

Assignment Title:

Justifying a proposal for a hospitality business concept in the light of BMC
concept

Module code: BMIH5001

Module teacher: Charlotte Joyner

Student name: Ana Pescleveï

Student ID: 2208738

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The hospitality industry is one of the most growing industries in the 21st century (Albi 2019). Today, diverse types of hospitality business companies are developed to provide quality services and experiences to the customers (Jawan et al., 2018). Since sustainability is one of the serious issues in this industry, every type of Business Company gives maximum priority here. Effective sustainability plays a significant role in the success of a business company in this industry (Do Ba, 2017). In this essay, a new business concept is analyzed considering the BMC concept. The name of the business company is "Hotel Ocean Gate" where a guest will get diverse types of eco-friendly services to the customer. In this essay, the possibility of this hotel business company will be analyzed in the light of the BMC concept. BMC is considered one of the most effective management tools used to define the current possibility and position of a business company (Edwards, 2016). It is noticed that there are nine elements of the BMC concept.

Value proposition and justification: Hotel Ocean Gate will provide quality services to their guests which is the main unique selling point of this hotel business company. In that case, the authority of this hotel business company will follow the codes of sustainability within its environment so that every type of customer can get the best value for money from this hotel. From statistics, it is shown that more than 80% of people prefer to stay where sustainability is practiced properly. In that case, Hotel Ocean Gate can be their primary choice.

Customer segmentation and justification: Proper customer segmentation of a business company plays a significant role in the development of a business company (Bret, 2010). Before setting up a business company, an entrepreneur should have a proper idea about its customers. It will help that business company to provide service based on the actual needs of the customers. In the case of Hotel Ocean Gate, the targeted customers of this

hotel business company are those people who prefer eco-friendly services. So, diverse types of eco-friendly travelers will be the primary target market of this hotel business company. Besides this, diverse types of event organizer, who promote sustainability issues, will also be the targeted customers of this hotel business company. To capture the targeted market, marketing employees of Hotel Ocean Gate will focus on proper market research which will support this hotel business company to offer personalized services to the guests based on their demands and preferences. Besides this, the authority of Hotel Ocean Gate will analyze the business strategies of its competitors so that Ocean Gate can provide better services to its customers than its business competitors in the market.

Analyzing Channels and Justification: A business company should analyze the pick most effective sales channels to boost its sales on the market (Glen-dinning, 2014). If a business company fails to manage effective sales channels, it will be tough for the business company to ensure proper sales. Hotel Ocean Gate will follow both the online and offline channels. In the offline platform, Hotel Ocean Gate will maintain good relationships with different travel agents and tour operators who will ensure proper supply. On the other hand, the authority of Hotel Ocean Gate will also use the online platform to stay connected with its targeted customers. In that case, Hotel Ocean Gate will use its official website where a customer can easily book his reservation. Since everyone is connected to an online platform, it will be incredibly supportive for a business company to ensure proper sales of its room services to the target market (McCabe et al., 2012). Moreover, some of the rooms will be reserved for walk-in guests. So, it is not too necessary for a tourist to face the hassle of reservation in this hotel. Today Trip-advisor is one kind of App where a tourist can book a hotel very easily.

Customer relationship and its justification: A business company cannot achieve brand value if this business company fails to maintain good relationships with its customers (Jeered et al., 2018). So, the owner of a business company needs to maintain a healthy relationship with its customers. Hotel Ocean Gate is overly sensitive about the customers. Maximum priority will be given to the needs of the customers of this hotel. If a guest has a problem, the front office employee of Hotel Ocean Gate will try to give the best solution here so that the customer can be satisfied. Hotel Ocean Gate will try to ensure proper engagement with the customers so that they can get proper feedback from them. An example, the picture of the

amenities and service of Hotel Ocean Gate will be shared on different social media platforms such as Facebook, YouTube, and Instagram where customer will share their comments and likes. That is how proper customer engagement will be ensured by Hotel Ocean Gate. Besides this, the marketing team of Hotel Ocean Gate will send formal messages to the guests on their Email and Smartphone. Even the data of the customers will be kept so that the marketing team of Hotel Ocean Gate can contact them for sharing services.

Revenue stream and justification: Now, most hotel business companies offer diverse types of eco-friendly initiatives for their guests which will attract a wide range of customers in the market (Macfarlane, 2010). Moreover, this hotel business company will arrange exciting packages in both on and off seasons for their tourists which will increase the number of tourists (McCabe et al., 2011). That is how Hotel Ocean Gate will generate a prominent level of income and revenue. Since Hotel Ocean Gate will invest a good amount of money on sustainability issues, it will bring a long-term return to this hotel business company.

