

EVENT-*Bucket*



Event tickets flights and hotels.

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Introduction

Event-*bucket* is an online event and travel site where you can book tickets, flights, hotels and hired cars for any event anywhere in the world. Just choose your event, location from and to, dates and the number of people traveling and we will display the best prices available anywhere on the internet for your preference and selected price range. From here you can choose your seating, airline, hotel and car hire company that you would like to go with. Then all you have to do is enter your details, confirm and enjoy your trip.



Development

The development of the business will be broken into 5 distinct stages. These stages will follow an ascending order with stage 5 being repeated throughout the business's life cycle.

- Create the website
- Connect the website to GDA
- Ticketmaster
- Search engine optimisation
- Monitor & improve website.

Stage One

Once a service provider is decided on and the domain Name is chosen the website will be developed using Wordpress open source blogging software. Wordpress is easily Integratable with a lot of different software and has an extensive library of plugin's like Google analytics, social media plugins and others. This will give our site the functionality it needs to manage our business processes.

Stage Two

A GDS is a software system that is connected to an extensive online travel network that allows you to shop and search flights, Hotel accommodation and car rental options from around the world. The GDS we will be using on our site is the Sabre Red Workspace which we chose for two reasons.

1. It is highly customizable which will enable us to interpret event sites such as ticket master.
2. Guenther (2013) revealed that Sabre recently commissioned a Low Fare Search Study (conducted by Fried & Partner) to determine which travel technology provider finds the lowest fares and the most attractive itinerary options for its customers. Not only is Sabre more likely to find less expensive options.

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To connect to the GDS we give Sabre the specifications of our service. Sabre will then setup a test site and send the URL. We will then carry out testing to ensure everything works correctly once we are happy with the progress we will link the URL to the site.

Stage Three

In order to connect to the event ticket site we plan to negotiate a deal with ticket master and its counterpart sites in other countries throughout Europe & America

Stage Four

The strategy for this stage of the development will be a three pronged approach.

- The website will be registered with the top 50 search engines including Google & Yahoo.
- We will try to negotiate some link exchanges with as many high ranking websites as possible. This will in turn raise our ranking in searches.
- The content that is uploaded to the website will be keyword rich for our industry which will make it more visible to search engines. The content will also be genuinely helpful to the user making them more likely to back link the content on forums and chat rooms.



Stage Five

To monitor and improve the website we plan on utilising Google analytics which is an open service software.

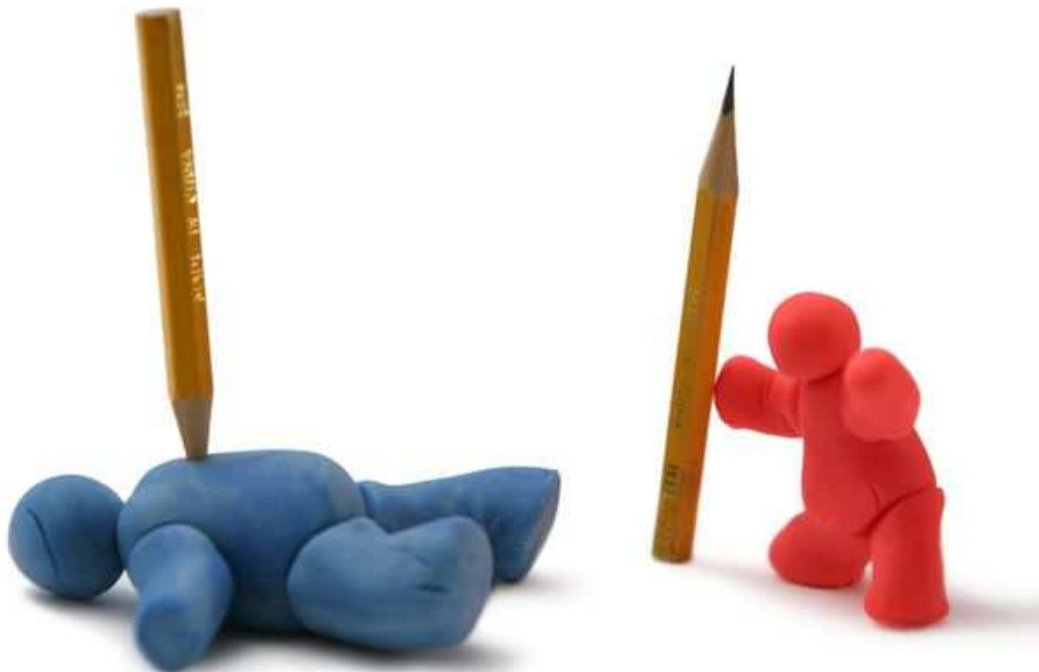
Google analytics will give us the answers to come very important information like:

- How many people have visited the site
- Where are they visiting from?
- What pages they clicked our link from
- Are they our target audience?

