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**PRINCIPLES OF ENTREPRENEURSHIP**  
(ENT530)

**GROUP ASSIGNMENT**  
(CASE STUDY)

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## **EXECUTIVE SUMMARY**

OYO Hotels is India's fastest growing branded network of inexpensive hotels, created in 2012 by young entrepreneur Mr. Ritesh Agarwal. OYO hotels have quickly spread around the globe. Similarly, OYO has attempted to be present in major metros, regional hubs, leisure destinations, and pilgrimage towns. However, during and after the Covid-19 pandemic, OYO Hotels are facing huge problem and challenges in their business. So, we took this opportunity to create a case study and applied in practical situations using Business Model Canvas (BMC). The problems that OYO Hotels faced are poor service quality, having a very tight margin, still making loses and receive low number of bookings.

We could see the findings and outcomes that needed to be highlighted in this study. After a few years of operation, OYO Hotels has gotten a large number of negative comments and reviews from guests who were dissatisfied with their service. Some of the reviews said about the poor service quality. The review has been attached with proof that their service can be improved. They also find out that they had a very tight margin. Even though they can live with their current margin, they still can improve their margin by using taking advantage of the Covid-19 pandemic. Besides, OYO hotels still making loses while operating. They can improve this problem by changing their target market. Last but not least, OYO hotels are facing low number of bookings. They should push their marketing department to create a better advertisement.

## **1.0 INTRODUCTION**

### **1.1 BACKGROUND OF THE STUDY**

The Principles of Entrepreneurship course is required of all UiTM undergraduate students in order to offer direction and introduce them to a business-oriented attitude. Students in this course will do case studies with any business or firm. Students must also conduct interviews with any business or organization to understand more about the difficulties that the organization is facing. Following that, students should assess the problem and identify a business-related solution. This case study will improve students' commercial acumen and inventiveness. Students will also learn more about how businesses work in general. This case study is an excellent technique to demonstrate students how to approach any business difficulty.

Entrepreneurship education attempts to provide students with the information, skills, and drive needed to succeed as entrepreneurs in a variety of situations. Entrepreneurship education is taught in a range of settings, from elementary and secondary schools through graduate students. Whereas other occupations may not provide the student as many opportunities, entrepreneurship education focuses on the development of qualities or attributes that allow the student to take advantage of opportunities. Being in the business sector will provide us with a plethora of knowledge and experience, including the ability to make smart judgements and manage a team efficiently.

Students that study entrepreneurship learn how to develop innovative strategies for improving their critical thinking skills. From this case study, we learned about OYO, a corporation that focuses on hotels and rooms. As a result, the students can get information about entrepreneurship from the experiences of other entrepreneurs. Students have a fantastic opportunity to learn something today that will help them later.

## **1.2 PURPOSE OF THE CASE STUDY**

The case study's goal is to learn more about the company's goods and services. It also provides us with an opportunity to learn about the company's business flow. Students can use the information supplied to identify and assess what the firm need in order to develop a strategy.

SWOT analysis is a term that students may have encountered several times. The SWOT acronym stands for Strengths, Weaknesses, Opportunities, and Threats. The main purpose of SWOT analysis for a student is to provide a clear picture of where we stand. Furthermore, the analysis helps students in identifying areas for development and defining goals.

The BMC, or Business Model Canvas, is a canvas dedicated to our business model, as the name implies. With all of its components together, it is a powerful tool that allows us to see our activity, create it, question it, and highlight its strong points, omissions, and inconsistencies. Its operation is quite easy, and it displays an arrangement by categories. This breakdown provides good clarity by allowing us to concentrate on one subject at a time. This is critical since, in an entrepreneurial effort, especially when we are a new entrepreneur, everything appears to be connected, making it tough to organize our thoughts.

The COVID-19 pandemic has affected every part of the world, having a significant influence on our economy and communities, as well as our personal lives and social networks. Innovation is occurring at breakneck pace. Digital technology has altered our way of life and work. The abilities students need to create their careers and a better society change as the world changes.

