



GEZDIRIO.COM BUSINESS PLAN

Prepared for:

Alper Camcı

Prepared by:

Gezdirio.com Business Plan Consulting,
Talatpasa St. No:5 , Esentepe , Sisli / Istanbul

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Start-up Business Plan

1.0 Executive Summary

This business plan is that explains why we need to take 88.394 investment. The investment that will we receive is going to support our growth and our net profit will be 266,249,01 after 2 years. The purpose of this plan is to provide additional funding from an investor.

Gezdirio.com will start a new era for tourists and tourist guides. The application is agent between tourist and tourist guides and providing information about touristic places and trip recommendation for tourists .

We offer our users who are tourists an excellent travel experience with our easy and free to use application and also providing a wide range of tourists for tourist guides.

The recent increase in the number of tourists arising from the depreciation of the Turkish Lira has created an opportunity in the tourism sector. This opportunity will increase the demand for Gezdirio.com application.

This app will provide revenue from the application ads and subscription fees from tourist guides, which will be completely free for tourists.

1.01 Business Description

Our business is service business start-up . Form of this business is partnership. We create an application for tourist and tourist guides. The application is agent between tourist and tourist guides and providing information about touristic places and trip recommendation for tourist .

1.2 Objectives

- Our objective is attract minimum %10 of Tourist who travel at Turkey.
- To offer tourists who are users of our application an excellent travel experience with our easy and free to use application.
- Providing a wide range of tourists for tourist guides.

1.3 Mission and Vision

Mission

- We provide trip recommendation and give information about touristic places for better travel experience.
- By providing annual subscription service to the guides and agents , we provide easier access to customer . Our main goal is to help them find to appropriate guide for the tourist, to reach more people for the guides .

Vision

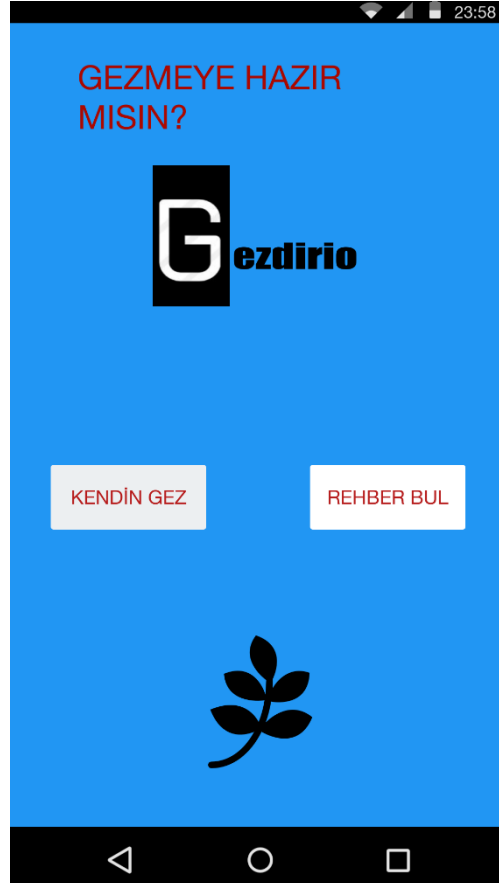
- We will be indispensable application for tourists.
- We will provide the widest and the easiest information to tourist.
- The tourists who want to trip with guide can find their guide for more efficient tour.
- In addition to being a new start up , we aim to reach a lot of users in a short time by bringing a new perspective and convenience to the tourism sector and by using developing technology.

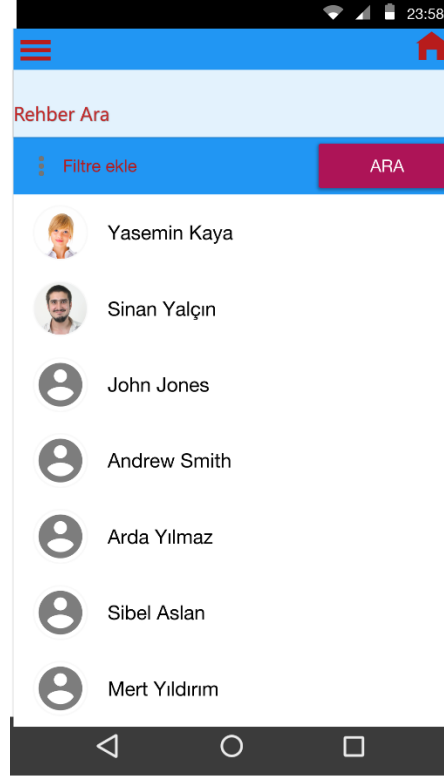
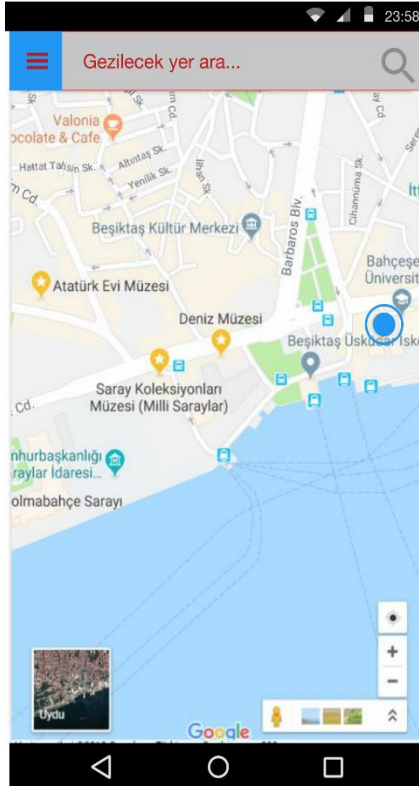
1.4 Strengths and Core Competencies

- There is increase at number of tourist each year in Turkey so its affect to tourism sector positively . And we are the new , technological and the best option for easy travelling and learning the new places.
- We do not receive any money from tourists for this service they use.
- We offer a tourist pool where the guides can not reach by their own.
- We connect together the guide and tourist in a very short time and provide the information the tourist needs.
- We make easier for tourists to travel around, to get to know the surroundings and to provide more efficient trip experience.

