



UNITED INTERNATIONAL UNIVERSITY

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**Internship report on
"Sales and Marketing at Fly Far International"**

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INTERSHIP COMPANY



Letter of transmittal

Date: 27/12/2024

Dr. Saad Hasan

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United International University

Subject: Submission of internship report on "Sales and Marketing at Fly Far International"

Honorable Sir

With great pleasure, I offer my internship report on "Sales and Marketing at Fly Far International," which I created for my internship. This report focuses on my three-month internship at the company, during which I witnessed the sales and marketing methods used in a ruthless corporate climate and obtained practical experience.

I have done my best to use what I have learned to create a well-organized and perceptive report. I deeply regret any accidental oversights or errors that may still exist.

I appreciate all of your help and advice during this process, and I eagerly await your insightful comments.

Sincerely Yours,

Md. Afif Ahsan

ID: 111 192 060

School of Business and Economics

United International University

Declaration Of Studentship

I'm Md. Afif Ahsan and I attend United International University's School of Business and Economics at the moment. I hereby verify that the report, "Sales and Marketing at Fly Far International," is entirely my own creation.

This report was written to meet the academic requirements of the BBA degree and is based on my internship experience with Fly Far International's sales and marketing department. It is based on a thorough analysis and my contributions throughout the internship.

I attest that the information in this report is true, necessary, and supported by trustworthy sources. A bibliography that is appropriate referring has been used to properly acknowledge any references, quotations, or citations used in the study.

Md. Afif Ahsan

ID: 111 192 060

School of Business and Economics

United International University

Supervisor Certificate

The report fulfils the format and quality standards set by United International University.

Dr. Saad Hasan

Associate Professor

School of Business and Economics

United International University

Acknowledgment

To start with, I want to express my heartfelt gratitude to Allah for providing me with the strength and opportunity to complete my internship at Fly Far International.

I owe a debt of gratitude to my academic mentor, Dr. Saad Hasan, an associate professor at United International University's School of Business and Economics, for his important advice, helpful criticism, and unwavering support during this process. This report was greatly influenced by his knowledge and support.

My deepest appreciation goes out to Fly Far International's management and employees, who not only greeted me in their company but also gave me the tools and chances I needed to grow and make a significant contribution. My internship was a genuinely rewarding experience because of their expertise and eagerness to share their knowledge.

Thanks to my family and friends for their love and support, always motivating me to stay focused on achieving my goals. This internship has been an integral piece in my academic and professional journeys, and I am thankful for everyone who directly or indirectly contributed to make this internship possible for me.

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Executive Summary

Here, in this report, the newly acquired knowledge and skills during the three months' internship at Fly Far International, one of significant travel agencies in Bangladesh are highlighted. The intern offered exposure to activities common to most sales and marketing companies, such as social marketing, vendor relations, customer relations, and selling of travel products and services. These responsibilities provided enhancement in the knowledge of travel industry and in addition understanding the practical aspects of the subject as well.

This report analyzes the various business methods and market stance of Fly Far International using both quantitative and qualitative research through the primary research and secondary published articles from official website of the company and other scholarly journal articles. SWOT analysis revealed that the organization has an advantage including a wide range of offered services to consumers and the company's focus on consumer satisfaction while identifying areas of improvement like lack of adoption of new technologies in digital services and the improvement of feedback procedures.

Thus, the potential changes in the industry discussed in the report regarding the identification of novel trends in the Tourism market include a focus on the degree of customization of the offered tour and the growing significance of ecological tourism. My insights, especially on applying social networks for highly targeted marketing initiatives and organizing operations with B2B business associates), highlighted the applicability of strategic differentiation approaches to sustaining a leading edge.

In conclusion, this report accords to the self-development achieved during the period of my internship. It provides recommendations for Fly Far International to follow and the main issues that may affect the flying business worldwide with focus on analysis of flexibility, creativity and customer-oriented strategies. I have grasped more experience about the sales and marketing dynamics through the internship, which will enable me to tackle future challenges in the fast-growing sales and marketing sector.

Chapter 1

1.1 Introduction

I prepared this report to complete the internship aspect of my Bachelor of Business Administration where I am majoring in supply chain management. Fly Far International was the site of the internship, and I acquired useful knowledge about how sales and marketing operate during my stay there. Among my duties were social media marketing, customer acquisition, and product sales. This paper also assesses possible situations for marketing and sales in the travel industry. "Sales and Marketing at Fly Far International" is the title of this report.

1.1.2 Objective

- Assess the Agency's Market Position
- Analyze Customer Satisfaction and Feedback
- Current position on the travel industry market
- Identify Current Industry Trends and Future Opportunities

1.1.3 Limitations of the Report

- A few articles that are Fly Far International's proprietary for the sake of the business, they are therefore unable to disclose such data.
- I discovered that the material I needed couldn't be entirely accessible on their websites and many other platforms when I was collecting secondary data.

