



T-OFFICE

ALL FOR TOURISM



Summary

The goal of this presentation is to showcase the development prospects of a project of T-OFFICE Sp. z o.o. under the working title "TOURISM AFFILIATION PLATFORM" and its flagship tool "1PASEK.COM", as well as to examine the competition and, above all, to analyse the profitability of the above project.

This presentation involves a general description of the project, presents opportunities and risks, strengths and weaknesses summarized in a SWOT analysis, as well as operational and organizational assumptions of the project.

The key part of the analysis is a simulation of the plan of financial resources necessary for the development of the project "TOURISM AFFILIATION PLATFORM".

This analysis was created mainly in order to allow T-OFFICE Sp. z o.o. to acquire financial investments for the development of the project.

The second goal is to outline the basic directions of future activities of T-OFFICE Sp. z o.o. and to simulate the profitability of the expected development strategy.

T-OFFICE ALL FOR TOURISM TABLE OF CONTENTS



About us - Page 4



Tourism Affiliation Platform - Page 16



Technology - Page 40



Marketing analysis - Page 45



Development plan (timeline) - Page 54



Cost estimation - Page 59



SWOT analysis - Page 65



Conclusions and summary - Page 71

The background features a dark, moody sky with silhouettes of mountains and two hot air balloons. One balloon is positioned in the upper center, and another is in the lower left. The overall aesthetic is minimalist and atmospheric.

ABOUT US

TO TRAVEL IS TO LIVE...

T-OFFICE ALL FOR TOURISM

ABOUT US



We are passionate about tourism and travelling. We know that personal approach to work translates into high quality offers, and we love our work, which is why we can offer you the highest quality! We are eagerly looking for new ideas that will make planning your travels and leisure a breeze.



WHO ARE WE?

We are a team of professionals with unique technological skills. We create and implement advanced IT systems to support the activities of companies operating in the tourism industry. We have specialist industry knowledge, both in terms of tourism and information technology.

T-OFFICE ALL FOR TOURISM

OPERATING PHILOSOPHY



Our philosophy is to provide modern IT solutions and the highest quality of service. We support our customers in the search and booking of tourist offers, and our contractors in the implementation of modern IT technologies, ensuring their competitiveness in the market.

THE BEST AND MOST COMPREHENSIVE CHOICE

DISTRIBUTION OF INFORMATION

Our tools, methods and sources of data guarantee the best choice, and we can combine them together to provide a comprehensive and convenient response to a query.

OUR RELATIONS

Our relations are based on close cooperation and partnership principles. Having rich experience, gained through many years of cooperation with major companies in the industry, we can offer our expertise to customers. By becoming our partners they gain access to information that we gathered for many years. We offer our contractors the possibility to individually configure our solutions, so that they are ideally suited to their needs and goals.

T-OFFICE ALL FOR TOURISM

MISSION AND GOALS



TRUST



We follow ethics, integrity and reliability in all relations.



MISSION

TOURIST INFORMATION – We provide a convenient presentation of tourist industry offers, all in one place. We focus on building simple relations between providers of tourism products and services and their customers.



GOALS

INTEGRITY AND ETHICS – We want our services to be the best. That is why we focus on key issues to meet the expectations of those who have trusted us and will trust us in the future. We operate properly, because honesty is our top priority every day and in every decision.

T-OFFICE ALL FOR TOURISM T-OFFICE HISTORY



THE BEGINNING

in the sailing port on Eden Island, in the Seychelles, somebody asked: *"Maybe we should create something that could contain various tourist information in one place...?"* That is how T-OFFICE was born!

FIRST ACTIVITIES

under the domain and company TP-BIURO, we presented the first service with tourist information. In 2007, we saw the first 1000 unique users of the ...

FIRST SUCCESSES

we are an agent of 87 tour operators from Poland and 67 from Germany. We open the Customer Service Office and two showrooms. We recognize the faults of leased tourist search engines. The decision: we are looking for an investor and develop "TOURISM AFFILIATION PLATFORM" and "1PASEK.COM".



1997

THE IDEA BEHIND "1PASEK.COM"
the start of work on the code and scripts. In 2002, implementation of the code with dynamic XML files of the Carrot project search engine.

2000

2005

2016

2018

THE CREATION OF T-OFFICE SP. Z O.O.
we have funds, the management board, the director, organization structure, headquarters. Interesting and clever colleagues join our team, we establish numerous relations. Work on the portal and databases is under way. 2017 – we become a member of the Polish Chamber of Tourism.

T-OFFICE ALL FOR TOURISM

FIVE PILLARS OF T-OFFICE



01

CUSTOMER SERVICE OFFICE

Each offer and service has an internal management system in order to fully satisfy our Customers and Contractors.

02

IT DEPARTMENT

We have developed an organizational scheme based on IT tools as part of the restraint management concept. Our motto: one cloud, any application, any device.

03

MARKETING DEPARTMENT

Cares about the T-OFFICE brand, promotes the trade offer, develops an effective strategy for building relations between the company, contractors and recipients of products and services.

04

SALES DEPARTMENT

Their main goal is to cooperate with the existing and future purchasers of products and services within the established operational parameters.

05

TRAVEL STREFA – TRAVEL AGENCY

We offer the best holidays, tours, exotic trips, family holidays, honeymoons, trips for singles, as well as comfortable holidays for more demanding customers.



T-OFFICE ALL FOR TOURISM

CUSTOMER SERVICE OFFICE



01

COMMUNICATION

Communication with customers, with special emphasis on personalized communication, dialogue, building and strengthening relationships.

02

SIMPLIFIED ACCESS TO OFFERS AND SERVICES

Professionally helping our customers to obtain comprehensive information about the company's offer.

03

FOCUS ON RELATIONS WITH CUSTOMERS

The Customer Service Office acts as a showroom, information service and complaint office for customers and contractors.

04

PERSONALIZED CONTENT

Means of communication individually adjusted to the customer's preferences, creating a comprehensive database updated after each contact with the customer.

T-OFFICE Customer Service Office is a comprehensive and modern infrastructure developed by us to communicate with customers and contractors.

We have launched an all-night phone line operating within the system 24/7/365.



T-OFFICE ALL FOR TOURISM IT DEPARTMENT



Modern technologies

Our IT department is characterized by both courage in the search and implementation of technological tools, as well as innovative support of other T-OFFICE departments, customers and contractors.



HTML



JS



CSS



jQuery



MySQL



PHP



J2EE



Jenkins

Jenkins



Microsoft .Net



T-OFFICE ALL FOR TOURISM

MARKETING DEPARTMENT



1

Our specialists find, analyse and assess market opportunities in order to satisfy customers' needs and determine those needs to develop a list of further providers of products and services.

2

Operations of our marketing department are internally integrated and characterized by a high level of efficiency and effectiveness. We use a collection of the most modern tools and work organization methods to achieve the best results.

3

The goal of the marketing department is to develop plans regarding the offer and services, supervise their implementation, monitor results and take corrective actions. This is realized through:

- development of a long-term strategy for offers and services provided by the company;
- preparation of an annual marketing plan and sales forecast;
- cooperation with advertising and trade agencies in the creation of texts, programs and promotional campaigns;
- stimulating support for offers and services among the sales department staff, sales representatives and specialists of TRAVEL STREFA Biuro Podróży;
- gathering information on the results achieved by offers and services, perception of the offer by our customers, as well as new problems and opportunities;
- initiating improvements in the promotion and sales of offers and services in order to meet the changing needs of the market.

T-OFFICE ALL FOR TOURISM SALES DEPARTMENT



B2B – new distribution channels

We have created an innovative sales department, whose task is to reach enterprises, institutions and organizations with our offer. This distribution channel already allows us to propose tourism offers and services to more than 36 000 employees and their families.



Companies



Institutions



Organisations



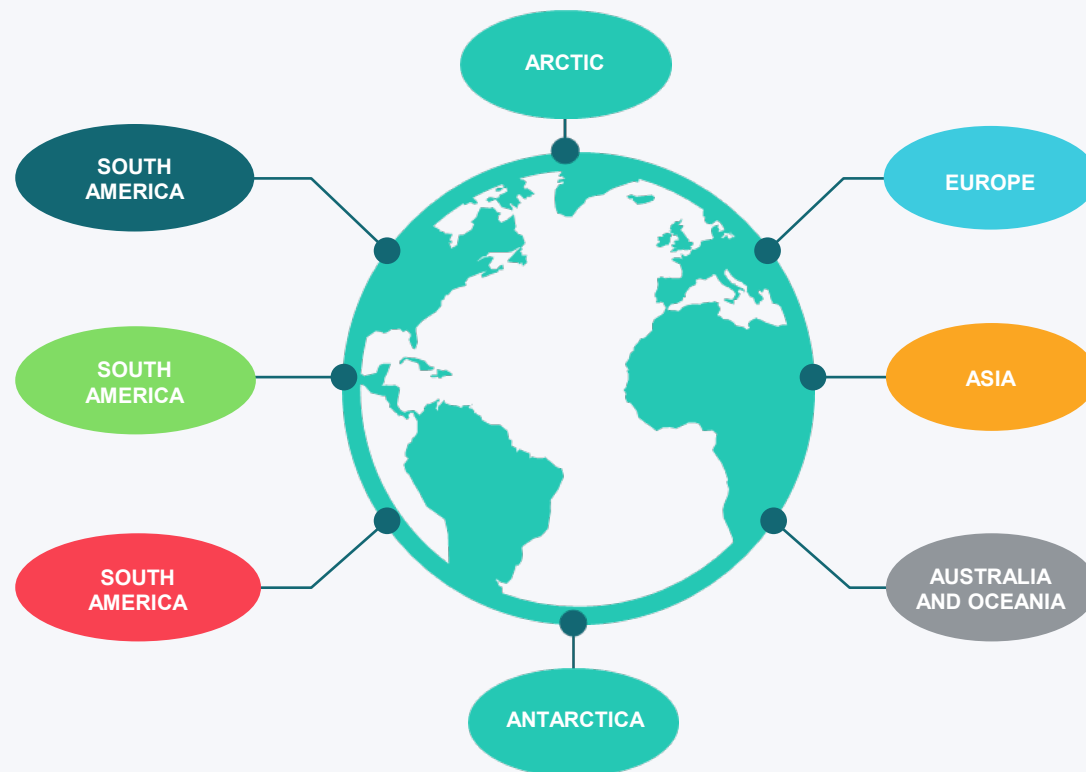
T-OFFICE ALL FOR TOURISM TRAVEL STREFA – TRAVEL AGENCY



Our Travel Agency has a transparent offer and guarantees high quality trips organized by the highest rated providers from Poland and Germany.

The offer of our Travel Agency includes:

- Holidays
- Summer and winter holiday trips
- Summer camps, winter camps, language learning trips for children and young people
- Round trips
- Cruises
- Charter of yachts and barges
- Rental of holiday homes
- Booking systems for airline tickets
- Booking systems for accommodation
- Booking systems for car rentals
- Booking systems for ferry crossings
- Sales of travel insurance
- Handling tourist visas

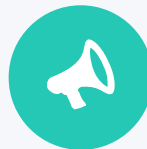




T-OFFICE ALL FOR TOURISM ABOUT US – SUMMARY



[Documents for download](#)



[Information about the structure of T-OFFICE Sp. z o.o.](#)



[Portfolio of contractors and partners](#)



[Address, contact form, map](#)



TOURISM AFFILIATION PLATFORM

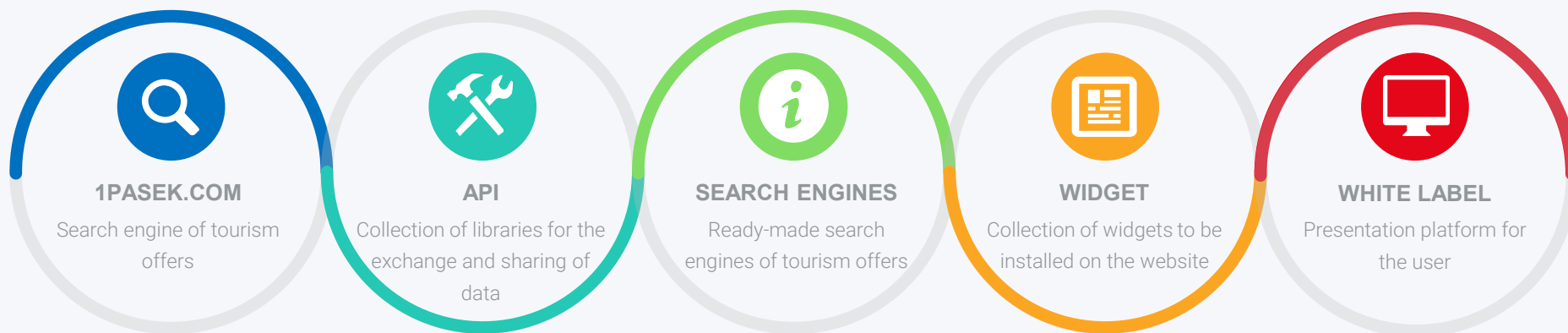
T-OFFICE ALL FOR TOURISM TOURISM AFFILIATION PLATFORM



PURPOSE OF THE PROJECT

The goal of the project is to create an IT laboratory, named TOURISM AFFILIATION PLATFORM, that will design, implement and distribute IT tools for companies, institutions and individuals associated with the tourism industry and the provision of tourism services.

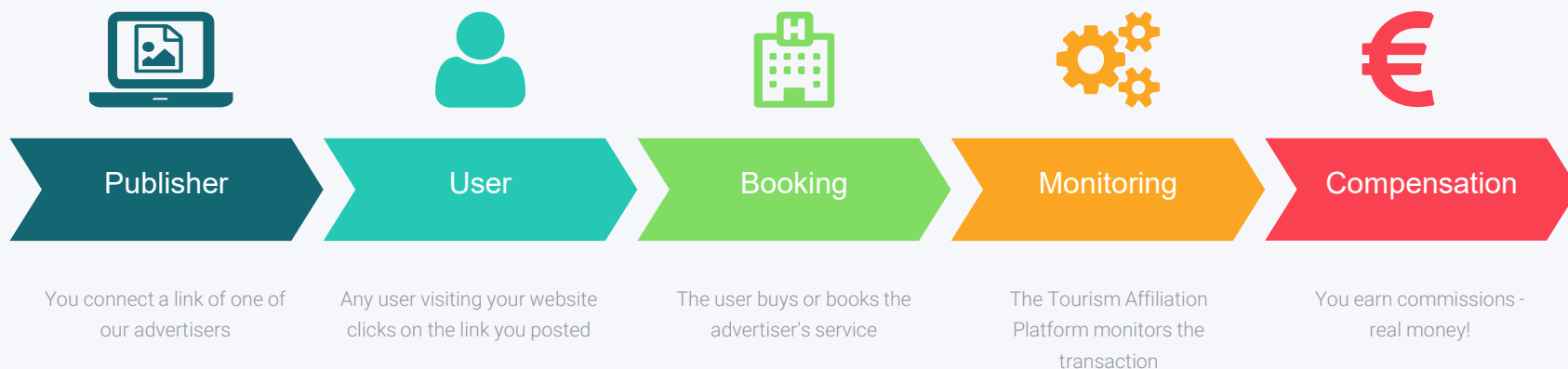
Basic IT products are:



T-OFFICE ALL FOR TOURISM TOURISM AFFILIATION PLATFORM



By creating the Tourism Affiliation Platform, T-OFFICE meets the expectations of the owners of websites and blogs in terms of providing tools that help in making money through advertising well-known products. Each click leads to sales, you earn money!



