. This is the biggest consolidation that has taken place in the initial sector of India. This is the strategy that blends with MakeMyTrip GoIbibo to $ 1.8 billion, because of MakeMyTrip now owns 60% of the total travel market in India.

**Daily Makemytrip.com offers** one of the latest marketing strategies MakeMyTrip is offering daily specials in hotel flight reservations, which are the most useful service of this platform and reservations. These are basically based on the season and the demand. For example, in the winter season, the states of Goa and South India are a popular travel destination, so daily offers to offer incredible deals only for this particular area.

**Make a great deal of travel**: if you've been stagnating travel plans for a long time because of the costs, then it's time to end the stalemate and the plot involves MakeMyTrip India. Now you can get a cheap airfare to MakeMyTrip India. You can also get fantastic travel offers on www. MakeMyTrip. It may be convenient for you to plan your vacation in your budget. With the introduction of new airlines, passengers can now get cheap air tickets and do not have to worry about expensive tickets. The fantastic travel offers on www.Makemytrip.com also allow MakeMyTrip India programming at a very low price and offer excellent offers on booking flights. To book cheap airline tickets MakeMyTrip India for information on fantastic travel offers on www. MakeMyTrip. com, you can go online and search for offers and discounts. The easy-to-use website gives you all the information in just a few minutes, so you can easily book your MakeMyTrip India. The site can help you learn about new offers and discounts offered by different airlines and can also offer discounted tickets for the

business class. In this way, you can travel comfortably by plane and you do not have to worry about breaking your budget with your MakeMyTrip India. Because passengers can find fantastic MakeMyTrip travel offers. com online, it is no longer necessary to visit the company's office for low-cost airline tickets. Stop based on travel agents Travel information provided and can be linked online. If you need information on India's MakeMyTrip domestic flights or the need to get cheap airline tickets to travel internationally, you can access this travel site.

**Makemytrip.com is linked to HPTDC:** Makemytrip.com has announced its strategic alliance with Himachal Pradesh Tourism Development Corporation (HPTDC) to offer state pensions. According to guesthouses shuttle destinations such as Shimla, Chail, Fagu, Narkanda, Barog, Parwanoo, Manali, Dharamshala, Khajjair, Dalhousie and Renukaji are now booked exclusively through Makemytrip.com at attractive prices from Rs. 1100 per night.

**Promotional codes:** MakeMyTrip often offers promotional codes and offers through various means, such as SMS, e-mail, etc. It's the way you can save your money by simply making every booking made online. MakeMyTrip offers promotional codes to make it accessible to everyone. Search for the most important travel destination you want to visit and get the latest discounts, savings codes and exclusive offers from makemytrip.com. These promotional offers are generally for promotional sales. To take advantage of the promotion, the options selected must match the promotional code MakeMyTrip to make it work.

Makemytrip.com has introduced the most influential frequent flyer program MakeMyTrip Barclaycard Platinum Credit Card. Collect and win free miles and shocking discounts. Make international reservations from India using your Barclay Card, SBI Card or HDFC. Flights arriving from other places are also available to book abruptly.

Another huge agreement is the MakeMyTrip Partial Payment Facility which allows you to make a confirmed reservation at the preferred MakeMyTrip hotels by paying only 10% of the basic room rate. The rest of the balance can be paid at the hotel upon check-in.

**Promotion code MakeMyTrip:** booking flights on Makemytrip.com has become an extra reward now. You can book any flight on Makemytrip.com and use the latest ones MakeMyTrip Promotion Code to get instant discounts. MakeMyTrip promotional codes can be used to book both domestic and international flights.

To redeem MakeMyTrip promotion code, follow the simple steps mentioned below:

1. Click to go to Makemytrip.com official website With Promotion Code

2. Select your destination and do the booking with the normal process

3. On the payment page, fill promotion/coupon code for MakeMyTrip.

4. That's all. The total payable amount will come down by Rs.300-Rs.750.

This MakeMyTrip Promo Code can be used several times.

Makemytrip.com promo code for hotel booking online is YH HOTEL. This offer is an exclusive summer discount on hotels bookings across India. With this promo code, you can save Rs 500 on each hotel booking.