## 1.3 COMPANY INFORMATION (I)

### 1.3.1 BACKGROUND



**Figure 1**

In 2012, 18-year-old, Ritesh Agarwal from Cuttack, Orissa, invented Oyo under the initial name Oravel. He had left college and hated being in Kota while preparing for his IIT examinations. He developed the practice of visiting Delhi every weekend to network with startup companies. Oravel was created by Ritesh to serve as a platform for locating, hiring, and reserving affordable housing. He transformed Oravel into Oyo in 2013 after three months of study and staying in bed-and-breakfasts, boutique hotels, and guesthouses.

Ritesh Agarwal received a \$100,000 Thiel fellowship from Peter Thiel for founding the Oravel Stays business. PayPal, an online wallet, was created by Peter Thiel, an American entrepreneur. The young entrepreneur's present multi-million-dollar success may be ascribed to having a clear goal, dedication, and a lack of reliance on instructions. Mr. Ritesh Aggarwal was designated one of the world's top eight young teenage start-up entrepreneurs by the renowned Business Insider in 2013.

At the age of 17, he also became the world's youngest CEO. Agarwal continues to serve as the CEO of Oyo Rooms. Abhinav Sinha, an IIT-Kharagpur and Harvard graduate, has also been hired as his COO. Therefore, Venture Nursery provided 30 lakh INR as the startup money for Oyo. Oyo Rooms conducted their initial round of investment in March 2015, and the project

was a success. Four investors such as, Light speed Venture Partners, Sequoia Capital, Green oaks Capital, and DSG Consumer Partners are collected a total of USD 24 million.

The business held a second round of investment in August of that year, to which the Softbank Group contributed an additional USD 100 million. The Softbank Group, Inn9oven Capital, and the prior investors once again demonstrated their faith in Oyo by contributing USD 90 million a year later, in 2016. The company was now routinely valued at USD \$400 million. The company, which was already growing quickly, received Series D investment in 2017. With the aid of significant capital market participants, the company successfully raised an impressive USD 250 million during this round. The former investors Hero Enterprises, Sequoia Capital, Greenoaks Capital, and Lightspeed Venture Partners were also included.

As a result, Oyo began as a small business that was launched in five Indian cities. Today, it has grown into a worldwide business that works with 8,500 hotels in 230 countries, including Malaysia, Nepal, China, and Indonesia.

### 1.3.2 ORGANIZATIONAL STRUCTURE



Figure 2



### **1.3.3 PRODUCT AND SERVICES**

Oyo Rooms maintains a large product range that is frequently updated to fulfil the needs and desires of a wide variety of consumers, resulting in a product line stretch. It has also co-branded with a number of other service providers to broaden its service offering and increase client happiness, including Airtel for Wifi support, Ola for transportation assistance, Biotique for in-room amenities, and Air Pegasus, PayPal, and Mobikwik for payments. There are a variety of product lines with varying depths.

One of them is Budget Hotel Rooms. Oyo Rooms works with hotels to provide standardized amenities like as free wi-fi and breakfast, flat-screen TVs with a specific thread count, spotless white bed linen with a specified thread count, branded toiletries, 6-inch shower heads, a beverage tray, and so on. These services are available in over 180 cities in India and Malaysia. Based on their price range, budget rooms are divided into Standard, Premium, and Elite rooms, which leads to the product.

Meanwhile, OYO Town House, positioned as a neighborhood hotel, targets millennial travelers in the midscale category, while OYO Home, billed as India's first home management system, offers individual residences in various locales, and is wholly managed by OYO. Furthermore, OYO business owns Vacation Homes, the world's third-largest vacation house brand, as well as the vacation rental management brands Belvilla, Danland, and Center, as well as the German firm Traum-Ferienwohnungen. As a result, OYO LIFE caters to millennials and young professionals looking for completely managed long-term rentals at reasonable pricing.

