

1. for maintaining rules and regulations of

[Business](#), [Accounting](#)



1. Partnership with reputed and renowned companies. 2. Present in the international business scenario. 3.

Secure and trusted channel for facilitating online payments. 4. Provides numerous options for the middle class targeting hotels and reservations.

5. Provides reservation facility for more than 3800 hotels across 300 cities in India and over 90,000 hotels across the world. 6.

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

Customers are satisfied with the services of Yatra. Weakness 1. Unable to attract customers who are not using the internet. 2. Reluctance in

customers to avail bookings through online payments. Opportunities 1.

Customers currently using traditional methods of bookings. 2.

Offer better travel packages in line to customer's expectations. 3.

Explore more areas and destinations in international tourism market. Threats

1. Possible lack of co-ordination with tourism entities. 2.

Present competition is increasing and have a substantial market share.

3. Newly emerging online portals with better and price competitive

booking offerings. McKinsey 7s Analysis- STRUCTURE- 1.

QUALITY CONTROL- · Developing suitable and proper holiday packages for its customers. · Responsible for maintaining rules and regulations of

the government. · Checking the quality and maintenance of the hotels,

rail tickets and air ticketing. · Making the trip according to the budget of

customers. 2. ACCOUNTS- · Maintaining the accounting procedures and rules at every stage.

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

ADMINISTRATION- · Keeping a check on the working of different departments like human resources, marketing, production and sales. 4.

MARKETING AND PROMOTION- · Involved in developing of different marketing and promotional strategies such as social media marketing, digital content etc.

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

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

SYSTEMS- Data Systems Used in the Yatra. com- Data frameworks in the Hotel business allude to PC frameworks in an inn that supply data about that inn's business operations. Data frameworks regularly incorporate all automated frameworks which are utilized to accumulate information consistently both for utilize inside and remotely.

Data innovation has affected each circle of human life over the most recent couple of decades enormously. · Transaction processing systems- Handling information successfully encourages the lodging to be more adaptable to request, in understanding client and minimizing expenses. Exchange Processing System permits business exchanges including the gathering, recovery, and alteration of value-based information. This framework forms information created about and by exchanges in the lodging. These frameworks are indispensable as they guarantee that the information gathered is precise and convenient, which builds work effectiveness. · Point of sale (POS)- POS is the most well-known type of data frameworks utilized as a part of the Hotel business. This mechanized framework monitors stock deals, for example, those that would happen in a lodging eatery, bar, espresso or blessing shop. There are different forms that are additionally utilized by the Front office of Hotel and the Housekeeping division.

These frameworks fuse registers, PCs and any fringe gear that make be set up on a PC arrange. · Management information system- These frameworks give data required by the lodging for appropriate administration of staff and the offices. This framework can be utilized to

break down and encourage operational and key exercises and is utilized practically in regions, for example, security, housekeeping, support, and monetary controls and bookkeeping.

- Property management system- This is an extensive programming application which is utilized to cover essential objectives, for example, coordination of the operational obligations of the staff at the front office, deals, and arranging. Property administration frameworks encourage the mechanization of essential capacities, for example, visitor booking, visitor data, online reservations, and deals and promoting.
- Decision support system- Choice emotionally supportive networks help the basic leadership process. Every inn makes a choice emotionally supportive network in view of the operational model of the inn foundation. This framework is especially imperative in guaranteeing that the lodging operations are practical and that choices are made in an opportune way.

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