Travel Supreme marketing plan

**Introduction**

Travel Supreme is a start-up company that aims at providing travel services to people. The company acts as a traveling agency. The company uses innovations that facilitate development in the travel industry. The services offered by Travel Supreme are such that they not only meet but also exceed customer satisfaction. The company provides travel planning services for individuals and businesses. Subsequently, this means that while traveling, the company makes the process of planning more comfortable, fast and affordable. Travel Supreme provides top-notch services to its customers facilitating successful operations around the world. Choosing the company for any travel planning gives the clients satisfaction of quality services and products (Aziri & Nedelea, 2013). Thus, the new, unique, and high-quality services attract many customers hence the success of the company.

**Market research strategies**

The success of the company will achieve through the use of the proper techniques and procedures. However, there will be the need to understand the various concepts such as the target market, industry, and competition to come up with unique strategies that will lead to profitable operations. Travel Supreme aims at understanding these concepts through the use of customer insight. This strategy involves the use of the internet to conduct surveys that help in understanding customers' needs and the target market. The use of the internet will include giving an opportunity to people where they provide their insights about the services they want from the company. Additionally, the customers will provide an overview of the services that they do not wish to get from the company (Rensburg, 2014). The customer needs and desires will use as an insight of the products and services to be provided to the target customers of Travel Supreme.

The other marketing research strategy that will use is the use of competitive assessments. This strategy will focus on providing the company with the necessary information regarding the companies existing in the industry. Thus, an overview of what will stand out as unique for the company will obtain. The competitive assessment will enable Travel Supreme to understand the reason why companies in the industry provide various services. Additionally, the services and products that help companies to stay at the top of competition will be understood (Birnleitner, 2013). Thus, Travel Supreme will have the opportunity to venture into opportunities that have not been implemented by competitors hence facilitating growth.

**Macro environment**

The macro environment involves the factors that will affect the business operations of Travel Supreme. Thus, the company will have to prepare on how well to conduct its business regardless of these factors. The PEST analysis will identify the political, economic, technological and social factors surrounding the company.

Political

Travel Supreme will have to follow the legislation and regulation rules in the country. Therefore, every government policy guiding the tourism and travel sector will have to be adhered to by the management. The company will need to follow these regulations to be allowed to conduct business and offer services to its customers. In any case, following the government policies and regulations helps the company to go on with its operations freely. Therefore, this is because the necessary taxes will be paid as regulated. More so, the government expectations will be fulfilled thus success for the company.

Economic

Travel Supreme must consider the economic factors that surround the company. Thus, the state of economies in the country will evaluate. Additionally, the interest rates in the country in the various finance agencies will be determined. Accordingly, this is to enable the management to make the decisions regarding the financing agencies that will work out best for them. The other economic factor that the company must consider is the currency exchange rate. Hence, this is to ensure that the company does not get losses when engaging in trade exchange especially when dealing with travel operations between different countries (Barkauskas, Barkauskienė, & Jasinskas, 2015). Consequently, the market inflation in the industry must consider. Besides, this is to ensure that the company uses the opportunities available to obtain the necessary profits and avoid massive losses. Lastly, the globalization in the travel industry must be evaluated. Travel supreme will need this information to come up with the necessary funds for globalizing their business and understand how effectively to go about it (Birnleitner, 2013).

Technological

The rising use of technology among people in the world requires organizations to embrace its use. One of the significant technological factors that Travel Supreme will need to consider is the internet. The company will utilize the internet as a communication technology. Thus, the internet will be used for communication in the company as well as a tool to reach out to the customers. The internet is useful in obtaining customer feedback which facilitates delivering better and quality services as required by the customers. The use of the internet will, therefore, help in reaching out to customers as well as in understanding the various techniques for globalizing (Zykova, 2017).

Social

The company must understand the social concerns of people. The company must understand the needs of customers regarding the environment and their lifestyle. Ultimately, this is to facilitate providing services that support the developments of the people's lives. Additionally, Travel Supreme needs to know the changes in demography. This knowledge will be useful in understanding the necessary resources that will facilitate quality service provision to customers (Barkauskas, Barkauskienė, & Jasinskas, 2015). The PEST analysis will be necessary for the travel agency to determine the viability of products and services.

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