## **1.4 COMPANY INFORMATION (II)**

### **1.4.1 BUSINESS STRATEGY**

A strategic strategy evaluates a company's existing environment, both inside and outside. It outlines future goals and targets, as well as the techniques it will use to achieve them. A business plan, in other words, explains an existing firm or a specific new endeavor. The strategy of OYO Rooms is to attract customers with a lower room price than the hotel's base price. The primary objective is to provide for an unequalled price that suits the user's budget. The room price varies depending on the location and luxury of the hotel, between Rs. 399 and Rs. 4000. Overall OYO Rooms follow a very sensible approach, aimed at providing rooms with outstanding facilities at a moderate rate and generating customer loyalty.

OYO rooms work fully online where one can book the available hotels at an approximate cost either via an app or through online platforms. Once booked with a confirmation one can avail of the service on reaching the booked hotel on a specific date. OYO team comprises 17000 young and professional people who deliver maximum both for the company and individual growth. With a dynamic team, OYO provides excellent customer service, creates a positive experience for its customers, and in doing so markets its brand to them.

### **1.4.2 MARKETING STRATEGY**

A marketing strategy is a company's entire approach for reaching out to potential consumers. A marketing plan often outlines a value proposition and key messaging, as well as information about the target market, such as where they buy and what motivates them to make a purchase.

Traveling is a pleasure for most individuals, and it is a passion for others. However, one challenge that traveler encounter is locating lodging that would provide a negative experience. Many individuals cannot afford five- or seven-star hotels, so they must make do with less. They either make a price or a comfort sacrifice. But not after 2012, when OYO rooms debuted, and since then, finding a room to stay with exceptional service at an inexpensive price has been easier than ever. OYO has really revolutionized the hotel business. But it's not just their service concept that deserves praise; it's also OYO Rooms' marketing strategy, which helps them attract more bookings.

- i. Operational Strategy

A business operational strategy is a decision-making process that determines a company's long-term strategies to meet the goals outlined in its mission statement. It consists of precise measures that management intends to do in order to attain a certain component of a company's operations. In a short period of time, OYO has expanded as a hotel chain to over 330 cities worldwide. OYO's initial business model was to implement an aggregator model, which included leasing some rooms from partner hotels and making them available for booking on its website under its own brand name.

OYO started out as a hotel aggregation and booking platform, signing up hotel partners who would allot a few rooms to OYO in exchange for a monthly fee. The company would lease the hotel rooms and revamp it to a standardized format, enable booking via its website or application.

ii. Financial Achievements

In today's society, it's difficult to find someone who hasn't heard about OYO. This hotel organization has grown in size and impact. OYO Hotels & Homes has seen tremendous growth. OYO has come a long way from its inception in April 2013 to become the world's third largest and fastest-growing chain of leased and franchised hotels, houses, and living spaces. For those who are unfamiliar, OYO stands for "On Your Own." The platform has now become synonymous with low-cost accommodations. It is well-known for its low-cost lodging options. Since its inception, the firm has continued to add feathers to its headgear.

The company first built its business plan around the aggregator business model; however, things have evolved since 2018. OYO Rooms' new business strategy is a fully stack and franchise business. It's only that the corporation no longer leases the hotel rooms, but instead wants the hotel partners to run them as a franchise. The creators of OYO chose to switch to a pure franchise business model. They have collaborated with hotels and forced them to function under their identity. OYO now gets over 90% of revenue from hotels under franchise model.

