

# Businessplan Web Platform TravelTours

## Overview

<i>Project Name</i>	Web Platform for Cape Coast Tours
<i>Project Manager</i>	Pearl Oti-Amoako
<i>Project Dates</i>	Start Date: Oct 1, 2025 End Date: open
<i>Background</i>	Frank Doe, a licensed Ghanaian tour guide, is highly rated on GetYourGuide and TripAdvisor for his Cape Coast heritage tours but currently depends on third-party platforms and WhatsApp for bookings, limiting growth and direct revenue
<i>Objectives</i>	<ul style="list-style-type: none"><li>• Develop a mobile-optimized, professionally designed website with direct booking functionality</li><li>• Sync and integrate all external listings (TripAdvisor, GetYourGuide, Google Travel)</li><li>• Establish Frank as Ghana's leading travel guide through branding and client testimonials</li><li>• Improve SEO visibility for key terms like "Cape Coast tours" and "Ghana travel guide"</li><li>• Incorporate marketing tools such as Google Ads, social media advertising, and email newsletters</li></ul>

### Target Audience

The platform targets international travelers from Europe and North America interested in cultural and heritage tours of Cape Coast, as well as the African diaspora seeking authentic travel experiences.

## Management Summary

This project transforms Frank Doe's highly rated tour services into an independent, export-ready tourism brand. Building a dedicated web platform will reduce commission fees paid to third parties and enable higher direct booking volumes with enhanced brand control.

### Key Financials:

- Required investment: approx. CHF 10,000
- Risk level: Low
- Duration: 3–6 months
- Projected return: 20–40% (variable)

## 1. Company Overview

### 1.1 History

Frank Doe has built credibility through consistent positive reviews on major booking platforms, providing immersive cultural tours in Cape Coast.

### 1.2 Current Situation

Bookings are handled via WhatsApp and third-party platforms, which limits customer interaction and revenue potential.

### 1.3 Vision

To establish a fully independent digital presence that drives direct bookings, grows brand recognition, and positions Frank as Ghana's top tour guide.

Upon request