

MARKET RESEARCH TEMPLATE

Who exactly are we talking to?

Generally, What Kind Of People Are We Targeting?

- Men or Women?
 - 50/50
- Approximate Age range?
 - 20-50
- Occupation?
 - Business Travelers
 - Tourists
- Income level?
 - Approximate minimum: R185000 (\$10470) and above
- Geographic location?
 - Eswatini

Painful Current State

- ❖ What are they afraid of?
 - Having no control over the inconveniences caused
 - The size of the entire room, not only the size of the bedroom,
 - Not meeting customer expectation
 - However, we are sincerely sorry to hear about the disappointment you experienced with the service at the reception.
 - Need to upgrade the rooms for a five star
 - The entire stay was abysmal and I have never felt more discriminated against for being gay than during this weekend.
 - They clearly used the same pan, or cooking surface for all three items without cleaning it!
- ❖ What are they angry about?
 - Irritating sound near room
 - Generator near the room
 - Paying a price that is not worth the value
 - The advertisement for the facility claimed 5 star quality; it was far from that.
 - We had to pay 11 thousand for a house with an initial cost of 6.5 thousand. It is not worth it.
 - Missed correspondence with administrator
 - I contact the hotel and they did not offer any support.

- Error of allocated photos
 - nothing like the photos we had seen on booking
- The road leading to the accommodation is in poor condition
 - Find the easy way of traveling to Jozini firstly, the roads are bad

Who are they angry at?

- The Administrator
 - In correspondence with the administrator, they indicated this discrepancy, I offered to refund the initial payment and rebook again.
 - Members of staff
 - We were recommended here by my daughter but we're disappointed by the poor service displayed by reception staff at the lodge.
 - The staff is so rude
- ❖ What are their top daily frustrations?
- Poor quality of food
 - Dinner service the second night and the treatment we received after our room flooded from a faulty toilet.
 - The current condition of the rooms is unsatisfactory
 - Need to upgrade the rooms for a five star
 - Terrible service from members of staff
 - Despite spending a lot of money on drinks and saying we would have lunch there (at our cost) the staff still wouldn't budge on the additional charge.
- ❖ What are they embarrassed about?
- The hygiene standards in the rooms are currently inadequate
 - Providing discomfort towards customers
 - Causing massive inconvenience
 - Not meeting customer satisfaction
- ❖ How does dealing with their problems make them feel about themselves?
- They recognize a significant need for improvement
 - They need to enhance the performance and skills of their staff members
- What do other people in their world think about them as a result of these problems?
- They would never go back/recommend
 - I would never go back to nor recommend.
- ❖ If they were to describe their problems and frustrations to a friend over dinner, what would they say?
- They were not adequately given solutions towards problems
 - The electricity was off and the backup generator did not work
 - The shower was weak and took forever to get the warm water to pitch up.
 - no back up power, put in dark room in the middle of load shedding
 - no breakfast before 8am, couldn't arrange breakfast before then, very late breakfast for someone on business
 - They were disappointed by the high cost relative to the low value received
 - Meals and beverages are ridiculously overpriced.

- ❖ What is keeping them from solving their problems now?
 - Staffing issues
 - Personalization demands
 - Economic Fluctuations
 - Sustainability Practices

Desirable Dream State

- If they could wave a magic wand at their life and change it immediately into whatever they want, what would it look like and feel like?
 - They would get huge return on their money
 - Have consistent bookings
 - Have double/more revenue
 - Maximize sales as possible from their social media
 - Maximize traffic to the sales page
 - Meet customer satisfaction
 - Exceptional service
 - Gourmet dining
 - Wellness and Relaxation
 - Privacy and security
- Who do they want to impress?
 - Tourists
 - Business Travelers
 - Luxury Enthusiasts
 - Families
 - Couples
 - High Profile Guests
 - Experience seekers
- How would they feel about themselves if they were living in their dream state?
 - Proud and accomplished
 - Confident and Respected reputation
 - Valued and Trusted
 - Fulfilled and Motivated
- - What do they secretly desire most?
 - Exclusive Partnerships
 - Recognition
 - Innovative Amenities
 - Global Prestige
 - Guest Loyalty

