

## **TRAVEL BORSA LTD TRAVEL AGENCY – STRUCTURE, WORKING SYSTEM AND USAGE**

### ***Part I – Travel Agency „Travel Borsa”***

#### **1. General information:**

Travel Borsa LTD is a travel agency established in 2008. The company has all the necessary documents according to Bulgarian legislation – Certificate No 20110204101115/04.02.2011 from The Registry Agency and VAT No: BG 200190103. It also has Certificate for administrator of personal data No: 53242/21.04.2011.

Travel Borsa is a licensed tour-operator and tour-agent company with License No PKK-01-6249 and Insurance policy for the obligatory for Bulgaria insurance – “Tour-operator responsibility” with policy No 1329019100004, valid for 2011. The policy is issued by Victoria Insurance Company – a part of FATA Insurance. Travel Borsa is also a member of BATA (Bulgarian Association of Travel Agencies).

The company has its own office, according to Bulgarian Tourist law regulations for a company tour-operator. Its office is centrally located in Bulgarian capital Sofia – on one of the main boulevards and walking areas – “Vitosha” Blvd.

To its clients Travel Borsa offers Bulgaria as a main destination. The company works only with selected and offering best quality SPA, mountain, sea side and family hotels all around the country. It has contracts with more than 100 hotels and has proved itself as a trustable partner for them. Because of this some of the hotels offer special preferential conditions of work. Travel Borsa is working mainly with individual clients.

If there is a certain request from clients Travel Borsa offers also tourist services abroad. Till now the company has realized a couple of own bus excursions. Travel Borsa has contracts with partner companies abroad such as hotels, tour-operator companies offering full tourist services in the definite country, as well as contracts with a bus transportation and insurance companies here in Bulgaria.

Travel Borsa is working very successfully with the biggest companies tour-operators in Bulgaria as a travel agent. This makes the range of services offered by the company wider – it can offer variety of destinations, top offers with bus, plane or own means of transportation all around the world, plane tickets, charter programs with plane, special holiday offers, as well as tailor made programs specially organized according to the wish of the clients.

#### **2. Software programs for Travel Borsa:**

Travel Borsa LTD has its own internet software program with great amount of data base. In this program the information for all the clients, partners, agents and suppliers for the company is stored. Also with this program there is updated information available for all the

reservations from clients made in definite period, all the payments, invoices and balances for the partners the company is working with.

In the program there is an **Accounting panel** through which all the required according to Bulgarian legislation documents can be issued – invoices, balances, protocols etc. Also from this software program all the documents needed for an organized travel can be issued – such as accommodation vouchers, Travel contract for organized trip, confirmation for a reservation, reservation form etc.

The software store a data base for all the companies Travel Borsa has contract with – such as contact information, company profile, additional information needed, contact person etc. Also the software keeps personal and contact information for all the clients who choose Travel Borsa for their travel or accommodation. This is very useful for further contact with the customers and also makes the communication and dealing with them in future easier.

The software is useful also for making different kind of statistics such as sums which have to be paid by the clients, sums which have to be paid for the suppliers and partners of the company, stop sales for hotels and programs, balances for reservations and payments for definite partner or clients. The system also provides a simple way of calculating prices for hotel accommodation, additional tourist services and travel packages.

The software program is updating itself automatically which helps Travel Borsa to be switched on the dynamic and so fast changing world of tourism and travel and always be up to date with all the new standards and conditions of working according to the law and requirements.

Travel Borsa LTD has one more internet software program, in which is stored information for each published in the website offer. This program helps the communication process with the company partners – in every minute the administrator can check all the information concerning the negotiations about a definite offer, the contact person for this offer, the result from meetings held etc. Also in this software one can check all the offers which were approved to be published, the ones with validity finished as well as the ones which are to be published.

### **3. Travel Borsa LTD online:**

Travel Borsa LTD is well known in Bulgaria thanks to the best internet commercial campaigns the company makes. Very important for that is the using of online systems for Google optimization such as Google AdWords and Google AdSense.

