**LOGO DESIGN PROJECT:**

**Logo name: PAN AMERICA TRAVEL**

Meaning for Special Whole American countries travel services.

**PAN AMERICA business profile:**

**Target audiences: Vietnamese travellers, high-end market.**

* We focus on provide travel services for Vietnamese to the American countries both North and South Americas. We focus on **Destination Americas**. Our team have more than 5 years organized trip for tourist from **Vietnam to USA**, We're now develop ***Destination Canada, Cuba and South America as Brazil, Peru, Argentina.***
* **Travel Agency: (80%)** We provide ground travel services for Vietnamese travel agencies who send tourist group from Vietnam to USA, CANADA, CUBA and South Americas
* Who often have to go on business trip to have market inspection, attending events, course, global meeting, global exhibition.
* **Government Officials:** on oversea trips for government mission as looking for oversea investors, buying government equipment, technologies…
* Audiences ages: most from 30 – 45, the middle class, millionaire.
* Audiences location: In Vietnam, some big city like Hanoi, Ho Chi Minh City, Da Nang.

**PAN AMERICA business fields:.**

**AMERICAS Destination Management (DMC):** To bring the perfect business trip for clients, we connect with oversea local suppliers to arrange logicstic services for travel agencies, Business traveller.. as hotel booking, ground transport, air and train ticket. Equipment rental for exhitbitors.

**Holiday package:** Package holiday for small and luxury group to North & south America.Most are long distance trip.

**Real Estate and investment:** We do services for investers who want to buy house in USA and Canada.

**COMPETITORS:**

**America Discovery (main) at: http://khamphachaumy.com**

**Perfect tours: http://www.dulichhoanmy.com/**

**Vietmytourist: http://vietmytourist.com/**

**=== SOME DESIGNS THAT WE EXPECT==**









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