1.1.4 Methodology

Primary Data:

- Official Work
- Clients Review
- Information From HR

Secondary Data:

- Official Records
- Fly Far International Website

Chapter 2

2.1 Company Profile

Fly Far International is a B2B travel platform that serves as a one stop for all travel needs & inspires all travel entrepreneurs with an appetite for excellence. There are 120+ knowledgeable staff that couple up airline tickets and a slew of other services with flawless support that wins us clients.

As a top travel brand in the nation, Fly Far International has successfully created a range of multi-channel solutions including cutting edge websites, customer service centers, WhatsApp, and emails to provide customers with smooth user interfaces for domestic and international travel reservation. Including tickets on more than 450 airlines, hotel reservations in more than 1.5 million properties around the world, visa help, all-inclusive vacation packages and more. Find out how easy Fly Far International's flexible booking options can be for business travel.

Having been built out of a local pool of local historical base, years of localized expertise, corporation is deeply aware of the nuanced travel needs as well as the diversity of traveler segments and associated differences in tastes of the community at large.

Special offers and discounts are on round. The. Personalized travel packages for domestic and international locations. One on. The heightened individualized touch only a neighborhood-based business can provide. Helping tourists find bigger, deeper, more memorable experiences wherever their travel itinerary or destination takes them, be it like we can at Fly Far International. With knowledgeable staffs familiar and well known in their respective fields, we have the knowledge and dedication to understand and meet the unique needs of each client. We are always the choice of our clients, amidst Digital change and an overflow of options.

2.1.1 Fly Far Entities



2.1.2 Fly Far Office



2.1.3 Mission and Vision

Mission:

1. Create cutting-edge travel solutions that cater to a range of consumer demands. To differentiate yourself in the crowded travel market, use immersive digital experiences and distinctive narratives.
2. Increase visibility and draw in international tourists and companies by utilizing partnerships, SEO-optimized content, and targeted digital marketing to drive large quantities of visitors.
3. Put an emphasis on efficient, user-friendly booking and sales procedures that offer competitive pricing and environmentally friendly travel options while making it simple for clients to locate and buy amazing travel experiences.

Vision:

1. A well-thought-out strategic strategy to deliver affordable solutions that meet client needs.
2. Approach seeks to improve the journey, generating value and contentment for clients.
3. By maintaining honesty, broaden to market reach and strive toward realizing goals in the tourism sector.

