

Vulpe Catalina

Travel Consultancy Agency

Business idea:

My idea of a business is to open a travel consultancy agency which will be able to both organize from scratch vacation according to the wishes and budgets of the customers but also offer guidance for the ones that are trying to plan any type of holidays by their own (for example: how to choose the flights or the company, when it is the best period to visit a certain place etc). The work in this business can be performed both in physical way (have a little office when people may come) or online by holding virtual meetings on Zoom/Teams/Skype.

	Attractiveness	
	High Potential	Low Potential
Market		X
Harvest	X	
Competitive		X
Management	X	
Fatal Flows	X	

I believe that in terms of Market, it has a low potential because travelling itself is a leisure activity not a critical and necessary for day-to-day life but it can improve in this period of time since after the pandemic the desire of people to travel has increased significantly.

For Harvest, it has a high potential because there are multiple ways to gain profit from this business and , if you have a good networking with airlines and hotels they can offer discounts for you clients which means more profit for the travel company.

Competitively speaking , there is low potential because travel planning is a very known business type and so there are a lot of companies that already provide this kind of service.

From the management perspective, I think that it can be a complete one since for the beginning at least there is no need for a complex number of people.

Moreover, I do not believe there could be any fatal flows since there are a lot of examples already on the market and I can learn from their mistakes and also if the reputation of the hotels/airlines is verified, there is nothing that can impact the operations.