Business Report for Arrow on Swanston

<https://www.arrowonswanston.com.au/>

Your report should be submitted in a single Word document, has a maximum word limit of 1600, and requires a minimum of 12 references. APA 7th edition referencing.

**Assessment Criteria**

* Writing style and referencing - 5 marks
* Description of the service provider and its target market - 15 marks
* Service performance analysis on two of the 7Ps - 15 marks
* Recommendations - 15 marks
* Total - 50 marks

**Title page**

**Executive summary – 200 words**

**Table of contents**

1. **Introduction – 200 words**

Your task in this assessment is to present a business report to the owner/manager of a service that you visited to give feedback on the service standard that is provided to the target market.

**In the "1. Introduction" section, you can concisely introduce the aims and structure of the report**.

**Please feel free to incorporate your consumer experience with the service provider into any sections of this report** (as long as it is logical and convincing). But please keep in mind that in addition to mentioning your consumer experience, **your argument and analysis in this report should largely be based on and supported by relevant references** (e.g., journal articles, books, industry reports, online resources, or any other types of relevant references).

**2. Description of the service provider and its target market – 400 words**

Arrow on Swanton is a 3-star serviced apartment hotel in Melbourne CBD <https://www.arrowonswanston.com.au/facilities> ). It has multiple facilities to cater for its customers, which include:

* Outdoor Pool
* Fitness Centre
* Sauna
* Self-serviced laundry
* Conference and function rooms
* Hair and Beauty Salon
* Café
* Complimentary Wi-fi
* Undercover parking

<file:///C:/Users/Isabelle%20Parsons/Downloads/deloitte-au-cip-tourism-hotel-outlook-edition-1-2022-090622.pdf>

Figure 1: Market Segmentation of Arrow on Swanston

<https://www.trivago.com.au/en-AU/lm/hotels-near-swanston-street-melbourne?search=500-1662059;dr-20221016-20221017>

<https://www.visitmelbourne.com/whats-on/major-events>

Figure 1 shows a thorough market segmentation that has been conducted for Arrow on Swanston.

There are two major target markets for Arrow on Swanston, these being the leisure demand, and group demand. According to (…)this is due to these two segments being the most popular hotel customers in Melbourne. During

The major market segment of the hotel industry are the commercial travellers who hold business meetings and form associations in the formal setting of the hotels. Another market segment is the entertainment industry which hold gala events, dinners and other celebrations in hotels.

Any company or organization which caters to a specific customer base needs to identify the population they are targeting as potential consumers and the needs of the customer, on the basis of which it develops its product line and, turnover. When the identified consumers are grouped on the basis of their needs which are to be potentially met by the company, the process is known as market segmentation which is undertaken with due consideration of a number of dependent as well as independent variables (OUP). Products cannot be customized according to individual needs; neither can a single product be placed for mass marketing. Market segmentation therefore relies on the principle that individual customers have need for a variety of products or services (OUP). Any market segmentation endeavour initially needs the identification and selection of the most suitable variables on the basis of which the potential customers are grouped. The identified variables form the platform for the segmentation basis. Whether the market is targeted at consumers or if it is a business to business organization decides the selection of the appropriate variables which however cannot be consistent and be decided in a single stroke on the basis of an identified factor. Appropriate market segmentation therefore requires research and analysis by considering a range of data from different sources (OUP).

demographic segmentation to promote and sell its services. This is because this method is far much better compared to the others. Demographic segmentation caters to all ages when it comes to service delivery. Additionally, this method caters to its target market income, ethnic background as well as family lifecycle (Graham 2006). Therefore, this is the best segmentation method this company can use since it has opened branches in different regions with different ethnicities, genders, age groups, and where family lifecycles differ. The best method that Premier can use for product positioning is a specific demographic method (Hassan & Craft 2012).

* Leisure Demand : Leisure demand consists of families, couples and individuals

seeking vacation experiences including a weekend “get-away” or an experience that is

different and unique when compared to their normal routine. Typically associated with

vacationing leisure demand can encompass anything from an overnight festival attendant

to the extended vacationer. Seasonality is the major factor when attempting to attract the

leisure traveler. Peak demand periods for a leisure traveler are expected in July and

August, followed closely by May, June, September and October. Typically, the months

from November through March are slower periods for leisure demand. The new hotel

needs to promote off-season recreation activites, packaging, and special events to entice

leisure travel demand. This period will be associated with discounting in effort to

stimulate this demand.