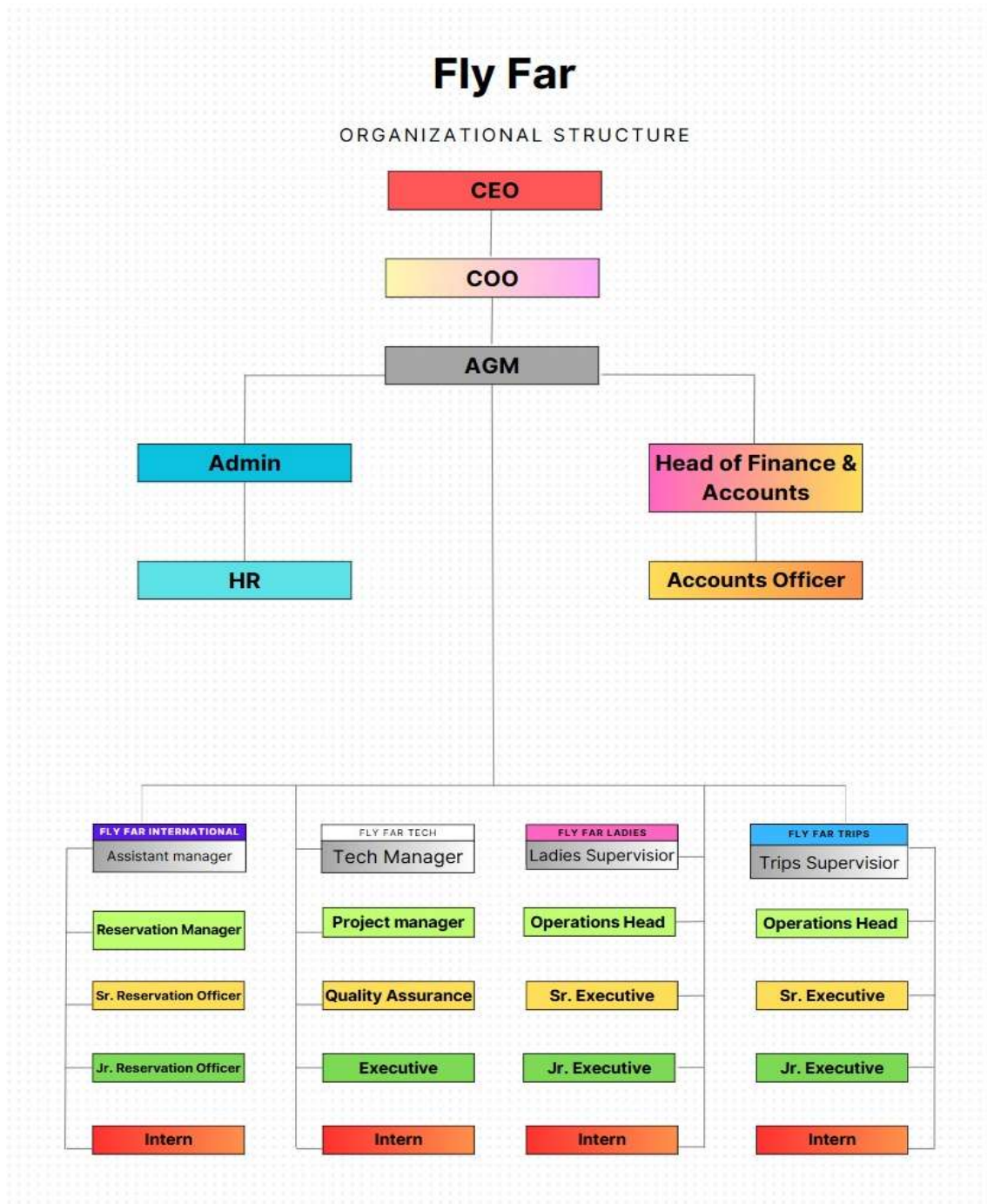
2.1.4 Products and Services

1. Air Ticketing (International, Domestic)
2. Hotel Booking
3. Visa Consultancy & Processing
4. International Package
5. Domestic Package
6. Day Trip Package
7. Corporate Trip Package
8. B2B Sector
9. OTA Management

2.1.5 Certifications



2.1.6 Organizational Structure



Chapter 3

3.1 SWOT Analysis

Strengths

- Seven years of demonstrated experience and competence in the cutthroat industry;
- A solid and devoted clientele cultivated through years of trust and superior customer service.
- A strong emphasis on providing customer-centric solutions to guarantee client satisfaction and referrals.
- Sturdy alliances with dependable vendors and suppliers that provide seamless operations.
- Strong relationships with important trade groups, which increase opportunities and reputation.
- Continually provides outstanding and prompt services, earning the trust of clients.
- A strong corporate culture that encourages cooperation and coordination between staff and management.
- A respectable brand image in the marketplace that is known for professionalism and quality.

Weaknesses

- Dependency on antiquated procedures and sparse application of cutting-edge technology.
- Lack of understanding and adaptation to contemporary market dynamics and trends.
- A cautious approach to competition that makes it harder to differentiate oneself in the marketplace.
- Customer relationship management systems that are not well-developed result in inefficient service tracking.
- A hurdle for clients looking for online convenience is the absence of digital service alternatives.

Opportunities

- Building a strong web presence to serve an expanding clientele.
- Bringing services to more cities to reach a larger audience and increase market share.
- Forming alliances and obtaining contracts for business-to-business (B2G) endeavors with government agencies.
- Making use of a variety of platforms and cutting-edge marketing techniques to raise brand awareness
- Profiting from the tourist industry's continuous growth and diversification.

Threats

- Disruptions brought on by unanticipated health emergencies like pandemics, both locally and globally.
- Bangladesh's political and economic unpredictability that could affect business operations.
- More competition in the market from both established and up-and-coming firms.
- The challenge of finding and keeping qualified workers to support innovation and growth.

Chapter 4

4.1 Fly Far Activities

Fly Far divided in to total 4 entities. They have their own services. But they worked together.

4.1.1 Fly Far International



Founded: 2017

Specialty: 24/7 Hours Service, Empowerment, Innovation.

Service: Air Ticketing (International, Domestic).

Accreditation and Authorization

Fly Far were honored to join the **Association of Travel Agents of Bangladesh (ATAB)** and the **Tour Operators Association of Bangladesh (TOAB)** in 2021. In 2021, Fly Far obtained **IATA** accreditation as a travel agency.

Strategy for Business

Primary Goals

- Gain a dominant position in the travel sector by providing a wide range of services.

Strategies In Operation

- Establish an effective and responsive customer service system to handle reservations, questions, and problems at all hours.

Strategies for Finances

- Maintain competitive pricing by implementing cost-effective strategies without sacrificing service quality.

Fly Far International Website



Fly Far International, an IATA-accredited company with over 7 years of experience, provides a smooth B2B booking platform. With over 30,000 agents, Fly Far International handles over 700 reservations, 450 orders, and 11,000 searches per day, making Its site the ideal travel assistant in terms of ease and support.

4.1.2 Fly Far Trips



Founded: 2017

Specialty: Travel Arrangements

Services: Visa Process, International Trip, Hotel Booking

Products: Customized Trip Package, Corporate Trip Package

Fly Far Trips Website and Product Details



Visa Consultancy & Processing

Fly Far Trips provides visa consultation services for countries including the USA, UK, Canada, Vietnam, Malaysia, Singapore, Sri Lanka, Philippines, Turkey and many more. While clients must visit the embassy for visa issuance, we guide them on the required documents and procedures.