1.5 Products and Services

- Our service is a mobile application.
- Our application provide to users two option to travel. One of our option is “travel alone” .In this option people can find information about touristic places and trip recommendations. In the other option tourists can find and select their tourist guide for their request.
- By providing annual subscription service to the guides and agents , we provide easier access to their customer.
- PREMIUM OPPORTUNITY
 - Subscribed tourist guides pay money for being upper side at ‘guide searching area’ than other guides.
 - Tourist guides can pay for being at home page.





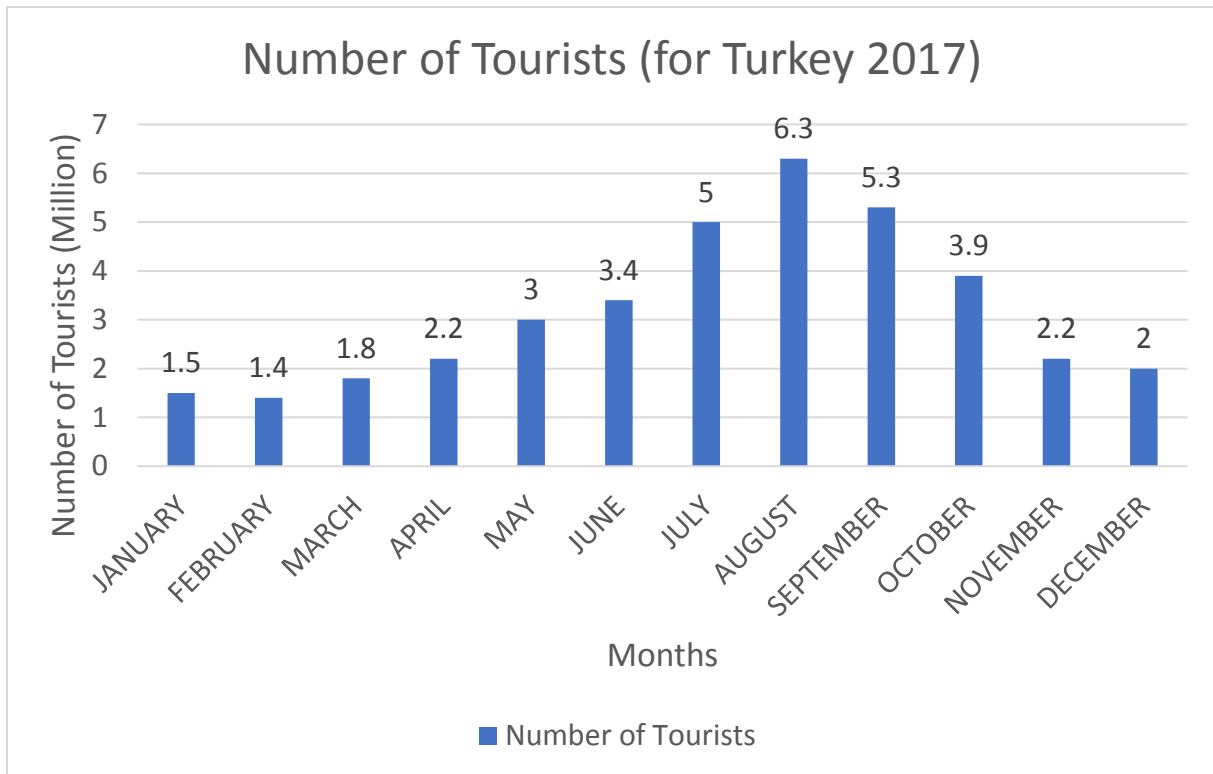
- Users can make their choices according to tourist guide's informations and give stars they have from other users.
- For tourist ,instead of doing a long and detailed search on the internet,we provide them important information we have prepared before.

1.6 Market Analysis

Target Customer:

- Amount of Native and Foreign Tourist In Turkey
- Our target customers are people who give importance to technology and make transaction using mobile phones.
- Tourist Guides (15.000+)(according to TURSAB statistics)

TURSAB STATISTICS



Over the years, we are aware of that , in our country, the number of tourist and tourist guide is increasing.

(2014-2017) The decrease in the number of tourists due to the cyclical situation in recent years with the depreciation of the Turkish lira, in 2018 turned to a positive situation.

1.7 Marketing Plan

- Our application is available on IOS, AndroidOS and web platforms.
- Our price staretegy is appropriate to all tourist guides.

- Tourist guide can get a top-of-the-line premium for his/her profile's search lists to be listed first only in the top part of the advanced sorting option and for further viewing.
- A competing tour company will try to highlight their applications, but in our application we will be preferred against the competing tour companies because of the diversity of the contacts and the guide features are at the forefront and can be selected by the users.
- The application is free for three months from the beginning the business .
- Advantages of our mobile application are that we are receiving fixed payments, not receiving commissions, offering unlimited job opportunities and the opportunity to make more money.
- At the same time, we provide unlimited and free information about the tourist places that the agencies cannot provide.

Promotional Strategies:

- If subscribed tourist guides share our ads , we will give a discount to their payment.
- We will make a raffle every month among the tourists who are download our application.
- We will determine the traveller with google ads service and publish advertisement to them.
- We will give advertisement to airline companies.

