



# Night-Lights and Nearsightedness (A)



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## Current situation of GoodNight Inn

The GoodNight Inn is losing money. Anton has to change his management strategy by making more changes or by joining a motel chain as Days Inn or Holiday Inn.

- Occupancy is ± 55% and it must be around 68%
- No experience in tourism and motel management
- No marketing strategy
- Lack of good staff

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## GoodNight inn SWOT-analysis



## The right strategy for Anton

We like to introduce crowd funding for the \$300000 - \$500000.

Investment crowdfunding.  
What is actually crowdfunding?

## Crowd funding



## Opportunity and threats of this strategy

**Opportunity**  
- Access to a large pool of potential investors  
- Ability to raise funds from a diverse group of people  
- Flexibility in terms of investment amount and duration

**Threats**  
- High competition for funding  
- Risk of fraud and mismanagement  
- Potential for negative publicity

## Five Years Plan

Anton should focus on expanding and about 10% advantage of the market opportunities.  
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## Alternative strategy

Anton should focus on expanding and about 10% advantage of the market opportunities.  
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## Conclusion

Anton should focus on expanding and about 10% advantage of the market opportunities.

## Thank you



Q & A

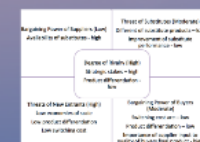
## PEST Analysis of American Tourism Market



## Target customers



## Porter Five Forces Model



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## GoodNight Inn History Overview

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## GoodNight Inn History Overview

2 years ago Anton bought after a successful career, Good Night Inn, a 60-room motel.

Modern rooms with comfortable beds, standard bath facilities, free cable TV.

No swimming pool, no restaurant. No signs advertising GoodNight Inn.

Day-to-day operations went fairly smoothly in the first two years, in part because Anton and his wife handled the registration and office duties as well as general management.

GoodNight Inn



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# GoodNight Inn



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- **Occupancy is  $\pm$  55% and it must be around 68%**
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# GoodNight inn SWOT-analysis

## Strengths

- Low price rooms
- Good motel location
- Good price-quality

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## Weakness

- Thecasesolutions.com
- Limited focus on business travellers
- No convenience facilities
- No advertising of the motel
- Low occupation rate
- Poor management

## Opportunities

- Strong demand for double rooms (couples)
- Online booking
- Demand for motel with convenience facilities
- Rapidly expanding resort area

## Threats

- Competition and increase costs
- Important high-end and low-cost competition
- High demand for high-end motels

# Strengths

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