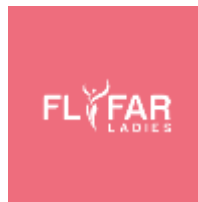
Tour Package

Fly Far Trips presents an effortlessly trip service that includes every detail from lodging and airline tickets to transportation. To guarantee a smooth journey, guides are also offered upon demand.

Corporate Trip Package

Fly Far Trips offers well-known companies around Bangladesh its vast experience in business travel options. Fly Far Trips specialist services, which ensure seamless and cost-effective travel management, include exclusive discounts, dedicated support, and comprehensive luxuries designed to meet the specific needs of business clients.

4.1.3 Fly Far Ladies

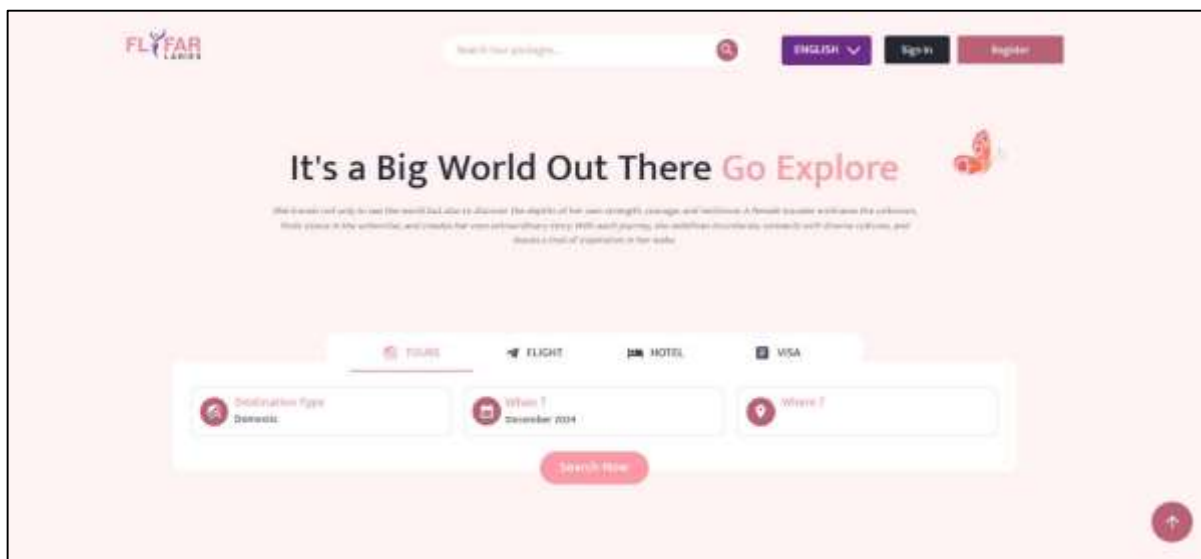


Founded: 2018

Specialty: Travel Arrangements for Female Tour Group

Services: International Trip, Domestic Trip, Day Trip

Fly Far Ladies Website



About Fly Far Ladies

And areas in need of improvement were the To Empower Women, Fly Far Ladies specialty web site, where we offer women safe and dependable travel experiences. This organization is helping women travel the world safe with other. Fly Far Ladies provides women a carte blanche to hop on a big geared flight and venture out with well thought out itineraries, dedicated support and a focus on the leisure. Fly Far Ladies has become the super travel choice for all Bangladeshi ladies and now they are out to encourage women to see the world. In particular, we create group tours for women of all ages so that they can travel to various places together.

4.1.4 Fly Far Tech



Founded: 2021

Specialty: IT Consulting, Travel Domain

Services: OTA Management, Travel Salutations

Products: Whitelable OTA Portal, Flight API, HRM Pro

Fly Far Tech Website and Product Details



Whitelable OTA

Discover Bangladesh's best OTA for unbeatable deals and comprehensive services. Fly Far Tech White Label solution offers access to 700+ airlines, mobile app support, 24/7 tech assistance, B2B/B2C portals, group fares, visas, hotels, PNR sharing, and high commissions. Enjoy unlimited sub-agents, instalment options, and frequent updates to seamlessly grow agents' business.

Flight API

Fly Far Tech operate from a shared Passenger Control Center (PCC), enabling manual bookings, ticket issuance, reissues, refunds, voids, and searches for economy and business-class tickets. To enhance convenience and efficiency, Fly Far Tech plans to implement automated processes for ticket issuance, refunds, and voids, improving client experiences and streamlining operations.