T-OFFICE ALL FOR TOURISM TOURISM AFFILIATION PLATFORM



Connection to the Tourist Affiliation Platform is free of charge. After each completed transaction, the user receives payment for marketing efforts.



By using our statistical tools, the user keeps track of income. We do not force the members of our Platform to sign contracts – we allow enabling only those ads that the user chooses.



Cost effectiveness



We cooperate only with the best advertisers, hence we can ensure compensation for on-line activities. Money will be paid once a month. We do not require a registered business to become a member of our Platform.

Safety

Transparency



1PASEK.COM

INTELLIGENT BOOKING SYSTEM



Who can use 1PASEK.COM and what are its benefits?

1PASEK.COM
Intelligent booking system

- ✓ **CHOOSE, COMPARE, BOOK**
rooms in more than 3 600 000 hotels all over the world,
- ✓ **EASIER AND FASTER**
platform with access to multiple sources of hotel facilities.
- ✓ **PREVIEW THE PRICES OF COMPETITION**
analyse their offers, track promotions and manage margins – all in one place.

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This product will be mainly for people working in tourist agencies and offices involved in booking hotel rooms for their clients. It will allow them to facilitate their work by automating the process of searching, comparing and selecting hotel deals. It will also give them an opportunity to create vouchers and other confirmations, including the final stage of booking.

By shortening work on a on single e query, an agent will be able to carry out 10 times more bookings for customers.

The second target group of this product are people employed in large companies/corporations that organize business trips – the so-called travel managers. The product will facilitate the booking process in the same way.

Work efficiency not only increases sales volume, but also improves customer retention thanks to the rapid process of presentation of specific deals tailored to the customer's needs through individual approach. The whole booking process takes less than 5 minutes.

INTELLIGENT BOOKING SYSTEM

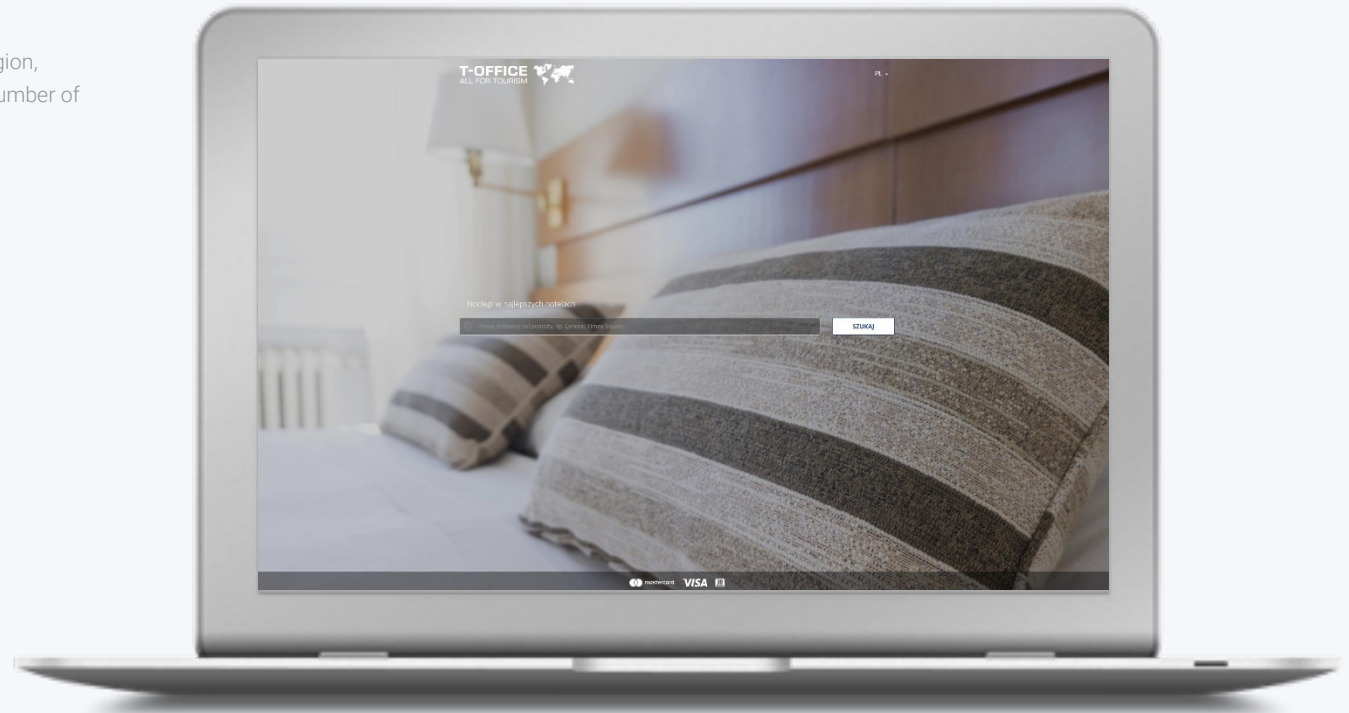


Process of booking by the user

1

Step one

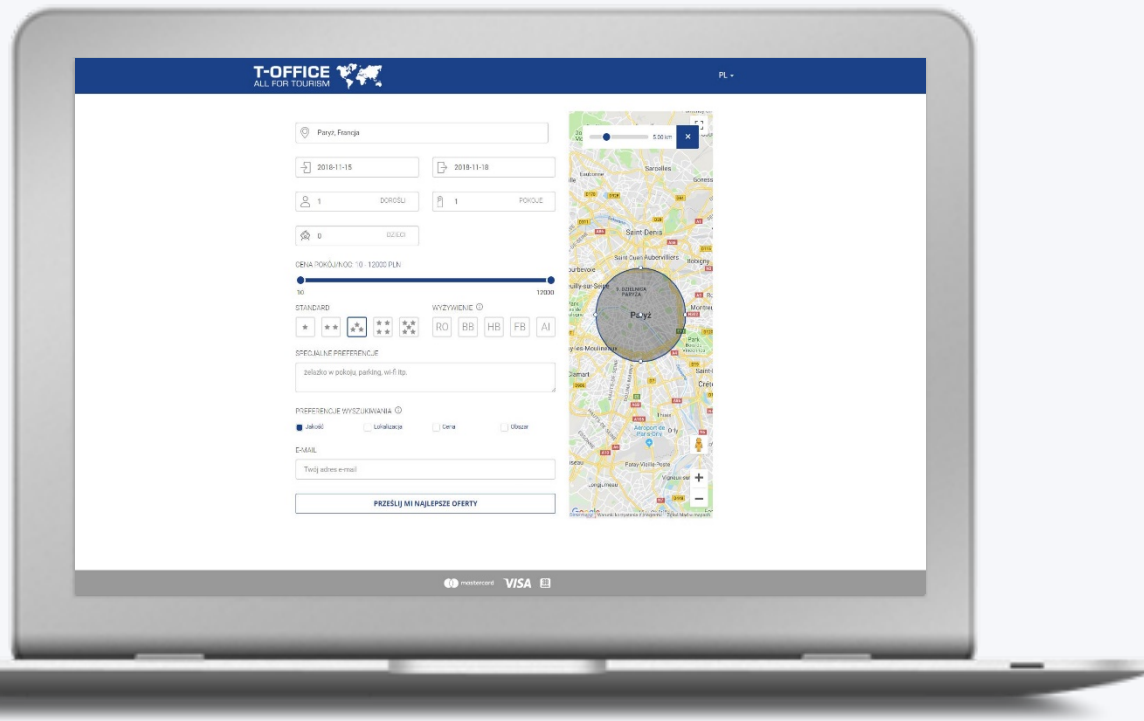
You provide the direction (city, state, region, name of the hotel), date of departure, number of persons



INTELLIGENT BOOKING SYSTEM



Process of booking by the user



2

Step two - criteria

You specify your needs (standard of the hotel, type of catering, special requests), give your e-mail address and send a query to the system

INTELLIGENT BOOKING SYSTEM



Process of booking by the user

3

Step three

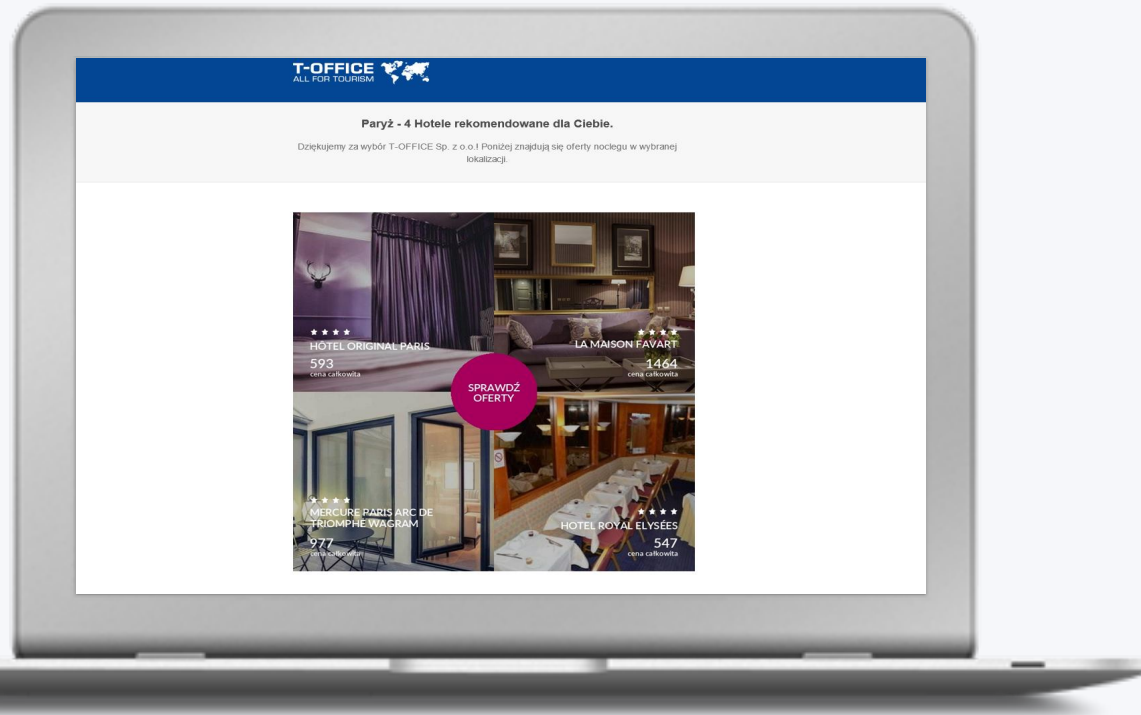
You receive a message confirming your choice to the provided e-mail address



INTELLIGENT BOOKING SYSTEM



Process of booking by the user



4

Step four

You receive proposed accommodation options, precisely matching your criteria, to the provided e-mail address.

You make a choice and book...

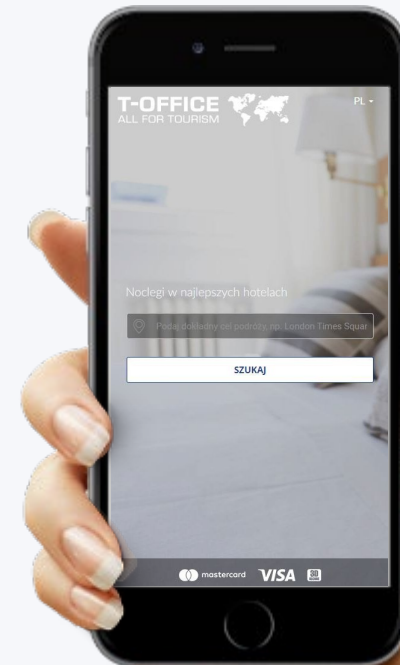
The whole booking process takes less than 5 minutes.

INTELLIGENT BOOKING SYSTEM



The technological basis of the project is an innovative XML/API combination that integrates our system with databases. 34 authorial, dynamic algorithms scan hotel databases of B2B providers, at the same time making intelligent preliminary selection and comparing them with the offers of major on-line B2C travel agencies (e.g. Booking.com). As a result, the product automates and digitalizes agent's work. It significantly reduces the duration of the whole process: inquiry + booking a hotel room, including comparing the offers of B2C suppliers. This product is perfect for the needs of business travel agencies, where time is the most precious asset.

At the same time, we will provide a unique approach: the necessity of preserving personal relation between the travel agent and the customer, which is another feature that distinguishes our product on the market. Adding the mentioned automation, we get a unique combination of the latest IT technology with close relationship between travel agents and their customers.



INTELLIGENT BOOKING SYSTEM



Thanks to the above-mentioned functionalities, the product will increase work efficiency of travel agents.

SINGLE DATA SOURCE

The agent booking accommodation (tourist agency/travel office employee) does not log in to several sources, as in the case of other booking systems. All sources are in one place, where the agent can compare the selected offers with those of B2C services.

RESOURCE MANAGEMENT

The system will have the function of revenue management – thanks to the preview of other offers and built-in automatic travel agent's margin. Travel office will be able to freely change the margin value and enable/disable automatic addition of the margin to the prices of hotel rooms by using the administration panel.

PROCESS AUTOMATION

The product automates all the most time-consuming processes: finding the right hotel at a specific place (this will be easier thanks to intelligent pre-selection of offers by the system), comparing deals and their prices (built-in preview on one screen), booking a hotel room (automated thanks to the connection with the provider and a convenient payment system), production of a voucher/confirmation (generated automatically).

INTELLIGENT BOOKING SYSTEM



Capabilities of integrating 1PASEK.COM system with service providers



And many more services and products...

API

STANDARDIZED PROBLEM SOLVING



API - Application Programming Interface

API allows us to use the functionalities provided by another application in the currently used application, especially in network applications.

We want to create a universal and uniform way of communication between sites as part of the Tourism Affiliation Platform.

When an agent needs to handle a large amount of data to handle client queries, signing in to the server several times a day and downloading data manually is very problematic, laborious and time-consuming.

In order to facilitate this process, we want to create a universal documentation and API tool that will perform the whole process of downloading, analysing and data processing in three clicks and in less than 1 minute from the moment of logging in to the moment of downloading specified data.

Large websites provide their APIs with documentation, but each uses completely different interfaces and methods of using data retrieving tools.

