



Creating the future of Lithuania

2014-2020 Operational
Programme for the
European Union Funds
Investments in Lithuania

JSC “Boutique Travel” is implementing the EU structural funds Project No. 13.1.1-LVPA-K-860-01-0450 „Implementation of the E- Commerce Model in JSC “Boutique Travel”. The total value of the project is €59 930.00, €44 947.50 of which comes from the European Regional Development Fund.

The support for the implementation of the project was provided under Priority 13 of the European Union Funds Investment Operational Program for 2014–2020 “Promotion of Actions to Cope with the Crisis Caused by the COVID-19 Pandemic and Preparation for an Environmentally Friendly, Digital and Sustainable Economic Recovery” No. 13.1.1-LVPA-K-860 “E. commercial model COVID-19”. The project is funded by the European Regional Development Fund. Funded as part of the European Union’s response to the COVID-19 pandemic.

JSC “Boutique Travel” is an exclusive travel organizer providing business travel, individual, charter travel services in Lithuania and abroad. JSC “Boutique Travel” is an official, accredited IATA agency that provides business customers with airfare, transportation, accommodation, conferences, and travel services to specialized exhibitions.

The company strives to provide the highest quality services and to offer solutions that cover the various needs of customers. One of the company’s most expanding services is luxury spa services, for which E- Commerce would be developed.

Until now, the company has only sold its products directly, but without the ability to manage business transactions digitally (i.e., to place product orders on an e-commerce platform), limited the number of potential customers and, at the same time, the company’s revenue growth.

The company has decided to digitize sales processes and sell its products using e-commerce solutions in order to increase its competitiveness, attract more customers and serve them more efficiently, expand sales more.

This project is innovative - it will create an e-commerce platform using state-of-the-art information technology to provide new opportunities for innovative product sales.

The implemented project will allow the company to sell its services more efficiently, will ensure faster and higher quality customer service, shortened product sales time will allow it to serve more customers, which will ensure the company's revenue growth.

The project implementation period from 2022 February until 2023 February.