



**TRAVELSUR USA CORP.  
SMALL AND MEDIUM BUSINESSES TOUR OPERATOR AND TRAVEL SERVICES**

**Executive Summary**

Travelsur USA Corp. is a design and creative business with a focus on the expertise of the fast paced industry of the Tourism, mobile devices and social media. The goal is to provide the industry and clients with a cost-effective, long-term and quality solution. The online presence of small and medium size businesses (SMBs) are the most neglected type of businesses online. Based on a Tourism and the Travels Services survey almost 70% of all SMBs do not have a mobile friendly website and over 30% of SMBs do not have a website at all. In a world where 80% of consumers are more likely to buy from mobile friendly websites while 61% are more likely to leave if a website is not mobile friendly; having a mobile friendly website is not no longer an option as it is a necessity .

In an industry where big ad agencies cater to bigger businesses and freelancers are not equipped to provide a broader set of services to SMBs, Travelsur USA Corp. will focus on providing a broader set of specific services catering to the needs of SMBs. Travelsur USA Corp. understands that SMBs come in different sizes and have different needs, so it will also provide a different set of customized service packages and to fulfill the needs of customers better.

**Problem Statement**

The problem is that with the combination of the changing nature of web design, the web and its technologies with the lack of business owners to be able to stay on top of new changes leads to outdated design practices. Most SMBs do not have a mobile friendly or mobile optimized website. The purpose of this start-up business will be to encourage the implementation of Responsive Web Design (RWD) to SMBs.

**Mission, Vision, Core Values**

Travelsur USA Corp. exists to help SMBs to keep up with the fast paced creative industry of design. Passion, Fun and limitless creativity is our philosophy. Offering service solutions for small and medium businesses our design agency is constantly striving to create exciting new designs that meet our clients' vision.

**Vision**

**Travelsur USA Corp.** provides SMBs to expand their professional horizons. We set out to create a world in which design is not a commercialized product or service but an experience.

**Core Values**

**Travelsur USA Corp.** prides itself from having this set of core values aimed to provide the best services:

- 1) To help you keep up with the markets and industries
- 2) To help rid the world of bad design
- 3) Provoke a sense of emotion and reflection

- 4) Always adapt and remain flexible to the changing technologies. Embrace change...change is good providing you with high quality work and exceptional services
- 5) Planning and developing new, refreshing and effective ways to give you the spotlight

### **Industry and Proposed Company**

The web industry is a changing and evolving industry. Since the day the World Wide Web (WWW) was created, it has evolved from a commodity to a necessity. The industry has also seen a change in the technologies that comprise the web like cascading style sheets (CSS), PHP Hypertext Processor (PHP) and even hypertext markup language 5 (HTML 5). This has led to endless trends and expanding markets. Things like ecommerce, mobile adaptability, mobile friendly, and responsive web site design are some of the trends that have appeared since the creation of the Internet and the Web.

Responsive Web Design (RWD) is a practice that started in 2010 to cover the needs of an unstable web environment. The web and Internet are integrated from our computers, our smartphones, our tablets, our Televisions (TVs) and even our gaming devices (Kadlec, T. 2013). Initially, web designers and developers were most concerned with making websites Cross-Platform, meaning making websites suitable to be seen in different operating systems (OSs) and the main browsers available. Now, professionals must also concern themselves with, different devices, different OSs and different browsers, but also with different screen sizes and resolutions (Callahan, B. 2012). RWD covers all of these concerns by providing an ideology of designing a website that responds to different screen sizes in a way that content is delivered in the best way possible. The web is an ever-evolving environment; professionals in the industry are always finding ways to make the web a better place in terms of graphics and functionality. RWD is well fitted for SMBs because of the projected size of their websites, which are not meant to have as much of a higher content count as bigger businesses' websites. The reality of the industry is that RWD is not exclusive from adaptive web design, also called dedicated web design, where designers create specific websites according to the device in order to cut down on website sizes and loading time. This has led to the next step of RWD, which is High Performance Responsive Web Design (HPRWD). This method is intended to take everything that is good about RWD and dedicated web design in order to provide the best web experience to the end consumer (Barker, T. 2014).

Web start-ups and software related start-ups for that matter have changed in the past decade. The web industry has embraced itself conducting most of its businesses online and at lower costs. Open source tools make it easier and cheaper to do things lowering costs for the business while online tools such as VoIP make it cheap for operating costs such as making phone calls. The Internet and the web have changed and made an impact on every sector and even more so in the web industry; it is layer upon layer of new and better tools (Walsh, R. 2009). Credibility is the most important part of a start-up and unfortunately the least aspect a business has control of, as the customers are the ones that control how credible a web designer is based on previous experiences. It is a business owner's job to make sure its credibility is strong and



withstanding (Smith, J. 2007).

Web Design businesses can be run from one person working at home to multiple people working in an office or in different parts of the world. The key things to keep in mind are: 1) working on an individual schedule; 2) distractions; 3) client management; 4) sales; 5) being able to give each of the previous points enough time to get things done and get more work (O’Nolan, J. 2011, January 27).

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**Travelsur USA Corp.**