1.8 Competition

- We are better than other tourism agents in our competition because we do not take commissions, our guide diversity is high and users choose their guides according to their preferences, they also can vote and comment on online mobile app.
- We are better than google and 10ikipedia to giving information because the information is more collective and efficient, the goal can be reached in a shorter time and it is easier to access content that can be wondered.
- Agents receive commission as much as they find a job for guides. Otherwise we take constant payments.

1.9 Location

- Business Adress: Talatpasa St. No:5 , Esentepe , Sisli / Istanbul
- Leased
- It includes water,electric,internet,natural gas
- Kolektif House is a convenient place that provides a good network filled with collective home startups. Sisli metro line, metrobus and bus options are within easy reach of the city center. Green, abundant, sharing space high, inspiring, free, spacious environment. At the same time, high-speed internet, daily cleaning and 24/7 use is offered.

1.10 Management

- **Operation strategy**

There would be six working days in a week from Monday to Saturday with working hours 8am to 5pm. For the start, we would have just the members of the team without associates or partners.

- **Personnel Plan**

In our experience, a team works together efficiently...

- **Necip Gencer ASLAN:**

Necip Gencer is the one of the CO-Founder and manager of overall operations of Gezdirio.com. He is 2nd year student at Bahcesehir University with major in Industrial Engineering. He is a great enthusiast of entrepreneurship and qualify engineer.

Experience :

BAU-Technology Transfer Office

- **Ayşe Naz YILDIRIM**

Ayşe Naz is the one of the CO-Founder and manager of Financial Office. She is 3rd year student at Bahcesehir University with major in Economics and Finance and minor program Management Engineering.

Experience :

Finance Department Internship at Akkök Holding

- **Uğur YILMAZ**

Uğur is the one of the CO-Founder and Manager of Technology office. He is 3rd year student at Bahcesehir University with major in Software Engineering, double major program Industrial Engineering and minor program Management Engineering. He manages the software projects and develops the Gezdirio.com.

Experience:

Full-Stack Web Development Internship at TravelMean Travel Agency Software Solutions

IT Department Internship at Arzum Elektirkli Ev Aletleri Tic. A.Ş.

- **Ayşe Ezgi Özmen**

Ayşe Ezgi is one of the CO-Founder and manager of Marketing Office. She is 4th year student at the Bahcesehir University with major in Management Engineering.

Recruiting New Employees

New employees would be selected after going through the process of having to apply when necessary, then an interview. Applicants with good programming and entrepreneurship skills would be recruited. Upon recruitment employee enjoys all the rights as the others.

1.11 Swot Analysis:

- **Strengths:**

-We can respond quickly to problems without the need for approval of any higher management.

-We work fixed fee and do not get commission.

-If we think that the market is not suitable for us, we can easily change places.

-Tourists choose guides according to their wishes.

- **Weaknesses:**

-Less awareness of our company in the market.

-Our experience less than competing firms.

-Cash flow may not be safe in the early stages.

- **Opportunities:**

-As we are a new company, we tend to grow and develop.

-We are in a very convenient location.

-No competition in the low.

-Be convenient in terms of our country's tourists.

- **Threats:**

-Competition will increase as the company grows.

-Increase in the search for place in the market.

-Increased likelihood of imitating firms.

