

Case Study

PRODUCT DEVELOPMENT STRATEGY/ IMPLEMENTATION SUPPORT



Client

Global Online Player in Tourism Sector



Background

The client signed an MoU with a State Tourism Development Corporation to develop **Regional Product Offerings** and onboard partners from the region on its platform



Solution

SGA offered strategic project advisory services to assist the client in development of tourism ecosystem in relatively less explored destinations through services such as:

- ✓ Resource mapping through screening of villages/ clusters based on tourism potential and accessibility parameters
- ✓ Packaging of client's products with nearby places of tourist interests
- ✓ Engaging training service provider for capacity building and financial literacy
- ✓ Pilot on-boarding of 50 partners



Result

The client was able to successfully execute the MoU with the state government – developing and deploying the offerings portfolio for the region on its platform



Snapshots

