



**HOTEL**

# IHOTEL

- Revolutionary
- Global
- High-Tech
- High-Comfort
- High-Quality



DET	1
Final	
Markets	
DJIA:	18285.00 ↓
S&P 500:	2124.98 ↓
NASDAQ:	4501.97 ↓

Clear Screen

## Hourly Forecast

10AM



57°F

1PM



61°F

4PM



63°F

7PM



60°F

10PM



57°F

## 5-Day Forecast

Fri



69°F 53°F

Sat



77°F 58°F

Sun



Mon



76°F 61°F

Tue

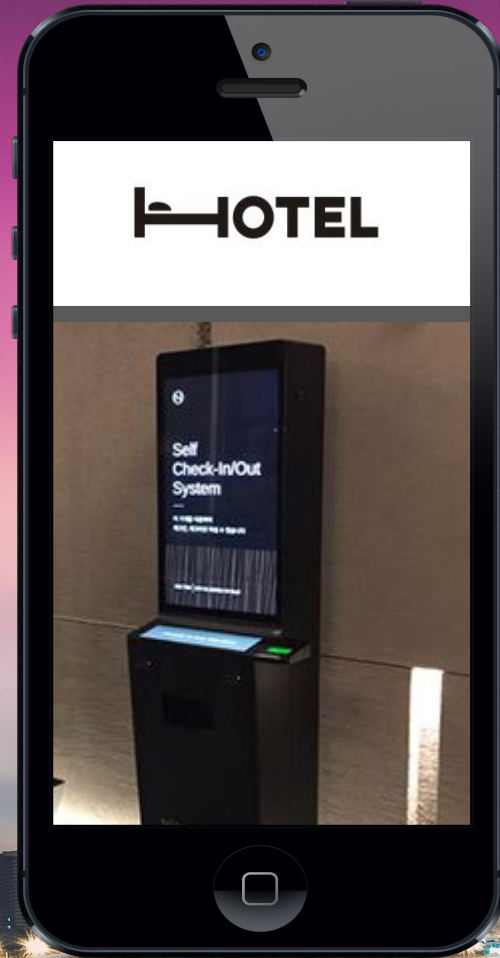


61°F 61°F



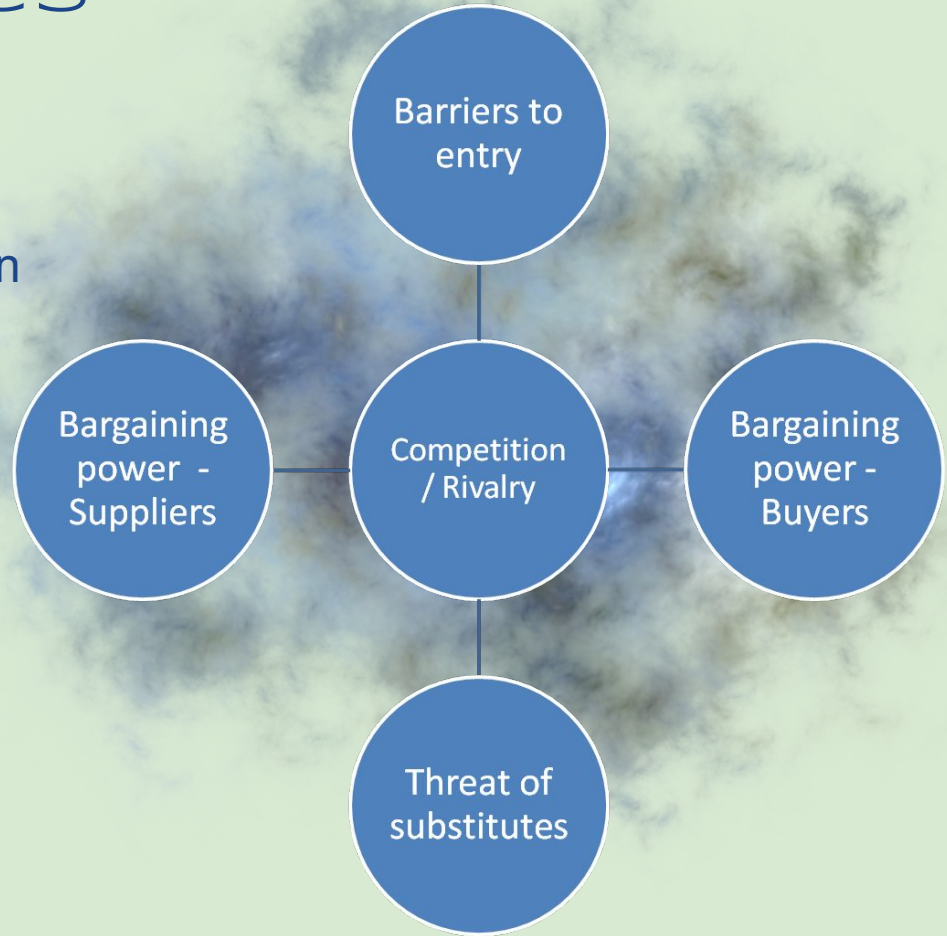
# VISIONS & VALUES

- Revolutionize high-tier hotel industry
- First fully automated hotel worldwide
- Provide the most recognisable global high-tech service
- User friendly online interface through website and app
- 24/7 Self Check in/out system
- 24/7 Customer service
- Short-stay friendly