The recently introduced offer by Makemytrip.com is Makemytrip.com domestic promotion code MYM0805. The offer benefits are also exclusive. If you book your makemytrip.com domestic or international tickets, hotels and holiday packages by using the Makemytrip.com website, you can avail immense discounts on all your respective bookings.

All you have to do is, enter promotion code while booking and you will be automatically entitled to avail large discounts. Domestic Flights Enter Promo Code Gomakemytrip to save up to Rs 500 International Flights Enter Promo Code Bharat yatra to save up to Rs 2000 For holiday packages and hotel reservation, use promo code Makemytripsummer

You can also try the code MYM1406 for all type of booking. Makemytrip.com has declared a unique scheme for all the customers of ICICI Bank Debit and credit card holders. Under this offer, a customer can get discount up to 30% on travel bookings with minimum Guaranteed 10% with his ICICI Bank Credit or Debit card. This would be a promotional code-based offer where customer needs to enter the promo code ICICI followed by his six-digit of credit or debit card number.

Makemytrip.com the leading online travel portal is making continuous efforts to make travel convenient and within budget. MakeMyTrip promo codes are the best example of its thoughtful thinking towards its customers. So, with Makemytrip.com promo/coupon codes make your travel a memorable one!
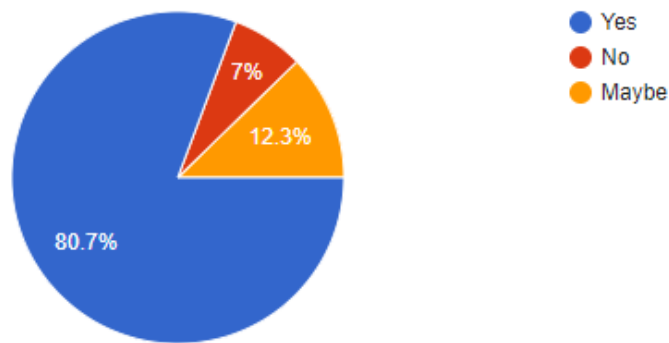
# *C*hapter -5
# *D*ata *A*nalysis

# DATA ANALYSIS

**1.** **Are you aware of the marketing strategy in the online travel industry?**

☐ Yes ------------------------------------------------ 80.7%

☐ No ------------------------------------------------ 12.3%

☐ Maybe ----------------------------------------- 7%

57 responses



**INTERPRETATION:**

As regards the awareness level of the officials regarding the marketing strategy in the online travel industry, 80.7 percent of the respondents were aware of it showing a very high awareness level.

**2.    For what purpose the customers mostly use your services?**

☐ Rail booking -------------------------------------    8.8%

☐ Air booking ---------------------------------------    42.1%

☐ Hotel booking ------------------------------------    28.1%

☐ Travel package booking-------------------------------    17.5%

☐ Collecting Information ---------------------------------     1.8%

☐ Price Comparison -----------------------     1.8%

57 responses
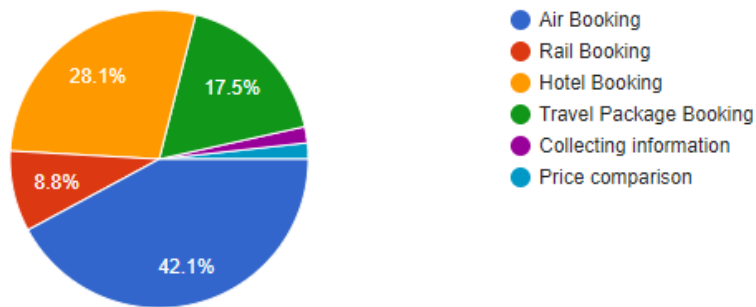


**INTERPRETATION:**

The customers mostly use the services of makemytrip.com for airline bookings.

However, the site also benefits substantially from other ancillary business.

