Good morning, my name is Yunfei Cai. Today I’ll give a short presentation on an American start-up company named Airbnb. Firstly, I’ll talk about the background of Airbnb. Then, I’ll focus on its marketing strategy -product.

Well, let’s begin by the background of Airbnb. Airbnb is a community-driven hospitality company founded in San Francisco in 2008. Till date, Customers can utilize Airbnb’s website and app in more than 34,000 cities and 190 countries. We’ve looked at the history of Airbnb. Now, let’s look at its main service. Airbnb provides listing, discovering, and booking unique accommodation services. On Airbnb, host can assist tenants with their vacant houses to earn a profit, and the tenant can rent accommodation they favor with low price.

Then, let’s move on to marketing strategies of Airbnb. In this part, I will only focus on product of Airbnb. Successful companies spend a large amount of time and effort on product management. Firstly, Airbnb does well in promoting product quality, and make it more convenient for customers to use. For example, Airbnb only had an online website at the initial stage. In order to make customers more easily to book accommodation, it launched a new App for both Android and iOS tablet devices. Therefore, customers can know about the renting information wherever they are. In addition, Airbnb also focuses on enlarging the product range. It launched a travel manager tool. This tool paid more attention to making a trip plan for a group of people, not merely individuals. For instance, if a department of company wants to organize a trip, the organizer can sign in the Airbnb and utilize this travel manager tool to arrange tour schedules. For years, Airbnb has been purely attracting individual travelers, now it branched out into attracting in corporate travel managers. It expanded its business scope from individuals to firms.

I’d like to sum up now, I introduced Airbnb today. And I mentioned its background and marketing strategies. Overall, it can be seen that Airbnb has enough potential to become a triumphant firm with its unique business system and strong marketing strategies. Thank you for your attention. Does anyone have any questions?