Our API will be made available to all users under license to freely and legally copy the object code, while the source code will remain the property of T-OFFICE and will be directly related with Search engines and Widgets available through the Tourism Affiliation Platform.



API

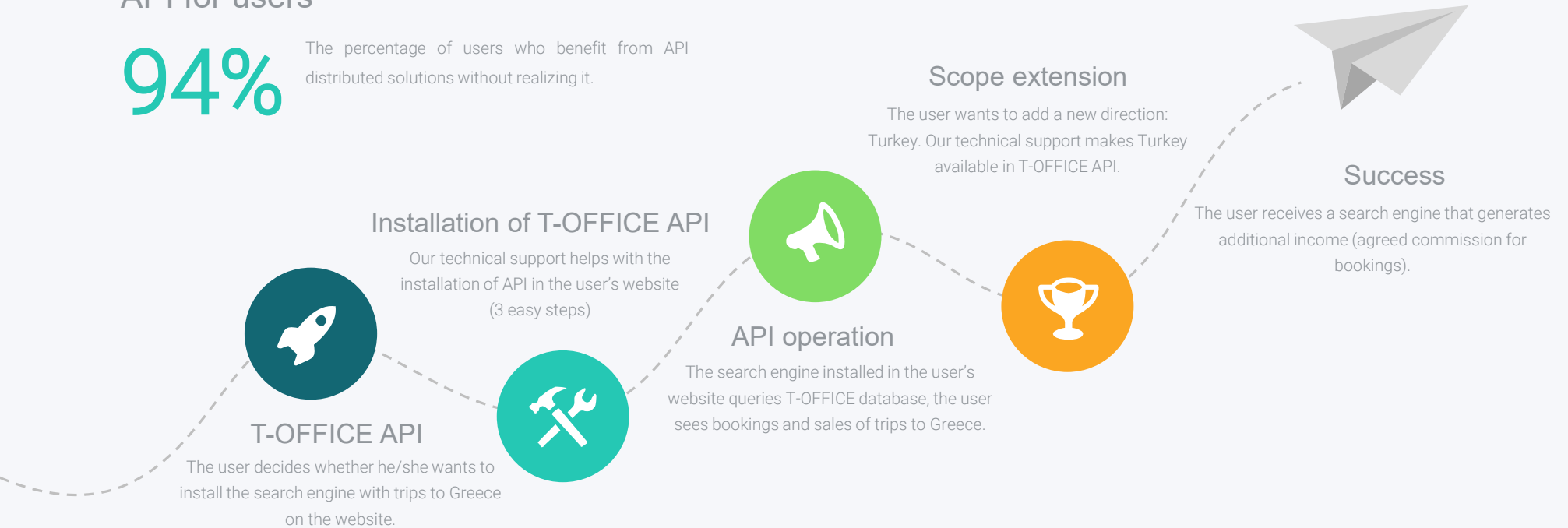
STANDARDIZED PROBLEM SOLVING



API for users

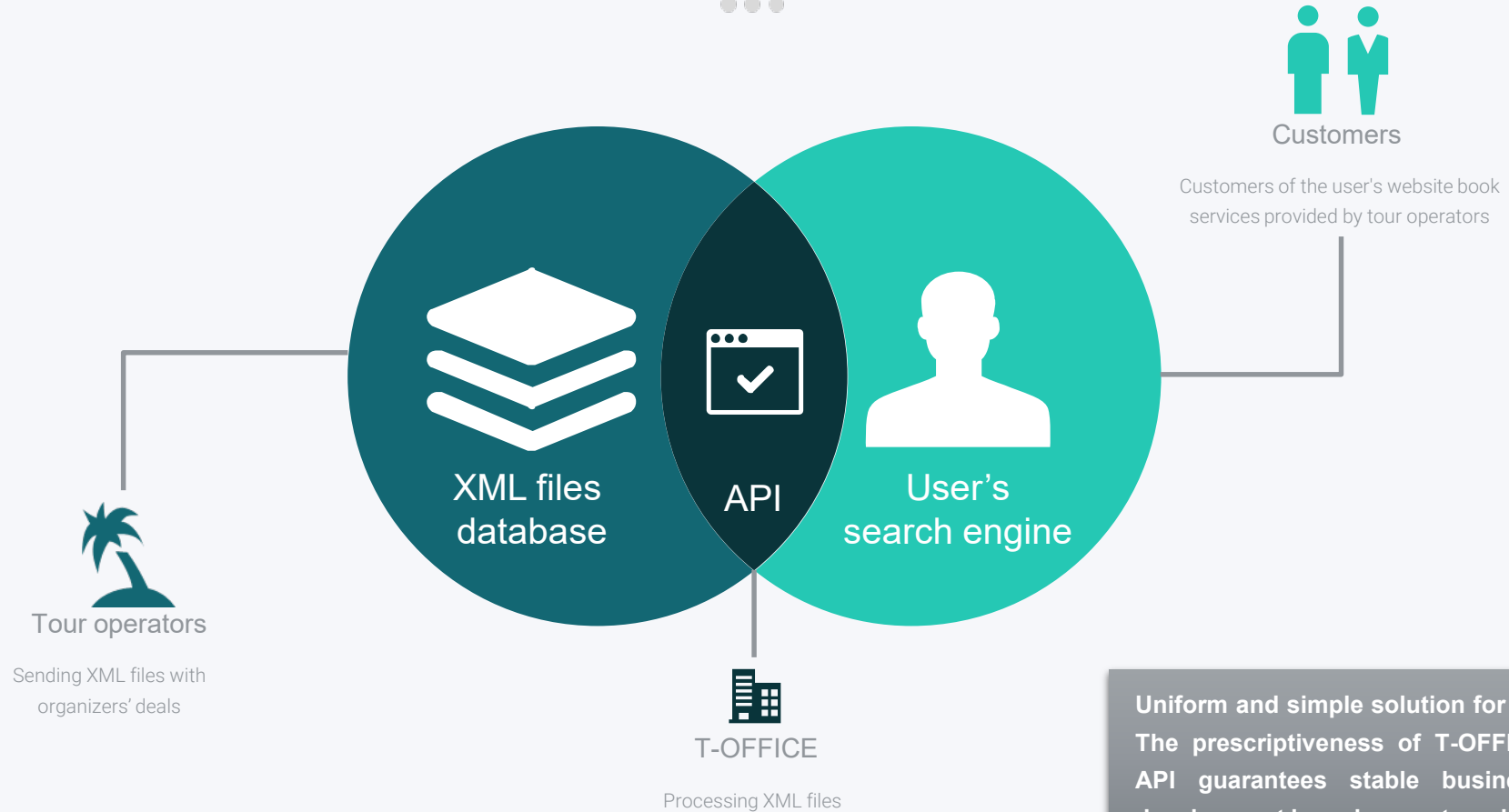
94%

The percentage of users who benefit from API distributed solutions without realizing it.



API

STANDARDIZED PROBLEM SOLVING



T-OFFICE ALL FOR TOURISM SEARCH ENGINE



Search engines provided by the Tourism Affiliation Platform will stand out thanks to the following features:

01

AVAILABILITY

Search engines will be available for each user registered in the Tourist Affiliation Platform.

02

INSTALLATION

Each user will receive the documentation, script and support of the technical department, along with the implementation of the search engine with the user's website.

03

OPERATION

All search engines will be built based on T-OFFICE API – they are ready for action after installation.

04

VERSATILITY

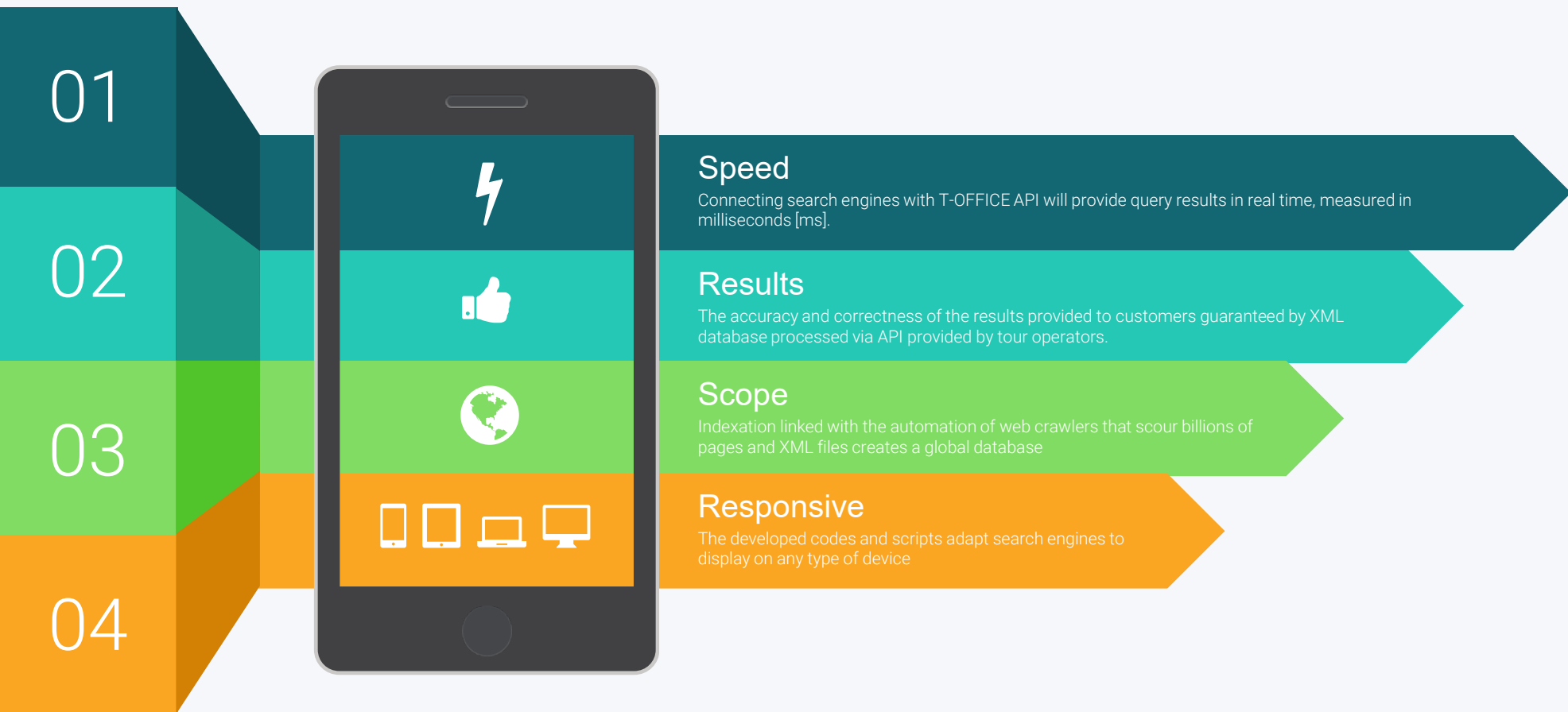
Based on API T-OFFICE solutions, with one command the user unlocks any themes in the search engine to be provided to customers.



T-OFFICE ALL FOR TOURISM SEARCH ENGINE



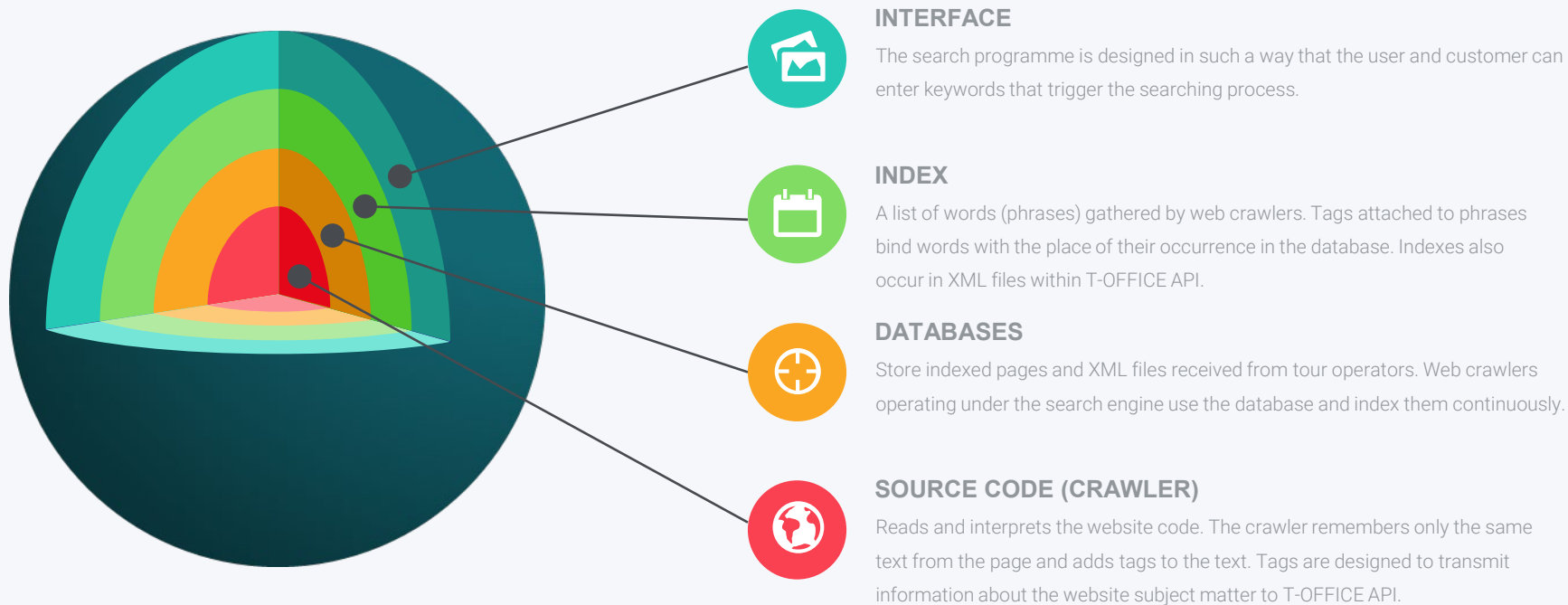
The uniqueness of search engines available at the Tourism Affiliation Platform



T-OFFICE ALL FOR TOURISM SEARCH ENGINE



Principles of operation



T-OFFICE ALL FOR TOURISM WIDGET



Effective form of marketing and sales

The Tourism Affiliation Platform will offer widgets with application functions (e.g. choice of destination, booking date etc.). They are script modules created by the Tourism Affiliation Platform, where one can easily and quickly install any content and links. The combination of graphics and links in one module makes T-OFFICE API the perfect tool for tour operators that can be used on any website with the installed module.



