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| **Current** | **Business problem**  *What is the current problem experienced by the business?*  No tourists, lack of flights, 50% occupancy and under, putting off workers, lack of demand, lack of business clients (travelling and events), conferences/dinners can’t be held due to COVID. | **Current users & Customers**  *Who are the current users and customers?*  *How are we retaining them?*  Tourists, business travellers, businesses re events, interstate travellers  Intrastate travellers  Retained through offering group rates for event attendees, govt initiatives, technology in rooms, location is key, | **Product/service/process benefits**  *What are the current benefits of the product/service offering?*  Benefits is the range of what they offer, Technology/facilities on offer, ease of having everything together for the business clients (travel etc…), prices of the rooms is low/reasonable, flexible with facilities/offering , have an additional revenue stream with business clients to the traditional revenue stream | **Cost categories and Revenue streams**  *What are the cost categories and new revenue streams of the business*  Discounts, low cost, streamlined rooms, event rooms prepared,  Room hire - business/events/tourists  Hospitality dinners etc… events/catering/bar/room service  Medi hotel??  Advertising, staffing, operational costs, training (e.g. covid marshall) |
| **Change event/transformation activity required to move from current to future / desired state through innovation** | **Innovative solutions to transform the business**  *List solutions that may solve the identified problem for the existing business? This could be a new product or service offering OR a new process within the business.*   * *Medi hotel* * *hot/temporary office setup* * *discount bundles - accommodation, room hire/function, number of attendees, bundles with rooms/functions, repeat stays* * *every room probably doesn’t cost a lot of money - its about getting people in and getting it utilised in some way* * *nearby offices can distance employees out that way* * *Kitchen can service a large amount of people at one time - E.g. restaurants going straight to delivery - could hire out setions of the kitchen to other businesses* * *delivery service - for nearby businesses* * *shared office space between businesses* * *smart hub technology - allows alot of easy communication* * *Virtual conferencing possibility*   ***(Satisfies remaining AT 1 Business Skills requirements: e.g. PESTLE analysis, Customer validation, Consultancy report, Get-Keep-Grow strategy)*** | | | |
| **Transformed future** | **Solution to business problem**  *What is the new solution to identified business problem to enable business transformation? Outline value proposition*  *Technology based rooms that cater for business clients, travellers and local.  Spaces allow for shared office space or ‘hot offices’.  Linked with airport, train, transport services.*  *Focus of solution is maximising the use of the space (different clientele from Mon-Thurs to Fri-Sat)*  *Mon-Thurs = Business focus*  *Fri-Sun = Travellers/tourists*  *Rooms to be easily transformed to allow for up to 100% occupancy*  *Ibis interstate (with same technology) linking national arms of businesses.  Saves businesses in travel costs.*  *Employees - reallocation of resources to more IT focused employees.  Retraining employees from hospitality to have understanding about the IT systems* | **New customers**  *Identify new customer segment/s as a result of the new solution to your identified problem.*  *How will we retain them? (Get-keep-grow)*  *Corporate sector clients -*  *Retaining through new IT employees servicing the clients package - co-ordination of conferences from start to finish.  Identifying the advantages of their technology*  *Get - increasing exposure to business clients*  *convenience and simplicity of what Ibis offers*  *location*  *saving businesses time and money through organisation*  *keep - bundles offered , range of services Ibis can offer*  *Grow - different services expanding re technology in time.*  *Upsaling, cross-selling - who else can we entice?*  *other industries - education (training rooms), kitchen training.  booking out a room for several hours as an office space, study area for students,*  *co-working space - anyone who needs a high tech meeting area* | **Product/service/process benefits**  *What are the future benefits delivered by the product/service?*  *New revenue streams from the IT focus*  *increased efficiency in use of the area/facilities* | **Changes in costs and revenues as a result**  *How will the pricing model change?*  *What will the new breakeven point be?* |

**Transforming business process**

Review your existing business model and then complete the transforming business process activity below.