- If they were to describe their dreams and desires to a friend over dinner, what would they say?
 - They have been thinking a lot about guests arriving and feeling instant satisfaction
 - Every detail from the architecture to the service embraces elegance and comfort
 - They want the lodge to be the peak of luxury
 - They want every guest to feel special
 - They dream of gaining exclusive partnerships
 - They want their lodge to have an exceptional global reputation
 - They dream of building a loyal guest base
 - They dream of giving an unforgettable experience

Values, Beliefs, and Tribal Affiliations

- What do they currently believe is true about themselves and the problems they face?
 - They are not getting return on their money
 - Their booking systems does not work
 - They are not doing very well
 - They are falling quite short
 - They will encounter chaos if problems are not solved
- Who do they blame for their current problems and frustrations?
 - Members of staff
 - Administrators
 - Misinformed customers
 - Reputation management
 - Operational costs
 - Market Competition
- Have they tried to solve the problem before and failed?
 - Yes
- Why do they think they failed in the past?
 - No improvement on the skills of members of staff
 - Lack of reputation
 - Lack in economy
 - No improvement on marketing
 - Lack of eco-friendly
 - Lack of value
 - Lack of trust
 - Technological Advancement
 - Not meeting customer satisfaction
- How do they evaluate and decide if a solution is going to work or not?
 - Identifying problems
 - Setting objectives
 - Deep analysis
 - Gathering feedback
 - Measuring results
 - Reviewing and adjusting
 - Full implementation
- What figures or brands in the industry do they respect and why?
- What character traits do they value in themselves and others?
- What character traits do they despise in themselves and others?
- What trends in the market are they aware of?
 - Social media advertising
 - Flexible booking policies

- Increased digital presence
 - Luxury Redefined
- What do they think about these trends?
 - Major competition
 - Recognizing the importance of flexibility
 - They would optimize their online presence
- What “tribes” are they a part of?
- How do they signal and gain status in those tribes?

Places To Look For Answers:

1. Your client’s existing customers and testimonials
2. Your client’s competitors customers and testimonials
3. Talking with anyone you personally know who matches the target
4. market
5. People oversharing their thoughts and feelings online
 - a. Youtube
 - i. (“My journey” type videos)
 - ii. Comments
 - b. IG
 - c. Facebook
 - d. Twitter
 - e. Reddit
 - f. Other Forums
 - g. Amazon.com Reviews
 - h. Yelp and Google Business/Maps Reviews

Basic Avatar



Name: Tebogo Mabena

Background Details: Meet Tebogo, a successful businessman known for his discerning taste and appreciation of quality. Tebogo is planning a much needed getaway and is on the lookout for a luxury lodge that aligns perfectly with his high standards. He values exceptional services and is willing to pay a premium for an experience that offers true value.

Tebogo is meticulous about maintaining clear and prompt communication with the lodge's administration, ensuring that every detail of his stay is well-coordinated. He has a deep appreciation for the skills and professionalism of the staff, recognizing that their expertise is key to a memorable stay. For Tebogo, a luxury lodge isn't just about opulent surroundings; it's about the seamless blend of comfort, service, and attention to detail that creates an unparalleled experience

Day in the life:

6:00 AM: Tebogo starts his day with a jog and a healthy breakfast.

7:30 AM: He checks emails and plans his day

9:00 AM: At the office, he meets with his team

12:30 PM: Lunch is a networking opportunity

2:00 PM: Afternoon meetings and calls

5:00 PM: Plans his luxury lodge getaway.

6:30 PM: Gtm workout.

8:00 PM: Dinner with friends or at home.

10:00 PM: Unwinds with a book or movie

11:00 PM: Bedtime