



SHREEJA TOURS & TRAVELS

www.shreejatours.com

The image displays two overlapping screenshots of the Shreeja Tours website. The top screenshot shows the homepage with a navigation menu (Home, Tours, Tour Details, About Us, Gallery, Contact) and a main heading: "Experience Unmatched Delight With Shreeja Tours." Below this is the tagline "Where Exceptional Memories begins with US!" and a paragraph: "Creating Memorable Journeys Since 2015.. At Shreeja Tours Travels, we are dedicated to turning every journey into a memorable experiences. With 10+ years in the travel industry, We specialize in organizing comfortable, safe and customized travel experiences for individuals, families, and corporate groups." The bottom screenshot shows a tour listing for "Konkan Coastal Bliss" with details: "Alibaug, Malvan, Tarkarli, Ganpatipule", "2 Days - 3 Nights", and a price of "₹3,999/- Per Person". Another tour, "Sahyadri Hills Es...", is partially visible with details: "Lonavala, Matheran, Panchgani, Mahabaleshwar", "2 Days - 1 Nights".

This infographic section features a dark grey background with white text and green circular accents. The text reads: "Next trip into a story worth sharing." followed by a navigation menu (Home, Tours, Tour Details, About Us, Gallery) and a "Per Person" button. Below this, the text "I've Travelled" is followed by a paragraph: "Over 100,000+ customers and more than a decade of travel Shreeja Tours has built its reputation on trust, transparency, and reliability. We pride ourselves on offering premium quality travel experiences at affordable rates, without compromising on quality. Our commitment is a step of the way – from planning to execution – ensuring every journey is effortless and unforgettable. Choosing a travel partner who listens, understands your needs, and takes care of every detail means choosing a travel partner who listens, understands your needs. We don't just take you places – we take care of every detail." The infographic includes three green circles with white text: "10+ Tie-ups", "20+", and "2+ Tours".

1. ABOUT US

01 Company Overview

Shreeja Tours is a travel service provider offering curated tour packages and travel solutions. It focuses on delivering comfortable, affordable.

02 Establishment & Growth

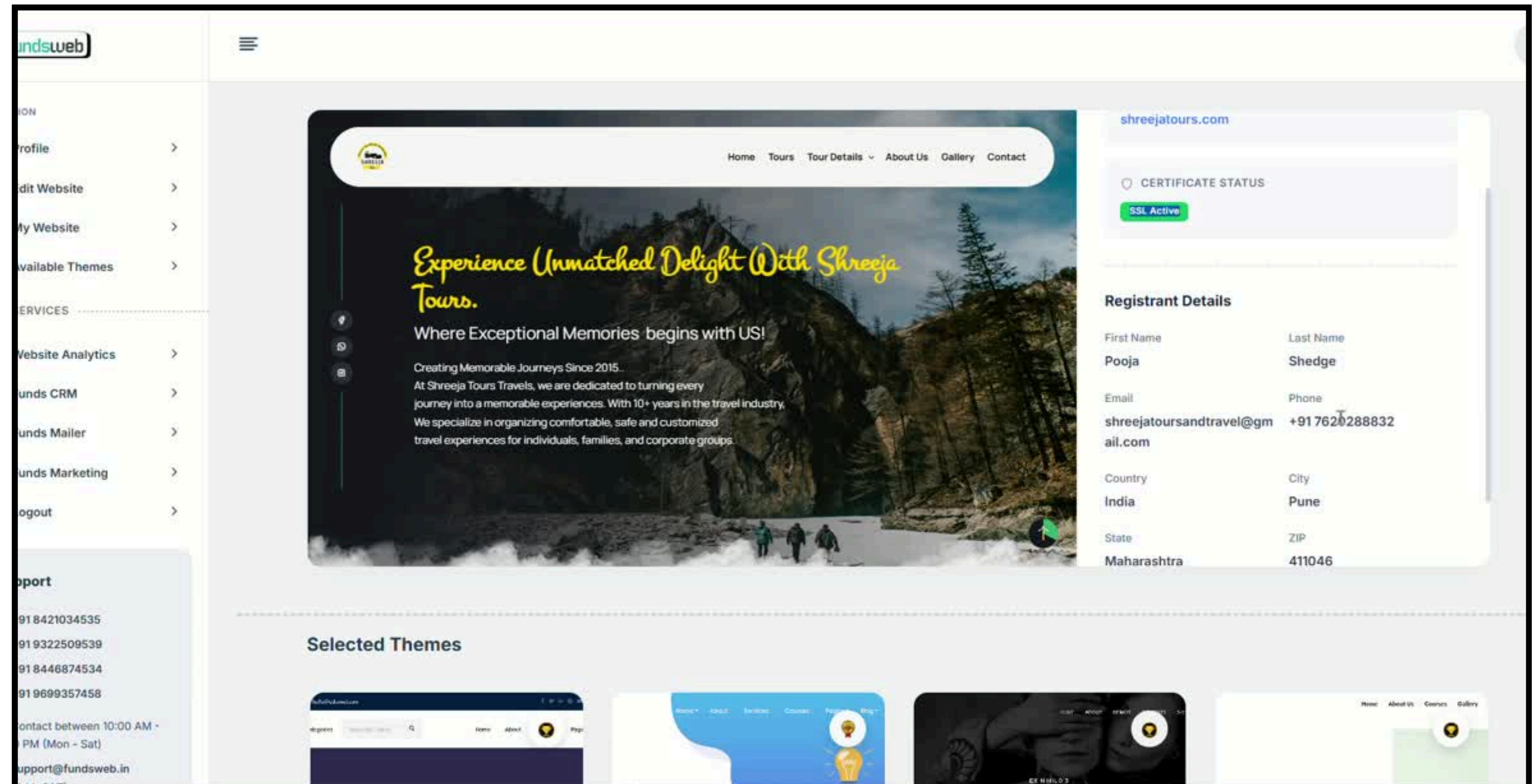
The company has been operating in the tourism industry serving individual and group travelers. It has built trust through organized tours, customer service.

