



UNIVERSITY
of HAWAII
MĀNOA
OUTREACH COLLEGE

Changing Faces Women's Leadership Seminar

Women as Innovators and Entrepreneurs

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Draft Action Plan

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Issue/Problem Statement

ezbooking is an online hotel solution, which enables hotel owners to manage the bookings via online presence. As an initial level, we provide a website with an integrated booking engine and an administration system to manage bookings of a hotel. It is more suitable **for small and medium scale guesthouses, hotels and villas**. Developing a hotel booking solution like ezbooking will cost much for small & medium scale hotels. Hence, we target them to reach more customers with more benefits to them.

Our Customers' previous problems:

- 1) No own web and Booking portal for hotels
- 2) Spending more commission for common booking portal
- 3) Difficulties in manually handling the direct customers
- 4) Unable to monitor the hotel's income flow by overseas owners
- 5) Most of the hotels flow manual system (Invoice, booking sheet, Payment method act.)

Mission & Project Description

Here are the features we are currently delivering to our customers.

What problem are we solving for the greater good?

- 1) Responsive Website with Online Booking Engine
- 2) Back office for Bookings and Content Management
- 3) Payment Gateway
- 4) KOT & BOT Management
- 5) Stock Control
- 6) Accounts System

Mission

With a mission to empower people to experience the world without commission, we connect travelers with the world's largest selection of incredible places to stay.

The Changing Faces Women's Leadership Seminar is funded by the East-West Center

The East-West Center promotes better relations and understanding among the people and nations of the United States, Asia, and the Pacific through cooperative study, research, and dialogue. Established by the U.S. Congress in 1960, the Center serves as a resource for information and analysis on critical issues of common concern, bringing people together to exchange views, build expertise, and develop policy options.

Why it works

With low prices, customers get more benefit without spending commission and they can directly promote their business.

Personal Role

As CEO and co-founder of ezBooking:

- Build the ezBooking brand
- Grow my customer base in Sri Lanka, and also across the Asian region
- Grow the sales and marketing network
- Create the product and service roadmap for ezBooking
- Keep the staff motivated, and the standard of service high

My vision for ezBooking is to provide the technology and the processes that will allow small and medium hotel and guest houses to compete with the large 5 star operations. These small and medium companies would find it impossible to develop these systems individually, so we will do it for them.

For my community

Four years ago, I did not have self-belief that I could be an entrepreneur. In our community, people don't believe women can be successful entrepreneurs.

I have proved that I can do it to myself, and also to my family and friends and the community. I have created a landmark by my own example.