

"KaRe Group" Ltd.

Address: 14/1, Spartakovskaya ploshady, Moscow, Russia, 107082

Coordinates: Ph.: 972-09-30

E-mail: alimpieva@etis.ru

Management: Natalia Alimpieva - General director, Andrei Shurov - Technical director

Employees: Full time - 8 persons., Partial time - 60-70 persons

Previous financing: \$10 000

Requested investment: : \$600 000 - \$700 000

Use of the requested investment: : capital costs (computer park, office equipment, office premise, full time internet connection line; proper equipment for our regional agents); office and staff (lease of office and staff payment); advertising (CD issue containing our program and database, distribution of the CD's in regions, information support, business trips in regions, forming the regional agent network); creation of regional agencies.

Company Description:

Limited company, formed in March 2000.

Field and Directions of Activity:

COMMON TOUR INFORMATION SYSTEM (ETIS) The main direction - information service, organization and systematization of streams of information between members of the tour market; introduction to the standardization of Russia's tour market.

Products/Services/Technologies:

- Information service,
- Market research;
- Instant tour booking;
- Russia's hotel room booking

Management Team:

Natalia V. Alimpieva - general director, Andrei M. Shurov - technical director, Natalia S.

Kulborisova - director of market department, Ludmila Y. Isakovich - PR manager, Sviatoslav D.

Skripchenko - lawyer, Svetlana M. Ilyinskaya - director of advertising department.

Markets/Competition:

The main feature of the tour market is rapid tour price changes. Each tour operator practically daily is compelled to change the price-list and to bring up changes to a travel agent. At present it is going like this: dispatch by fax, by e-mail, use of services proper offices. Faults:

- every day a lot of information from different tour operators is delivered to an e-mail box of a tour agent. A manager of the tour agency spends much time to compare and sort new and old price-lists.
- each tour operator forms his price-list in its own manner. The manager of the tour agency have to spend much time to read necessary information. ETIS advantages:
- price-lists are systemized and accumulates in a database, all the information is presented in a standard form;
- the information in the database is updated on-line and that means that the manager do not have to spend time to compare old and new price-lists;
- a special program is developed that lets a user to work with the database locally connecting to Internet for several minutes to update information. A booking of a tour selected for a client is a very long process and can take several days before a booking confirmation is received. A specially designed system can shorten this process to several minutes. The system is developed considering features of Russia's communication networks. Using this system will let any tour agent to serve a client for several minutes.

Achievements:

In July 2000 our site won the first price on the Festival "Intersport-2000" among tourist sites in

nomination "Navigation Sites" and took Grand prix in "Tourism" category. An approbation was carried out during 2 months, members of the tour market approved the project and are ready to participate.

Outlook: A possibility to carry out a market research based on collected data and to issue a magazine with analytical information (there are no competitors for a while).

Internet is a good site to render service and sell tours directly for tourists. Creation of Russia's hotel room booking system. Development of a service for an ingoing tourism. Creation of an on-line service for foreign tourists on the base of the ETIS.