



TravelCart

E-commerce Platform for Tourists with Logistics Integration

Industry: E-Commerce / Travel / Logistics

Investment Type: Equity Share / Strategic Partnership

Minimum Investment: \$25,000

Projected ROI: 4X in 4 Years

Business Overview

TravelKart Sri Lanka is a **customized e-commerce platform** tailored to enhance the shopping experience for **local tourists and international visitors** traveling to Sri Lanka. The platform will allow tourists to shop for **local products, souvenirs, Sri Lankan apparel, travel accessories, and tickets to cultural events**. Integrated **logistics** will enable **seamless delivery to hotels, resorts, or even the airport**, ensuring a smooth and convenient experience for every traveler.

By offering a wide range of **local products** from Sri Lanka's vibrant markets, we aim to promote Sri Lankan craftsmanship, food, and cultural experiences to global travelers.

Project Aim

- ✓ **Develop a localized e-commerce platform** focused on Sri Lanka's unique products and services for tourists.
- ✓ **Integrate local logistics solutions** for efficient **delivery to tourist hotspots** like **hotels, beach resorts, and airports**.
- ✓ **Promote Sri Lankan businesses** by providing them with an easy way to reach international customers.
- ✓ **Expand product offerings** including **local handcrafts, tea, gems, and souvenir items** unique to Sri Lanka.

Why Invest?

- ✓ **Strong Tourism Market in Sri Lanka** – Sri Lanka saw **2.5 million tourists** in 2019 and is steadily recovering post-pandemic.
- ✓ **Unique Local Products** – Sri Lanka is known for its **Ceylon Tea, spices, handmade goods, gems, and arts**, all of which can be showcased to international visitors.
- ✓ **E-commerce Growth** – E-commerce in Sri Lanka has been steadily growing, with a **10% increase** in online retail sales over the last 2 years.
- ✓ **Logistics Focus** – Integration of **last-mile delivery** ensures tourists can have their items delivered easily to their destinations, enhancing customer satisfaction.

Market Opportunity





- Sri Lanka's **tourism industry** is bouncing back, with projections to reach **3 million tourists by 2025**.
- **Sri Lankan e-commerce** is poised to grow, especially with an increasing number of international tourists seeking convenient shopping solutions during their stay.
- The local **artisanal and craft product market** is vast, offering numerous opportunities for tourism-driven sales.

Business Model

Revenue Streams:

- ◆ **Product Sales** – Commission on sales of local products such as tea, handicrafts, souvenirs, and more.
- ◆ **Logistics & Delivery Charges** – Fees for last-mile delivery and premium services like same-day delivery or airport pickups.
- ◆ **Tourist Experiences** – Partnering with tour operators, hotels, and attractions to sell tickets and experiences.
- ◆ **Subscription Model for Local Businesses** – Sri Lankan businesses can list their products and services for a subscription fee.

Roadmap & Milestones

-  **Q1 2025** – Platform development and onboarding of Sri Lankan local businesses.
-  **Q2 2025** – Test runs with international tourist arrivals; focus on key regions like Colombo, Galle, and Kandy.
-  **Q3 2025** – Full platform launch with integrations for **delivery logistics** and **payment processing**.
-  **Q4 2025** – Expansion to rural and off-the-beaten-path tourist destinations.