Key sources: Hotel Ocean Gate will offer more than 100 rooms to their guests. This hotel business company will follow an eco-friendly structure at the time of construction. Besides this, Hotel Ocean Gate will try to maintain a good relationship with the suppliers who will provide sustainable supplies to this hotel business company. Proper practice of sustainability will reduce the carbon footprint of this hotel business company (Jones, 2011). Hotel Ocean Gate will hire employees who are skilled and talented. Moreover, HR of Hotel Ocean Gate will arrange several types of training for their employees where the employees will come to learn about sustainability. This type of training will help the employees of this hotel business company to provide sustainable services to the customers.

Key activities and justification: Besides providing quality accommodation service, every business company should offer several types of sustainable practices within its working environment (Heckler, 2015). An example, an eco-friendly working environment will be developed where every guest will be respectful about the practice of sustainability. Even Hotel Ocean Gate will get involved with different types of environmental initiatives. An example, the authority of Hotel Ocean Gate will plant several types of trees around this hotel business company. This practice is not only sustainable but also promotes sustainability in the eyes of the customers. So, this type of practice

also increases the commitment of the owner, management, and employees of this hotel business company towards sustainability issues.

Key partnerships and their justification: Since Hotel Ocean Gate is very committed to the sustainability issue, this hotel business company will maintain good partnerships with its partners who also promote sustainability. Several types of local and international suppliers can be the best example here. Beside this, authority of Hotel Ocean Gate will maintain healthy partnerships with differently types of environmental government or non-governmental organizations. Those organizations will give proper guidelines to Hotel Ocean Gate about what should be done and what should be avoided to ensure the proper practice of sustainability within its working environment. Proper partnerships with sustainable organizations will be incredibly supportive of this hotel business company to reach its goal here.

Cost structure and its justification: The initial investment in sustainability issues is indeed high (Cholla, 2016). A business company needs to invest a prominent level of capital in this regard. Developing an eco-friendly infrastructure can be an example here (Park, 2017). In the case of Hotel Ocean Gate, this hotel business company will also invest in sustainability issues such as developing eco-friendly structures, planting trees in the hotel area and investing on setting up a solar panel which is an effective renewable source of energy. Though the initial cost is high, Hotel Ocean Gate will get a longer return here. Sustainability brings a long-term return. So, the authority of Hotel Gate will not compromise this.

Proper entrepreneurial traits are essential for everyone to be a successful entrepreneur in practical life (Saris et al., 2017). In that case, several types of models and analyzed in this regard. Gibbs's reflective cycle is one of the tools here. This current module, our module current, module has discussed many things about entrepreneurship, management, and motivation in the light of the Gibbs model. This tool can be defined in six stages which are description, feeling, evaluation, analysis, and conclusion and action plan (Trips, 2021). I can explain those stages from my point of view. The first stage is description. In this stage, an individual shares a specific event or experience. In case of mine, I have completed a questionnaire in class. While working on this questionnaire, I have come to know many things about the traits of entrepreneurs. Moreover, there are several types of tests are also

taken in the last module which covers several types of entrepreneurial issues such as risk-taking strategy, leadership strategy and taking proper decisions etc. Since I wanted to be a successful entrepreneur from the very beginning, it was an interesting module for me. According to Gibbs's model, the second stage is feeling. In that stage, it shows how an individual manages his emotion during the experience (Viborg et al., 2023). The result can be either positive or negative. In my case of mine, I was excited when the result of the test was shown. On those tests and questionnaires, I shared my perception of entrepreneurship. I shared my thoughts which I learnt from the class. So, I was curious and excited about filling in questionnaires. The third stage of the Gibbs model is the evaluation stage. In that stage, an individual evaluates what he learns from the experience (Hitachi et al., 2018). In this stage, an individual also evaluates does his experience meets the needs or not. In my case of mine, those tests and questionnaires were amazingly effective for me. Our course teachers discussed several types of models and frameworks such as McClellan's Theory of Needs, and Maslow's Hierarchy of Needs along with diverse types of leadership theories which helped to answer that questionnaire. The test result was one of the actual outcomes of my self-assessment of entrepreneurship and management issues. The next stage is the analysis stage. So, I can strongly say that this reflective assessment was highly effective for me to have a deeper knowledge about entrepreneurship and management. In the last module, I also learnt about Belgian's team-building theory in class. This theory also helped me to get proper knowledge about managing team members when some people work on a team to achieve a common goal. In conclusion, I have made several plans to utilize my knowledge in action. My reflection on knowledge about entrepreneurship and management will sharpen my skills in future. As a result, it will be easier for me to become both a successful entrepreneur and manager. The knowledge that I learn from this module will develop my foundation of knowledge about entrepreneurship.

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