

Marketing Environmental Audit

Opening the B&B Style Hotel.

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Executive Summary

For me, the most important thing for this type of business is the place. We had a lot of ideas, skills and dreams to build a business, but I was in need of a partner to secure the business. The person I chose was my one of my friend that I could relay on and he is from Romania both we live in the United Kingdom. The hotel was supposed to be open countryside, because of the nature and being so beautiful around and with unlimited options for parking, swimming pool, winter garden and options for organizing the children's play makes the area special. Rural always offers more opportunities to create enough room for business.

Business / Company Overview

The hotel will have 25 en-suite bedrooms offering both twin and double occupancy. There'll also be a small cocktail bar and restaurant area to provide breakfast and evening meals. The targeted premises outlined are currently trading as a public house with existing accommodation for 20 rooms. We'll build additional bedrooms behind the current building with planning permission already granted.

Products and Services

As I have marked already, the ideas are plenty and not impossible to go true.

The first- we have to take a decision about rooms. How many we can create, what size will be comfortable for the customers, with or without bathroom, style (old fashion or modern) etc.

How much money will going to cost us?

Can we afford to make a swimming pool?

Can we renew the windows and doors or have to be changed?

We are looking for the best quality that we can reach with our budget.

Because my girlfriend is a Chef, we can afford to serve breakfast to our guest, also the buffet for dinner. She is fully qualified to deal with people with allergies, food intolerance and illnesses which is very important nowadays.

There is a garden, we think to make parts of it like a conservatory for the raining days and winter. Also, an open bar will be great for the sunny days around the swimming pool that we planning to make.

Room-service options are not a bad idea too.

Unlimited fibre optic broadband and the well-organised library will be available.

The car park will be free of charge for the guests, with CCTV in operation for their safety.

All extra facilities will be free of charge for the guests, we will including them when we form the prices.

Target Market

For any business is very important to be aimed at a specifically group of people to be successful. We probably would like to be suitable for all people, but this will be a mistake because, for example, the busy businessman with projects to think about will be not happy to share the space with a mother with 4 children that playing and make a noise, or the teenagers that jumping in the swimming pool when the elderly people enjoying swimming.

Probably the price for one night stay will be the key to the group of people that will be our guests.

The price of any product or service determines the group of customers that will buy that product or use that service. For example, White Rose supermarkets are more expensive than Asda one, but this not necessarily means that the quality is better. This normally means that they prefer and aimed at specific target customers.

Depending on the quality that we can afford we will create our prices.

Market Segment

The B&B style accommodation is very well known.

Actually, there is so little unsuccessful places trading in that style. Normally the bad management is only one reason to crash business like this, also not correct made prices.

We are students in the best place to understand the way to be successful in hospitality.

We think that we can create a very good place to relax for the guest, profitable and enjoyed for us.

Micro and Macro Environment

Surbhi S (2015) suggests that “...business environment. It is broadly classified into two categories, i.e. micro environment, and macro environment. The former affects the working of a particular business only, to which they relate to, while the latter affects the functioning of all the business entities, operating in the economy”.

Of course, we are classified definitely into a micro business, but also, our way to do our small business affect the macroeconomics.

SWOT Analysis

- **Strengths-** This is a very good business if it is well organised.
- **Weaknesses-** Incorrect prices for the quality is the key to the crashed business.
- It also does not have skilled and experienced employees that become barriers in the path of their success and growth
- **Opportunities-** The best way to enjoy working. Options to work for yourself in place that you create.
- New and advanced technologies can also give them opportunity to being innovative
- **Threats-** If the place or target are not chosen well this will be the easiest way for bankruptcies.

PESTLE Analysis

- Political- Soon as we don't show official our preferences, we will not be affected by the political situation.
- Economical- Our business cannot affect the global economy, but global economics definitely can affect us.
- Social- We have to be very socialised and open not only to the people of the background that we are oriented for our business. All customers are very important.
- Technological- We have to be up to date with the technologies, that is very important in 21 century, but also, have to be a normal level for our B&B style business.
- Legal- The legal aspect is important as everything else. Following the government and council rules, insurance, contracts with suppliers, and last but not least the agreement between the partners in our case.
- Environmental- To run the hotel business is not the same as to live in one household. The waste is huge on a daily basis.

The recycling is very important, to reduce the water usage have to be made a step with using the rainwater. More green space have to be created, more trees have to be grown. The responsibility is for everyone, but more for the people running own business.

Marketing Communication Mix

Marketing communications mix is actually a promotion mix. We know five steps including on it: Advertising, Sales Promotion, Public Relations, Personal Selling, and Direct Marketing (**UKEssay, 2019**)

This is the correct way to advertise and promote every business. The better way is to follow the steps and rules for success.

We already have an idea of how to do that. People do like all types of promotion, and we feel free to use the mixing promotion to start a good business.

Business Strategy to Achieve Marketing Communication Mix

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Our strategy at the moment includes:

Something like free child meal, free hair stylist or rooms discount for regular customers. Leaflets in the near supermarkets, vouchers for free drinks with the dinner, DJ on Friday night making a party around the swimming pool etc.

The Trip Adviser is very important for feedback.

We have to create a chain between the guests and our place. All promotion and advertising have to be related to the group of customers that we want to create.

Conclusion

The Direct Line for business (2017) advised: “There are countless good reasons to consider opening a B&B. There are also a couple of bad ones. Running a bed and breakfast is a huge commitment which demands long hours, relentless attention to detail, exemplary cooking skills and a good way with people. It’s not the business for you if you’re looking for a way to keep yourself mildly busy while you enjoy a leisurely retirement”

Me and Emilian. We are not almost nearly age for retirement. For us this will be options to start a good business with options for growing all around the country.

Emilian part of our partnership is the house. My part are the money to realise our dreams. We both have to work hard from beginning. We are lucky that have girlfriends to help to us. And also, we are lucky for the opportunity to start our business in England, country with rules and friendly people.

References

- Direct Line for business (2017) *How to start a bed and breakfast*. <https://www.directlineforbusiness.co.uk> >(Accessed 4 March 2019)
- Surbhi, S. (2015). *Difference Between Micro and Macro Environment* <https://keydifferences.com/difference-between-micro-internal-and-macro-external-environment.html> (Accessed 4 March 2019)
- UKEssays. (November 2018). *The Different elements in communication mix*. [online]. Available from: <https://www.ukessays.com/essays/marketing/the-different-elements-in-communication-mix-marketing-essay.php?vref=1> (Accessed 4 March 2019)