

Perform full research on their target and avatar

Target market

- Males and females
- Business executives
- millennials
- corporate, leisure travelers,
- typically middle-aged persons
- elders
- families from the upper and upper-middle class section of society
- People who don't mind spending money for luxury
- Location Global

- What are they afraid of?

- Bed bug
- Germs
- Noise
- Putrid smells /odors
- Staff
- Food poisoning
- Elevators
- Heights
- Fires

- What are they angry about?

- Tipping
- Having to pay for internet access .

- Bumptious guest.
- Being charged for the tiniest things.
- Rowdy kids
- Prank calls from other guests.
- People who smoke in the no smoking rooms.
- Unprofessional staff.
- Paying for parking.

Who are they angry at ?

- Unfriendly staff

- What are their top daily frustrations?

- Unfriendly guess.
- Front desk taking too long to complete requests.
- Outdated technology in the rooms.
- Delays in services from hotel staff.
- Not being informed about hotel procedures before arrival.
- Having to repeat information that they already shared.
- Not feeling valued or listened to.

What are the reasons their customers decide to buy?

- Cleanliness,
- Quality of staff & service
- amenities

- property & Facilities
- eco friendliness
- \$2000 cash to every employee to handle a needs of guest daily

How are they getting attention?

- Facebook
- Twitter
- YouTube
- Instagram

How are they monetizing their attention?

- Facebook photo and ads
- Youtube videos and reels
- Instagram links, post and videos

What is this brand doing better than anyone else?

1. location—making sure they get absolutely the best location, where luxury customers want to stay.
2. Product—building the right physical product for what their guests want today and what they will want tomorrow.
3. Unparalleled level of customer service.
4. Having a strong brand and a commitment to their product.

What mistakes (if any) are they making?

What can other brands in the market do to win?

Pay close attention to the guest's needs and wants.

Create social media content to engage with their customers more.

Have faster and better wifi.

Have a well rounded facility with pristine pools, championship golf courses, tennis courses, lush gardens, fitness centers, serene spas, sweeping terraces, and on-site restaurants, clubs and bars.

Expand their brand with yachts.

Empower their employees with a budget to go the extended lengths to satisfy customers and make them happy.