HRM Pro

The top HR & Payroll software in Bangladesh, HRM Pro makes HR duties easier for managers and staff. It guarantees accurate records, trustworthy performance reports, and robust features at reasonable prices with web and mobile apps, making it perfect for companies of all sizes.

Fly Far Tech thinks that the "Future is now" and strives to provide the next experiences today.

Chapter 5

5.1 Competitor and Tourism Industry Analysis

The tourism sector in Bangladesh has seen a notable gain in recent years, attracting both local and foreign visitors who are eager to discover the country's diverse cultural legacy, scenic landscapes, and historical sites. This growth has resulted in heightened competition among travel agencies, each aiming to provide distinctive services and gain a larger portion of the market.

5.1.1 The Competitive landscape

Fly Far International faces competition from several prominent companies within a fast-changing market in the land packages:

- **Akashbari Holidays:** Recognized for providing a wide range of tour packages, catering to both local and international travelers, emphasizing personalized service and competitive pricing.
- **Tripnest:** Appeals to younger adventurers with a focus on adventure travel, offering unique experiences such as trekking and cultural immersion courses.
- **Versatile Holidays:** Targets affluent clients, specializing in luxury travel and offering high-end packages that feature upscale accommodations and exclusive experiences.
- **Cosmos Holidays:** Boasts a strong online presence, providing a diverse array of flexible travel options and leveraging technology to enhance customer engagement and convenience.
- **Chologhuri:** A relatively new entrant that focuses on budget-friendly travel solutions, attracting cost-conscious travelers with economical packages and group tours.

Strategic Comparison of Fly Far International in Ticketing sector

Feature	Fly Far International	Flight Expert	Shar Trip	Go Zayaan
Market Focus	Both domestic and international	Primarily international	Balanced focus	Urban, tech-savvy
Pricing	Competitive	High	Low	Moderate
Technology Integration	Moderate	High	Moderate	High
Customer Engagement	Personalized services	Rewards programs	Discounts	Installment plans

5.1.2 Market Patterns and Difficulties

- **Digital Transformation:** The use of digital platforms enabled revolution of the travel industry of Bangladesh. As agencies go wider and work better, platforms like mobile applications, social media marketing and online booking systems are being used. Experiences and personalization are becoming preferred travel types. Niche itineraries geared to tourists interests in adventure sports or ecotourism or culture tours, among others, attract tourists. This has also spurred business from government initiatives to promote tourism (building infrastructure) and relax visa restrictions.
- **Customer Preferences:** Travel that includes experiences and personalization are increasingly in demand. Tourists seek out niche itineraries that cater to their specific interest's adventure sports, culture tours or ecotourism, for example.
- **Regulatory Environment:** Government initiatives to promote tourism, such as building infrastructure and relaxing visa restrictions, have also spurred business. Travel agencies, however, are still burdened with corporate red tape and adherence to laws.
- **Seasonality:** Bangladesh's tourism industry also experiences seasonality, with the highest demand around specific festivals and holidays. Agencies need to know when (and if) they will have too much or too little demand for services, and therefore proactively plan to manage demand through service offerings and marketing campaigns.

5.1.3 Suggestions for Fly Far International's Strategy

- **Boost Digital Presence:** Investing in user friendly online platforms as well as interesting social media content can draw in tech savvy tourists and amp up customer engagement. Fly Far can set itself apart from competition whilst differentiating itself by offering specialized packages like eco adventurous trips or gourmet adventures, all while giving the 'New' traveler its own serving of fun. Viding pilots with specialized packages like eco-friendly excursions or gourmet adventures, Fly Far can cater to the preferences of the “new traveler” while differentiating itself from competitive offerings.
- **Strengthen Partnerships:** This means that when working together with nearby companies, lodging establishments, and transportation companies the same customers often get better service and broader packages. Robust feedback loops help you have better understanding of your customers to build better services which in turn enhances your clients' loyalty and satisfaction. Día content.
- **Diversify Your Offerings:** By providing pilots with specialized packages like eco-friendly excursions or gourmet adventures, Fly Far can cater to the preferences of the “new traveler” while differentiating itself from competitive offerings.
- **Strengthen Partnerships:** Working together with nearby companies, lodging establishments, and transportation companies can improve service quality and give customers more extensive packages.
- **Incorporating Customer Feedback:** Establishing robust feedback loops helps gain a better understanding of customer needs and improves services which ultimately adds to client loyalty and satisfaction.

5.1.4 Tourism Industry Analysis in Bangladesh

1. Market Size and Expansion

- **Domestic Travel:** Domestic travel forms a large market share of the whole travel market. Sylhet, Bandar Ban, Rangamati and Cox's Bazar are the famous destinations that millions of citizens enjoy every year. Bangladesh's UNESCO World Heritage Sites, the Sundarbans Mangrove Forest, mosques and archaeological sites including Mahasthangarh are visited by tourists from across the globe. However foreign immigration is still relatively very low as compared to other neighboring countries such as India and Nepal. • The tourism sector generates about 3% of Bangladesh's GDP, and there is a great opportunity for growth as

the industry develops, Bandar Ban, Rangamati and Cox's Bazar are among the popular spots that millions of locals visit each year.