## 2.0 COMPANY ANALYSIS

### 2.1 BUSINESS MODEL CANVAS

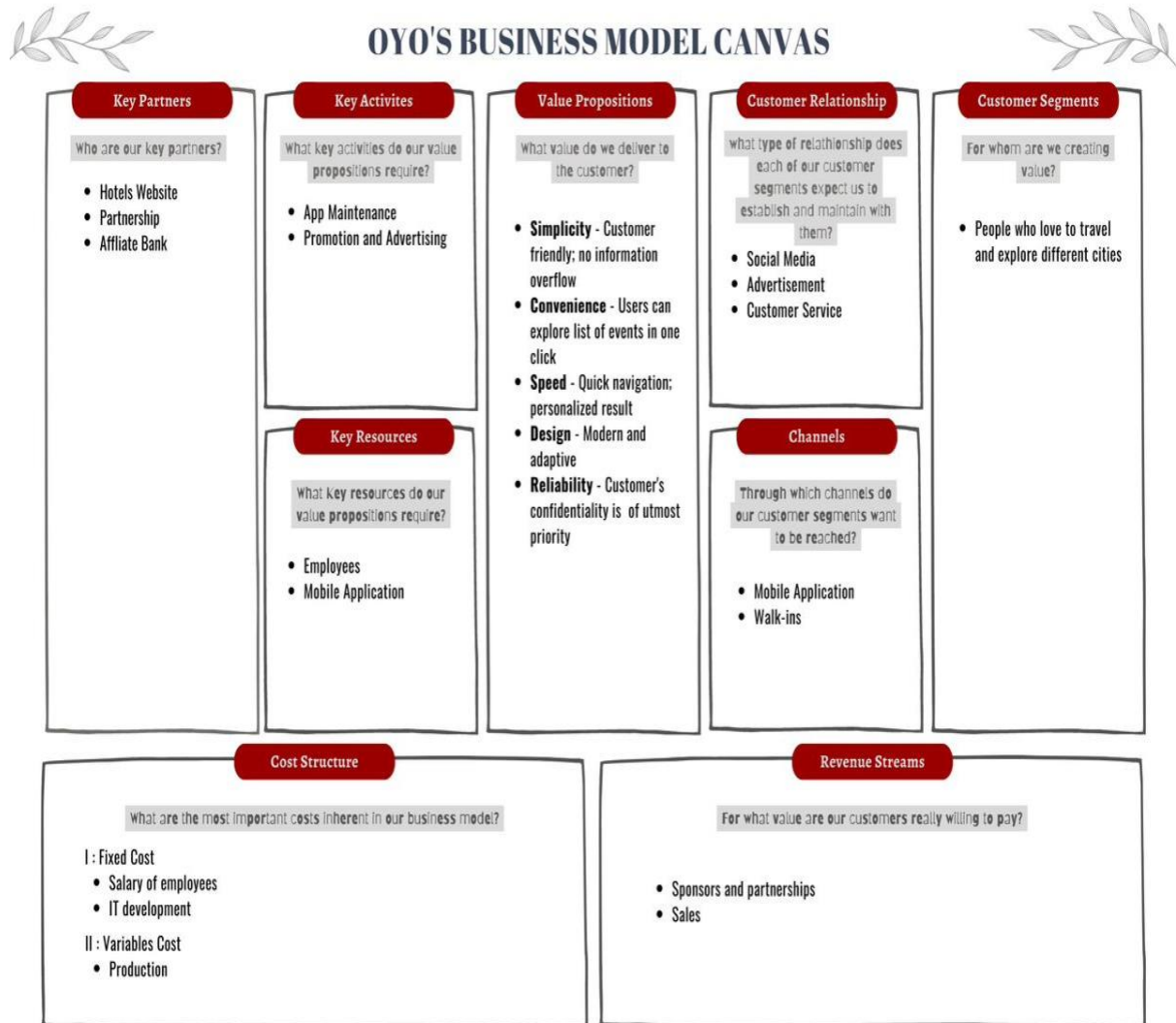


Figure 3

### **2.1.1 KEY PARTNERS**

#### **i. Hotels Website**

A number of hotel websites that work together with OYO Hotels to market the business. There are Agoda, Trivago, Bookings.com, MakeMyTrip, Reservations.com, Gaya Travel, and many other websites advertise OYO Hotels. OYO Rooms, the company's website, also provides access to OYO Hotels. They genuinely gave their devoted customers several discounts by having the applications that advertise OYO Hotels. This is so that more customers can locate the hotels they prefer, compare prices, and make online reservations.