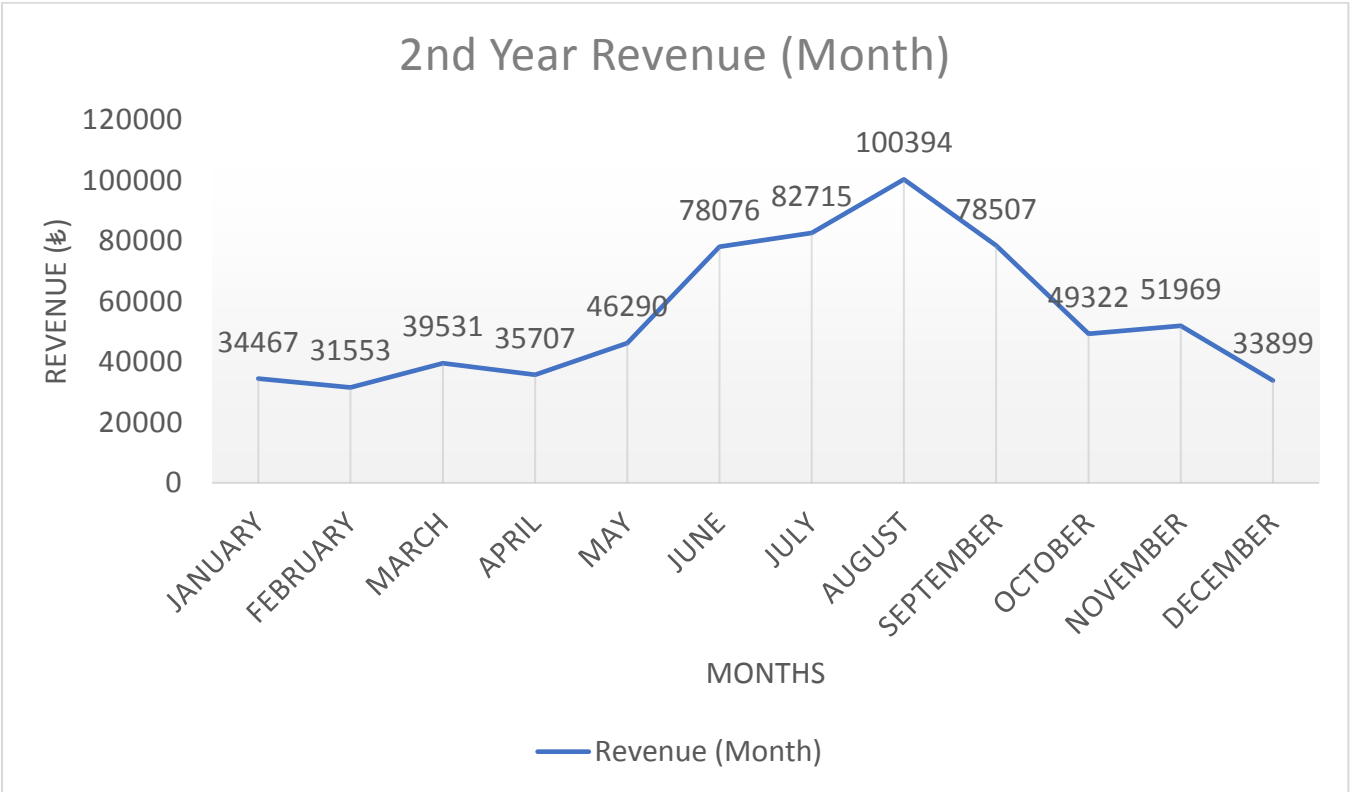
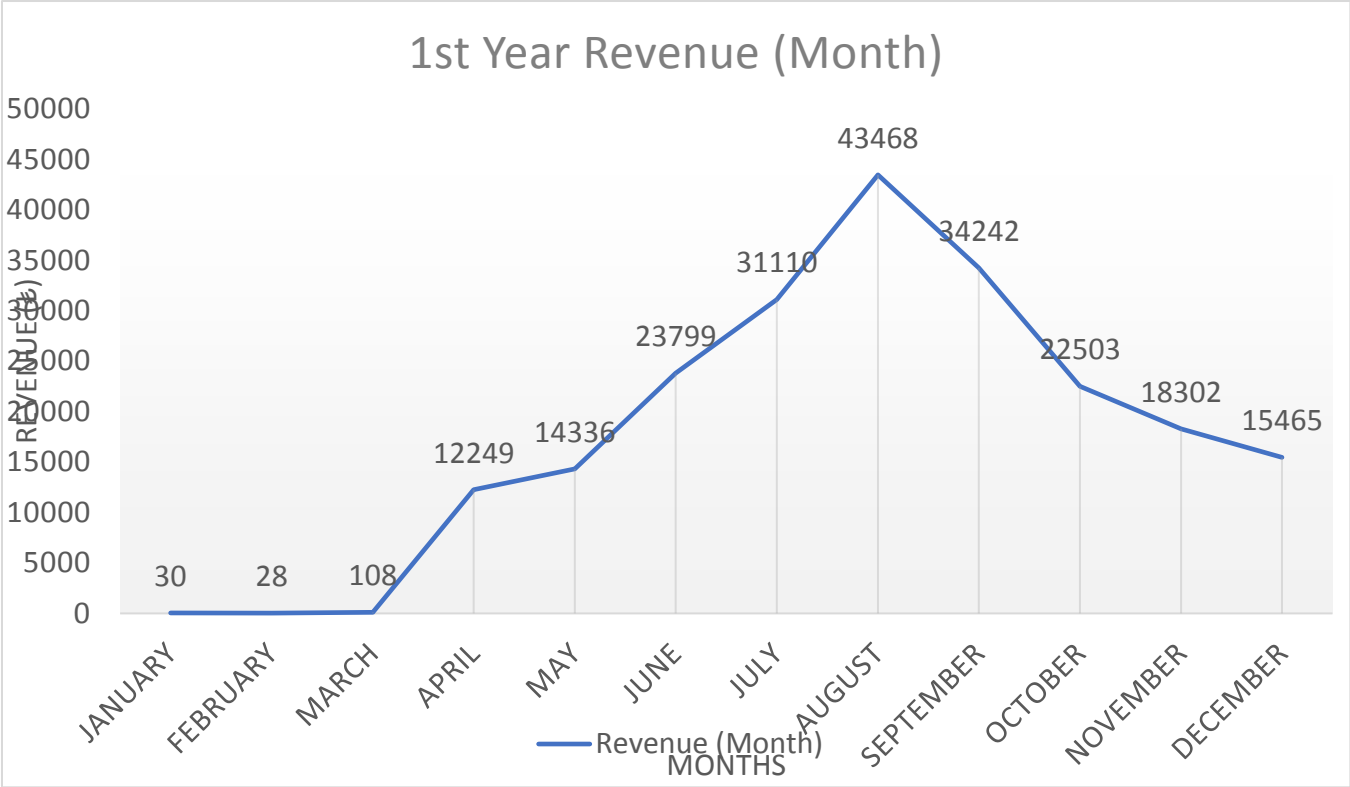
-Lower service cost than competitors.