# Porter's 5 Forces

- High initial capital requirement
- Medium switching cost between suppliers
- Airbnb as main substitute
- High number of competitors (hotel chains)





Political	Tax policy Political stability
Economical	Globalization GDP People travel more Inflation rate
Social	Usage of new communication - media tools Consumer preference Tendency of travelling more
Technological	Advanced technology tools, increase in mobile platforms Automated services
Environmental	Indoor air quality Renewable energy system Ozone laundry system
Legal	Customers protection Responsible Sourcing strategy



### Strengths

- Global Presence
- Ownership
- Strong Internet Presence
- IT Solutions
- Very fast service
- Environmentally friendly
- No full staff

### Weaknesses

- No brand recognition
- Global presence not as elaborate as international hotel chains
- limited market share
- High dependency on business people

### Opportunities

- **Growth in emerging economies**
- Innovation in customer services
  - Increasing globalization
- Contacts with companies

### Threats

- Other hotels
- Entry of new competitors
- Economic and political turbulence in most countries
- Frequent world crisis
- Terrorism and political unrest



# COMPETITOR ANALYSIS

Direct competitors:

- Marriott Hotels
- Ritz-Carlton
- Hilton
- Yotel

Indirect competitors:

- Airbnb (room/flat rental services)
- Free alternatives (family or friends)



# target Market

- Worldwide travellers
- Businessmen, Company conferences, etc.
- Families and romantic couples
- Transit travellers waiting for their next flight





# MARKETING MIX

## Product:



- Ground-breaking innovation
- App functions
- Partnerships

## Price:

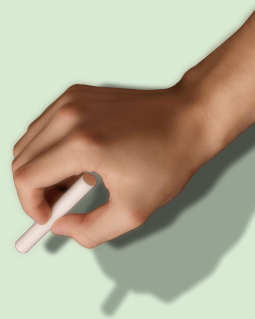


- Attractive against competitors
- Competition-based strategy
- Cost-based analysis
- Eventually, price skimming strategy could be adopted later

## Place:



- Business oriented cities
- Automated channels



## Promotion:



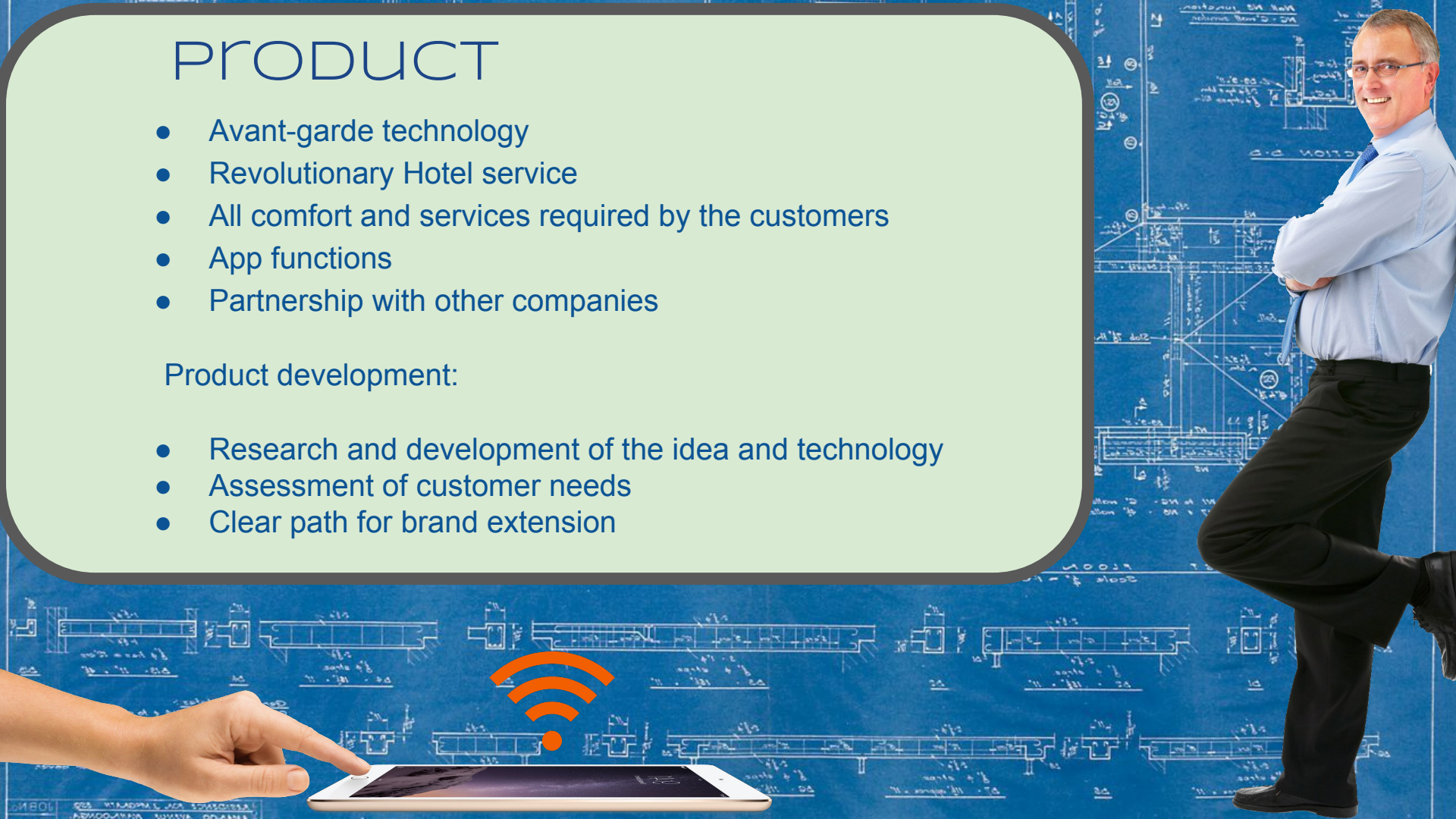
- iHotel aesthetics (promoting itself)
- Targeted online ads
- Flexibility of the service