#### **ii. Partnership**

OYO Hotels has partnerships with a number of businesses, including Grab My and Air-Asia. One of the largest partnerships is with Air-Asia, which offered those travelers a package deal that included an airline ticket and a hotel reservation. This option is typically used by those who travel frequently or on business trips because it is far less expensive than locating and booking a hotel directly. As for Grab, since there was a fresh partnership between them, individuals who are familiar with the applications can book using the Grab application itself.

#### **iii. Affiliate Bank**

Both online and offline commerce are being conducted by this OYO Hotel. The hotel has affiliate relationships with many banks, including Maybank, CIMB, Bank Islam, Public Bank, AmBank, RHB, and Hong Leong Bank. It is simpler to contact the consumer and for them to access transaction payment when the option of online payment or quick respond (QR) code payment is provided. Online payments are accepted not just by website visitors but also by hotel guests.

### **2.1.2 KEY ACTIVITIES**

i. Application Maintenance

Dealing with technology implies that there must occasionally have been bugs in the programs. There are a number of issues that might arise, including hotel/client payment issues, booking issues, and more. The system within the hotel itself may also have difficulties. As a result, they require the app's maintenance once a month to ensure everything runs well.

ii. Promotion And Advertising

OYO Hotels may or may not have soft-marketed Air-Asia/Grab by utilizing the collaboration agreement. OYO Hotels is also well-known around the nation for its affordable accommodation prices. Additionally, OYO Hotels always offers promotions to its clients, so it serves as their means of promotion and advertising. Additionally, they will advertise on their official Facebook page.

### **2.1.3 KEY RESOURCES**

i. Employees

Employees are one of an organization's most valuable assets. They are equally valuable since they are diligent workers who have received proper customer service training. Employees are in charge of offering customer support to clients via applications or in-person at the hotel in their capacity as a receptionist. In addition, the staff is in charge of keeping the rooms tidy as part of housekeeping. Additionally, OYO Hotels customer service should not be disregarded because they will assist many customers virtually.

ii. Mobile Application

Other than the company's other assets, including its physical hotels, the mobile application cannot be overlooked. This is due to the fact that the majority of visitors from different cities or countries will try to locate and access the website and mobile application to check the availability of the rooms or stays.

### **2.1.4 VALUE PROPOSITIONS**

i. Simplicity

This is due to the fact that OYO Hotel caters to fundamental necessities and that their hotel motif is built on simplicity. They don't make their hotel look luxurious, and the layout is sufficient to allow visitors to calm while staying there. Their idea is distinct in addition to being straightforward because it is similar to your own house and offers a TV as well as a space to iron garments and other things.

ii. Speed

There is also no exception to the skill with which current websites market the rooms that are available at OYO Hotel or the customer assistance that is accessible to help. OYO Hotel is one of the quick, simple, and affordable hotels to book, according to all users. Additionally, they don't have to worry about a lack of rooms because to the district's 1 to 4 branches.

iii. Convenience

In addition to having an accessible website, OYO Hotel is situated in useful locations. OYO Hotel Arau Branch is the nearest illustration. This is due to the abundance of restaurants, grocery stores, pharmacies, fast food restaurants, and eyewear stores in the neighborhood around the branch. This has made it simpler for users in a number of ways if they run into any issues. There are more branches nearby that are open twenty-four hours a day.

iv. Reliability

There is no reason for customers to worry about their safety. This is due to the fact that the hotel's policy will really guarantee the protection of its guests. Customers don't have to worry about their security being breached, so they can put their faith in them and unwind as much as possible.