- **International Tourism:** Bangladesh's UNESCO World Heritage Sites, from the Sundarbans Mangrove Forest to ancient mosques and archaeological treasures like Mahasthangarh, attract visitors from around the globe. But foreign immigration is still quite low compared to neighboring countries such as India and Nepal.
- About 3% of Bangladesh's GDP comes from the tourism industry, which has the potential to increase further as infrastructure advances.

2. New Developments in Travel

- **Eco-tourism:** The number of activities linked with eco-tourism has risen owing to the concern towards environmentally friendly travel. Other places such as Lawachara National Park and Ratargul Swamp Forests are gradually gaining popularity.
- **Cultural Tourism:** Interactions with regional cultures and tastes, and events such as Durga Puja and Pohela Boishakh (Bengali New Year) are increasingly catchy to the tourists.
- **Adventure Tourism:** New age travelers are now exploring things like cycling, Padma River boating, and trekking in Bandar ban.
- **Religious Tourism:** It has attracted religious tourists through pilgrimage destinies including the Paharpur Buddhist Monastery and other mosques and temples.

3. The Competitors and the Environment

Some of the conventional agents offering tailor made tour packages are Akashbari, Cosmos Holidays and Fly Far International.

- **Tech-Driven Startups:** There are business models like Tripnest and Chologhuri which have chosen to operate in the segment of tech-savvy tourists and have a major focus on the use of digital technologies for their bookings and promotions.
- **Luxury Providers:** Versatile Holidays can provide general packages but focuses on providing luxurious packages that will attract the high-value market.

4. Challenges in the Tourism Sector

- **Infrastructure Gaps in the Tourism Sector:** Although cities have better connections, rural and isolated locations frequently lack dependable lodging and transportation.
- **Safety Concerns:** Travelers may be put off by problems like political upheaval and uneven law enforcement.
- **Environmental Degradation:** In certain places, such as Cox's Bazar, excessive tourism has resulted in pollution and habitat damage, among other environmental problems.

5. Policies and Initiatives of the Government

The government of Bangladesh declared 2023 to be the "Tourism Year" in an effort to increase foreign visitors through events and advertising.

- **Infrastructural Development:** Initiatives to improve road networks and airports, such as Cox's Bazar International Airport, are increasing accessibility.
- **Relaxed Visa Policies:** International travelers can travel more easily thanks to e-visas and visa-on-arrival for a few countries.

6. Possibilities for Development

- **Digital Transformation:** Using technology to offer smooth virtual tours and online reservations can draw in more clients.
- **Niche Markets:** You can reach niche audiences by creating specialist trips, like photography tours or bird-watching excursions.
- **Foreign Investments:** The tourism experience can be improved by promoting foreign investments in upscale resorts and adventure parks.
- **Cooperation:** Travel packages can be made more comprehensive by collaborating with hotels, airlines, and cultural institutions.

Chapter 6

6.1 Collaboration and FMEA

Collaboration is more than simply a tactic in the fast-paced tourism sector; it is essential to providing smooth and unforgettable client experiences. I was able to observe personally how cooperation functions throughout the many tiers of Fly Far International's supply chain, boosting productivity and guaranteeing client pleasure, during my internship.

1. The Function of Teamwork in Travel

Because it involves cooperation between a variety of stakeholders, including hotels, airlines, tour operators, local guides, and transportation providers, the tourism sector is by its very nature a collaborative one. Every operation of Fly Far International was centered on teamwork. The company's relationships with both domestic and international service suppliers, as well as internal team coordination, were critical to its capacity to add value for its customers.

2. An Actual Case of Supply Chain Cooperation

Organizing group trip packages for business clients was one of the most outstanding instances of supply chain cooperation I have seen. In order to provide a complete travel solution for these valuable clients, Fly Far International had to coordinate with several vendors throughout the tourism supply chain.

- **Airline Collaboration:** To obtain group rates at a discount and reserve seats for customers, the company engaged in direct negotiations with major airlines. To guarantee quick updates on flight schedules, cancellations, or modifications, this necessitated continuous communication. The airlines valued Fly Far International's open and honest approach, which promoted mutually beneficial long-term cooperation.

- **Hotel Partnerships:** Fly Far International has partnered with hotels to offer specialized accommodations, such as early check-ins, discounts for large reservations, and extra facilities catered to the demands of the customer. In one case, the partnership with a chain of upscale hotels produced customized welcome packages for guests, improving the clientele's experience and earning favorable evaluations.
- **Local Transport companies:** Fly Far International partnered with local transport companies to set up city tours and airport transfers in order to guarantee hassle-free travel. In places where travelers may have faced difficulties due to language issues and unfamiliar routes, this cooperation was essential.