**3**.     **Do you receive discounts while using the services?**

☐  Yes ------------------------------------------------     72.4%

☐  No -------------------------------------------------     10.3%

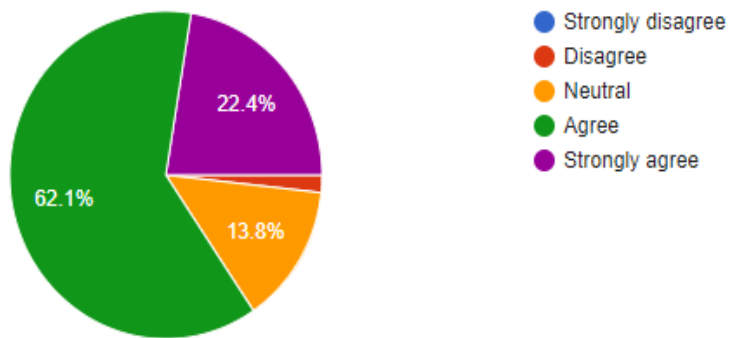☐  Do not know / Can not say ------------------------     17.2%

58 responses
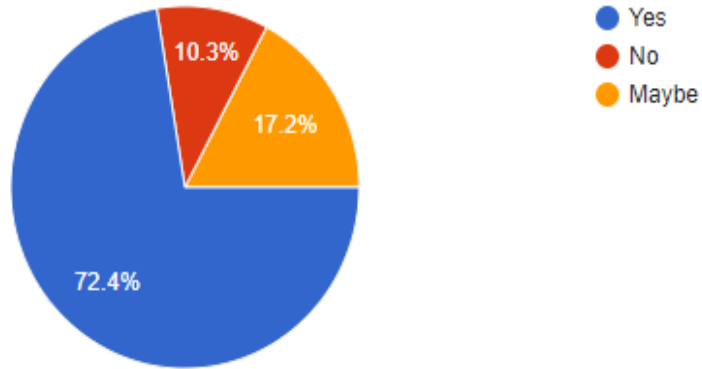


**INTERPRETATION:**

It has been ascertained from the response that the discounts offered by makemytrip.com

are part of their larger marketing strategy.

**4.** **Do you agree that the company benefits from above marketing strategy?**

☐ Agree ------------------------------------------------- 62.1%

☐ Strongly Agree -------------------------------------- 22.4%

☐ Disagree ---------------------------------------------- 1.7%

☐ Strongly Disagree ---------------------------------- 0 %

☐ Neutral--------------------- ----------------------- 13.8%

58 responses



**INTERPRETATION:**

The company says the respondents, benefits from the discounting strategy adopted by

it.

**5.** **Do you agree that the company benefits from the tie-up strategy with various banks while doing online banking?**

☐ Agree ------------------------------------------------- 51.7%

☐ Strongly Agree -------------------------------------- 20%

☐ Disagree ---------------------------------------------- 1.7%

☐ Strongly Disagree ---------------------------------- 0%

☐ Neutral ----------------------------------------- 25.9%
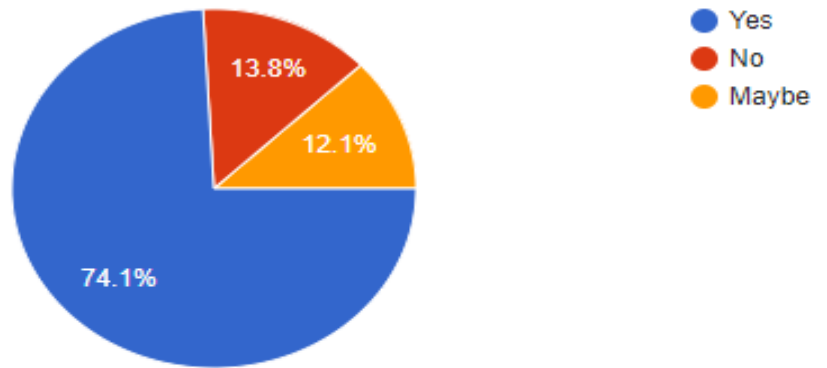
58 responses
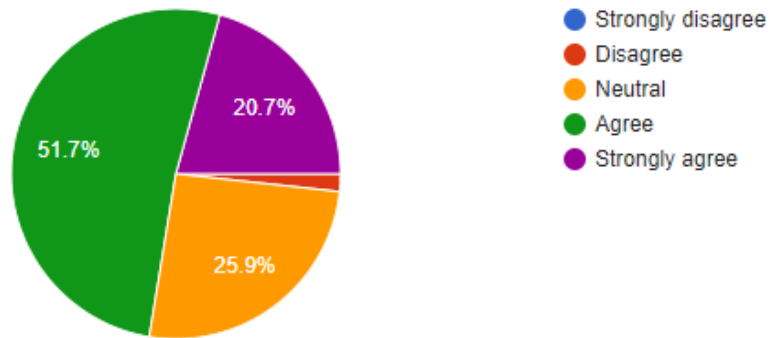


**INTERPRETATION:**

The respondents have agreed that the company benefits from the tie-up strategy with various banks and financial institutions like the SBI and the Barclay.

