

# [1. for maintaining rules and regulations of](https://assignbuster.com/1-for-maintaining-rules-and-regulations-of/)

[Business](https://assignbuster.com/essay-subjects/business/), [Accounting](https://assignbuster.com/essay-subjects/business/accounting/)

1.     Partnership with reputed and renownedcompanies. 2.     Present in the international businessscenario. 3.

Secure and trusted channel forfacilitating online payments. 4.     Provides numerous options for the middleclass targeting hotels and reservations. 5.     Provides reservation facility for morethan 3800 hotels across 300 cities in India and over 90, 000 hotels across theworld. 6.

Ranbir Kapoor  as the Brand Ambassador. 7.     Good brand image in the market. 8.

Customers are satisfied with theservices of Yatra.  Weakness1.      Unableto attract customers who are not using the internet. 2.      Reluctancein customers to avail bookings through online payments. Opportunities 1.       Customers currently using traditional methodsof bookings. 2.

Offerbetter travel packages in line to customer’s expectations. 3.      Exploremore areas and destinations in international tourism market. Threats 1.      Possiblelack of co-ordination with tourism entities. 2.      Presentcompetition is increasing and have a substantial market share.

3.      Newlyemerging online portals with better and price competitive booking offerings. McKinsey7s Analysis-  STUCTURE-  1.

QUALITY  CONTROL- ·        Developing suitable and proper holidaypackages for its customers. ·        Responsible for maintaining rules andregulations of the government.·        Checking the quality and maintenance ofthe hotels, rail tickets and air ticketing.·        Making the trip according to the budgetof customers. 2.      ACCOUNTS- ·        Maintaining the accounting proceduresand rules at every stage.

·        Maintaining the payment records ofcustomers and bank account details.·        Maintaining the details of total sales, revenue and expenses. 3.

ADMINISTRATION- ·        Keeping a check on the working ofdifferent departments like human resources, marketing, production and sales. 4.      MARKETING AND PROMOTION- ·        Involved in developing of differentmarketing and promotional strategies such as social media marketing, digitalcontent etc.

5.      ADVERTISING DEPARTMENT-  ·        Keeps a check on the advertisingexpenses of the company as it is major expense of the company.·        Devise new methods of advertising suchas pop up ads, notifications etc.  6.      HUMAN RESOURCES DEPARTMENT- ·        Decides the compensation, salaries ofemployees and wage of workers.

·        Decides the perquisites, hike insalaries of employees.  STRATEGY- Yatra. com always focuses on the strategy of’making cheerful voyagers.’  It focuseson reaching out to the customers who are present in small cities and making adifferent travel itinerary for them that will suite them. It stresses on makingwonderful trip for their customers with optimum budget and maximum facilities. It also focuses on different marketing campaigns as making Ranbir Kapoor astheir brand endorser. It has also also started social media marketing anddigital content marketing by collaborating with youtube star  Prajakta Koli.

SYSTEMS- DataSystems Used in the Yatra. com- Dataframeworks in the Hotel business allude to PC frameworks in an inn that supplydata about that inn’s business operations. Data frameworks regularlyincorporate all automated frameworks which are utilized to accumulateinformation consistently both for utilize inside and remotely.

Data innovationhas affected each circle of human life over the most recent couple of decadesenormously. ·        Transaction processing systems- Handlinginformation successfully encourages the lodging to be more adaptable torequest, in understanding client and minimizing expenses. Exchange ProcessingSystem permits business exchanges including the gathering, recovery, andalteration of value-based information. This framework forms information createdabout and by exchanges in the lodging. These frameworks are indispensable asthey guarantee that the information gathered is precise and convenient, whichbuilds work effectiveness. ·        Point of sale (POS)-  POSis the most well-known type of data frameworks utilized as a part of the Hotelbusiness. This mechanized framework monitors stock deals, for example, thosethat would happen in a lodging eatery, bar, espresso or blessing shop. Thereare different forms that are additionally utilized by the Front office of Hoteland the Housekeeping division.

These frameworks fuse registers, PCs and anyfringe gear that make be set up on a PC arrange. ·        Management information system- Theseframeworks give data required by the lodging for appropriate administration ofstaff and the offices. This framework can be utilized to break down andencourage operational and key exercises and is utilized practically in regions, for example, security, housekeeping, support, and monetary controls andbookkeeping.

·        Property management system- Thisis an extensive programming application which is utilized to cover essentialobjectives, for example, coordination of the operational obligations of thestaff at the front office, deals, and arranging. Property administrationframeworks encourage the mechanization of essential capacities, for example, visitor booking, visitor data, online reservations, and deals and promoting. ·        Decision support system- Choiceemotionally supportive networks help the basic leadership process. Every innmakes a choices emotionally supportive network in view of the operational modelof the inn foundation. This framework is especially imperative in guaranteeingthat the lodging operations are practical and that choices are made in anopportune way.

STAFF The staff of Yatra. com consists of various departmental heads and itsvarious offices in     different citiesand with the headquarters in Gurugram, Haryana.