Effectiveness

Attractive graphic design personalized by the customer ordering the widget

Diversity

No limits in terms of the displayed content

Installation

Polish script to install in the code of the user's website

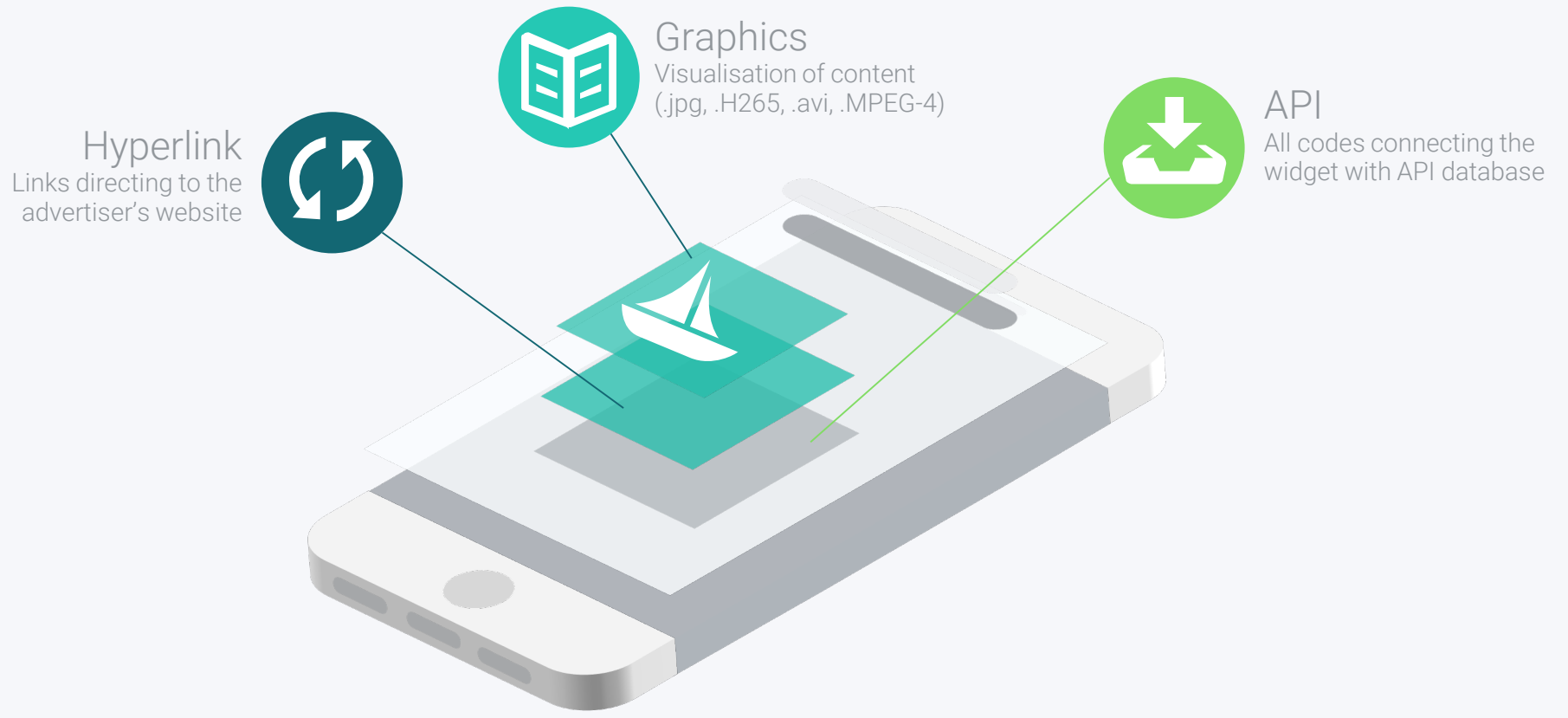
Freedom

Widgets in all resolutions adapted to any device

T-OFFICE ALL FOR TOURISM WIDGET



Principle of operation



T-OFFICE ALL FOR TOURISM WIDGET



Who can use the widget?

Advertisers

TOUR OPERATORS

Each organizer or tour operator looking for new ways to reach out to the largest possible group of customers



HOTELS

Hotels, guesthouses, holiday centres, apartments, holiday houses etc.



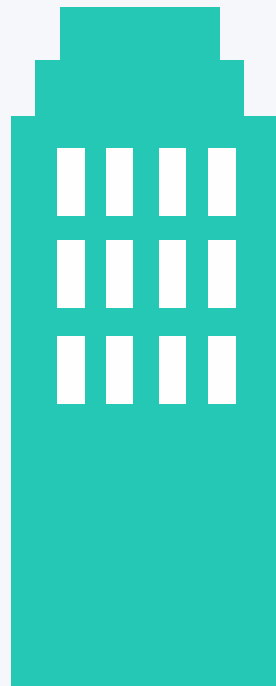
BOOKING SYSTEMS

Systems for the sales of airline and ferry tickets, car rentals etc.



OTHER ENTITIES AND SERVICES

All institutions and services interested in a new form of advertising



Publishers

TRAVEL AGENCIES

Diversified offer for customers



TOURIST SERVICES

Enhanced content



TOURIST BLOGS

Access to the current news



OTHER WEBSITES AND PORTALS

All websites and portals dealing with tourism



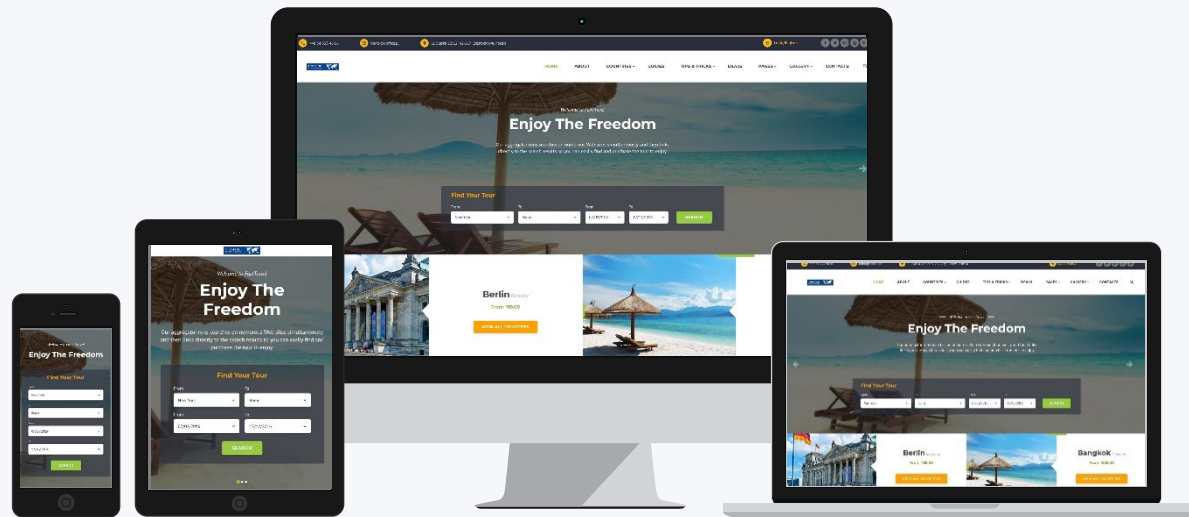
ADVERTISERS – order submitted to the Tourism Affiliation Platform for the creation of a widget and the transfer of XML files supporting content to be displayed in the widget. Agreeing on the amount of commissions for the widget click-through on the Publisher’s websites.

PUBLISHERS – as a logged-in user of the Tourism Affiliation Platform downloads any widget and installs it in the website. After clicking on the widget, users are redirected to a specific offer. The advertiser pays agreed commissions to the Publisher for each completed booking.

T-OFFICE ALL FOR TOURISM WHITE LABEL



Sales of services under own brand within the Tourism Affiliation Platform



FLEXIBILITY

The service along with all the tools is adjusted to the operator's needs (user of the Tourism Affiliation Platform) and offered under his portfolio, with his logo or name.



INDIVIDUALITY

Under this model of cooperation the name T-OFFICE is not visible to the end users.



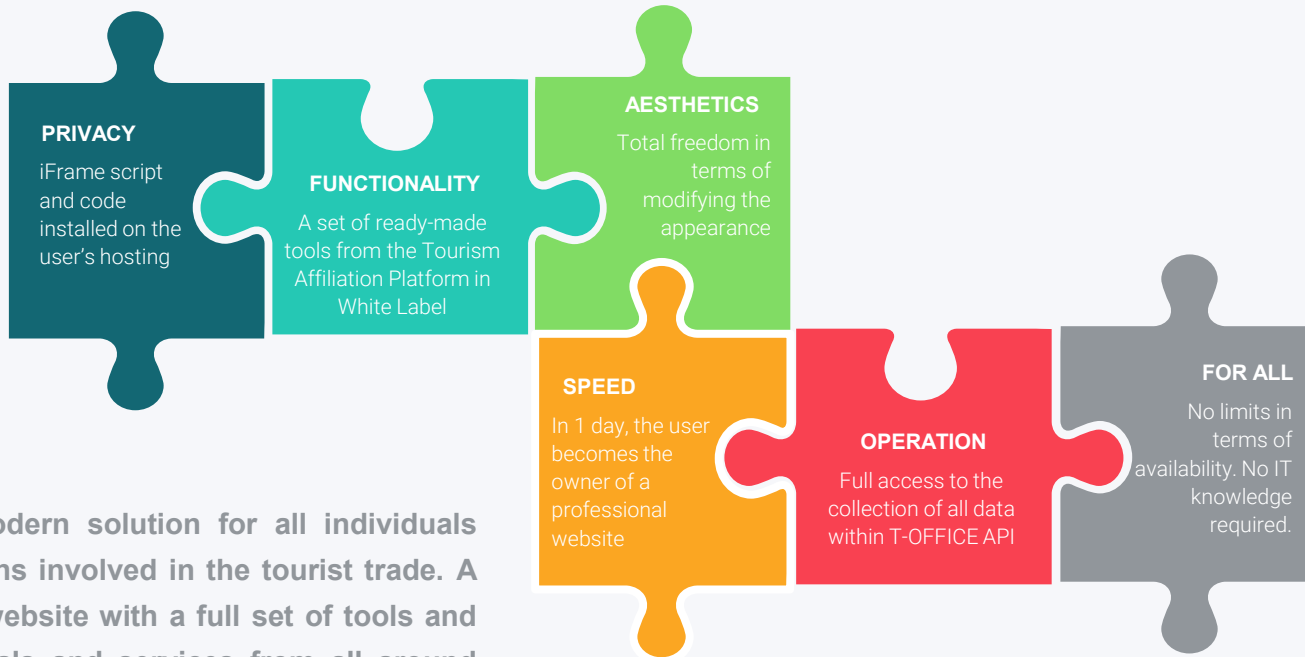
EXTENSIVENESS

After installation, White Label is a ready-made, multi-page website with a full set of search engines, widgets and attractive banners that can be modified in any way.

T-OFFICE ALL FOR TOURISM WHITE LABEL



Integrated with all the tools of the Tourism Affiliation Platform
fully modifiable website for all



The most modern solution for all individuals and institutions involved in the tourist trade. A ready-made website with a full set of tools and access to deals and services from all around the world!

TOURISM AFFILIATION PLATFORM

CONCLUSIONS



WHY?

Why are we creating the Tourism Affiliation Platform?

It is a great model for the owners of large websites and small, specialized blogs. Each party benefits from this – the affiliate receives compensation, the company receives a lead or sales, and customers receive the expected services and products. This model is safe – the advertiser is responsible for delivery, financial issues and logistics. The affiliate often does not control individual orders and does not have to worry about updates or other problematic situations. There are many entrepreneurs that gain major financial benefits from such sales models.

Operation of the Tourism Affiliation Platform is based on the cooperation between the advertiser and the owner of website, blog or other medium that can generate traffic or sales on the advertiser's website.



MONEY

Basic forms of compensation

Individuals using the Tourism Affiliation Platform may receive compensation in many forms and from many sources. Some examples might be:

- CPM – (Cost per thousand) – payment per 1000 views of the ad unit - a banner or other graphic element.
- CPC – (cost per click) – website owner is paid for each unique click on the link or banner and redirection to the advertiser's website.
- CPL – (cost per lead) – payment for e.g. filling up a form (leaving contact information), registration on the site or downloading the application in the trial version.
- CPS – (cost per sale) – payment of a certain percentage from each sold deal "recommended" by the website owner.



ADVERTISERS

Who will provide data and deals for users?

- tour operator and organizers
- accommodation and lodging search engines
- airlines and flight search engines
- car rentals or vehicle search engines
- insurers and insurance brokers
- ferries
- charters and cruises
- institutions dealing with culture, art, nature
- organizers of optional tours
- guides and translators
- providers of transport and parking services
- catering services
- event organizers

Please note that the list of advertisers is infinite, because each tool in the Tourism Affiliation Platform can be used in any industry.



TECHNOLOGY

GENERAL ISSUES CONCERNING THE DEVELOPMENT OF THE TOURISM AFFILIATION PLATFORM

TOURISM AFFILIATION PLATFORM TECHNICAL ISSUES



Tools used to search for information on the Internet communicate using different languages. It is the greatest "weakness" of the idea of open access to information. Regardless of whether we specify the same keywords for different search engines as search criteria, each browser understands them on its own way, as a consequence obtaining different search results.

The idea for this product evolved from opinions, analyses and suggestions collected for more than 4 years from those connected with the tourist industry. The common denominator of all the parties operating in the tourism industry is waiting for the emergence of normative, quick and stable solutions to present, book and sale tourist services, products and deals.

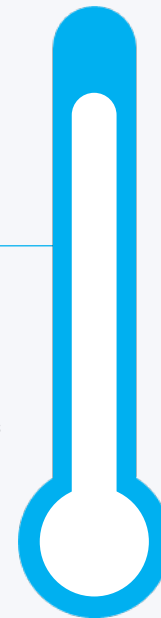
It is worth noting that when considering the merits of the project, especially important was deciding to whom it would be dedicated and made available, and on what basis (license). We have decided that the project will be made available to all: large tourist companies and hotels, as well as small websites, bloggers, enthusiasts and those who want to actively participate in the tourist industry, gaining satisfying profits.

Estimated figures concerning Polish entities

Companies*

Approximate figures

- 4722 travel agencies
- 3733 hotels and guest houses
- 5305 guides
- 4387 tourist entrepreneurs
- 68300 eating places



* Data from the Central Register of Tourism of the Ministry of Sports and Tourism, as well as the Main Statistical Office

Blogs, websites*

Approximate figures

- 1074 travel blogs and websites
- 2733 culinary blogs and websites
- 4715 sports blogs and websites
- 683 online shops with maps and guides
- 982 tourist online shops



* Data from the Internet and Google Analytic

TOURISM AFFILIATION PLATFORM TECHNICAL ISSUES



Technologies and rules applied in the project



OPERATORS OF MULTIPLE FORMS

These operators allow us to create an extensive search mask. By using wildcards, the scripts allow us to search the term we do not remember or which has several forms (e.g. different names in foreign languages). The "tilde" script can increase the number of results displayed by scanning databases and combining individual phrases to create a logical whole.