3. Collaboration's Effect on Performance

At Fly Far International, the teamwork produced observable outcomes:

- **Customer satisfaction:** During my stay, there was a 30% rise in positive customer feedback due to the smooth collaboration with supply chain partners, which made sure that clients had few interruptions.
- **Operational Efficiency:** By aligning operations with suppliers, the organization reduced response times for booking revisions by 20% so they were able to cater to more customers without compromising on quality.
- **Pricing optimization:** By establishing strategic collaborations, Fly Far International managed to negotiate competitive prices with suppliers that made its packages more appealing to customers while still maintaining healthy margins.
- **Brand Loyalty:** It facilitated short-lived but reliable relationships with its supply chain partners and customers and solidified long-term relationships through assurances of quality, safe and reliable delivery.

6.2 FMEA For Fly Far

Failure Mode and Effects Analysis (FMEA) impact, causes, and current controls of potential failures in Fly Far International's critical operating processes. It also provides recommendations to mitigate risks and enhance operational efficiency. Covering main functions of the company such as ticketing, visa consulting, customer service, digital marketing, customer feedback management, and land packages, this FMEA assists maintaining the competitive edge of the company, customer satisfaction and the land package.

Process Step	Potential Failure Mode	Potential Effect of Failure	Frequency (1-5)	Potential Cause	Severity (1-5)	Current Control (1-5)	Risk Priority Number (RPN)	Rank
Ticketing	Incorrect flight bookings	Customer dissatisfaction, financial loss	4	Human error, outdated system	5	2	40	1
Visa Consultancy	Delays in visa processing	Missed travel deadlines, customer complaints	3	Incomplete documentation	4	3	36	2
Customer Service	Delayed responses	Loss of trust, negative reviews	3	Understaffing, inefficient tools	3	3	27	3
Digital Marketing	Ineffective campaigns	Poor customer engagement, reduced sales	2	Poor targeting, outdated content	3	4	24	4
CRM and Feedback Systems	Lack of follow-up on feedback	Missed improvement opportunities	2	Lack of robust systems	4	2	16	5
Land Package	Errors in package customization	Customer dissatisfaction, reduced repeat business	3	Miscommunication, lack of attention to detail	4	3	36	2

A Comprehensive Overview of Every Procedure

1. Ticketing Failure Mode: Inaccurate details being in flight bookings due to human error or legacy systems.

Potential Impact: Depending on the severity, it can lead to significant problems for travelers, such as a missed flight or a broken itinerary that causes financial cost and/or reputational damage.

Recommended Action: Reduce errors by having a validation check within a ticket, display it in the system, create or implement ticket windows to process it instead of doing it manually.

2. Potential Failure Mode for Visa Consultancy

Insufficient paperwork or ineffective communication with embassies cause processing delays.

Implications: If deadlines are missed, travelers may lose faith in the business and become upset.

Proposed Action: Establish a reliable system to alert clients about upcoming requisite paperwork filings related to a visa.

3. Potential Failure Mode for Customer Service

Insufficient staffing or inadequate tools that slow answering consumer questions.

Potential Impact: Clients might feel neglected and consequently lesser loyalty, bad reviews, and trust may decrease.

Recommendation: Scale customer support headcount, and instill AI-driven chatbots so that questions get answered in a timely manner.

4. Potential Failure Mode for Digital Marketing

Impulsive marketing campaigns that fail due to incorrect targeting or obsolete content.

Potential Effect: Falling sales, limited consumer interest, and missed opportunities to reach new customers.

Responsible: DMP Marketing department and Digital Marketing department, Data analytics Marketing campaigns and eye-catching fresh content use to boost interaction

5. Feedback and CRM Systems

Example of a Failure Mode: Follow ups with customers are not done due to poorly implemented processes.

Potential Consequences: Business may miss out on key opportunities to improve its offerings, leading to stagnation and loss of client retention.

Recommendation: Deploy advanced CRM software that can track, analyze, and generate insights from feedback.

6. Land Package

Potential Failure Mode: Errors in personalizing land packages due to miscommunication/lack of attention to detail.

Recommended Action: Implement a checklist tracking all package details until confirmation and establish a communication policy with customers and providers.

Chapter 7

7.1 Conclusion

I have done my internship for three months in Bangladesh one of the largest travel agencies in the tourism sector Fly Far International, here I was worked in the Sales and Marketing. Updating this flyer was just one of the ways that I was able to assist closely with the operations and sales teams of Fly Far Trips, developing a deep knowledge of the complex procedures tied to sales and marketing.

My responsibilities included developing sales and marketing plans, developing the most efficient techniques to stimulate sales growth, as well as requiring specialized assistance with critical departmental tasks. Now I have practical skills and greater knowledge of strategic planning and execution.

A point-by-point account of my duties and achievements during this internship is laid out underneath.

