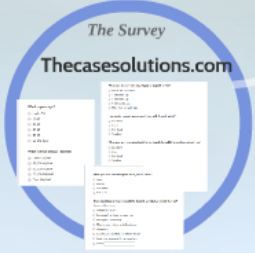




**Survey Objective**  
 To identify the strengths and weaknesses of Super 8 Motel Guelph, and determine the opportunities and threats that exist. The survey will also help to identify the customer's needs and expectations, and to develop a marketing strategy based on the findings.

**Based on SWOT**  
 Super 8 Motel Guelph is a good place for the survey of the hotel to see the strengths and weaknesses, and to develop a marketing strategy based on the findings.



**Overall, Super 8 Motel should...**

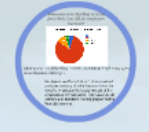
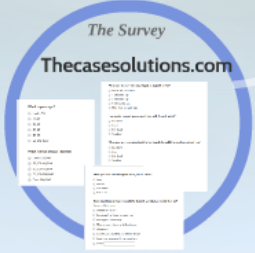
- Target towards lower income people and create a rewards program to have recurring customers come more often.
- Create a better dining program for the employees and they can learn how to properly deal with customers and how to treat the hotel's team to satisfy the customers.
- Clean the building, including the interior, to help with the warm, positive embrace for most customers to visit.

**Super 8 Motel- Guelph**  
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**Survey Objective**  
 Thecasesolutions.com  
 Based on SWOT



**Overall, Super 8 Motel should...**

- Target towards lower income people and create a rewards program to have recurring customers come more often
- Create a better dining program for the employees and they can learn how to properly deal with customers and how to treat the motel's team to satisfy the customers
- Clean the building, including the interior, to help with the warm, positive embrace for most customers to visit

# Super 8 Motel- Guelph

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# Super 8 Motel- Guelph

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# SWOT

SWOT- \_\_Super 8 Motel\_\_ ?

Strengths	Weaknesses
<ul style="list-style-type: none"><li>✓ Cheap price and discounts</li><li>✓ location</li><li>✓ continental breakfast</li><li>✓ easy reservations</li></ul>	<ul style="list-style-type: none"><li>✓ customer service</li><li>✓ cleanliness</li><li>✓ location</li><li>✓ not really family friendly</li></ul>
Opportunities	Threats
<ul style="list-style-type: none"><li>✓ Train employees properly</li><li>✓ Hire more employees</li><li>✓ update the motel</li><li>✓ expand to businesses</li></ul>	<ul style="list-style-type: none"><li>✓ The quality of the employees</li><li>✓ safety</li><li>✓ lots of competition</li><li>✓ outdated services</li></ul>

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## Survey

To identify the improvement needs to make in order to...  
These improvements will...

## *Survey Objective*

To identify the improvements that Super 8 Motel needs to make in order to enhance their business. These improvements will be made in the customer service area and housekeeping to benefit the customers.

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## *Based on SWOT*

Super 8 Motel has a very good price but the quality of the motel is very poor. Some updates on the building and for the employees to be trained better will improve Super 8 Motel.

# The Survey

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## What is your age?

- Under 15
- 15-25
- 26-35
- 36-45
- 46-55
- 56 and over

## What is your annual income?

- Under 25,000
- 25,000-49,999
- 50,000-74,999
- 75,000-100,000
- Over 100,000

## When was the last time you stayed at Super 8 Motel?

- Within the last month
- 1-3 months ago
- 3-9 months ago
- 9-12 months ago
- More than one year ago

## How would you rate your overall stay with Super 8 Motel?

- Excellent
- Good
- Not Good
- Very Bad

## When you were checking in at the front desk, how did the employees treat you?

- Excellent
- Okay
- Not Good
- Very bad

## When you first arrived to your room, was it clean?

- Very
- Mostly
- Not Really
- Not at all

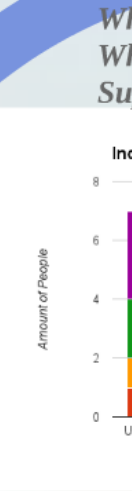
## If you could make improvements to Super 8 Motel what would they be?