**6.** **Do you receive company strategies like pop-ups and online newsletters?**

☐ Yes -------------------------------------------------------- 74.1%

☐ No ---------------------------------------------------------- 13.8%

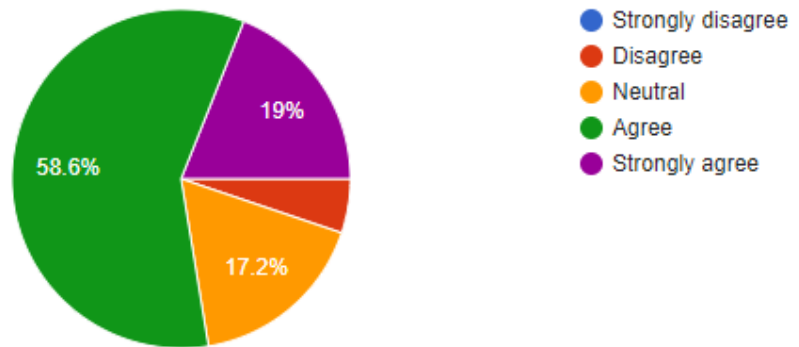☐ Do not know / Can not say -------------------------------- 12.1%

58 responses



**INTERPRETATION:**

Makemytrip.com resorts to marketing strategies like pop-ups on websites and online newsletters.

**7.     Do you agree that the company benefits from above marketing strategy?**

☐  Agree ------------------------------------------     58.6%

☐  Strongly Agree --------------------------------     19%

☐  Disagree ---------------------------------------     5.2%

☐  Strongly Disagree -----------------------------     0%

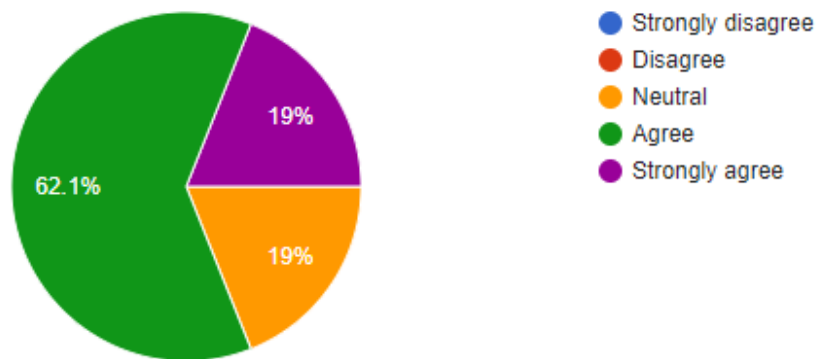☐  Neutral ----------------------------------------     17.2%

58 responses



**INTERPRETATION:**

The company, says the respondents, benefits from the strategies like pop-ups on websites and online newsletters.

**8**.   **Do you agree that the circulation of messages in the mobile networks benefits the company?**

☐ Agree ----------------------------------------------------   62.1%

☐ Strongly Agree -----------------------------------------   19%

☐ Disagree --------------------------------------------------   0%

☐ Strongly Disagree ---------------------------------------   0%

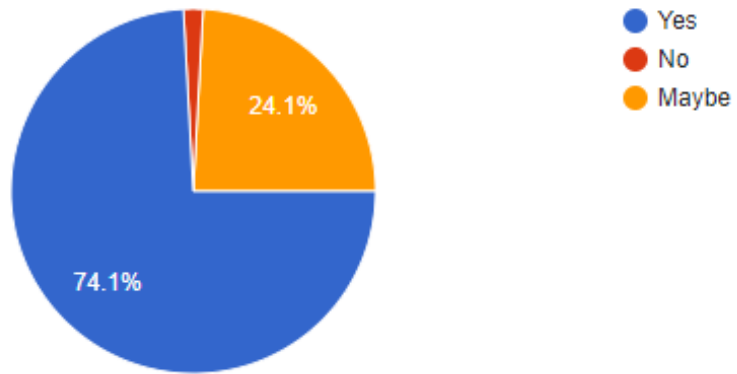☐ Neutral ------------------------------------------------   19%