* Group Demand : Group demand is generated by associations, government and

business groups, which hold meetings, corporate retreats/outings and conferences. This

segment includes groups (10 or more people)who reserve guestrooms typically with

meeting/conference space, food and beverage. Expected sources of group demand include

corporate groups, associations, non-profits and a limited number of government groups.

Further research on the market area, suggests that group demand is more concentrated in

the months of March, April, May and September through November. The summer moths

of June, July and August are usually somewhat slower for group demand due to the high

incidence of vacations and the inability of groups to ensure participation by key

individuals. Groups typically receive some of the lowest room rates offered as the result

of volume purchasing. In addition, group demand peaks, as described above, occur during

shoulder seasons, a period when properties begin to offer incentive discounting.

<https://link.springer.com/chapter/10.1007/978-3-030-36126-6_58> - Industry paper

The major market segment of the hotel industry are the commercial travellers who hold business meetings and form associations in the formal setting of the hotels. Another market segment is the entertainment industry which hold gala events, dinners and other celebrations in hotels.

In this section, you need to**describe the service provider in a clear manner (e.g., you can describe the basic background information about the service provider and the service products it offers). In addition, you need to clearly and logically determine and describe the target market of the service provider. Please also ensure suitable segmentation variables are applied to the target market analysis and description in this section.**

A. Your first step is to decide on the service provider where you have consumed a service product. You are to choose one experience that you have had in 2022 as a consumer of a service to analyse for this assessment task. Please describe the service provider as well as its target market.

**3. Service performance analysis on two of the 7Ps – 400 words**

**Promotion & People**

Secondly, you are to critically examine how well the service operation uses the following two of the 7Ps of marketing for its target market: Promotion and People.

Question 6: What would be a good approach to completing the service performance analysis?

There are certainly different ways to conduct service performance analysis on two of the 7Ps. **A good way is to compare your chosen service provider's practice with the best/exemplary/suggested practice as indicated by relevant references**. **For example, you may first observe, experience, and research the "promotion/people" factors of the service operation, then utilise relevant references (e.g., journal articles, books, industry reports, online resources, or any other types of relevant references) to analyse how suitable those "promotion/people" factors are in serving the target market**.

**4. Recommendations – 400 words**

C. Lastly, you are to make two recommendations for the service you are examining. The first should be focused on how either its Promotion or People can be improved, and the second should be about the most possible service failure that could occur to the service provider, and a creative service recovery strategy to address the failure.

1. Promotion be improved – use of social media and facebook,

The second strategic option that may be used by Accor is the focus strategic option. As the name suggests, when using the focus strategic option, the company has to focus on a particular market segment within the industry (Krishnan, Eppinger & Whitney, 2007). The focus is done by introducing to the segment, unique sales and promotional packages that make the company attractive to this group of customers (Bryson & Einsweiler, 1988). Lukas and Ferrell (2010) noted that the focus strategic option can be used on different types of customers including both those whose segments are less utilised and those whose segments are highly utilised within the market. In the case of Accor, it is recommended that the best way for the company to be strategic with the focus strategic option is by focusing on such highly utilised segment such as business executives. Such business executives must be focused for both hotel segment and other businesses segment of the company. Within the hotel segment, it will be prudent to dedicate the focus strategic option for the mid-scale as the business executives are assumed to belong to this demography (Gleason & Wiggenhorn, 2007). Venue hire with hotel

2) Service failure: The findings confirm that regardless of gender and travel motives, guests want a comfortable, warm, clean, quiet, and safe place to rest, with commonly mentioned issues across groups including cold, smell, and noise. Therefore, the first practical implication for hoteliers is that these common and tangible issues should be avoided through renovation and refurbishment. In addition, it is imperative to ensure that hotel service is perceived as worth the cost, especially when offering physical elements to guests. For instance, sleep quality can be improved by purchasing high-quality pillows and mattresses and providing regular maintenance and cleaning, which highly resonate with the brand standard. In addition, hotels can offer support to help guests reduce any possible sleep disturbances with interventions such as yoga class recommendations and eye [masks](https://encyclopedia.pub/entry/18704) with earplugs.

**Reference list**

Hence, for this assessment, **there is no need to include a Conclusion section**.

Do the title page, executive summary, and table of contents count towards the total word count?

Answer: Yes. **Only the reference list is excluded from the total word count**. All the rest parts in your assessment submission file are included in the total word count, and please ensure that the total word count (excluding the reference list) does not exceed 1600 words.

<https://www.emerald.com/insight/content/doi/10.1108/02652329910258862/full/html>