03 Location Presence

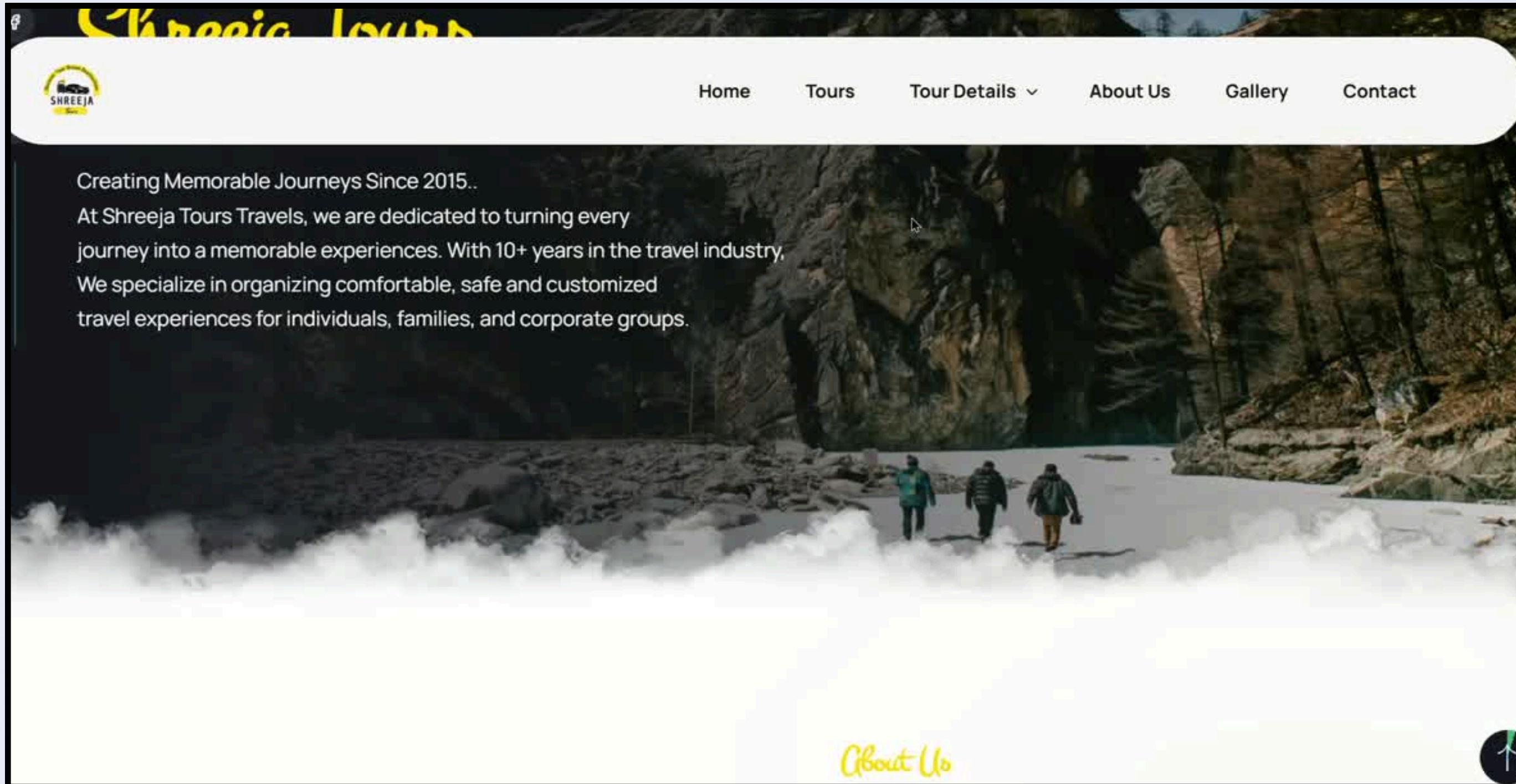
Shreeja Tours primarily operates in India with a focus on regional and domestic travel markets. It caters to customers looking for both local and outstation.