## **2.1.5 CUSTOMER RELATIONSHIP**

i. Social Media

OYO Hotel has given users access to make usage of a flexible and user-friendly platform. Some customers utilize this online service from a distance, which is quite useful since it allows current users to save time and energy. It also makes it easier for users to organize their journey.

ii. Advertisement

In terms of marketing, the hotel frequently runs sales and advertises discounts on their Facebook page. Additionally, a number of websites provide discounts to their subscribers, therefore they frequently advertise on websites and Facebook pages. As a result, there are lots of clients interested in the offers and packages.

iii. Customer Service

Every company, including OYO Hotels, inevitably has customer service issues or website issues. OYO Hotels has developed a platform for their guests to contact customer support in order to address all of these issues. On their website, customers may browse for customer assistance. The consumer may select whether to contact or email customer support about their problem on the website itself.

### **2.1.6 CHANNELS**

i. Mobile Application

OYO Hotels have chosen to employ and collaborate with several mobile applications, like Agoda, Air-Asia, Trivago, OYO Rooms, and many more, to reach their customers because this era is increasingly focused on technology. Customers may follow the hotel on Facebook or independently browse their website if they want to learn more about the place. The consumer may quickly access the mobile application to determine whether the hotel is available.

ii. Walk-In

The majority of walk-in customers always have cash on hand or are experiencing trouble with their internet banking. As a result, people occasionally contact the hotel directly to make the reservation or check the availability. In fact, because OYO Hotel is one of the hotels that offers affordable prices for stays, the consumer will enter if they have no other alternative (other hotel).

### **2.1.7 CUSTOMER SEGMENTS**

i. Travelers

The client segments are concentrating on OYO Hotels' traveler target market, which they have aimed at from the very beginning of the company. Travelers



are familiar with OYO Hotels because of their affordable prices. Some customers may wish to just get somewhere, so they may reserve a hotel room and arrive. Event planners and sponsors are another group that OYO Hotels aims to attract so that they would book a lot of rooms for their families, colleagues, and the event they are organizing.

### **2.1.8 COST STRUCTURE**

i. Fixed cost (salary of employees, its development)

A fixed expense is one that the business must bear and pay for. The hotel cannot be careless and pay irresponsibly for things like welfare and staff wages, even if they suffer a loss. In addition, one of the expenses that must be endured and paid for is the cost of fixing website damage.

ii. Variables cost (production)

The production of the hotel is one of the items that must be paid in the case of damage or necessity (not needed if not necessary). For instance, hotel rooms often have mattresses, sinks, toilets, irons, and pillows. One of the items that must be paid in the case of damage solely is production that is used by users and customers but is damaged.

### **2.1.6 REVENUE STREAMS**

i. Sponsors And Partnership

The most profitable partnerships and sponsorships are those who use their well-known and high-value website to advertise. For fact, Air Asia and Grab provide hotel services and flight-hotel bundles. As a result, hotels make more money from incentives offered through partnerships as well as from walk-in business, websites, and numerous mobile applications.

ii. Sales

The sales of the rooms it's how OYO Hotel makes money. When it comes to the holiday season, they are the most profitable. Businesspeople occasionally want their services since they must stay when travelling, etc. Additionally, they earn from both internet and in-person reservations.

### 3.0 FINDINGS

i. Poor service quality

The quality and dependability of OYO's services are controversial. OYO collaborates with hotels to provide the greatest services to clients at the most reasonable costs. This means that the real cost of service or rental is decreased since the hotel must stick to the pricing structure established by OYO rooms. Many hoteliers have complained that OYO charged them extra and sometimes failed to pay them the entire sum as promised. Some hotel operators have even filed criminal charges against OYO Rooms for exploitative pricing.

ii. Tight margins

Some hotels that now work with OYO may decide to work with other firms. If this occurs, OYO will be powerless to act. As a result, the pattern of OYO's marketing grows only from the margins they provide to their hotels. In the end, this might lead to uncertainty for OYO.

