Executive Summary

Cyber Travels (Pvt) Ltd was established to grab the business opportunities considering the competency based on the current professional experience in IT industry. After the end of terrorist war May 2009 the internal travelling of the country has risen and passengers go for more on enjoying from place to place all over the country than before. Also the rising in internet & email subscribers in Sri Lanka has open an opportunity to connect the travel service providers and traveller over the internet. Is there an effective way to bring all island travel service providers together? Importantly, can public connect the service providers directly, transparently? Fleet management (Vehicle tracking) is needed by travelling service providers and vehicle owners, is a high concern today. The project will target on finding a solution (new model) for the above context.

The methodology to identify new model was planned in three stages. It starts with the preliminary study where a Cab Service (Cyber Cabs: www.cybertravels.lk) was established and operated for few months. Meanwhile a System prototype was built based on the observations to track vehicles which will be enhanced to a Vehicle Tracking System. This is the second stage. Thirdly the Public Web Portal www.gaman.lk, a Customer-to-Customer (C2C) solution where individual travel service providers and travellers get connected.

The web portal is based on a vehicle tracking system will allow to find more customer segments such as vehicle owners who are in need of fleet management. In fact the core solution is catering for multiple needs and it will bring the competitive advantage for the company. Further, Vehicle Tracking, Free vehicle locating and connecting, Ability to find and connect the nearest vehicle, Extensive public reach and Web advertising can be identified as the significant points of the solution.

So far the project has been successful, the technology selection and product developments has successfully progressing. However the required government approvals on GPS devices under TRC and MOD have made impact on launch and marketing. The future of the project looks for the launching and marketing www.gaman.lk which will further provide advertising opportunities once established. The project has given the opportunity

for entrepreneur to gain skills and more experiences on business in the five months of period.