

The Good Night Motel

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Current situation of GoodNight Inn

The GoodNight Inn is losing money. Anton has to change his management strategy by making minor 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

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The right strategy for Anton

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

Investment crowdfunding
What is actually crowd funding?

Crowd funding

Opportunity and threats of this strategy

Opportunity: Anton should invest in proper facilities. Value adding to the long term customer.

Threats: Anton should invest in proper facilities. Value adding to the long term customer.

Five Years Plan

Anton should improve his management and share value advantage of the market opportunities.

- Anton should invest in proper facilities.
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Alternative strategy

Anton should invest in proper facilities. Value adding to the long term customer.

Conclusion

Anton should invest in proper facilities. Value adding to the long term customer.

Thank you

Q & A

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- GoodNight Inn History Overview
- Current situation of GoodNight Inn
- PEST Analysis of American tourism market
- The right strategy
- Opportunity and Threats of this strategy
- Porter Five Forces Model
- Five Years Plan
- Q & A

GoodNight Inn History Overview

3 years ago Anton bought a hotel in a successful corner street location in a downtown area.

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

No parking space, no restaurant, no signs, collecting feedback from.

Day to day operations were fully handled in the field by Anton, in part because Anton and his wife handled the registration and office duties as well as general management.

GoodNight Inn

PEST Analysis of American Tourism Market

Target customers

WiFi

Anton should invest in proper facilities. Value adding to the long term customer.

Get publicity, Differentiate

Porter Five Forces Model

<p>Threat of New Entrants (Moderate)</p> <p>Barriers to entry are low. Entry costs are low. Low probability of retaliation. New entrants are easy to attract.</p>	<p>Threat of Substitutes (Moderate)</p> <p>There are many substitutes for hotels. The threat of substitutes is low. The threat of substitutes is low.</p>
<p>Power of Suppliers (High)</p> <p>Suppliers are few. Suppliers are powerful. Suppliers are powerful.</p>	<p>Power of Buyers (Moderate)</p> <p>Buyers are many. Buyers are powerful. Buyers are powerful.</p>
<p>Intensity of Rivalry (High)</p> <p>There are many competitors. There are many competitors. There are many competitors.</p>	<p>Substitutes (Moderate)</p> <p>There are many substitutes. There are many substitutes. There are many substitutes.</p>

Group 8
Reza Khosravian
Yoo Yeonsik

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Opportunity and threats of this strategy

Opportunity

- Highly visible and public
- Highly visible and public
- Highly visible and public

Threats

- Highly visible and public
- Highly visible and public
- Highly visible and public

Five Years Plan

Anton should improve his management and about 10% advantage of the market opportunities?

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Alternative strategy

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Conclusion

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Q & A

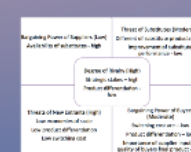
PEST Analysis of American Tourism Market



Target customers



Porter Five Forces Model



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Q & A

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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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- **No experience in tourism and motel management**
- **No marketing strategy**
- **Lack of good staff**

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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

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