iii. Still making loses

OYO Rooms has been in business for eight years, yet the firm is still losing money. Some OYO Rooms Locations are not shown since travelers may have trouble locating accommodations immediately after landing in a new location. Hotels and vacation homes, for example, may be placed on small streets or in regions where an OYO Rooms advertisement is hardly visible.

iv. Low number of bookings

Aside from peak seasons, OYO room reservations are often minimal. This is because OYO intended to have a digital register system in place to record all consumer data. This system will allow the corporation to exchange consumer data with government bodies in real time. Many consumers fear it would be a threat to their privacy since the government may misuse this data. Another shocking incident occurred when a hotel owner was accused of putting a spy camera in a guestroom and blackmailing a couple in Bhubaneswar. Although the situation was later aggressively addressed by local authorities, the concern of the customer's right to privacy remains.

## 4.0 DISCUSSION

### i. Service quality improvement

A lot goes into delivering on OYO promises, and they never hesitate to go above and beyond to provide their visitors with an exceptional experience. This derives from OYO fundamental principles, and it doesn't matter if only one person stays with them, what counts is that he returns with a memorable stay experience. And, in order to create such experiences, OYO understand how critical it is to manage the complete hospitality experience from beginning to end.

From the transformation process, in which they modify a property according to our 150-point checklist, to providing a seamless booking experience with the help of their high-tech products like the OYO App and the Property Manager App, OYO will ensure that staying at an OYO is as easy as ABC. And, if you want assistance at any time, their 24/7 support center is only a phone call away, and their on-site Cluster Managers are available to assist you with any difficulties that may arise. At the end of the day, OYO goal is to create a pleasant, pleasurable, and high-quality stay that will leave you smiling, and they will go to any length to do it.

### ii. Margins improvement

As part of its Covid-19 reaction plan, OYO has adopted a number of steps over the past year, including increased development and deployment of technology and products to lower operational costs. In order to increase efficiency and minimize costs, the company also consolidated strategic and shared services operations such as revenue management, supply, human resources, legal, and finance from national teams to regional teams.

### iii. Budget improvement

People nowadays are more concerned about how they spend their money. Young people, in particular, like to save a part of their earnings. As a result, individuals are more likely to pick low-cost hotels. In the long term, this makes OYO Rooms' job worthwhile. OYO Rooms' approach is to attract clients by offering rooms at a cheaper price than the hotel's standard pricing. The major goal is to deliver an unrivalled pricing that fits the user's budget. The cost of a room varies according on the hotel's location and level of luxury. Overall, Oyo Accommodations takes a

really rational strategy, aiming to provide rooms with excellent features at a reasonable price while also developing customer loyalty.

iv. Marketing improvement

People all throughout the world want to travel and see places again after the Covid-19 outbreak is gone. This will be an excellent chance for OYO to grow its activities. Furthermore, OYO should advertise itself using various social media platforms such as Facebook, Twitter, Instagram, Pinterest, and so on. Oyo may leverage the digital platform to attract more clients because of its special products and lower expenses.

## 5.0 RECOMMENDATION

OYO is currently facing difficulties in increasing their revenues. Not only OYO, but for sure every hotelier and host is faced with the challenge of increasing revenue and profit without raising costs or overspending. When they are engrossed in day-to-day operations, it may be difficult to see the larger picture, and finding the appropriate answers. While there are several ways to enhance the hotel revenue based on the demands, here are a few strategies to get started. Without further ado, let's dive into the techniques we discussed since each is a potential choice for raising OYO hotel's booking rate. There is no magic bullet for increasing hotel income. However, many of the approaches listed below may be utilised in tandem to successfully boost hotel income.

i. Offer early check-in and late check-out

One of the most basic methods to raise income at the hotel is to charge for some premium services rather than just providing them for free. Many hotel customers like to be able to check in and out of their rooms at their leisure. Currently, an astounding number of hotels are granting these requests for free.