# PRODUCT

- Avant-garde technology
- Revolutionary Hotel service
- All comfort and services required by the customers
- App functions
- Partnership with other companies

## Product development:

- Research and development of the idea and technology
- Assessment of customer needs
- Clear path for brand extension





# PRICING STRATEGY

- Competition-based pricing strategy
- A cost-based analysis is carried out to evaluate our expenses and due to the lack of a specific
- Attractive to customers, against competitors



# PLace STRATEGY

## Channels:

- iHotel App with Online Booking Portal + 360° Guide
- Self-driving Tesla Airport Service (planning)





# PLace STRATEGY

## Coverage:

- New York, London, Tokyo, Hong Kong, L.A., Milan.
- Business-oriented cities
- Organized among frenzy

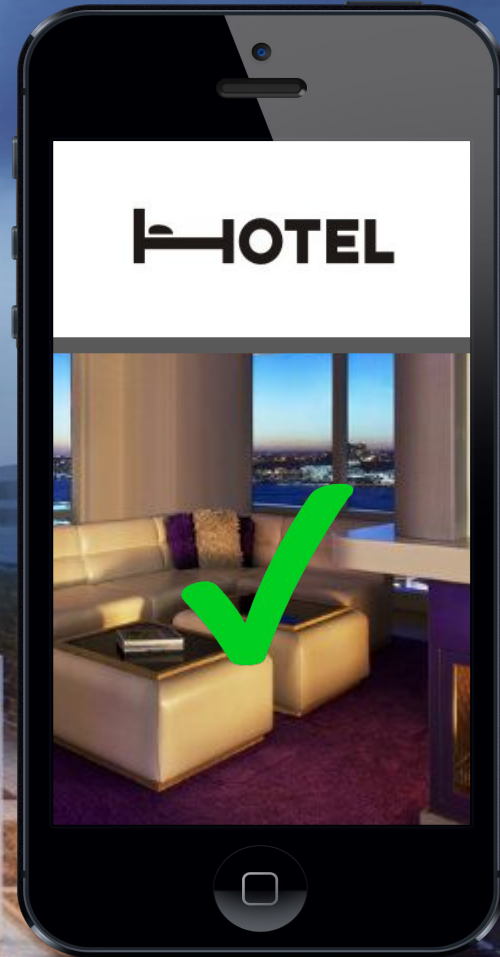




# PromOTION strategy

## Advertising:

- iHotel aesthetics
- Targeted online ads (for the App)
- Promotions thanks to high flexibility



# BEHIND THE SCENES

## Human necessities, Partners, Headquarters Management

- Catering Service
- Cleaning Service
- Emergencies
- Transportation
- Supplies for the hotel
- Anything involving human

### Partners

External Services

Associated with iHotel (contract)

Ready 24/7, guarantee top quality

### Customers

Requesting for a service

Checking out

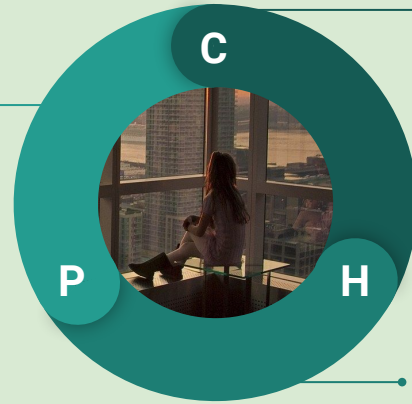
Emergency alarm

### iHotel

Tracking every movement

Guarantee top quality

Ready to provide human assistance from headquarters.



**iHOTEL**

**X**

**UBER**





*Thanks for watching!*



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