SW2-Sample E-Commerce Site

trivago®

https://www.trivago.com.ph

Who we are?

Our team of over 1,300 creative and driven entrepreneurs, from all corners of the globe, wake up every day to build a hotel search that is straightforward, fast and unbiased.

After years of testing, iteration and development, trivago has developed into a powerful global brand inspired by a transparent and authentic culture, which impacts the quality and efficiency of our daily execution.

For us, it's all about reshaping the way travelers search for and compare hotels. Simultaneously, we are focused on enabling hotel advertisers to grow their businesses by providing access to a broad audience of travelers.

Search

With our fast and intuitive search function, you can see 1.8 million hotels in over 190 countries with different prices to compare.

Our hotel information, pictures, ratings, reviews, filters and other features are all available to help you make the right selection. We want to make sure you receive as much up-to-date information as possible before leaving our site to book your stay.

Hoteliers and Advertisers

Whether you are an online travel agency, a hotel chain or an independent hotel, we aim to empower your business to learn, grow and be competitive in our marketplace.

No matter your technical or resource ability, trivago has a range of marketing tools and services for you to be found and able to compete online, from improving your hotel profile to referring quality traffic to your booking site.

Claire Panuelos Peña
November 20, 2017

Products

Access our complete search and price comparison product with 1.8 million hotels from over 190 countries all at your fingertips from your desktop, smartphone or tablet.

Just search, compare, then book from your computer or even on the go!

In Product we build the best and then make it better. We build upon our website, adding features, optimizing layout and spotting bugs before our users have a chance to. We build upon our brand, ensuring the look and feel of our products are aligned and user friendly. We build upon our core content, ensuring information is accurate and of the highest quality. Product is about shaping our user's experience with trivago – so if you've got an eye for detail then check out our current open positions.
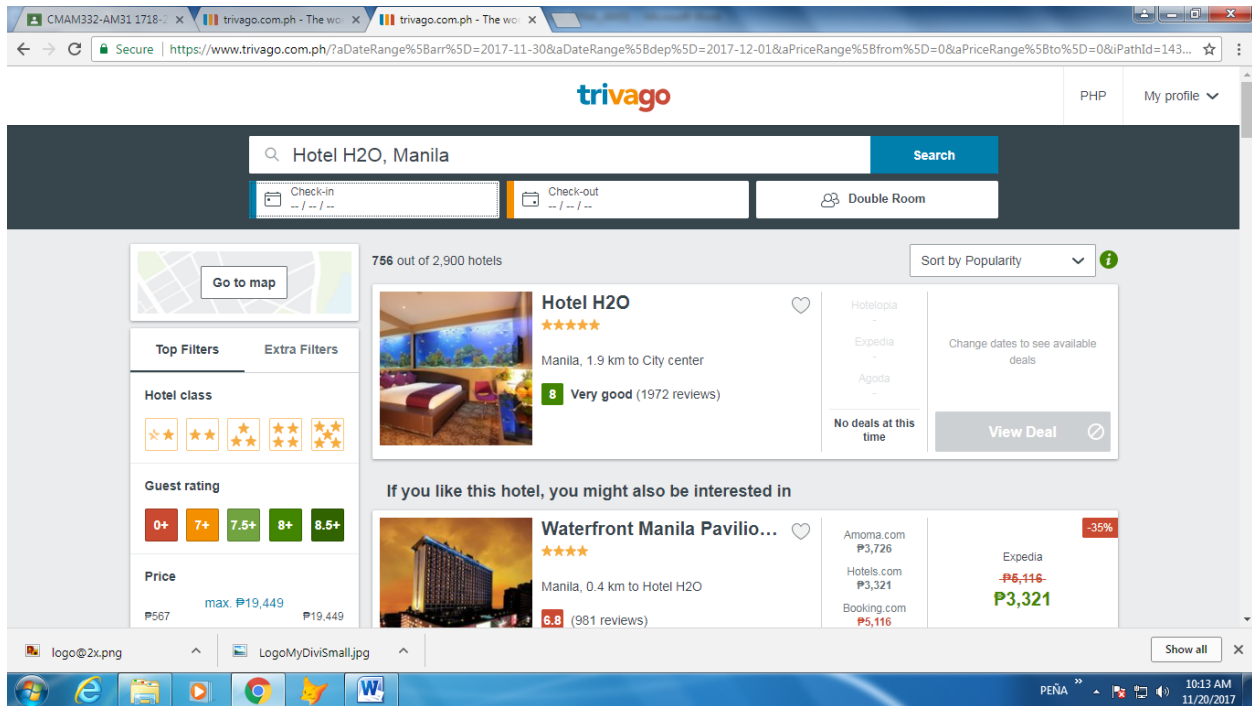
Trivago is offering a Online Travel-Flight, bus and train tickets, suitable hotel and rooms in convenience with category from cheapest to elegant where in you can anytime, and have a reservation on your chosen place. Trivago is a **Business to Business E-commerce**, there many companies around the phillipines owning hotels to choose from, Even around the world.

Claire Panuelos Peña
November 20, 2017

SWOT Analysis

Strengths	Weaknesses
1. It compares hotel prices from 700,000+ hotels 2. Monthly close to 50 million visitors access the site 3. It has 50 international platforms. 4. Strong backing by Expedia, which is a major name in the travel industry 5. Trivago Hotel Manager platform helps hoteliers to enhance their business positioning, thus fostering good relationship with hotels. 5. Strong advertising campaigns 6. Its Mystery Guest Test program is an innovative strategy to give honest and balanced reviews about hotels 7. Strong backing by parent company makes it a prominent brand	1. Limited product offering. It only covers hotels and thus, does not cater to all facets of travel 2. Intense competition means limited market share & less brand loyalty
Opportunities	**Threats**
1. Acquisition of online travel booking portals to expand its portfolio 2. Increasing interest of people in travel 3. Tieups with more hotels can boost its presence	1.Popularity of online travel portals erodes away a significant market share in India 2. Combo packages of flight plus hotel offered by various portals is a big threat 3. Expansion of its portfolio to add flight, car and bus booking facilities

Reference:

https://www.trivago.com.ph/?sem_keyword=trivago&sem_creativeid=139550394898&sem_matchtype=e&sem_network=g&sem_device=c&sem_placement=&sem_target=&sem_adposition=1t1&sem_param1=&sem_param2=&sem_campaignid=351107651&sem_adgroupid=25492012811&sem_targetid=kwd-5593367084&sem_location=9060950&cip=63122800201&gclid=EAIaIQobChMI3MXijYfM1wIVWR0rCh1z7AoKEAAYASAAEgK4YfD_BwE

http://www.mbaskool.com/brandguide/it-technology/13496-trivago.html

Claire Panuelos Peña
November 20, 2017