TAGS, PHRASES, TILDE

Crawlers and scripts that query databases narrow collections, limiting the number of displayed results to those that contain specific words or commands.



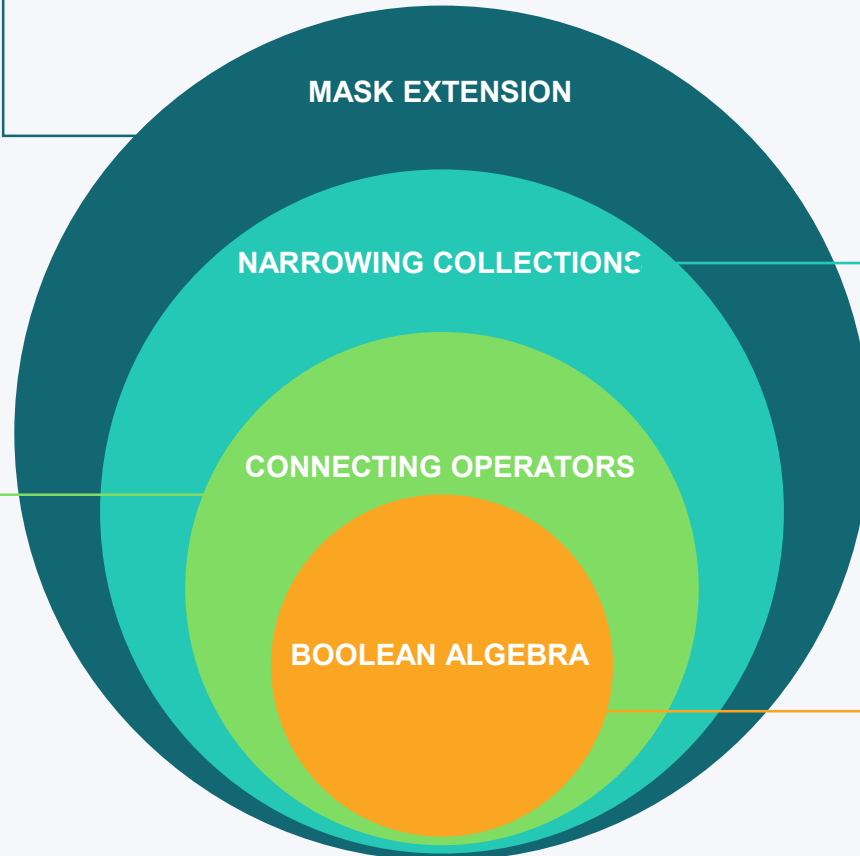
ORDER OF PRECEDENCE

Scripts in the code automatically define the order of precedence of operators, according to which information will be searched



LOGICAL OPERATORS

1PASEK.COM and search engines are "equipped" with scripts that query databases using search keywords "AND", "OR", "NOT".

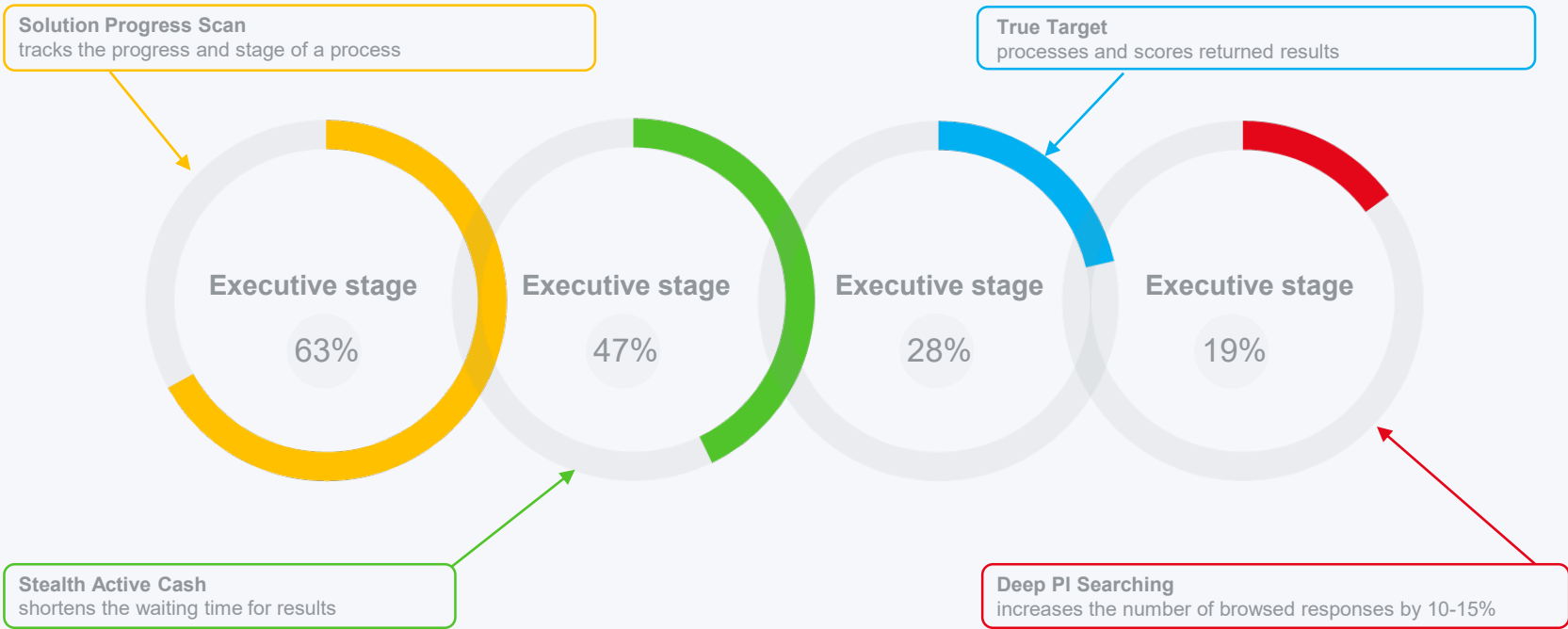


TOURISM AFFILIATION PLATFORM TECHNICAL ISSUES



Multibrowser 1PASEK.COM

Allows you to precisely define the criteria for data processing and queries created. Incorporates 4 specialized technologies:



TOURISM AFFILIATION PLATFORM TECHNICAL ISSUES



CONCLUSIONS

The concept of a logistics information system means a collection of interrelated elements: people, equipment, procedures, to provide all users with relevant information necessary for the planning, implementation and monitoring of their choices.

An information system can be defined as a set of processing procedures, creating a formal, fully defined whole used to store and process information.

The Tourism Affiliation Platform and IT technological solutions it will provide will become the key place for every company and person involved in the tourism industry in Poland and all over the world.





MARKETING

MARKETING ANALYSIS



T-OFFICE ALL FOR TOURISM

MARKETING ANALYSIS OF THE PROJECT

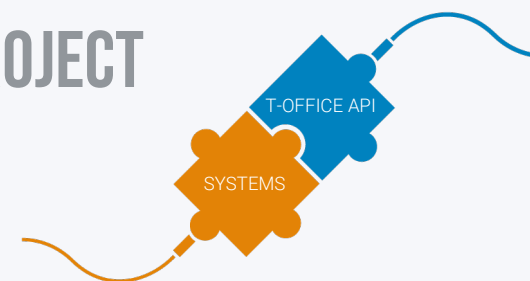


JUSTIFICATION FOR THE TOURISM AFFILIATION PLATFORM PROJECT

- No affiliation platform dedicated to tourist services in the "Polish" Internet
- IT solutions dedicated to specific partners and types of services
- Implementation of all solutions in open source licensing
- All tools compatible in their implementation to WHITE LABEL
- Uniqueness and comprehensiveness
- Upward economic forecasts for the market of tourist services in Poland
- Increased interest in IT tools dedicated to booking and purchasing tourist products and services (Digital Tourist)
- Greater access to sales and presentation tools for new tourist agencies, tour operators and organizers

T-OFFICE ALL FOR TOURISM

MARKETING ANALYSIS OF THE PROJECT



STATUS OF THE IMPLEMENTATION

Integration of external booking systems with the Tourism Affiliation Platform

- MerlinX (ESS & Sabre Travel Network) – offers of 2581 travel agencies
- Merigo® (Go Global TravelDestination of the World) – 5 500 000 hotel rooms all over the world, 600 car rentals in 50 destinations, transfers, cruises, air tickets, insurances, visas, roaming cards
- Destinations of the World (DOTWconnect) – 160 000 hotels and apartments in more than 10 000 destinations
- Bedsonline (hotelbedsGROUP) – 170'000 hotels in more than 180 countries, 16 000 agents in more than 700 destinations, 142 000 vehicles in more than 1 900 destinations
- Hotailor (Amadeus & IBM) – 978 000 hotels in 198 countries, KIWI search engine for flights
- Booking.com (Booking.com B.V.) – 1 613 434 accommodation facilities in locations 125 870 locations in 229 countries and territories
- Rentalcars CONNECT (Priceline Group) – 53 000 rentals in 160 countries
- Promny.pl (PETPOLONIA) – booking ferry tickets all over the world
- AGODA (Priceline Group) – 2' 150 000 accommodation facilities around the world, loyalty programs
- Interhome AG - Hotelplan Holding AG (MIGROS Group) – 34 000 houses and apartments in 31 countries
- TravelTrex GmbH – skiing with ski pas in 1 500 facilities and 500 locations
- Adriatic.hr – more than 10 000 facilities on the Adriatic coast, 793 yachts and motor boats in the Mediterranean
- HotelsPro (Global Travel Wholesaler) – more than 500 000 hotels contracted in 20 000 cities around the world
- Voyager (Voyager.com Sp. z o.o.) – bus tickets, insurances, tourist cards
- TUI Villas (Grupa TUI) – more than 300 000 holiday facilities all over the world
- MOZIO (Mozió Inc.) – airport transfers from more than 2 000 airports around the world, TUK-TUKs and “Last Mile” option
- AFerry (AFerry Ltd.) – more than 3 500 ferry connections all over the world, CARGO options
- Neckermann Podróże (Thomas Cook Group PLC) – 175 years of tradition
- HotelPlanner – global leader in booking accommodation for groups

*As at 01.11.2018

T-OFFICE ALL FOR TOURISM

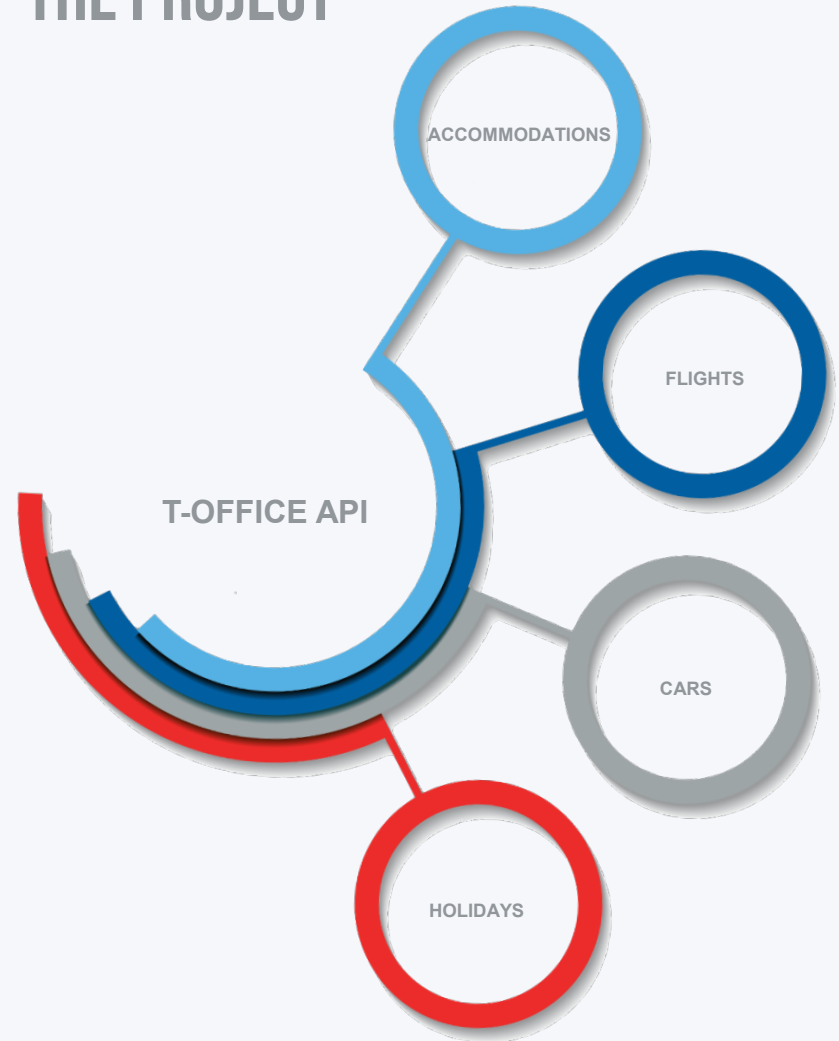
MARKETING ANALYSIS OF THE PROJECT



STATUS OF THE IMPLEMENTATION*

T-OFFICE API associated databases

- Arzoo
- Ean
- Booking.com
- Grouptranshotel
- Orbits
- Priceline
- HotelsCombined
- Hotwire
- Travelport
- Amadeus
- Abacus
- Car-Trawler
- Carrentals
- Irish-Car-Rentals
- Europcar
- Hertz
- Sixt
- Avis
- Alamo
- Thrifty
- Dollar
- Tboholiday
- Cleartrip
- Car-Hire-Engine
- Viator
- Amadeus-Cruise
- Speedy
- G-Adventures
- Qtravel-Search
- Musement
- Adriagate
- Sabre
- Tourico-Holidays
- Citi-Discovery
- Hotelbeds
- AdventureLink
- Wego
- Travelpayouts
- JetRadar
- TravelStart
- Skyscan

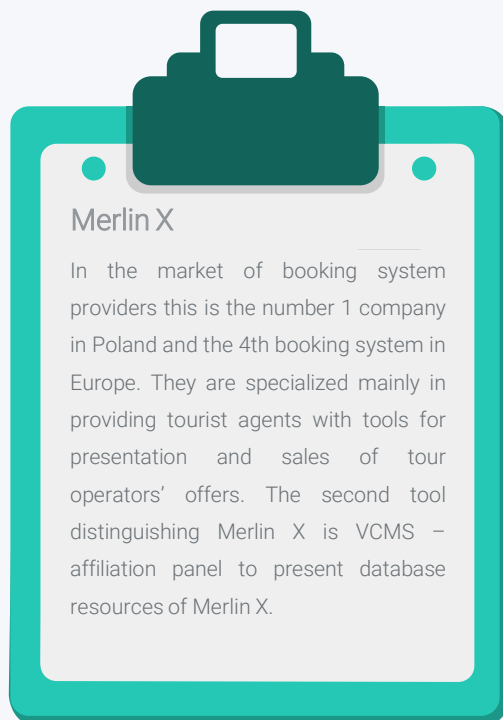


*As at 01.11.2018

MARKETING ANALYSIS OF THE PROJECT



Description and analysis of competition



Strengths of Merlin X:

- Powerful database
- Rich collection of contractors
- Staff with many years of experience (only 5 people !)
- Recognized brand
- Since 2016, the owner of Merlin X is a French-Swiss Investment Fund NN Investment Partners belonging to the ING Capital Group



Weaknesses of Merlin X:

- Collection of fees from tour operators and organizers for placing offers in the Merlin X system
- Charging commissions for the sales of deals from the Merlin X system
- Collecting fees for making the Merlin X system available to agents
- Providing the Merlin X system to agents with "empty" tools (in order to use the purchased Merlin X system; an agent needs to individually and separately conclude contracts with individual tour operators from the list provided by Merlin X)
- Chargeable widgets (hotels, flights, cars, e-payments)
- Limited ability to edit VCMS (WHITE LABEL)
- All presentation, booking and sales tools on their own DNS (the user cannot edit statistics, subdomains, SEO etc.)
- Limited possibility of placing scripts and iFrame.css in VCMS

MARKETING ANALYSIS OF THE PROJECT



Description and analysis of competition



Strengths of TotalPayouts:

- Many contractors
- Rich collection of contractors
- Staff with many years of experience
- Well-known brand among bloggers and tourist websites
- All provided tools are free of charge
- All tools with RWD technology (100% responsive)
- Own solution for booking flights – Jetradar browser and search engine
- Own solution for booking accommodations – Hotellook browser and search engine
- The owner of TravelPayouts is TRAVEL OTAS, a well-known brand with huge capital support from Asian tourists

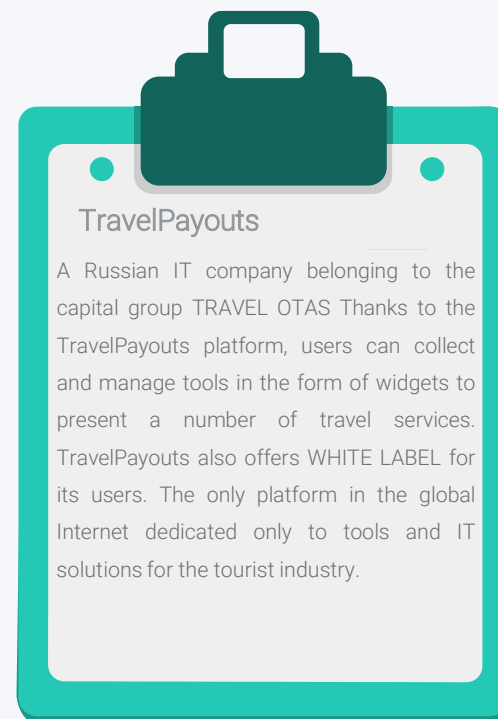


Weaknesses of TotalPayouts:

- Most products, tools, widgets available in Russian and English
- Very low affiliate commissions
- Not many options to graphically edit individual widgets
- Necessary programmer's intervention in the scripts of widgets due to Russian DLL libraries for antivirus programs*
- Not many options to edit WHITE LABEL
- All presentation, booking and sales tools on their own DNS**
- Limited possibility of placing scripts and iFrame.css in WHITE LABEL
- Technical support in Russian or English

* they treat widgets as a potential threat on web pages, which reduces the credibility of the website with widgets; the user is worried about potential virus

** the user cannot edit statistics, subdomains, SEO etc.



TravelPayouts

A Russian IT company belonging to the capital group TRAVEL OTAS Thanks to the TravelPayouts platform, users can collect and manage tools in the form of widgets to present a number of travel services. TravelPayouts also offers WHITE LABEL for its users. The only platform in the global Internet dedicated only to tools and IT solutions for the tourist industry.

T-OFFICE ALL FOR TOURISM

MARKETING ANALYSIS OF THE PROJECT



Description and analysis of competition

According to our information and an analysis of the tourist information sector, in the Polish market there is only one provider conceptually similar to the Tourism Affiliation Platform – Merlin X based in Wrocław. The second service provider is the Russian website TravelPayouts owned by TRAVEL OTAS



In the case of the above websites, users only have the ability to present tourist offers from Contractors “imposed” by the provider (TravelPayouts) or they can use “empty” tools, requiring users to conclude separate contracts with the providers of tourist services or offers (Merlin X).

In the case of TravelPayouts, the user **must accept e.g. promoted Russian** hotels on the provided widgets, or flights of a specified airline (Aeroflot) In the case of Merlin X, the user must conclude separate contracts with tourist services providers, including the place of business (sales office, headquarters), which raises difficulties in contacts with tour operators, because they must take into account the location of the office in relation to their agents with previous agreements (competitiveness of agents). This leads to situations where the user copies the system, implements it to the platform, and as a result he/she cannot place any offers there because the office is located in the immediate vicinity of different agency offices.

The Merlin X system is basically designed to handle stationary sales.

www.t-office.pl www.travelstrefa.pl





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MARKETING ANALYSIS OF THE PROJECT



The described services of the competition do not offer users access to additional products and services that will be available within the Tourism Affiliation Platform, such as:

-  INSURANCE – SEARCH ENGINE OF TRAVEL INSURANCES
-  BOOKING AND CHARTER OF YACHTS ALL OVER THE WORLD
-  SELECTION OF ANY TOURIST DEALS BOOKING SYSTEM WITHOUT CONCLUDING SEPARATE CONTRACTS
-  ON-LINE SALES OF TICKETS AND SEATS TO CULTURE, ART AND LEISURE INSTITUTIONS, MUSEUMS, CINEMAS
-  FULL AND COMPREHENSIVE TOURIST INFORMATION (TRAILS, GUIDES, TRANSLATORS, REST AREAS ETC.)
-  FLEXIBLE API MODIFIED AND PROVIDED WITHIN THE FRAMEWORK OF STREAMING EXCHANGE
-  WHITE LABEL FULLY MODIFIED IN ACCORDANCE WITH THE CONCEPT OF TOURIST OFFER PRESENTATION OF THE USER
-  FULL CAPACITY OF INSTALLING AND IMPLEMENTING SCRIPTS IN THE USER'S WEBSITE (NO REDIRECTS TO EXTERNAL DNS)

MARKETING ANALYSIS OF THE PROJECT



Principles of cooperation with the users of the Tourism Affiliation Platform and methods of remuneration

TYPE OF SERVICE OR PRODUCT	LEGAL FORM OF CONTRACT	RECIPIENT OF THE PRODUCT OR SERVICE	PURPOSE	FORM OF REMUNERATION
API for advertiser's provider	Contract of cooperation	Contractor	Sharing an offer	Commission
API for publisher	Contract of cooperation	Platform user	Sales of an offer	Commission
Search engine for publisher	Contract of cooperation	Platform user	Sales of an offer	Commission
Widgets for advertiser	Contract of cooperation	Contractor	Sharing an offer	Commission
Widgets for publishers	Contract of cooperation	Platform user	Sales of an offer	Commission
White Label	Contract of cooperation	Platform user	Sales of an offer	Commission
1PASEK.COM for the providers of offers	Contract of cooperation	Contractor	Sharing an offer	Commission
1PASEK.COM for users	Contract of cooperation	Platform user	Sales of an offer	Commission
Tourism Affiliation Platform	Terms and conditions	Contractor and user	Offer exchange	Free of charge

CONTRACTOR (advertiser) – company, hotel, service provider or any other entity providing offers, services and products for sale

USER (publisher) – company or individual using the tools to sale the offers of a CONTRACTOR on their website or White Label



PROJECT IMPLEMENTATION STAGES

PLATFORM DEVELOPMENT PLAN

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PLATFORM DEVELOPMENT PLAN



DEFINITIONS OF WORKS

The development of a professional platform requires close cooperation of many people with different skills. They include: designers, webmasters (coding specialists), analysts (IT professionals), programmers and supervisors, testers of applications and professional advisers (tourism).



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PLATFORM DEVELOPMENT PLAN

IMPLEMENTATION STAGES

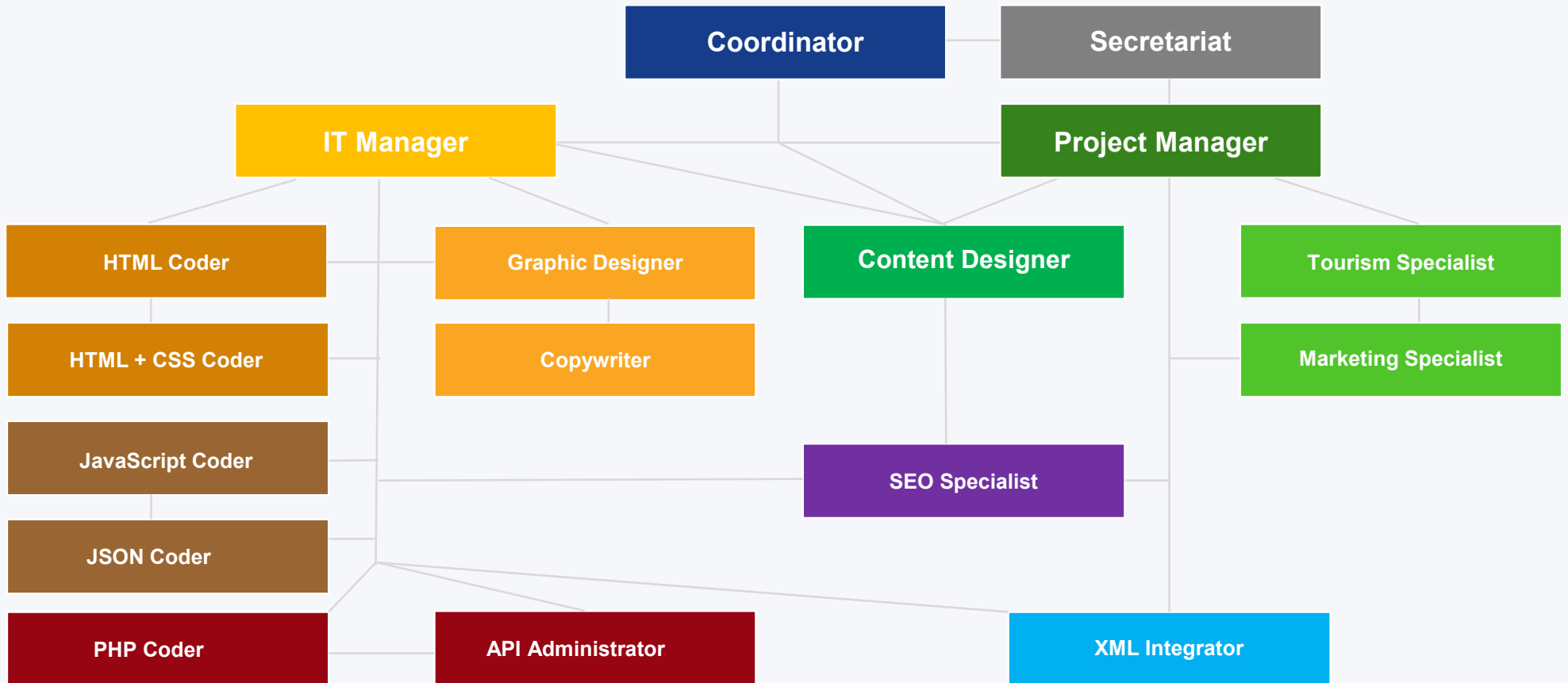


TYPE OF ACTION	1ST MONTH	2ND MONTH	3RD MONTH	4TH MONTH	5TH MONTH	6TH MONTH	7TH MONTH	8TH MONTH
Design works	[Red bar]				[Red bar]		[Red bar]	
Copywriting		[Blue bar]					[Blue bar]	
Content architecture	[Orange bar]					[Orange bar]		
Graphic design			[Green bar]		[Green bar]			
Building a database of suppliers		[Grey bar] ONGOING PROCESS						
Coding			[Purple bar]					
Integration with applications					[Pink bar]			
Implementation and alpha tests					[Yellow bar]		[Yellow bar]	
SEO					[Brown bar] ONGOING PROCESS			
Beta tests							[Dark grey bar]	

PLATFORM DEVELOPMENT PLAN



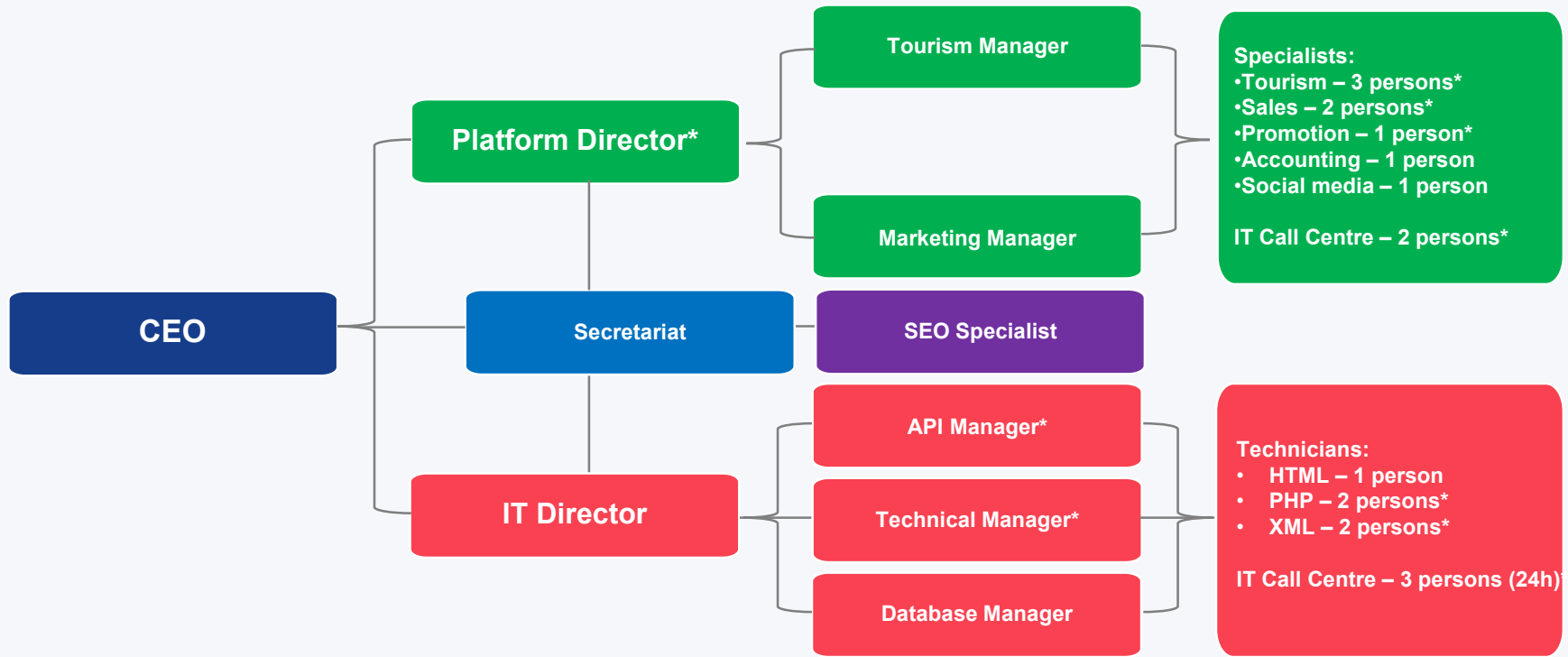
EXECUTIVE STRUCTURE



PLATFORM DEVELOPMENT PLAN



APPROXIMATE MANAGEMENT STRUCTURE



* Assumption: structure to support a minimum of 100 Contractors (advertisers) and 700 Platform users (publishers)