Responsibilities and Contributions:

1. Vendor Communication:

- Proactively interacted with international and local suppliers to develop and sustain robust professional connections.
- Collaborated efficiently to guarantee prompt updates on service options, pricing, and availability to satisfy customer requirements.

2. Customer Follow-Up Calls:

- Made follow-up calls to both prospective and current customers to ascertain their travel needs and respond to their questions.
- Maintained high levels of customer satisfaction by delivering prompt and precise information regarding tour packages and services.

3. Meeting Customer Requirements for International Tours:

- Engaged with clients to grasp their preferences and developed personalized international travel packages.
- Delivered comprehensive assistance, encompassing trip planning, lodging choices, and financial oversight.

4. Client Data Management:

- Maintained and updated an extensive database for clients to enhance communication and maximize service delivery.
- Analyzed customer data to identify trends and optimize sales strategies.

5. Tracking Customer Visa Files:

- Coordinated the process of visa applications to ensure clients can travel without any issues
- Worked with embassies and relevant authorities to expedite visa processes when necessary.

6. Social media platforms sold sales:

- Used social media platforms for driving tour packages and reaching a larger audience.
- Created and implemented targeted campaigns to drive sales and lead generation.

7. Business-to-Business (B2B) Interaction:

- Partnered with B2B partners to expand the company's network and enhance service offerings.
- Established partnerships and collaborations that were integral to the company's growth.

8. Sales of Key Items:

- Successfully managed sales of visas, land packages, and air ticketing services.
- Provided clients comprehensive solutions for their travel needs, ensuring convenience and reliability.

7.2 Summary

The last three months of working in Fly Far International as an intern have been one of the best times both professionally and personally. This experience has opened my eyes to the diverse world of sales and marketing applied to the travel and tourism industry, providing a valuable opportunity to connect theoretical concepts with practical implementation in the market. Personally, engaging in social media related activities, vendor handling approaches, customer service reps, and B2B roles provided clearer views of how they can approach them to become prosperous in that competitive environment.

It was a great learning experience that taught me about opportunities of balancing customer operations with data-driven decision making and strategic planning. Working with a varied team within a challenging atmosphere had helped me understand how proper communication, flexibility, and problem-solving skills are crucial for success on an organizational level. In particular, I was noted the company's focus on innovation and satisfying customer, you must to do to prosper within a rapidly-changing industry.

In addition to sharpening my professional abilities, this experience also enhanced my awareness of emerging trends in the tourism sector, such as the increasing need for personalized travel packages and the digital transformation. This enabled me to contribute meaningfully to active projects and target areas for potential refinement in the company through stimulation of market patterns and customer feedback.

This experience has not only provided me valuable skills to handle sales and marketing challenges, it also solidified my career ambition within sales and marketing. The hands-on, real-world experience, along with being guided and mentored by industry experts has contributed immensely to who I have become professionally. I am certain that this internship has provided me great knowledge and experience that will be the foundation of my future practices to be able to contribute in a meaningful way to the industry.

7.3 Recommendations

Working at Fly Far International, primarily in the sales and marketing department, has changed my life. This way, I was able to work in that field, understand better the strategic processes and its peculiarities in the tourism area. I launched several initiatives at the crossroad of innovation and operational excellence.

1. **Digital Framework Enhancements:** The Fly Far International is capable in enhancing the digital reach by adopting new technological software and processes. By integrating AI-powered analytics and simplifying CRM systems, operations could be streamlined and customer satisfaction could be enhanced.
2. **Improving Workshops:** Work 7 employees should be scheduled for regular training showing pointers about the new ideas and technology.
3. **Improving Customer Feedback Systems:** A strong system should be in place for collecting and analyzing customer feedback to help the company identify areas for improvement and tailor its offerings to meet customer needs.
4. **Diversify Into New Markets:** Expanding product lines and providing services to new areas could offer the firm huge potential for growth.

References

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Experience Letter



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Date: September 30, 2024

TO WHOM IT MAY CONCERN

This is to certify that Md. Afif Ahsan, currently pursuing his Bachelor of Business Administration (BBA) in Supply Chain Management from the United International University, has successfully completed his Internship in the Sales and Marketing position of Fly Far Trips, a concern of Fly Far International. His internship period was from June 1, 2024, to August 31, 2024. His job location was at the Fly Far International Office, Bashundhara, Dhaka-1229, Bangladesh.

During his internship with us Md. Afif Ahsan actively participated in various activities under the supervision of Rukaia Jahan Orpita, Sales Supervisor, of Fly Far Trips. He demonstrated sincerity, hard work, and a results-oriented approach throughout his tenure. He effectively collaborated with his colleagues and was a valuable team member.

We extend our best wishes to Md. Afif Ahsan for every success in his future career endeavors.

Sincerely,

Happy Sarker
Sr. Executive-HR & Admin
Fly Far International
E-mail: happy@flyfarint.com



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Internship Certificate

