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# **MAKE MY TRIP FINAL ASSESSMENT**

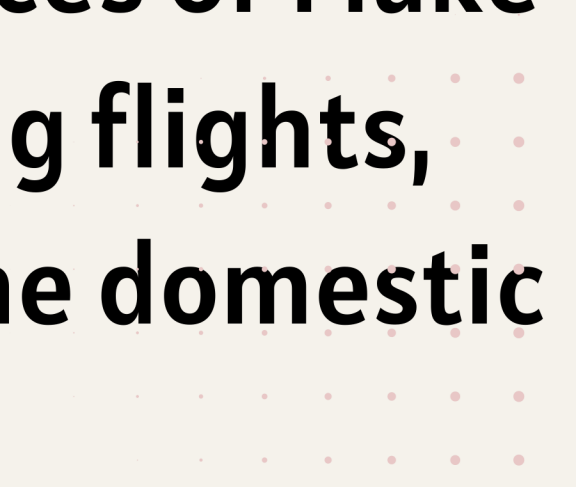
# INTRODUCTION

**The 'Make My Trip Final Assessment' case is a complex work that analyses the competitive steps and organizational issues of Make My Trip, a famous OPOT provider. The case describes this company and its operations in the highly competitive travel industry emphasizing that firm's process of development, its positioning strategies and some challenges it faced. This article well explains the solution to the case and addresses the main strategic questions and the advice to Make My Trip.**



# **COMPANY BACKGROUND**

**Make My Trip is an internet-based travel service provider of India founded in the year 2000 which changed the face of the travel agency business in India. The strategies in corporate development and the focus on customer services indeed helped the company to claim a large market share. The services of Make My Trip were gradually added and it further offering flights, hotels, holiday packages and many others for both the domestic and international tourists.**



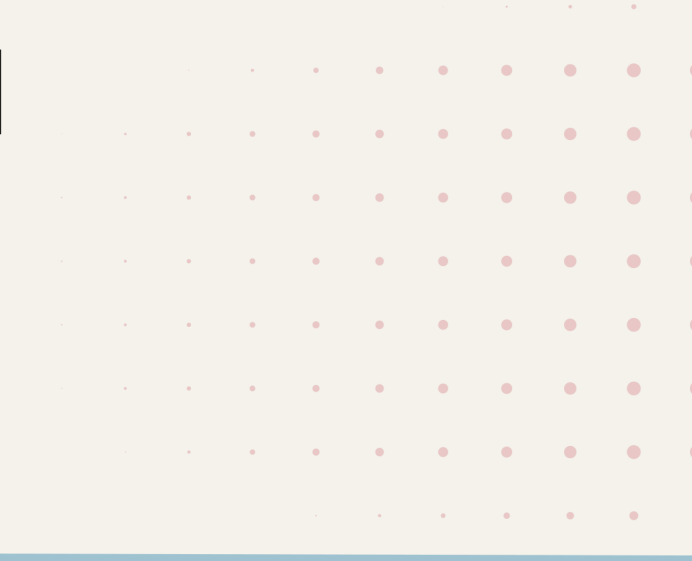
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# TECHNOLOGICAL ADVANCEMENTS

**The constituency of continuing ahead in technology must be adhered in order to remain competitive. Some of the threats that once affected Make My Trip include the problem of always updating the platform with the new customers' expectations and the challenge of incorporating features such as A.I and M.L into the new platform.**



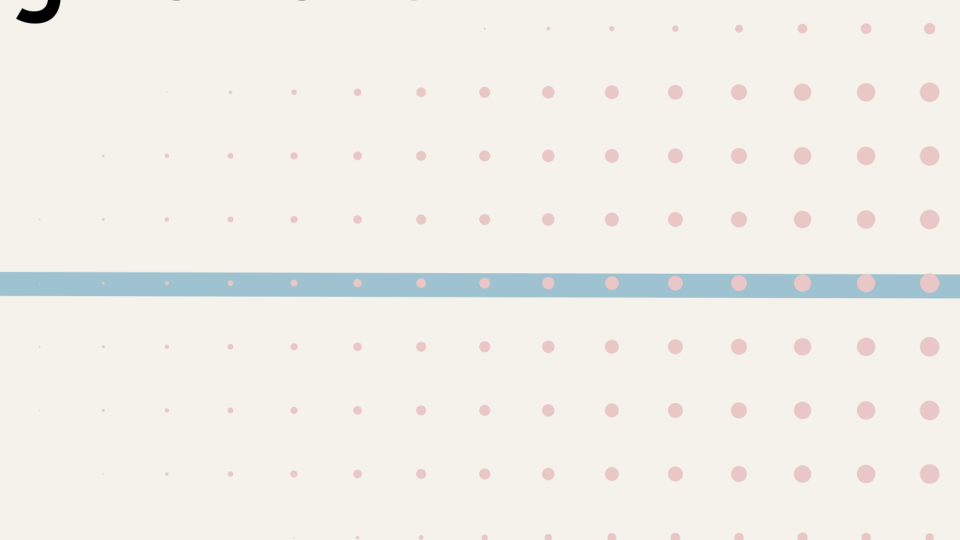
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# CONCLUSION

**Through the Make My Trip Final Assessment case, one can learn that the online travel agency business is ever-changing and competitive requiring certain strategic moves for firms to serve consumers effectively. Therefore, it can be noted that Make My Trip could always remain agile and sustain its market leadership by emphasising on technological advancement and market diversification. For detailed case solution go to the [www.thecasesolutions.com](http://www.thecasesolutions.com) com.**



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# RECOMMENDATION

**This is just a sample partial case solution. Please place the order on the website to order your own originally done case solution.**

**Resource: Visit [thecasesolutions.com](https://thecasesolutions.com) for detailed analysis and more case studies.**



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