04 Core Offerings

The platform provides tour packages, travel planning, booking assistance, and itinerary management. It helps customers explore destinations.



2. PROBLEM STATEMENT



01 Limited Digital Presence

Shreeja Tours lacked a strong structured online platform to showcase tour packages.

02 Unorganized Package Display

Tour packages and travel details were not presented in a clear and comparable format. Customers faced difficulty in understanding itineraries.

03 Lead Capture & Inquiry Gaps

There was no centralized system to capture and manage customer inquiries. This led to delayed responses and missed potential bookings.

04 Marketing & Reach Limitations

Digital marketing campaigns lacked proper tracking and performance measurement. This resulted in low optimization of ad spend and limited.

3. SOLUTION

01 Structured Travel Website Platform

Developed a responsive website with organized tour package listings and categories. Enabled easy browsing, itinerary viewing, and inquiry.

02 Inquiry & Lead Management System

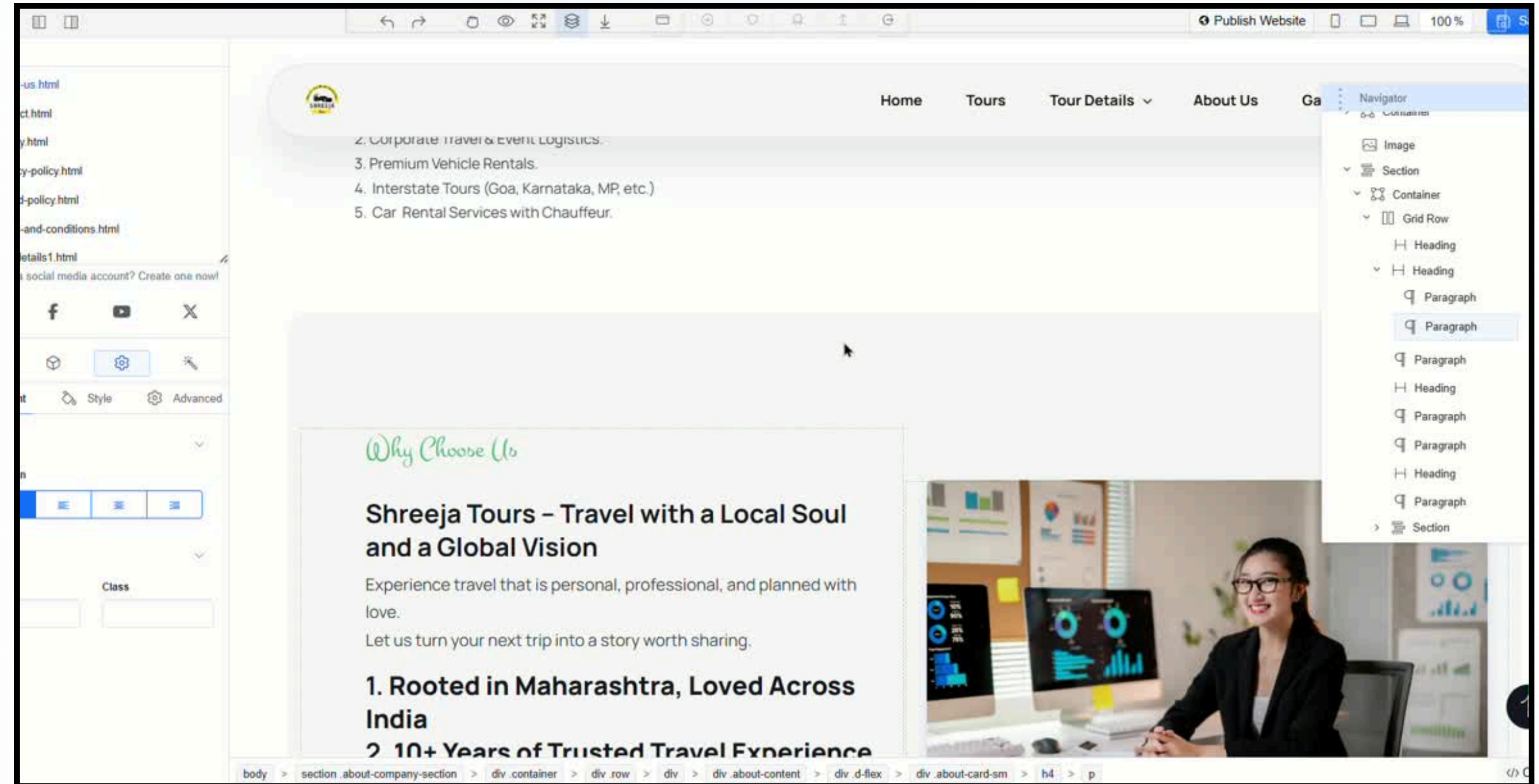
Implemented a system to capture customer inquiries directly from the website. Streamlined follow-ups and improved response time for higher.

03 Content & Package Presentation Optimization

Created clear sections for destinations, pricing, inclusions, and schedules. Improved user understanding and decision-making through structured.

04 Marketing & Engagement Tools

Integrated contact forms, WhatsApp communication, and email response systems. Enabled faster engagement and improved customer interaction.



4. TECHNOLOGY STACK



01 Frontend Technologies

HTML, CSS, JavaScript for responsive UI and structured layouts.

Ensured fast loading speed and mobile-friendly user experience.

02 Backend Technologies

Node.js / PHP-based backend for handling data, APIs, and business logic.

Enabled scalable and efficient processing of user and lead data.

03 Database & Hosting

MySQL / PostgreSQL database for storing property and user data.

Hosted on cloud servers (AWS / VPS) ensuring reliability and uptime.

04 APIs & Third-Party Integrations

Integrated Google Analytics, Meta Ads tracking, and lead capture APIs.

Used third-party tools for marketing automation and communication.

5. GROWTH & IMPACT

01 Increase in Customer Inquiries

Website-based inquiry system improved lead generation significantly. Customers could directly connect without dependency on offline channels.

