



One Fine Stay

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Community Engagement

Assessment 1

Executive Summary

The task of a team leader in any field of hospitality is to manage the proper functioning of the staff and service taken care of by the staff members. Apart from that the team leader also has to ensure proper treatment of the staff and their well-being. The whole team ensures that the customers that pay and use their services should get the best possible treatment and all their service guidelines are met. This report contains information regarding the functioning of house rental services instead of renting a room in a hotel for families and the customers that are looking to stay in a home-like environment while traveling abroad.

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Introduction

One Fine Stay is a company that provides houses on rent for a short period to the people looking for a place to stay for some days. The main idea behind this service is to provide accommodation for people that want a homely environment while traveling abroad. Their target market mainly comprises of families. Managing a hotel's services is completely different from managing the services of a completely rented house or a villa. It takes round-the-clock services and a dedicated crew that takes care of the needs of their guests. In such cases, a team leader plays or a manager one of the most important roles in the functioning of the company's services (Onefnestay, 2018). They have to be on the field and on multiple locations in a day to ensure that the service criteria are met and the guests are satisfied with the services. The leader has the significant task of making sure that even their staff does not face any issues with the guests.

About

One Fine Stay started in London as a local business that rented the houses of the people belonging to the city by their legal permission and providing their crew to work on the property rented. This provided a definite share of the renting amount to the owner of the property and the share of the company was also pre-decided (Petch, 2017). This idea flourished outside London and the company decided to expand to cities like Paris, Milan, New York, Rome, Los Angeles, Sydney, etc. When the organisation realised its success in the market, the management decided to expand its services from basic houses to villas in Europe, Mexico, the Caribbean, Thailand, Bali, and Hawaii which majorly increased the organisation's revenue.

SWOT Analysis

Strength

The company introduced the concept of renting houses in a city where the number of people coming to visit was already in abundance. The organisation provided the tourists the feel of home away from home while providing them the necessities and services from the crew of cooking and cleaning with the help of a staff as required by the guests. This made the company sky-rocket in its niche market at the time helping it expand to the cities around the world with high tourist visiting places. Also, the company concentrated upon expanding to the countries that people traveled to for leisure purposes with families or friends as they would be the only ones requiring more comfort and less interruption from the staff (Zaccaro, et al., 2001).

Weakness

The main weakness of the organisation was to manage the staff working at different locations all around the world and ensure the same quality of service provision throughout. To overcome this issue, the organisation decided to form a cluster of managers to manage the properties of different locations. Their responsibilities depended upon the designation they were provided. Some managers were given one to two properties while some were given a whole region to manage. This put the responsibility of managing the property as well as the staff on the managers who reported to their superiors in the organisation regarding their work (Xiao, 2010).

Opportunity

The main opportunity present in the market for the organisation was that they were serving the needs of a niche market which depended entirely on the comfort of their guests. This opportunity proved to be favorable for the company as people always required more comfort and less interruption as provided by the hotels. Also, the additional comfort was a bonus. This helped the

company expand to various cities around the world. One Fine Stay launched its services in the market in the year 2009 in London when a concept like renting a complete house for a few days was still an alien concept. This helped the organisation stabilise its business and set a trend in the market where it already had loyal customers (QMD Ltd, 2014).

Threat

The main threat for the company is of the new entrants in the market since the market is niche and there is less chance to diversify and still cater to the same audience. Airbnb is one such competitor in the field. Due to this the market share of the company dips. In this sector or any sector involving hospitality, the main concentration is on the services provided to the guests and the property where the guests reside for a limited period. To diversify, One Fine Stay has also started renting out villas in tourist locations to cater to the people's needs better (Ahammad, 2013).

Role of Employees

The role of employees in the industry depends upon the designation at which they work in the organisation. In the hospitality industry thought the main role of each employee is to ensure the comfort of the guests of their organisation. The main role of the team leader is to take care of the staff working under them. Also, they incline to work for the best possible services for their guests. This drives them to visit the property locations that they have been allotted so that they can ensure that the services provided by the staff members to the guests are up to the notch and if any staff member is facing any issue then how would they plan to deal with it. The staff duties include cleaning the washroom and the kitchen along with the rooms provided to the guests and doing day-to-day chores like wiping and dusting windows and other fixtures, mopping and vacuuming floors,

monitoring the items for daily necessities and providing to the guests whenever necessary, disposing of the trash and reporting any issue faced while working at the house. While at the same time the team leader's responsibility to oversee the work done by the staff and help them with the issues faced by them in their everyday life. This ensures the proper functioning of the whole system. This runs the whole system without fail since it includes the front-line team that directly deals with the guests (Prasanth, 2015).

Training and Development and Its Importance

Training of the hospitality staff requires a high level of discipline and hard-work along with proper communication with the team. Along with these attributes, when the staff is hired, each worker is asked to have a basic qualification to work in the organisation such as high school diploma, knowledge and experience in the field, willingness to develop and learn new methods of the organisation, proper customer service skills, integrity, honesty, reliability, energy, stamina, and mobility. This marks the first step to working in an organisation. There the training begins where the organisation molds its employees to work better for the common goal that they share with the organisation. This helps the employees streamline their priorities and works to encourage them to work towards it. Any organisation seeks an employee that connects with the company on a personal level and stays connected for a long period, rather than an employee who constantly looks for better opportunities elsewhere. Once an employee with potential is hired, they are trained to be able to function smoothly on an everyday basis in the organisation. Training and Development is a major step of the career for any employee since it marks their first step in the organisation and also tests their sustainability in the system. This step also defines how the employee would function

throughout their tenure in the organization (Harbulakova, 2018). Hence it is one of the most important steps in a hospitality staff's career and for the proper functioning of the organisation.

Skills and Knowledge Required by the Team Leader

There is a basic set of skills required to be a team leader in the hospitality industry, which includes, integrity, honesty, teamwork, Customer-centric mindset, communication skills, etc. But to be an efficient leader, it requires much more than the basic attributes. A team leader should always be aware of the competition in the market in which they function so that the whole team can strategise accordingly. The leader should always have a dynamic approach than an ad-hoc one since it is always required to find the shortcomings beforehand and planned accordingly. Since the leader acts as a guide for the whole team, they should always lead by example and follow the rules and regulations formulated for their better functioning. As mentioned earlier, having a dynamic approach is a must, since it helps in planning so that no situation, no matter how tough it is, ever gets out of hand. Because one minor inconvenience can cause the loss of business for the organization (Ganga, 2015). The leader is also required to have an open communication link with the team since it's the team that reports any issue occurring to the leader. If the leader cannot understand the issue, they would not be able to resolve it, leading to a guest in discomfort. They must always make the customer feel welcome and heard while they are interested in booking a stay with the organisation and planning to stay there. This improves the services and helps the guests feel welcome driving the sales further up. Since the team leader, in this case, manages the front-line staff, it is their duty, to help the staff understand the basic duties of the services provided to the guests and also make them understand as how the business is customer-centric and they are

essential for the business to function. All these factors combined formulate the skills and knowledge required to carry out the role of a team leader effectively.

Conclusion

In the report, there are various factors mentioned that are functioning in the hospitality business for One Fine Stay. The organisation opened as a house rental service in London and expanded all around the globe hiring a large number of executives and staff working at various levels. The company defines the job and its description required for the employees to follow based on their designation in the organisation. Apart from the specific tasks that the company requires to be fulfilled by the organisation, the general requirements regarding the skills and knowledge for the team leader and staff are also essential and are mentioned in the report.

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