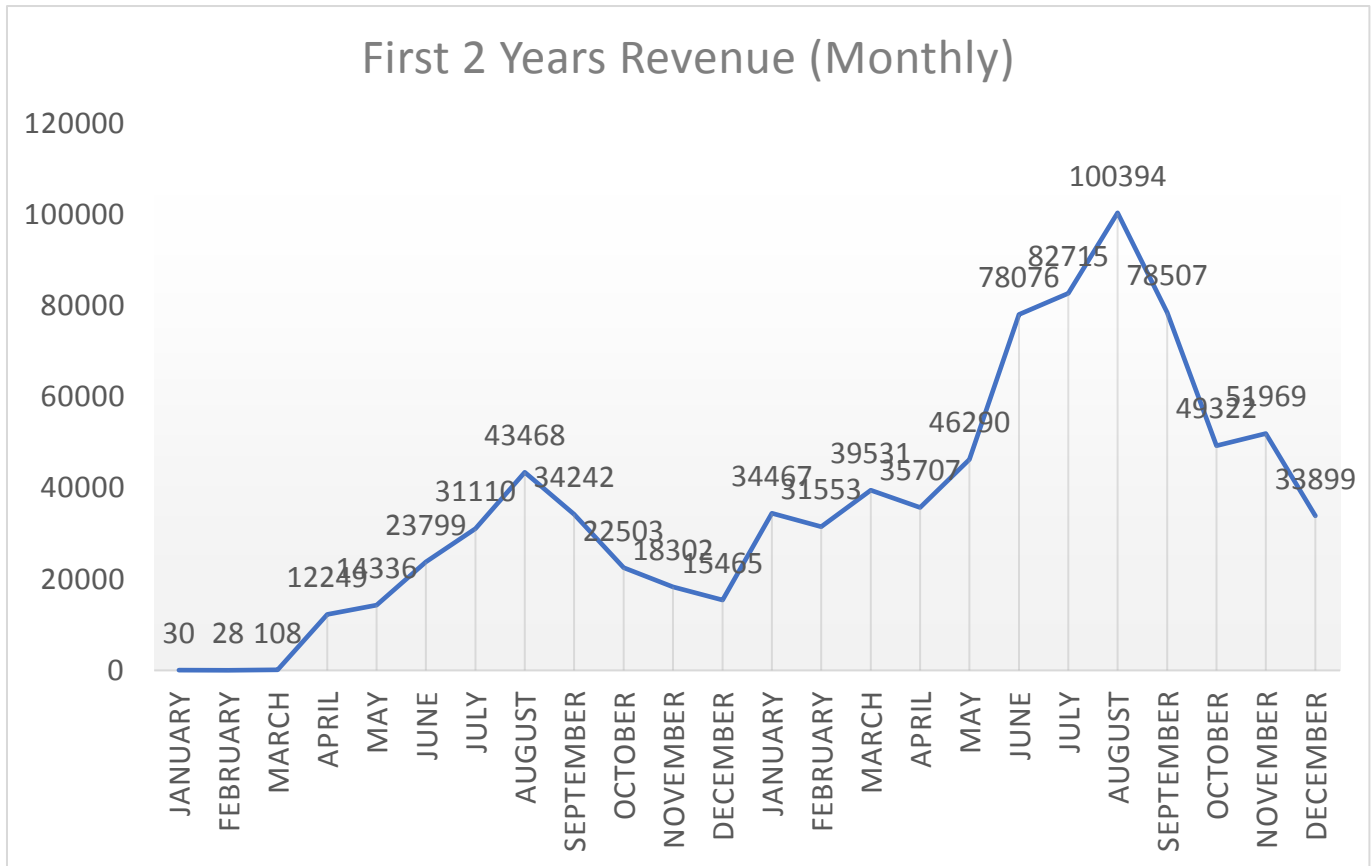
Financial Plan

2.1 Sales Forecast

YEAR 1												
Months	1	2	3	4	5	6	7	8	9	10	11	12
New Subscription (Annually)	30	22	27	12	14	23	30	42	33	22	18	15
Upper Side PREMIUM	0	0	0	2	2	5	13	6	4	2	5	3
HomePage PREMIUM	0	0	0	3	4	21	23	34	29	5	3	9
User Traffic	15.000	14.000	54.000	88.000	120.000	136.000	250.000	315.000	265.000	195.000	110.000	120.000
Advertisement per 1.000 view Payment	2 TL	2 TL	2 TL	2 TL	2 TL	2 TL	2 TL	2 TL	2 TL	2 TL	2 TL	2 TL
New Subscription Payment (Annually)	free	free	free	999 TL	999 TL	999 TL	999 TL	999 TL	999 TL	999 TL	999 TL	999 TL
Upper Side PREMIUM Payment	0	0	0 5 TL	5 TL	5 TL	5 TL	5 TL	5 TL	5 TL	5 TL	5 TL	5 TL
HomePage PREMIUM Payment	0	0	0 25 TL	25 TL	25 TL	25 TL	25 TL	25 TL	25 TL	25 TL	25 TL	25 TL
Revenue	30 TL	28 TL	108 TL	12.249 TL	14.336 TL	23.799 TL	31.110 TL	43.468 TL	34.242 TL	22.503 TL	18.302 TL	15.465 TL

YEAR 2												
Months	1	2	3	4	5	6	7	8	9	10	11	12
New Subscription (Annually)	12+22(34)	15+16 (31)	19+20(39)	26+9(35)	35+10(45)	44+33(77)	56+25(81)	67+31(98)	52+25(77)	32+16(48)	38+13(51)	22+11(33)
Upper Side PREMIUM	3	4	4	2	15	27	18	44	30	14	12	16
HomePage PREMIUM	10	12	9	14	25	14	29	35	14	19	18	14
User Traffic	90.000	98.000	136.000	154.000	240.000	272.000	400.000	567.000	477.000	351.000	198.000	200.000
Advertisement per 1.000 view Payment	2 TL	2 TL	2 TL	2 TL	2 TL	2 TL	2 TL	2 TL	2 TL	2 TL	2 TL	2 TL
New Subscription Payment (Annually)	999 TL	999 TL	999 TL	999 TL	999 TL	999 TL	999 TL	999 TL	999 TL	999 TL	999 TL	999 TL
Upper Side PREMIUM Payment	7 TL	7 TL	7 TL	7 TL	7 TL	7 TL	7 TL	7 TL	7 TL	7 TL	7 TL	7 TL
HomePage PREMIUM Payment	30 TL	30 TL	30 TL	30 TL	30 TL	30 TL	30 TL	30 TL	30 TL	30 TL	30 TL	30 TL
Revenue	34.467 TL	31.553 TL	39.531 TL	35.707 TL	46.290 TL	78.076 TL	82.715 TL	100.394 TL	78.507 TL	49.322 TL	51.969 TL	33.899 TL





