# Strategic Plan Part I: Proposal of a New Division in Travel Agency

# New Division in Travel Agency

Organizations need to adjust to the market to survive. Adapting to the market does not only mean in logistical or operational categories. Equally important is providing unique services and or products that can set them apart. Innovation is an essential part of this process of adjusting to the market environment. "Innovation is fostered by information gathered from new connections; from insights gained by journeys into other disciplines or places; from active, collegial networks and fluid, open boundaries"(Jacobovitz & Shalom, 2015, p. 396). In other words, converting an idea that will satisfy a need and create profit. Let me elaborate on the travel agency industry and a proposed service that has not been heard of before. I call it: Passenger Matching.

**New Service Proposal (Passenger Matching) and Mission Statement**

The new service will be passenger matching during flights. The service, in this case the APP will allow for travelers to make special request during long or short flights and both parties have to agree. Here are three minor examples of request via the APP. 1). First time expecting mother would like to sit next to a first time expecting mother to exchange experiences. 2). Soon to be lawyer looking for an experienced lawyer to share experiences. 3). Student needing to interview a professional for an assignment. There are endless matching request opportunities. The key here is that both parties will have to agree.

My mission is for my travel agency to become the pioneer in this category of Passenger Matching by providing a unique service that will result in a more comfortable way of traveling. The experience will be a one of a kind with little cost to the individual customer, however, significant gains for the company when looked at from a broad perspective. Think about how many flights per day? With just a minimum charge of one dollar per passenger that requests the service, the amount will add up to a significant one.

**Addressing Customer Needs and Achieving Competitive Advantage**

Customer needs will be uppermost in our minds, and the service will also be user-friendly so that it is appealing to the customers. Utilizing today’s methods and platforms such as apps will enable a competitive advantage. In other words, inventing a new service but not re-inventing the wheel by maximizing what is already available. Such action will allow the developers to focus on a passenger matching app that is sustainable, convenient, and answers the customer needs. The competitive advantage we will have is that this is not an enhancement of a product but rather a new service. Through the app we will be able to control the service and gain profit no matter who uses it.

**Vision and Business Model and how they Align with the Company**

The overall vision is to maximize profit by providing customers with a unique service and selling that service to individual airlines. However, the target market can be expanded to local or online travel agencies as well as individual customers via an app. Think about how many passengers travel per day? It is estimated that about 9 million people travel per day (“Bureau of Transportation Statistics”, 2017). Imagine just one-tenth of those passengers actually utilize the add-on service that can be as low as one –dollar. This will quickly add up to a significant amount of money with little to no cost to the company. This vision directly aligns with the company by providing a more comfortable and unique traveling experience while at the same time opening a new revenue stream with an innovative solution.

**How the Vision, Mission, and Values Guide the Division’s Strategic Direction**

The mission, vision, and values are what drive the strategic plan and direction of an organization. Strategic direction is like a roadmap established to achieve the overall goals and purpose of an organization. According to "The Basics of Strategic Planning" (2017), “Strategic Planning is a disciplined effort that produces fundamental decisions and actions that shape and guide what an organization is, who it serves, what it does, and why it does it, with a focus on the future” (para. 1). The airline industry is a very competitive one with airlines consistently seeking to provide passengers with new perks to set themselves apart. Our strategic direction will be that of highlighting the level of comfort gained for those travelers in need of assistance in any category. Our values will steer the strategic direction into providing a safe environment, practice, and unique solutions for passenger requests. Making the service affordable will also be a strategy that will result in a win-win situation for both our organization and the customers. The power of the multiplier, so many passengers per day as previously mentioned will allow for a low charge resulting in significant profit.

**Guiding Principles and Values for your Division in the Context of Culture, Social Responsibility, and Ethics.**

Guidelines, principles, and values in any organization are necessary and must be aligned with the cultural, social responsibility, and ethics. Providing a service as such can create unique situations and or friction depending on where it is being applied. We have to keep in mind the sensitivities of the culture per country and ethics in which the majority of its citizens conform to.

We understand that the service will first be perceived as an “on flight dating app” and we must get our point clear that it is not. The principles and values will be aligned and approached with a professional, assistance, and comforting on flight matching service. Our company will be dedicated to providing a safe and secure means of matching every passenger requesting the service while ensuring both parties are in total agreement.

Now, speaking from a social responsibility standpoint, we have to commit to the public and make clear that the service will be provided in the safest way possible, with all parties agreeing, and that it provides benefit to society as a whole. Making it clear and accepting that indeed the service can and in cases will be utilized to meet people also demonstrates our transparency with the potential customers. However, if the app is utilized with a dating purpose in mind, as long as both parties agree, we will not have a problem.

**Conclusion**

Strategic planning is steered and enabled by a clear mission and vision. One must also have clear guidelines and values that work hand in hand with cultural, social and ethical responsibilities. Innovation and uniqueness when implementing any product or service will provide a competitive advantage. Equally important is keeping the customer’s needs in mind and valuing your employees. After all, respectively, customers and employees are the engines and the fuel of a company. I strongly believe that this new service will be extremely successful and will open up a new stream of revenue with little cost to the customer and insignificant addition of efforts to the travel industry.

References

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