Choose all that apply

- Customer Service
- Employee's attitude towards you
- Employee's knowledge
- Making reservations and checking in
- Cleanness
- Updating the building and interior design
- Creating a more positive atmosphere
- Other:

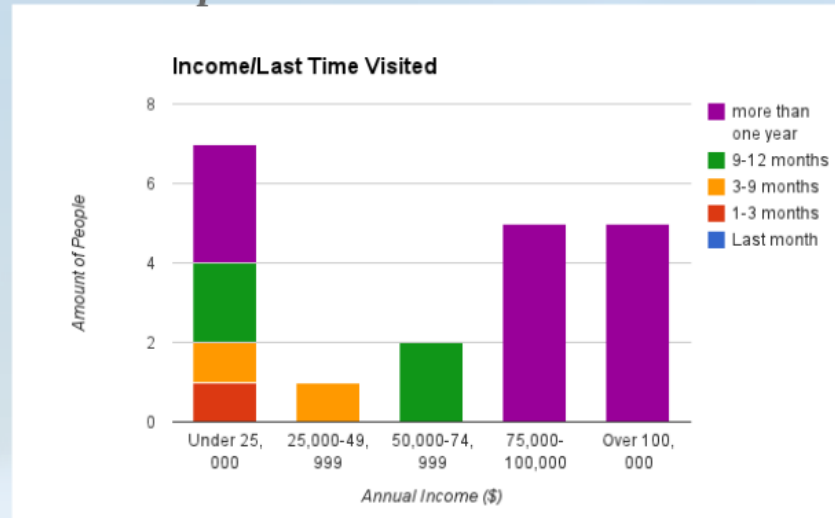
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## *Survey Questions and Results*



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*What is your annual income?  
When was the last time you stayed at  
Super 8 Motel?*



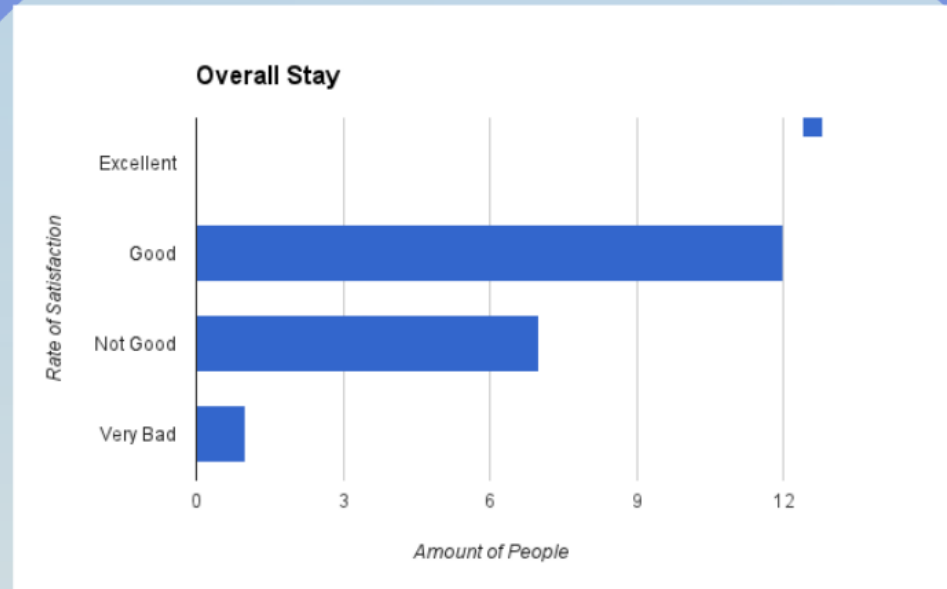
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Most people with higher incomes have not been to Super 8 Motel in over a year. Even people with low incomes do not go to Super 8 very often.

Super 8 Motel should target to lower income customers and create a promotion to have those customers come back more often, perhaps a rewards program. Once they have established a secure regular base of lower income customers, they could try to incorporate medium income customers to come to the motel.



*How would you rate your overall stay with Super 8 Motel?*



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Most customers rated that their overall stay was good.

Super 8 Motel needs a wow factor to separate them from their competition and to get them that extra step to excellence. This factor could be to create a positive atmosphere so customers will want to stay.