Business Model Canvas : Hotel Booking Website

PARADISE

Key Partners

What are your key partners to get competitive advantage?

- ❖ Hotel
- ❖ Spa
- ❖ Farms
- ❖ Local Organizations
- ❖ Small Businesses

A booking website for Hotel and Spa in Jordan. the customer can book online any room in Hotel or Spa.
Each Hotel or Spa offers camping trips to the customers, and these trips will be to new places in Jordan that unknown for most Jordanian citizens.

Key Activities

What are the key steps to move ahead to our customers?

- ❖ Promotion of service
- ❖ Online Marketing
- ❖ User management (Customer)
- ❖ User Management (Provider)
- ❖ Managing Booking
- ❖ Customer Support

Key Resources

What resources do you need to make your idea work?

- ❖ resources :
  Hotel
  Spa
  Farms

Value Propositions

How will you make your customers' life happier?

Customers :

- ❖ Special Offers during the Session
- ❖ Can Booking online
- ❖ Easy to Find Available Hotel, Spa and Farms.
- ❖ Easy access to data
- ❖ Accessibility: universal application

Providers :

- ❖ Can Marketing Their Services Online

Customer Relationships

How often will you interact with your customers?

- ❖ Social Media
- ❖ Customer Support
- ❖ Review, Rating & Feedback System

Channels

How are you going to reach your customers?

- ❖ Websites
- ❖ Android app
- ❖ iOS app

Customer Segments

Who are your customers? Describe your target audience in a couple of words.

- ❖ Those who want to Booking hotel .

- ❖ Those who want to provide services related :
  1- hotel
  2- farms
  3- spa

- ❖ Those who love take nice vacation.

- ❖ Those who want to earn some money (tourist guide)

Cost Structure

How much are you planning to spend on the product development and marketing for a certain period?

- ❖ Website maintenance
- ❖ Salaries to Permanent Employees
- ❖ Marketing & Customer acquistion
- ❖ Local events for sellers

Revenue Streams

How much are you planning to earn in a certain period? Compare your costs and revenues.

- ❖ Google AdSense
- ❖ Vip Plans
- ❖ Commission 3.5% of the Booking revenue
- ❖ Advertisement revenue from featured shops

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