58 responses



**INTERPRETATION:**

The respondents were of the opinion that the circulation of messages in the mobile networks benefits the company i.e www.makemytrip.com

**9**.     **Do you believe that the marketing strategy of makemytrip.com needs to be unique to make it different from others like yatra.com?**

☐ Yes ----------------------------------------------     74.1%

☐ No ----------------------------------------------     1.7%

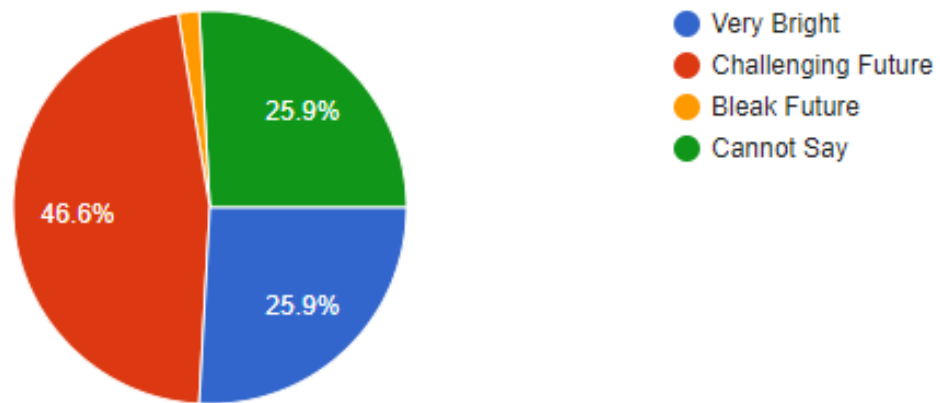☐ Do not know / Can not say -------------------     24.1%

58 responses



**INTERPRETATION:**

The respondents were of the opinion that the marketing strategy of makemytrip.com needs to be unique to make it different from others like makemytrip.com.

## 10.    Future of makemytrip.com?

☐  Bright future ahead ---------------------------------    25.9%

☐  Challenging future ahead --------------------------------    46.6%

☐  Bleak future ahead ---------------------------------------    1.7%

☐  Do not know / Can not say ------------------------------    25.9%

58 responses



**INTERPRETATION:**

Given the present market scenario in the online travel industry, makemytrip.com has a

smooth but challenging future ahead.

# Chapter -6

# Finding
# &
# Recommendations

# FINDING & RECOMMENDATIONS

Compared with officials' awareness of the online travel marketing strategy, 88% of respondents were aware that they showed a very high level of awareness.

- Customers mainly use makemytrip.com services for airline bookings. However, the site also benefits substantially from other ancillary activities.
- The response showed that the discounts offered by makemytrip.com are part of its broader marketing strategy.
- The company claims that respondents take advantage of their discount strategy.
- Respondents agreed that the company benefits from the liaison strategy with various banks and financial institutions such as SBI and Barclay.
- Makemytrip.com uses marketing strategies such as pop-up windows on websites and online newsletters.
- The company, according to respondents, benefits from strategies such as pop-up windows on websites and online newsletters.
- Respondents thought that the circulation of messages on mobile networks is beneficial for the company, that is www.makemytrip.com
- Respondents thought that the marketing strategy of makemytrip.com should be unique to differentiate it from others like makemytrip.com.
- Given the current market scenario in the online travel industry, makemytrip.com has an easy but challenging future ahead of it.