2.2 Cost Forecast

- **Office rent:**
 - *Year 1:* 2500 TL (Monthly)
 - *Year 2:* 3000 TL (Monthly)
- **Credit card:** 1 percent to credit card providers, paid electronically as sale is processed.
- **Physical assests:** 25.000 TL 4 Year life (Initial Purchase)
- **Depreciation of equipment:**
 - *Year 1 :* 520,83 TL (Monthly)
 - *Year 2 :* 520,83 TL (Monthly)
- **Organization / Legal Cost:** 2646,68

- **Salaries (Monthly):**

	YEAR 1	YEAR 2
CEO	2000 TL	3000 TL
CFO	2000 TL	3000 TL
CTO	2000 TL	3000 TL
CMO	2000 TL	3000 TL
TOTAL	8000 TL	12000 TL

- **Social Security :**

- *Year 1* : $750 * 4 = 3000$ (Monthly)
- *Year 2* : $1.125 * 4 = 4500$ (Monthly)

- **Marketing :**

- *Year 1* : 4.166,66 TL (Monthly)
- *Year 2* : 5.000 TL (Monthly)

- **Utilities , Supplies , Travel, Communication :**

- *Year 1* : 2.150 TL (Monthly)
- *Year 2* : 3.200 TL (Monthly)

- **Income Taxes :**

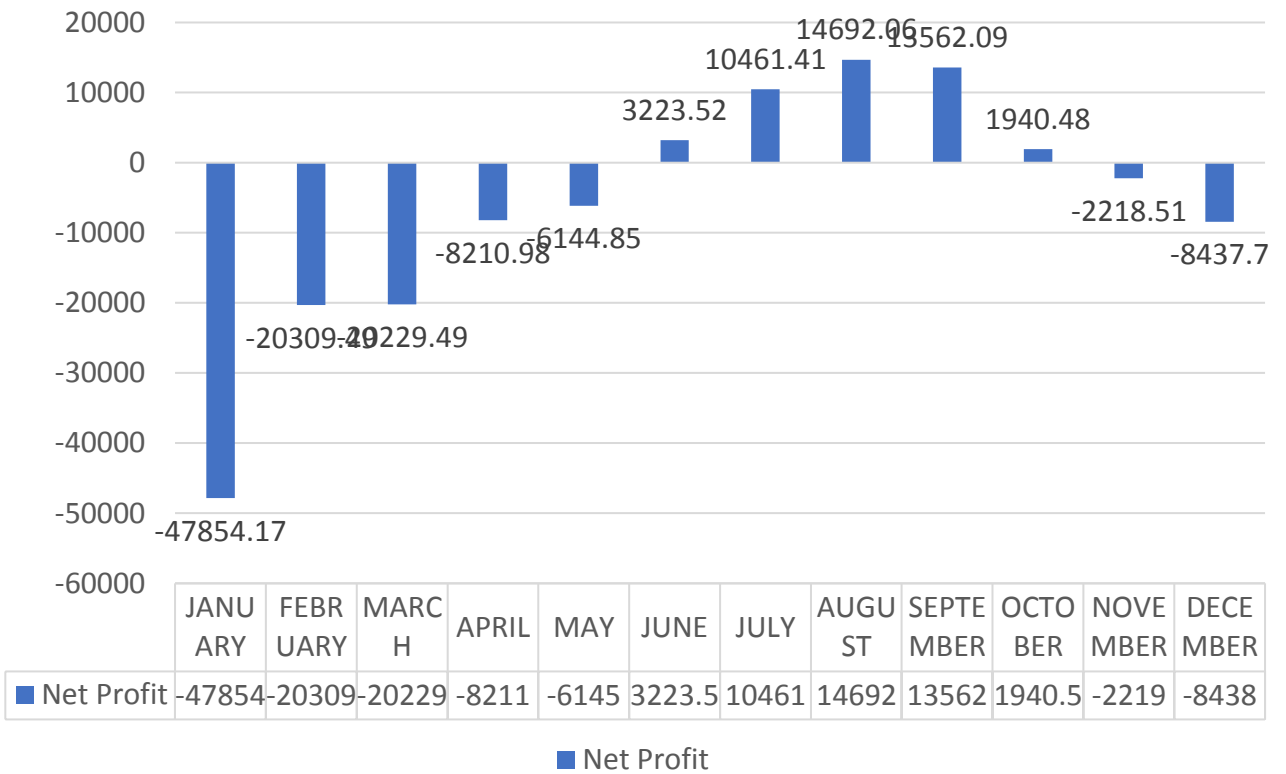
- *Year 1* : 11.414,32, TL
- *Year 2* : 69.774,25 TL