The website can be improved based on these answers. For example: If customers continuously leave at a certain point this might indicate an issue with the page or that the content is unclear.

Competitors

Our main competitors will be online travel agencies (OTA) specialized in offering planning sources and booking capabilities. Such a Voyages-sncf.com , Expedia, Inc., including Expedia.com , Hotels.com, Hotwire.com. Not excluding many others companies who delivering similar services, based on metasearch engines Web sites. And also Web focused travel agencies which provide services like Individual airlines, hotels, bed and breakfasts, cruise lines, car rental, route planners and other services related to online travel/booking systems.



Why choose us?

Event-*bucket* will be successful for a number of reasons, we have four ambitious, intelligent and successful co-founders who are incorporating all aspects of event, travel and accommodation needs into one easy to use intuitive Android application and website. Furthermore we plan to use the segmented pricing technique (Dukes,2006) in such a way that will not only yield short term profits by exploiting people's willingness to pay higher prices but instead we will use this technique to pass those savings onto our customers thus increasing our reputation as the lowest priced event and travel site which will grow our customer base and in turn make the company highly profitable. This reputation will then allow us to broker deals with airlines and hotels across the globe which we will direct our customers to them in return for a commission.



Meet the team

With the core of our travel application development team having worked for the likes of TripAdvisor, Google, Yandex, Amazon. BookMyEvent.com delivering search and booking engine with very flexible capabilities under highly trained and very passionate team members. The strength of the BookMyEvent.com management team from the combined expertise in both business management and technical areas. The team has worked together energetically in strong chemistry between the members.

Gregory Jachtoma is the founder and CEO of BookMyEvent.com. Prior to launching BookMyEvent.com, Gregory was Senior Java developer in Google, a pioneer in search engines of first generation .Gregory co-founded LastMinute.com, based on reservations for hotels, flights, rental cars and cruises up to the last day of booking.

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Declan Harte is the company's Business Intelligence Specialist, with five years of B.I. experience with Amazon, Declan builds statistical reports, analytical tools and develops and maintains our data warehouse which provides vital Business Intelligence that allows the company to make strategic decisions for the future.

Adam Brannigan

Is the companies Webmaster and has vast experience in maintaining inventory of advertisements and managing the ad server software, with a background in Debugging issues with web performance and maintaining responsive design with up to date web technologies.

AlekseiHarlasov leads the development and implementation teams at BookMyEvent.com. Alex has 19 years of technology industry experience as a senior developer with a focus on Web-based Enterprise Software.

Finance

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	2015	%	2016	%	2017	%
Sales	\$ 507,070	100.00 %	\$ 1,014,140	100.00 %	\$1,521,210	100.00 %
Google adsense	\$ 750		\$ 1,500		\$ 2,250	
Sun and Ski affiliate	\$ 6,320		\$ 12,640		\$ 18,960	
holiday sales	\$ 500,000		\$ 1,000,000		\$1,500,000	
Cost Goods Sold (COGS)	470,000	92.69%	940,000	92.69%	1,410,000	92.69%
initial investment	40,000		28,943		5,100	
Gross Profit	<u>\$ 77,070</u>	<u>15.20%</u>	<u>\$ 103,083</u>	<u>10.16%</u>	<u>\$ 116,310</u>	<u>7.65%</u>
Operating Expenses						
Salary (Office & Overhead)	\$ -	0.00%	\$ -	0.00%	\$ -	0.00%
Payroll (taxes etc.)	-	0.00%	-	0.00%	-	0.00%
Outside Services	500	0.10%	1,000	0.10%	1,000	0.07%
Supplies (off and operation)	400	0.08%	800	0.08%	800	0.05%
Advertising	25,000	4.93%	75,000	7.40%	75,000	4.93%
Accounting and Legal	2,000	0.39%	4,000	0.39%	4,000	0.26%
Rent	12,000	2.37%	12,000	1.18%	12,000	0.79%
Telephone	480	0.09%	480	0.05%	480	0.03%
Utilities	2,800	0.55%	3,000	0.30%	3,000	0.20%
Other expense (specify)	1,000	0.20%	1,000	0.10%	1,000	0.07%
Total Expenses	<u>\$ 44,180</u>	<u>8.71%</u>	<u>\$ 97,280</u>	<u>9.59%</u>	<u>\$ 97,280</u>	<u>6.39%</u>
Net Profit Before Tax	32,890		5,803		19,030	
Taxes	3,947		703		-	
Net Profit After Tax	28,943		5,100		19,030	
Owner Draw/ Dividends	-		-		-	
Adj. to Retained Earnings	<u>\$ 28,943</u>		<u>\$ 5,100</u>		<u>\$ 19,030</u>	

We are currently seeking an investment of \$50,000 for a 30% stake in the company which we will invest in our marketing and advertising in order to break into the US market.

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