# Chapter–7

# Conclusion & Implications

# CONCLUSION & SUGGESTIONS

India is the fastest growing and fastest growing online travel market in the APAC region. The online travel market in India has seen great growth and is attracting a large number of national and international players. Private equity operators have invested heavily in the online travel agency (OTA) segment in the last two years. The buzz of Web 2.0 is everywhere in almost every industry. The online travel industry in India has been booming since 2011 ... It is becoming increasingly difficult as new entrants enter a faster pace. The online travel market in India has seen great growth and is attracting a large number of national and international players. Private equity operators have invested heavily in the online travel agency (OTA) segment in the last two years. As we all know, the online travel market is overcrowded.

Makemytrip.com might be convenient for you to plan your vacation in your budget. With the introduction of new airlines, passengers can now get cheap air tickets and do not have to worry about expensive tickets. The fantastic travel offers on www.makemytrip.com also allow MakeMyTrip India's planning to be very low and offer excellent offers on booking flights. To book your low-cost airline tickets on MakeMyTrip India and get information on fantastic travel offers on www.makemytrip.com, you can access online and search for offers and discounts. The easy-to-use website gives you all the information in just a few minutes, so you can easily book your MakeMyTrip India. The site can help you learn about new offers and discounts offered by different airlines and can also offer discounted tickets for the business class. In this way, you can travel comfortably by plane and you do not have to worry about breaking your budget with your MakeMyTrip India. As passengers can find fantastic travel offers online at Makemytrip.com, they no longer need to visit the company's office to purchase cheap airline tickets.

## SUMMARY OF THE PROJECT REPORT

India is the fastest growing and fastest growing online travel market in the APAC region. The online travel market in India has seen great growth and is attracting a large number of national and international players. Private equity operators have invested

heavily in the online travel agency (OTA) segment in the last two years. The online travel market in India has seen great growth and is attracting a large number of national and international players. Private equity operators have invested heavily in the online travel agency (OTA) segment in the last two years. As we all know, the online travel market is overcrowded.

The fantastic travel offers on www.makemytrip.com also allow MakeMyTrip India's planning to be very low and offer excellent offers on booking flights. To book your low-cost airfare on Makemytrip.Com and get fantastic travel offers on www.makemytrip.com, you can go online and search for offers and discounts. The easy-to-use website gives you all the information in minutes that you can easily book on MakeMyTrip India. The site can help you learn about new offers and discounts offered by different airlines and can also offer discounted tickets for the business class.

# *A*nnexure

# ANNEXURE

## QUESTIONNAIRE

1.   **Are you aware of the marketing strategy in the online travel industry?**
   - ☐ Yes
   - ☐ No
   - ☐ No response

2.   **For what purpose you mostly use services?**
   - ☐ Rail booking
   - ☐ Air booking
   - ☐ Hotel booking
   - ☐ Other purpose
   - ☐ Do not know / cannot say

3.   **Do you receive an offer as part of marketing strategy?**
   - ☐ Yes
   - ☐ No
   - ☐ Do not know / Cannot say

4.   **Do you agree that the company benefits from above marketing strategy?**
   - ☐ Agree
   - ☐ Strongly Agree
   - ☐ Disagree
   - ☐ Strongly Disagree
   - ☐ Do not know / Cannot say

5.   **Do you agree that the company benefits from the tie-up strategy with various banks during online banking?**
   - ☐ Agree
   - ☐ Strongly Agree
   - ☐ Disagree
   - ☐ Strongly Disagree
   - ☐ Do not know / Cannot say

6. **Do you receive company strategies like pop-ups and online newsletters?**
   ☐ Yes

   ☐ No

   ☐ Do not know / Cannot say

7. **Do you agree that the company benefits from above marketing strategy?**
   ☐ Agree
   ☐ Strongly Agree
   ☐ Disagree
   ☐ Strongly Disagree
   ☐ Do not know / Cannot say

8. **Do you agree that the circulation of messages in the mobile networks benefits the company?**
   ☐ Agree
   ☐ Strongly Agree
   ☐ Disagree
   ☐ Strongly Disagree
   ☐ Do not know / Cannot say

9. **Do you believe that the marketing strategy of makemytrip.com needs to be unique to make it different from others like yatra.com?**
   ☐ Yes
   ☐ No
   ☐ Do not know / Cannot say

10. **Future of makemytrip.com?**

    ☐ Very bright future ahead
    ☐ Challenging future ahead
    ☐ Bleak future ahead
    ☐ Do not know / Cannot say

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