Travel Borsa LTD has its own 11 websites, from them one main – [www.na-kade.com](http://www.na-kade.com), 1 website created for group selling for tourist services – [www.travelborsa.bg](http://www.travelborsa.bg) and 7 more websites, which the company is using for promoting itself. These all websites help for the better promotion of the travel services offered by Travel Borsa, as well as they have a main role in the excellent position the company has online.

Travel Borsa also has **1 Blog** and **1 Forum** websites, which helps maximum using and taking advantage from the internet, as well as for enlarging the range of clients for the company. The websites Travel Borsa has are as follows:

- [www.travelborsa.bg](http://www.travelborsa.bg) (*Website for group shopping of tourist services and Online Reservation System*)
- [www.na-kade.com](http://www.na-kade.com) (*Main website*)
- [www.hoteliteturkey.com](http://www.hoteliteturkey.com)
- [www.pochivki-oferti.com](http://www.pochivki-oferti.com)
- [www.hoteli-oferti.com](http://www.hoteli-oferti.com)
- [www.ekskurzii-oferti.com](http://www.ekskurzii-oferti.com)
- [www.ofertite.info](http://www.ofertite.info)
- [www.spa-pochivki.com](http://www.spa-pochivki.com)
- [www.tourism-bulgaria.org](http://www.tourism-bulgaria.org) (*Blog*)
- [www.az-patuvam.com](http://www.az-patuvam.com) (*Forum*)

## ***Part II – Website for group shopping for tourist services*** ***www.travelborsa.bg***

### **1. Travel Borsa – website for group shopping for tourist services:**

[www.travelborsa.bg](http://www.travelborsa.bg) is created as a website for group shopping for tourist services offering discounts for its customers up to 50%. In Bulgaria this kind of websites are very popular in recent time, but the difference between them and Travel Borsa is the fact that Travel Borsa offers only tourist services. The company has a license for tour-operator and tour agent which is a guarantee for the clients using its website and services.

In [www.travelborsa.bg](http://www.travelborsa.bg) the customers can find very attractive offers for hotel accommodation, holidays, excursions in Bulgaria and abroad, plane tickets and bus tickets. Travel Borsa LTD is using a new and unconventional way of making popular different kind of travel services. The company gives guarantee that the promotions offered will be seen from a great number of customers, thanks to the contemporary way of commercial the company has, as well as thanks to the VIP positions of the website [www.travelborsa.bg](http://www.travelborsa.bg) online

The web site [www.travelborsa.bg](http://www.travelborsa.bg) has the following structure – in definite period of time the website offers different kind of promotional offers for tourist services – such as excursions, holidays, hotel accommodation, sightseeing tours etc. Each offer is presented with a discount up to 50% from its real price.

There is also detailed information about the service offered, the term in which the offer is valid, the number of vouchers released for selling, as well as the period in which this offer will be valid in the website. Also the real price for the service is mentioned, so the customer can check the sum they will save choosing to buy from this website. For using the website and buying from it, the customers need to create their own user profile, they can enter it with created by themselves user name and password.

[www.travelborsa.bg](http://www.travelborsa.bg) offers different kind of payment systems, so the customer can choose the most appropriate one for themselves. According to the website Terms and Conditions the customers can choose the offer they like and make order for buying the number of vouchers they want, and they can make the payment for them up to 5 (five) day afterwards. Also they choose the most suitable way of payment – bank transfer, with credit card VISA or MasterCard, as well as using PayPal, e-BG, BPay, EPay, Easy Pay.

When the customer chooses the number of vouchers they would like to buy and the system detects their payment, an automatically generated voucher is issued by the system. This voucher has a unique number and security code. In this time the customer will receive a notification in the e-mail, confirming that the payment they made is successful and the voucher for using the selected services has been generated. The original voucher the customer can print from its user profile in the website in the section “Your vouchers”.

Every week [www.travelborsa.bg](http://www.travelborsa.bg) releases 4 new travel offers with different discounts. These offers are provided by licensed travel agencies or companies working in the tourist field. For each new offer Travel Borsa has a new contract with the company for the special published in the website. Each offer published in [www.travelborsa.bg](http://www.travelborsa.bg) is created in one basic template, showing the main information for the offer in the present time:

- **Link “Buy”** – choosing it the customer can buy the services he choose
- **Price after discount** – this is the price the customer will pay to TravelBorsa.bg
- **Real price** – this is the real price without discount
- **Discount**- how many percent discount the customer has for this special offer
- **Saving** – what is the sum you save buying the service with discount.
- **Timer** – showing the time remaining till the validity of the offer ends.
- **Sold and remaining vouchers** – shows the number of voucher which are sold till this moment and also shows the remaining vouchers free for buying.