02 Improved Conversion Rate

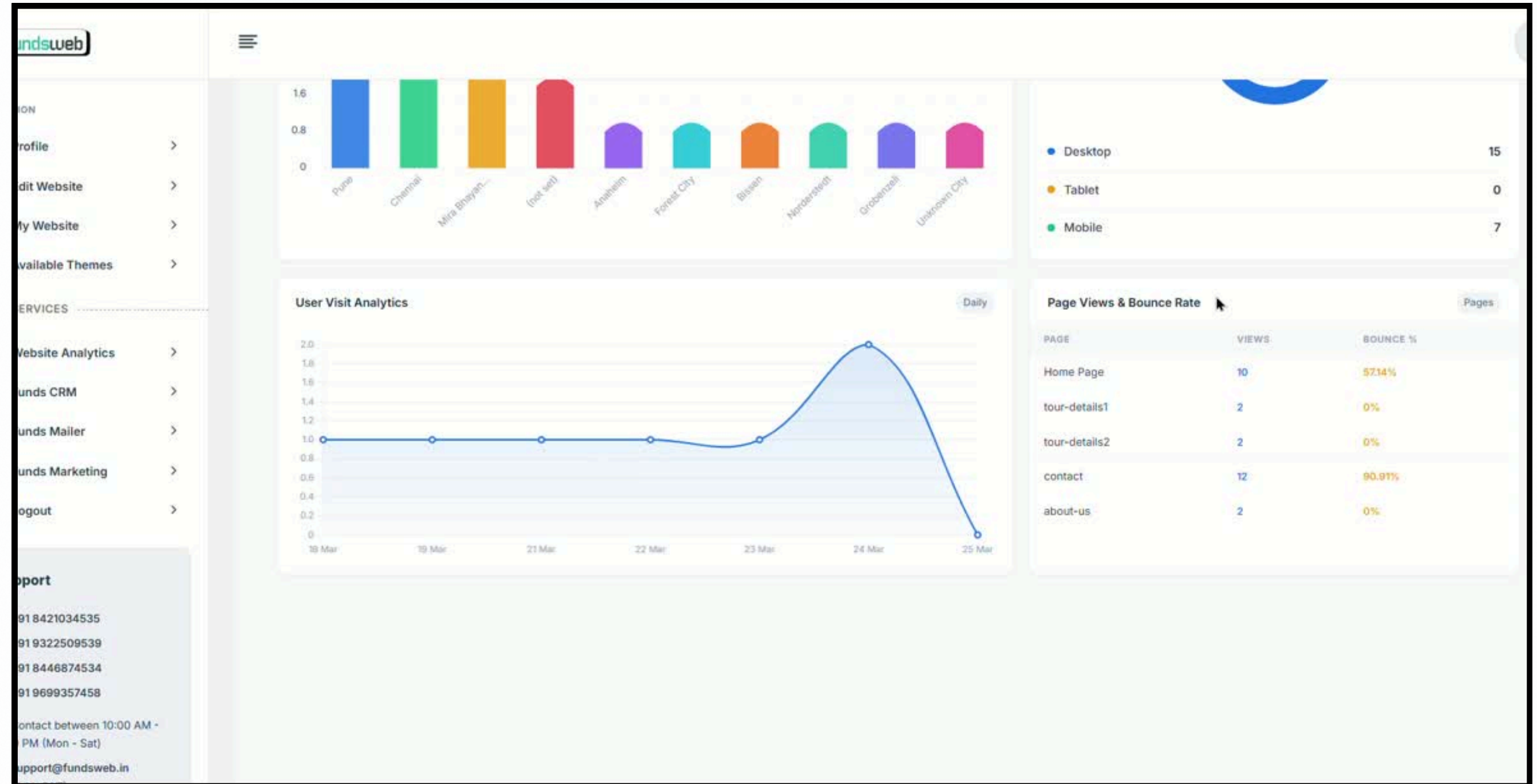
Faster response and structured information improved booking conversions. Customers gained clarity, reducing hesitation in decision-making.

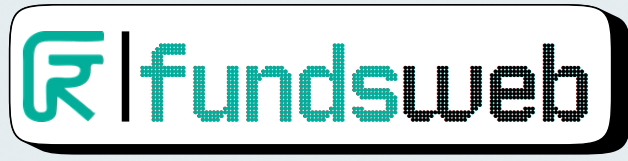
03 Enhanced Online Visibility

Digital presence improved through website and basic SEO practices. Helped reach a wider audience beyond local networks.

04 Operational Efficiency

Automation reduced manual coordination and improved workflow management. Enabled better handling of multiple inquiries and tour planning.





Contact Us



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Thank You