COST ESTIMATE

INVESTMENT VALUE OF THE PROJECT IMPLEMENTATION
TOURISM AFFILIATION PLATFORM

ESTIMATED INVESTMENT VALUE*

*Currency: US Dollar



Estimated investment value – 8 months of work

Net investment value*

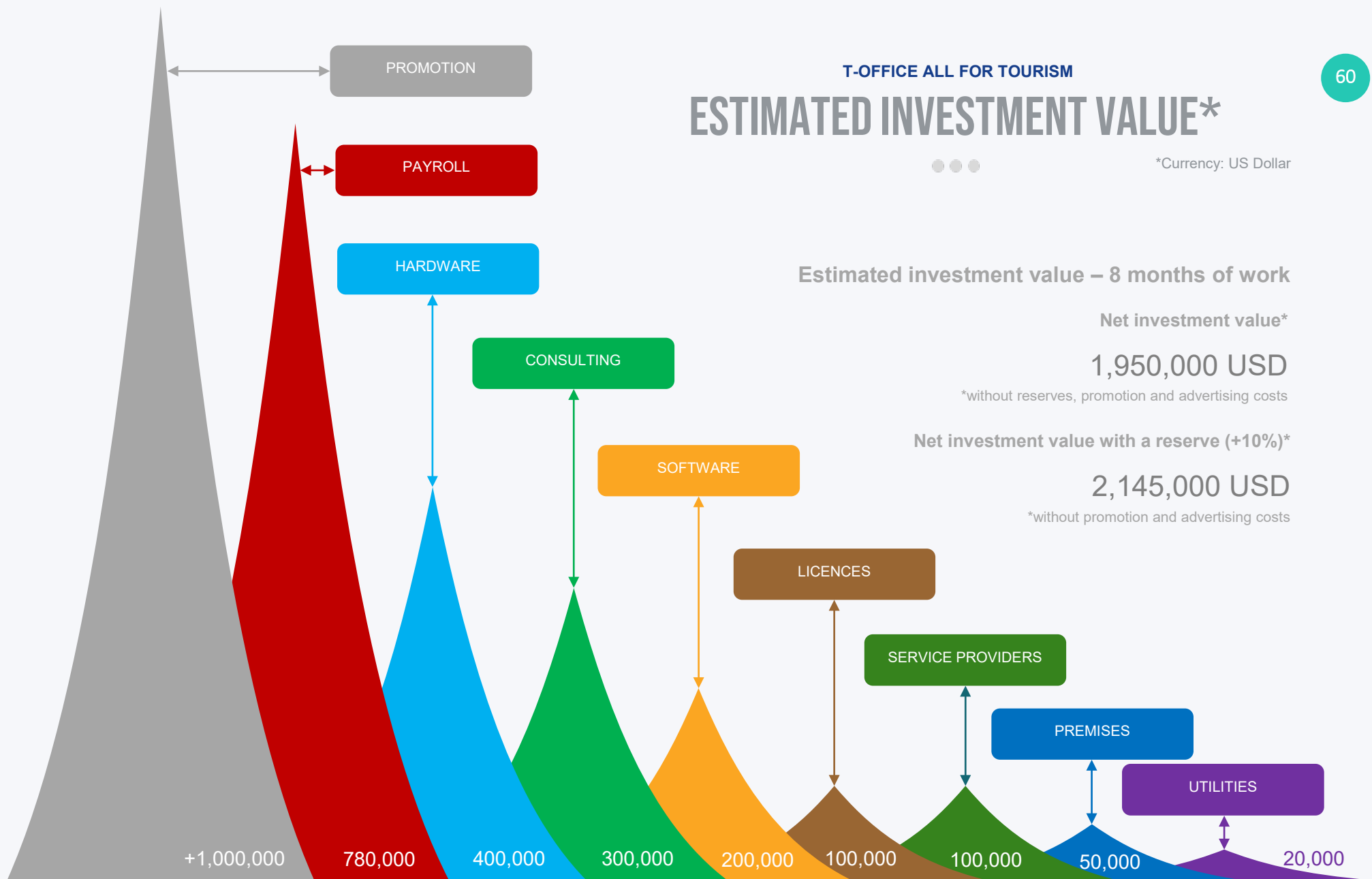
1,950,000 USD

*without reserves, promotion and advertising costs

Net investment value with a reserve (+10%)*

2,145,000 USD

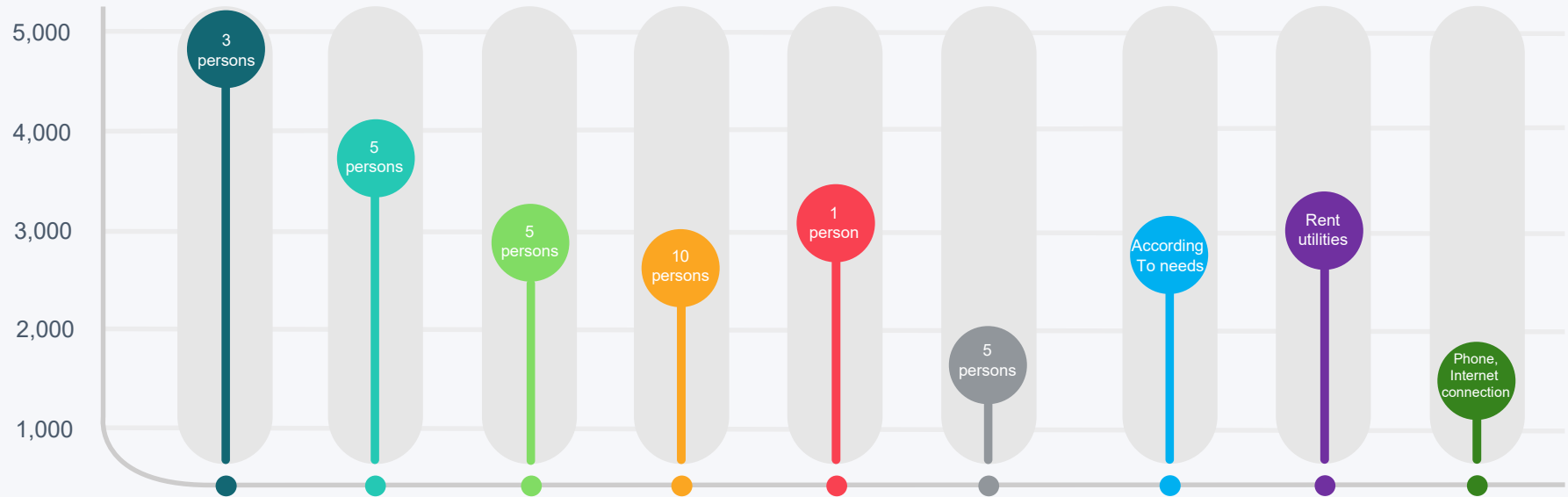
*without promotion and advertising costs



ESTIMATED INVESTMENT VALUE*

*Currency: US Dollar

Estimated investment value – 1 month of work after the start of the project*



- **Managers**
~ 5,000 USD (net).
- **Executive***
~ 4,000 USD (net)
- **Technical department***
~ 3,500 USD (net)
- **Specialists***
~ 3,000 USD (net)
- **Accounting**
~ 3,500 USD (net)
- **Call centre***
~ 2,000 USD (net)
- **Consultation and analysis**
~ 3,000 USD (net)
- **Premises + utilities**
~ 3,000 USD (net)
- **Communications**
~ 1,500 USD (net)

Net value of monthly costs*

44,500 USD

*in the initial phase

Net value of monthly costs*

100,500 USD

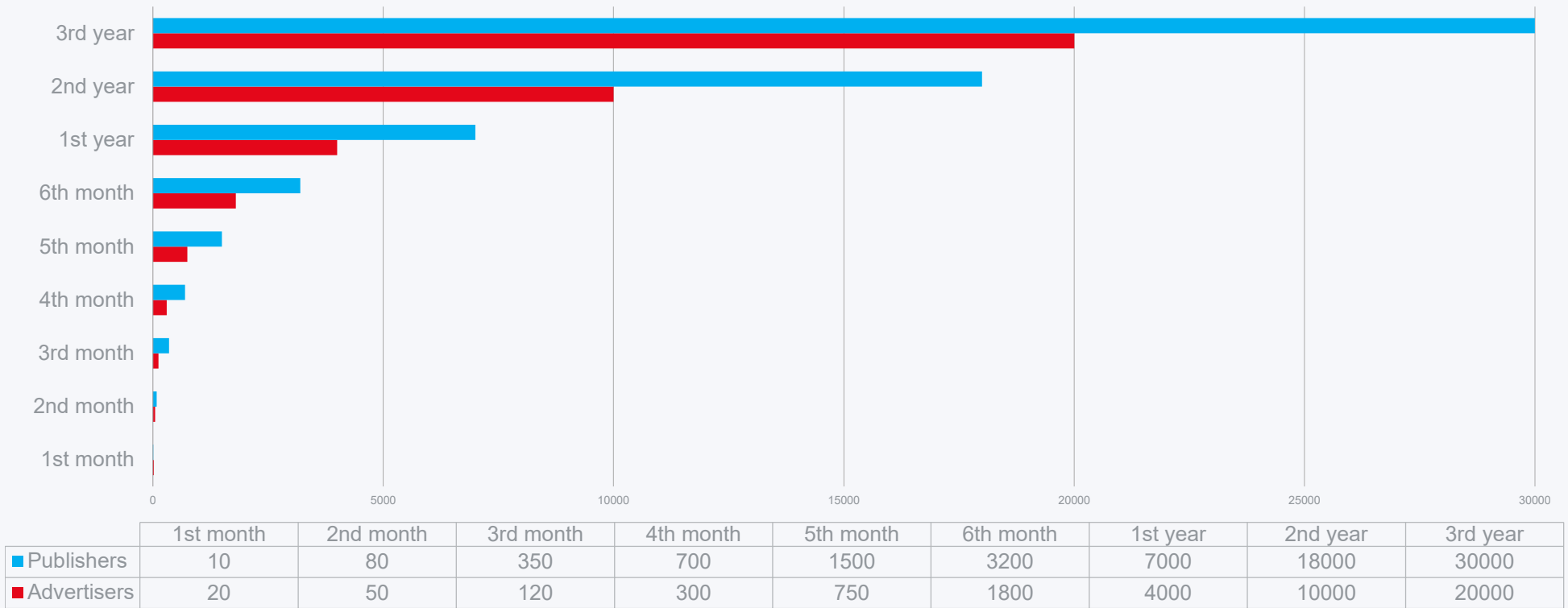
*target level of operation

* **Assumption:** structure to support a minimum of 100 Contractors (advertisers) and 700 Platform users (publishers)

ESTIMATED INVESTMENT VALUE



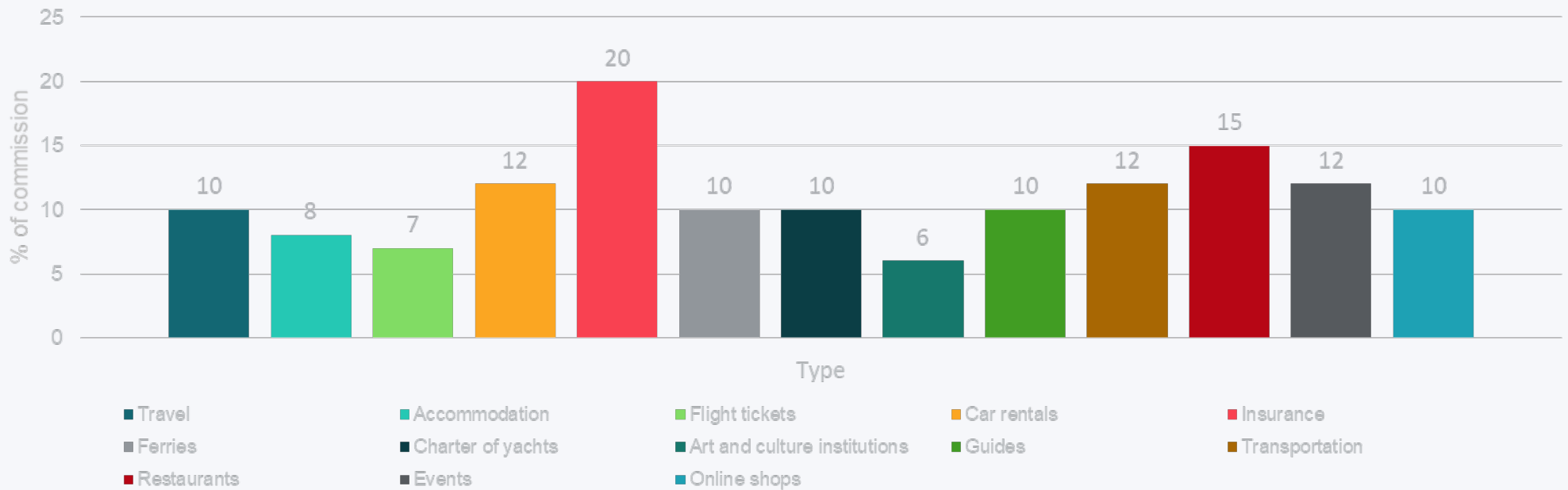
Predicted traffic of Publishers and Advertisers on the Tourism Affiliation Platform in the period of up to 3 years



