

# Vancity: Doing Good, Doing Well

## TheCaseSolutions.com

MGT795 Strategic Management & Ethics  
University of Saint Mary  
August 10, 2014

### Team B

Matthew Bennett  
Clayton Clark  
Alexandra Erickson  
Samantha Goss  
Maura Peltola  
Trent Terrence

TheCaseSolutions.com

### Business Model



- Boutique hotel concept
- Green initiatives
- Inspired by Ode + ReadyMade magazines
- "Hip, happy, humble, conscious, & inventive"
- Superior customer service
- Low pricing model

TheCaseSolutions.com

### Differentiation



- "Green initiatives"
- Felt blankets made from recycled socka bottles
- Chandeliers made of recycled water bottles
- Mattress beds made of reclaimed jute
- Pillows made from old bedspreads

### Thesis

Good Hotel employs a strategy that focuses on philanthropy, niche-marketing, and sustainability.  
TheCaseSolutions.com

### Marketing



- Word of mouth
- Social media promotion
- Niche-marketing
- Unique identity of each property
- Boutique concept
- "Identity refreshment"
- Travel websites for discounted room rates

### Green Initiatives



- "Hotel with a conscience"
- Use of recycled materials for furnishings
- Ecological responsibility
- Green Dreams panel where consumers can track ongoing efforts

### Considerations for Management

- Decrease in employee morale
- Staff turnover
- Poor productivity
- Employee dissatisfaction
- Potential for destabilization of work environment
- Staff should be involved in decision making

### Recommendations



- Maintain the focused differentiation strategy
- Focus on cost reduction so that they are able to reverse the low cost provider of adjacent room rates
- Continue green initiatives
- Expand company through new geographical markets

goodhotel

"A hip San Francisco hotel that practices philanthropy and believes in doing good for the planet" (Thompson et al., 2012).

TheCaseSolutions.com

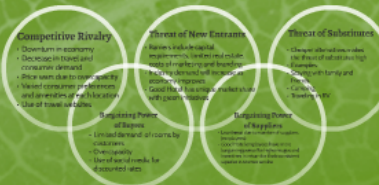
### Vision

"To become an industry leader in hotel management concepts and thereby create a high quality, award-winning independent boutique hotel." (Thompson et al., 2012)

### Mission Statement

"To help create a sustainable future for the planet by providing a high quality, award-winning independent boutique hotel." (Thompson et al., 2012)

### Five-Force Model



### SWOT Analysis

# Vancity: Doing Good, Doing Well

## TheCaseSolutions.com

MGT795 Strategic Management & Ethics  
University of Saint Mary  
August 10, 2014

### Team B

Matthew Bennett  
Clayton Clark  
Alexandra Erickson  
Samantha Goss  
Maura Peltola  
Trent Terrence

TheCaseSolutions.com

### Business Model



- Boutique hotel concept
- Green initiatives
- Inspired by Ode + ReadyMade magazines
- "Hip, happy, humble, conscious, & inventive"
- Superior customer service
- Low pricing model

TheCaseSolutions.com

### Differentiation



- "Green initiatives"
- Felt blankets made from recycled socka bottles
- Chandeliers made of recycled water bottles
- Mattress beds made of reclaimed jute
- Pillows made from old bedsprads

### Thesis

Good Hotel employs a strategy that focuses on philanthropy, niche-marketing, and sustainability.  
TheCaseSolutions.com

### Marketing



- Word of mouth
- Social media promotion
- Niche-marketing
- Unique identity of each property
- Boutique concept
- "Identity refreshment"
- Travel websites for discounted room rates

### Green Initiatives



- "Hotel with a conscience"
- Use of recycled materials for furnishings
- Ecological responsibility
- Green Dream panel where consumers can track ongoing efforts

### Considerations for Management

- Decrease in employee morale
- Staff turnover
- Poor productivity
- Employee dissatisfaction
- Potential for destabilization of work environment
- Staff should be involved in decision making

### Recommendations



- Maintain the focused differentiation strategy
- Focus on cost reduction so that they are able to reverse the low cost provider of adjacent room rates
- Continue green initiatives
- Expand company through new geographical markets

goodhotel

"A hip San Francisco hotel that practices philanthropy and believes in doing good for the planet" (Thompson et al., 2012).

TheCaseSolutions.com

### Vision

"To create an organization that is a role model for other management companies and thereby create a model for other organizations to emulate" (Thompson et al., 2012).

### Mission Statement

"To help create a sustainable future for the planet by providing a high quality, eco-friendly, and socially responsible hotel experience for our guests and the community." (Thompson et al., 2012).

### Five-Force Model



### SWOT Analysis

# **MGT795 Strategic Management & Ethics**

**University of Saint Mary**

**August 10, 2014**

## **Team B**

Matthew Bennett

Clayton Clark

Amanda Ehrlich

Seneca Gore

Mercy Mutuku

Trent Tornincasa

**TheCaseSolutions.com**

# Thesis

Good Hotel employs a strategy that focuses on philanthropy, niche-marketing, and sustainability.

**TheCaseSolutions.com**

The current management is responsible for the evaluation of the hotel's utilization of these strategies and whether or not the new ownership should maintain or discontinue the Good Hotel concept.

**TheCaseSolutions.com**

**com**

The current management is responsible for the evaluation of the hotel's utilization of these strategies and whether or not the new ownership should maintain or discontinue the Good Hotel concept.

**TheCaseSolutions.com**

goodhotel

"A hip San Francisco hotel that practices philanthropy and believes in doing good for the planet" (Thompson et al., 2012).

TheCaseSolutions.com

# Vision

"To become a recognized boutique hotel management company and develop unique hotels with their own independent character and style" (Haiyi Hotels, 2014).

[TheCaseSolutions.com](http://TheCaseSolutions.com)

# **Mission Statement**

"At Haiyi Hotels, we endeavor to make a difference in the lives of our guests and associates through a shared passion for life, work, and personalized experiences" (Haiyi Hotels, 2014).

**TheCaseSolutions.com**



# Business Model



- Boutique hotel concept
- Green initiatives
- Inspired by Ode + ReadyMade magazines
- "Hip, happy, humble, conscious, & inventive"
- Superior customer service
- Low pricing model

[TheCaseSolutions.com](http://TheCaseSolutions.com)