These fees may significantly enhance hotel income, and statistics suggests that guests are prepared to spend anywhere from RM20 to RM50 for an early check-in. Some hotels use this add-on to generate over RM20k in fees each year. Consider giving away RM20k in services per year.

Furthermore, early check-in and late checkout fees are practically 100% profit as the income goes straight to the hotel's bottom line results. Few revenue sources have the same influence on the bottom line. It is crucial to note that if occupancy is high, hotels cannot always enable visitors to check in early or check out late. allows hoteliers to easily approve or decline guest requests for early check-in and late checkout. Guests will only be charged for early check-in and late checkout if they accept the request, giving the hotel more control over guest arrivals and departures.

ii. Utilize additional upsell possibilities

Other popular upselling opportunities for hotels include the following. If the hotel isn't currently offering these upsells to visitors, they might be losing money.

- Parking Fees: Many hotels now charge parking and valet fees as part of their usual billing procedure.
- Pet Fees: Many customers are willing to pay an extra cost to bring their pets with them. However, this may increase your cleaning costs.
- Transportation: Guests will pay for the convenience of shuttle transportation. Offering a shuttle service to the airport or other attractions is a terrific method to boost income.
- Gifts: Hoteliers can improve revenue by selling items that their customers desire to buy in-house in a gift shop or retail shop.

iii. Improve your website, social media, and pricing

The majority of visitors and tourists learn about hotels and resorts through internet advertising and review sites. It is critical that OYO must enhance their web presence in order to attract customers who are seeking for the hotel.

This includes boosting online evaluations, growing their social media presence and influence, and adjusting costs to attract the ideal clients. Optimization is a process that takes time. It will take some time to determine client profile and the best strategies to employ content on the website to increase organic traffic.

iv. Start Loyalty Programs

In a deeper sense, consider the following strategy for improving your hotel marketing Loyalty programmes are an excellent choice for hotels since they encourage visitors to book their stays with one hotel for all of their travel requirements. If the consumers book through OYO app or website, the hotels should give prizes or incentives. The higher the benefits, the more times people book or the longer their stays. These incentives may include special rates for prolonged stays or groups, vouchers redeemable at nearby establishments, or freebies such as a free extra night or breakfast.

## CONCLUSIONS

The Business Model Canvas (BMC) was created by Alex Osterwalder and Yves Pigneur in their groundbreaking 2010 book 'Business Model Generation' as a visual framework for generating, testing, and refining an organization's business models. Traditionally, the first thing an entrepreneur supposed to do was to write a business plan defining the primary possibilities, activities, and strategies, as well as preliminary financial estimates for the company. Most important part in this kind of business is the Business Model Canvas (BMC). BMC is a strategic management tool used to establish and express a business idea or concept quickly and easily. Known as a one-page document that goes through the key features of a business or product, outlining a concept in a logical manner. The right side of the BMC is concerned with the customer (external), while the left side is concerned with the business (internal). External and internal elements collide around the value proposition, which is the exchange of value between company and its customers nor clients.

Knowing how to boost hotel marketing will raise the booking rate and lead to many other advantages for the mention hotel. Ones will enhance their brand, create a social media presence, interact and nurture through email, and reinforce their local roots. Whether ones in a startup mode or gaining traction, they need to have a firm grasp on the business strategy in order to plan for success. By the time many had finished their plans, things had moved so quickly that the market reality had altered which in some cases, an issue that has gotten worse over time as the pace of business has quickened. To many people, the notion of needing to prepare a business plan in the first place was so onerous and scary that it became an excuse to put off beginning the firm.

The BMC was designed to be a simple, straightforward, and adaptable solution that can be quickly produced and used to iterate and refresh company strategies on an ongoing basis. The BMC presents an overview of the business, including its offering, infrastructure, market, and finances, on a single page.

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