ESTIMATED INVESTMENT VALUE



The list of average commission rates used in settling tourist transactions



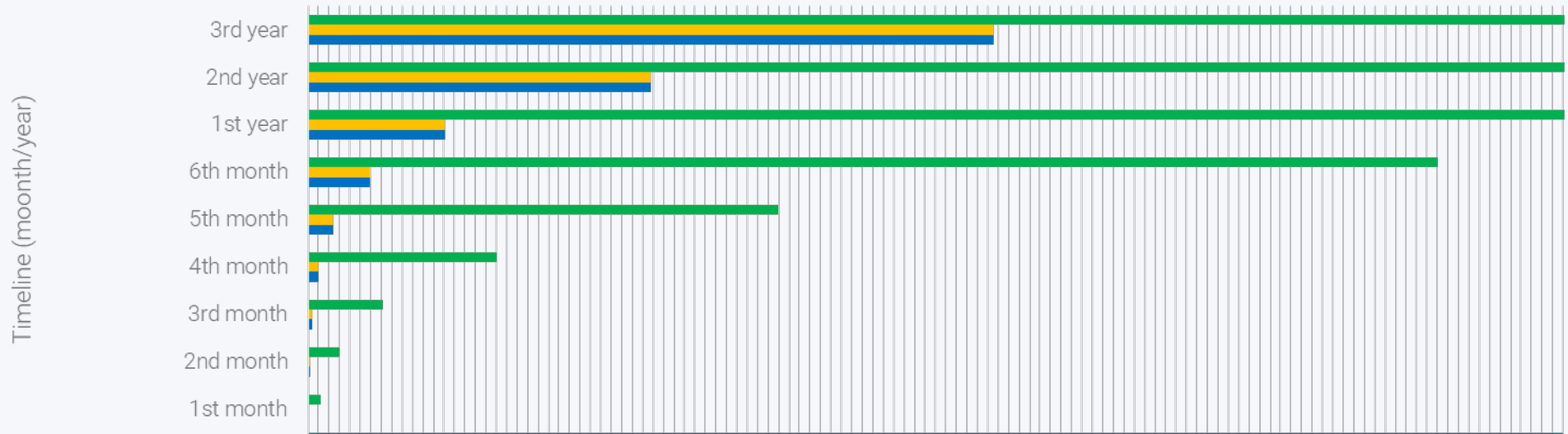
ESTIMATED INVESTMENT VALUE



Assumed income from the Tourism Affiliation Platform

Assumptions:

- Average daily price of the service = 300 USD
- Average commission granted by Advertisers = 10,92%
- One Publisher sells 20 daily offers per month



	1st month	2nd month	3rd month	4th month	5th month	6th month	1st year	2nd year	3rd year
■ Total sales	120000	300000	720000	1800000	4500000	10800000	24000000	60000000	120000000
■ Commission for the Publisher	6552	16380	39312	98280	245700	589680	1310400	3276000	6552000
■ Commission for T-OFFICE	6552	16380	39312	98280	245700	589680	1310400	3276000	6552000

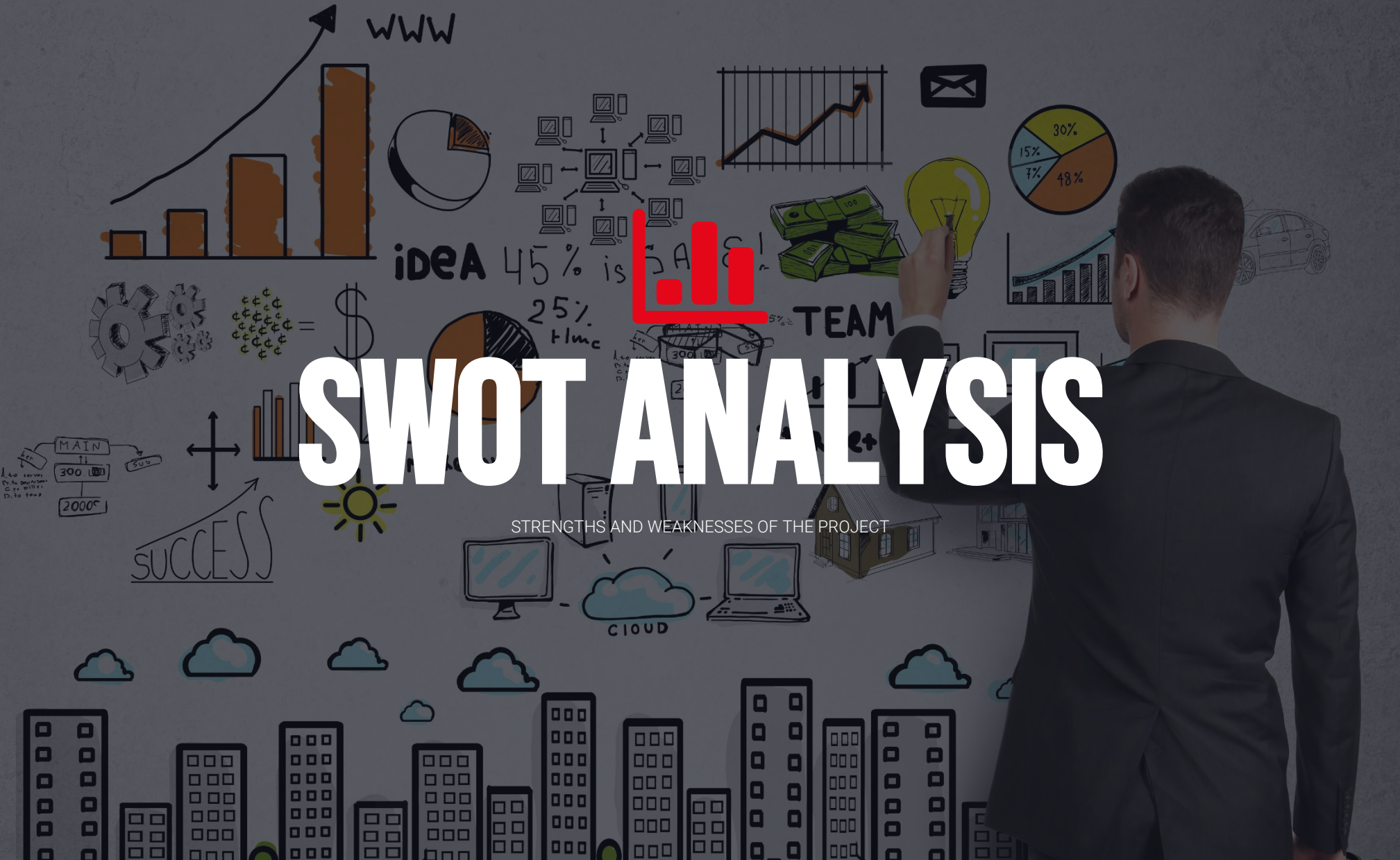
*Currency: Dollar

Total sales

■ Total sales ■ Commission for the Publisher ■ Commission for T-OFFICE

SWOT ANALYSIS

STRENGTHS AND WEAKNESSES OF THE PROJECT



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SWOT ANALYSIS



The basic opportunities resulting from the external environment of the TOURISM AFFILIATION PLATFORM include:

- Constant development of the tourism industry
- Continuous economic growth and wage increases resulting in higher customer interest in tourism and travel
- Consumer interest in increasing access to IT and the possibility of acquiring services on the Internet
- Consumers and Users search for new cooperation solutions in the field of presentation and sales of travel services
- Aiming to exclude mutual exchange of information based on database exchange for the benefit of streaming and Cloud technologies
- Releasing Users from the obligation to migrate to foreign DNS

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SWOT ANALYSIS



THREATS



The main threats that may have a significant impact on the operation of the TOURISM AFFILIATION PLATFORM project are:

- Impoverishment – lower income of households can cause a loss of interest in tourism services.
- Fluctuations in the financial market and currency prices leading to an increase in the prices of travel services that will become unattractive to the society and impossible to fit in families' and companies' budgets.
- Risks associated with the development of new technologies. Dynamic development of tourist services goes hand in hand with the constant need to develop more efficient tools that will enable easier and faster customer access to these services. This involves the need to incur high costs, and the limited financial capacity of the project will become a threat.
- Risks associated with the instability of law (tax, legal, categorisation etc.).
- The emergence of a real threat from competitors having new tools and significant promotional support in the media.

T-OFFICE ALL FOR TOURISM SWOT ANALYSIS



The strengths of the project 1PASEK.COM, affecting the choice of a strategy, mainly include:

- Bipolar development of a wide range of services: meeting the needs of Users (Publishers) by providing them with the best tools for presentation and sales of tourist services, as well as close cooperation with Contractors (Advertisers) to co-create a business strategy, constant expansion of the offer to new consumer markets.
- An honest and innovative offer for the tourist industry: free tools for travel agency networks on-line and offices of tour operators.
- Constant expansion of the offer of services.
- Experience in the industry. The team of employees and co-workers consisting of experts in their fields.
- Guaranteed highest quality of services and tools.
- Flexibility to adapt to customer requirements and rapid response to their expectations.
- High creativity and discipline of the creators.

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SWOT ANALYSIS



Weaknesses of the project involve the following factors:

- Capital resources: TOURISM AFFILIATION PLATFORM is characterized by capital constraints in terms of financing work and promotion of the offer and services.
- The lack of an extensive distribution network for the offer and services. This factor is closely associated with the lack of capital to finance an effective advertisement campaign and the creation of dealership in the country and abroad.
- Weak market position: T-OFFICE TOURISM AFFILIATION PLATFORM is a new project, so the market is only now beginning to recognize it. On the market of on-line tourist services (more specifically: booking systems and search engines), brand ignorance can significantly affect the development of the project, especially when confronting other entities with well-established position, offering similar services.

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SWOT ANALYSIS



CONCLUSIONS



After analysing all the factors constituting the SWOT analysis, we have reached the following conclusions:



- ❖ The opportunities of TOURISM AFFILIATION PLATFORM continuously increase, which is mainly caused by the progressive and dynamic development of tourist services, as well as an increasing number of potential Users and Contractors.
- ❖ Constant increase in the risks coming from the external environment is alarming; this threat mainly involves the danger of the emergence of new competitors, which leads to a decrease in interest by Users and Contractors.
- ❖ The project has a number of strengths thanks to which it will be noticed and appreciated on the market (the needs of the industry in terms of new IT tools). Free sharing of tools, bipolar activities that create an effect of economic and logistic synergy of the project, experience in the industry, high quality of services, and, above all, a unique scale of services.
- ❖ The TOURISM AFFILIATION PLATFORM project has many weaknesses, but the fact that their number is constantly decreasing thanks to ongoing works instils optimism.



CONCLUSIONS

SUMMARY OF THE PRESENTATION

T-OFFICE ALL FOR TOURISM

FINAL CONCLUSIONS



The presented elaboration concerning TOURISM AFFILIATION PLATFORM covers all the issues necessary to make investment decisions. The analysis of successive items relating to organizational, technical and marketing work turned out to be successful, which allows for further realization of the project. Project development is presented from the current perspective, as well as taking the next three years into account.

The SWOT analysis for the above period shows positive trends in terms of market opportunities of the project and its strengths. The assessment of weaknesses and risks reassures the creators and shareholders of T-OFFICE Sp. z o.o., as they are limited. The only exception is the possibility of the emergence of competitors, but this applies to all today's markets. The only way to minimize this threat is external and internal strengthening of market position.

The presented moderate commissions are the result of caution and an informed strategy to launch the program among Users and Contractors while making profit (attractive rates and commission values).

The assumptions of the business strategy and development strategy are focused on long-term customer service, thanks to which it is possible to estimate greater income in the following years. Maintaining customers and growth depends on professional service and customer satisfaction. This is one of the main priorities of the creators and the project TOURISM AFFILIATION PLATFORM T-OFFICE Sp. z o.o.

Thanks to investments in the project, the creators and executive team are able to quickly and easily calibrate the product. Industry events such as exhibitions, conferences, symposia, industry panels and discussions help us in launching the product.

The marketing and sales strategy based on: growthhacking, cooperation with the best partners (e.g. Booking.com, Bedsonline, Destination of the World and many others previously mentioned in the presentation), on-line distribution, resellers (B2B partners in the initial phase, in all countries of the European Union and North America, and finally in all destinations all over the world), as well as classic B2B sales meetings is a the right concept, and with an intensive advertising campaign it can lead to excellent financial results and great interest of companies, institutions and individuals associated with the tourist industry.

Special attention should be given to the possibility of launching the whole TOURISM AFFILIATION PLATFORM in any other economic sector (construction, transportation, medicine, finances, telecommunications etc.). After the completion of the project and successful implementation, this capability is associated with a high potential for business expansion.

T-OFFICE ALL FOR TOURISM FINAL CONCLUSIONS



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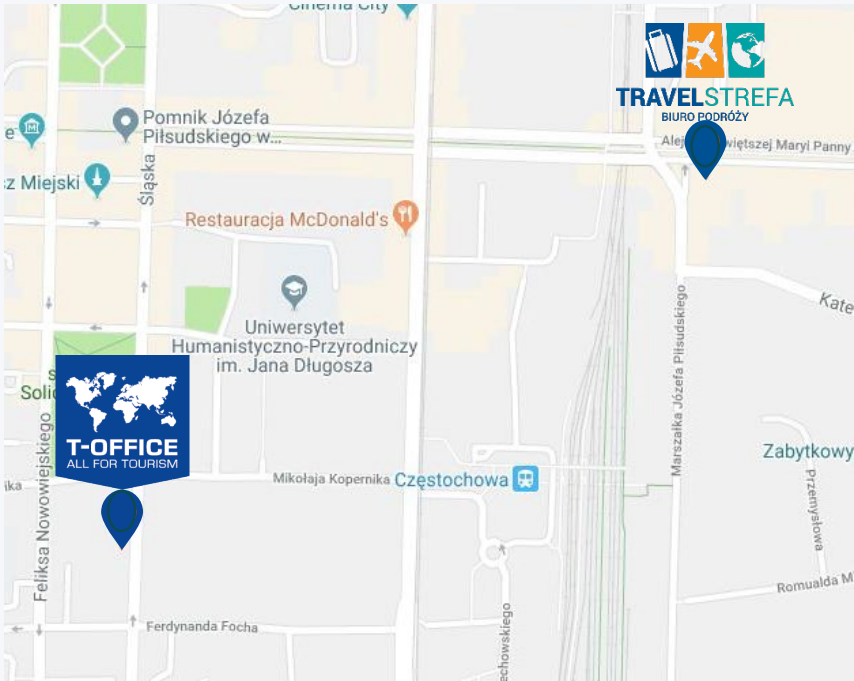
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Phone number available 24/7: +48 514 038 036

Monday - Friday, 9:00 - 17:00

Saturday, 10:00 - 16:00

Sunday: closed





THANK YOU

Ask us anything

Useful links:

- Home page T-OFFICE Sp. z o.o.
- Home page Travel STREFA Biuro Podróży
- Documents for download
- Contact information
- Draft version of TOURISM AFFILIATION PLATFORM
- Facebook

<https://www.t-office.pl>

<https://travelstrefa.pl>

https://t-office.pl/o_nas/o_nas.html

https://t-office.pl/o_nas/kontakt.html

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