There is a special link – **FUTURE OFFERS** – in it there is a short presentation for all the offers which will be published in the website in the future. There is information about the discounted price which will be offered. Each registered customer can choose from the Future offers and make them “Favorite”. The Future offers become valid after the period of validity for the active offers ends or all the vouchers released for selling for them finish.

There is also link **ENDING OFFERS** – here the customers can find all the offers published as active in [www.travelborsa.bg](http://www.travelborsa.bg), but the one week period of their validity already finish but still there are a couple of vouchers remaining unsold. So this link gives the opportunity for the customers who missed these offers as active to buy the vouchers they want for a period of 2 more weeks.

Each visitor for [www.travelborsa.bg](http://www.travelborsa.bg) if they wish can fill out a web form for Subscription in [www.travelborsa.bg](http://www.travelborsa.bg). They can do that with just one single step – filling out only their e-mail address. Doing that the customers are added to a list of subscribed customers who receive updated information from Travel Borsa on their e-mail.

As a licensed company tour-operator and tour-agent Travel Borsa LTD offer tourist services to its clients strictly defined in contract with its partners. In this contract the terms and conditions are described with details. In cases when Travel Borsa is not the company organizing the tourist service offered its partner who is the organizer of the program gives to Travel Borsa a certain commission. In short the way of payment is like that – the customers pay the sum offered directly to Travel Borsa using one of the payment methods already described. After the validity of the offer ends, Travel Borsa transfers the sum to the company which is organizing the definite offer, doing that Travel Borsa keeps the percentage commission according to the contract it has with its partner. Travel Borsa prepares and send to the organizer detailed list with information for all the vouchers sold as well as information about the customers who choose to buy these vouchers.

One of the advantages of [www.travelborsa.bg](http://www.travelborsa.bg) – a web site for group shopping in tourism – is the easy to use and very simple administrative panel. The administrator from Travel Borsa has user name and password. All the information concerning the website is inside this panel. Through it the administrator can publish of new offers – there is a certain template which is very simple and easy to use. In the panel the administrator can see all the offers published in the website, they can be managed, their validity, information or conditions can be changed, also the visualization of them. Also in the panel there are some statistics which are useful for managing the website. Also there is information for all the users created accounts in the website, as well as these customers who only wants to receive updated information from Travel Borsa. The administrator can check the payments received and the number of the sold vouchers for each offer, also the number of the vouchers which are pending for payment in the next up to 5 days.

## **2. Affiliate system for Travel Borsa LTD:**

The last innovation till this moment which Travel Borsa made is Affiliate System for website owners. This system gives them the opportunity to make easy and fast profit by gaining commission by making promotion for [www.travelborsa.bg](http://www.travelborsa.bg) in their websites. It is very easy for them – what is needed is just to register themselves as a partner for Travel Borsa and publish advertising banners in their websites. For each voucher sold for a customer who reached to [www.travelborsa.bg](http://www.travelborsa.bg) through the website of one of the partners, its owner will receive a commission of 7% from the price of the offer.

This commission the owner of the definite website will receive on every 15<sup>th</sup> of the month. The advertising banners are high effective thanks to the attractive offers published in [www.travelborsa.bg](http://www.travelborsa.bg).

There is also administrative panel for the Affiliate system. Every partner has to make a registration for it. There is a special part – “Terms and Conditions, Way of working for Affiliate System of Travel Borsa”. Every partner has to give their approval in the program code of their website to be integrated a code given by Travel Borsa, through this code an advertising banner for [www.travelborsa.bg](http://www.travelborsa.bg) will appear in the partner website. The partner can check in their administrative panel different kind of statistics and decide whether this kind of commercial is profitable for them.

Travel Borsa LTD is obliged to support the most suitable according to its business strategy commercial banners, so that to offer to the customers an easy way of choosing the travel services needed and help them buy vouchers in real.