2.3 Income Statement

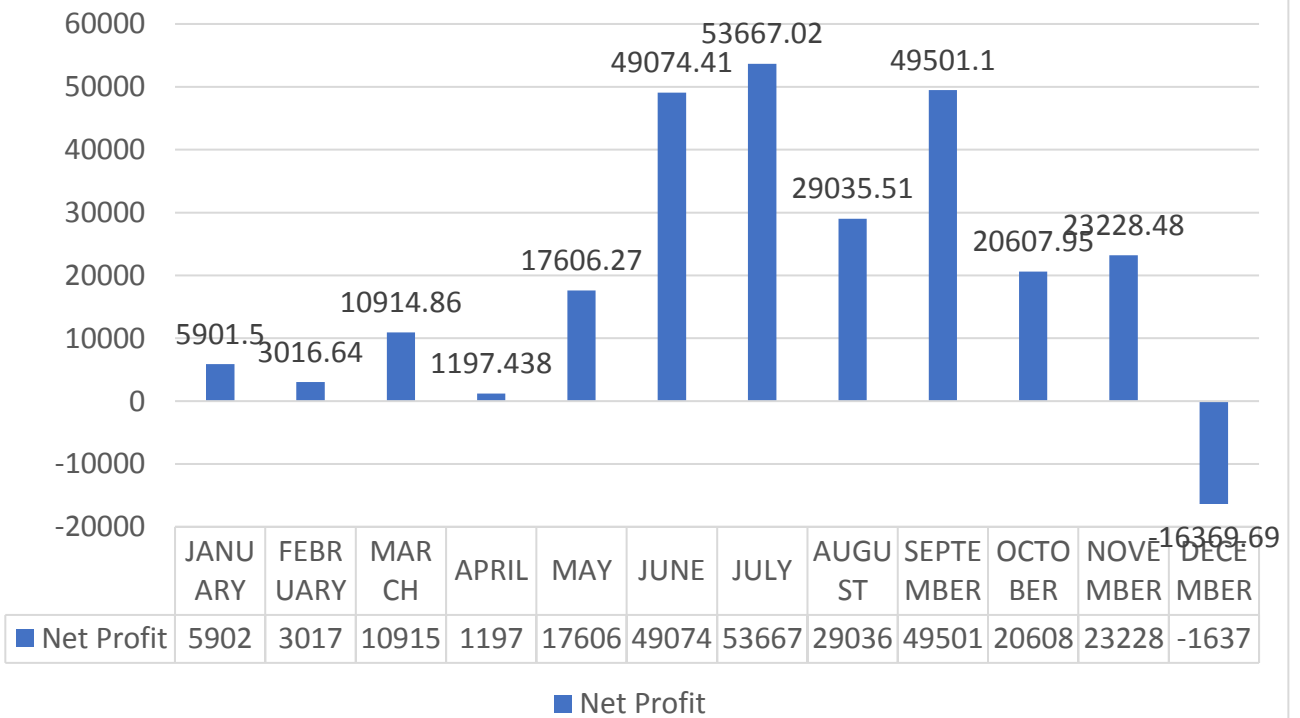
Year 1												Year end	
Months	1	2	3	4	5	6	7	8	9	10	11	12	
Revenues	30	28	108	12249	14336	23799	31110	43468	34242	22503	18302	15465	
Expenses													
Legal/Organization Costs(1st month)	2546,68												
Physical assets(1st month)	25000												
Credit card charges	0	0	0	122,49	143,36	237,99	311,1	434,68	342,42	225,03	183,02	154,65	
Marketing	4166,66	4166,66	4166,66	4166,66	4166,66	4166,66	4166,66	4166,66	4166,66	4166,66	4166,66	4166,66	
Depreciation	520,83	520,83	520,83	520,83	520,83	520,83	520,83	520,83	520,83	520,83	520,83	520,83	
Office rent	2500	2500	2500	2500	2500	2500	2500	2500	2500	2500	2500	2500	
Salaries	8000	8000	8000	8000	8000	8000	8000	8000	8000	8000	8000	8000	
Social security	3000	3000	3000	3000	3000	3000	3000	3000	3000	3000	3000	3000	
Utilities supplies,travel,communication	2150	2150	2150	2150	2150	2150	2150	2150	2150	2150	2150	2150	
Profit before income taxes	-47854,17	-20309,49	-20229,49	-8210,98	-6144,85	3223,52	10461,41	22695,83	13562,09	1940,48	-2218,51	-5027,14	
Income tax				0				8003,767				3410,56	
Net profit	-47854,17	-20309,49	-20229,49	-8210,98	-6144,85	3223,52	10461,41	14692,06	13562,09	1940,48	-2218,51	-8437,70	-69525,63

Year 2												Year end	
Months	1	2	3	4	5	6	7	8	9	10	11	12	
Revenues	34467	31553	39531	35707	46290	78076	82715	100394	78507	49322	51969	33899	
Expences													
Credit card charges	344,67	315,53	395,31	357,07	462,9	780,76	827,15	1003,94	785,07	493,22	519,69	338,99	
Marketing	5000	5000	5000	5000	5000	5000	5000	5000	5000	5000	5000	5000	
Depreciation	520,83	520,83	520,83	520,83	520,83	520,83	520,83	520,83	520,83	520,83	520,83	520,83	
Office rent	3000	3000	3000	3000	3000	3000	3000	3000	3000	3000	3000	3000	
Salaries	12000	12000	12000	12000	12000	12000	12000	12000	12000	12000	12000	12000	
Social security	4500	4500	4500	4500	4500	4500	4500	4500	4500	4500	4500	4500	
Utilities supplies,travel,communication	3200	3200	3200	3200	3200	3200	3200	3200	3200	3200	3200	3200	
Profit before income taxes	5901,5	3016,64	10914,86	7129,1	17606,27	49074,41	53667,02	71169,23	49501,1	20607,95	23228,48	5339,18	
Income tax				5931,662				42133,72				21708,87	
Net profit	5901,5	3016,64	10914,86	1197,438	17606,27	49074,41	53667,02	29035,51	49501,1	20607,95	23228,48	-16369,69	247381,49

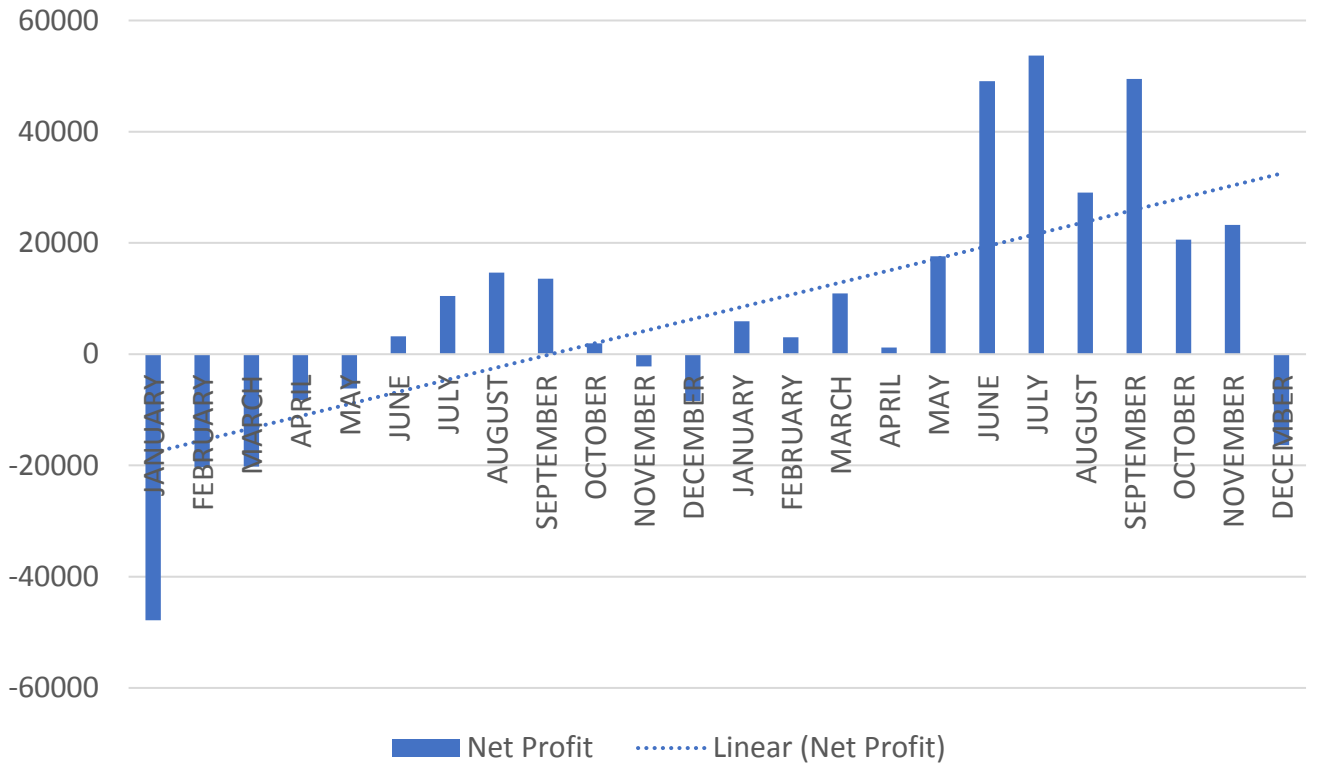
Net Profit 1st Year



Net Profit 2nd Year



Net Profit (First 2 Year)



2.4 Cash Flow

Year 1													Year 1
Months	1	2	3	4	5	6	7	8	9	10	11	12	
+ Cash inflows													
Cash payments from customers	30	28	108	12249	14336	23799	31110	43468	34242	22503	18302	15465	
-Cash outflows													
Legal/Organization Costs(1st month)	2546,68												
Physical assets(1st month)	25000												
Credit card charges	0	0	0	122,49	143,36	237,99	311,1	434,68	342,42	225,03	183,02	154,65	
Marketing	4166,66	4166,66	4166,66	4166,66	4166,66	4166,66	4166,66	4166,66	4166,66	4166,66	4166,66	4166,66	
Office rent	2500	2500	2500	2500	2500	2500	2500	2500	2500	2500	2500	2500	
Salaries	8000	8000	8000	8000	8000	8000	8000	8000	8000	8000	8000	8000	
Social security	3000	3000	3000	3000	3000	3000	3000	3000	3000	3000	3000	3000	
Utilities supplies,travel,communication	2150	2150	2150	2150	2150	2150	2150	2150	2150	2150	2150	2150	
Income tax				0				8003,767				3410,56	
Ending balance of cash	-47333,34	-19788,66	-19708,66	-7690,15	-5624,02	3744,35	10982,24	15212,89	14082,92	2461,31	-1697,68	-7916,87	-63275,67

Year 2													
Months	1	2	3	4	5	6	7	8	9	10	11	12	Year end
+ Cash inflows													
Cash payments from customers	34467	31553	39531	35707	46290	78076	82715	100394	78507	49322	51969	33899	
-Cash outflows													
Credit card charges	344,67	315,53	395,31	357,07	462,9	780,76	827,15	1003,94	785,07	493,22	519,69	338,99	
Marketing	5000	5000	5000	5000	5000	5000	5000	5000	5000	5000	5000	5000	
Office rent	3000	3000	3000	3000	3000	3000	3000	3000	3000	3000	3000	3000	
Salaries	12000	12000	12000	12000	12000	12000	12000	12000	12000	12000	12000	12000	
Social security	4500	4500	4500	4500	4500	4500	4500	4500	4500	4500	4500	4500	
Utilities supplies,travel,communication	3200	3200	3200	3200	3200	3200	3200	3200	3200	3200	3200	3200	
Income tax				5931,662				42133,72				21708,87	
Ending balance of cash	6422,33	3537,47	11435,69	1718,268	18127,1	49595,24	54187,85	29556,34	50021,93	21128,78	23749,31	-15848,86	253631,448