

# BRAND WARZ

SLICER  OMS .COM



Team Paper Bag



## POSITIVE POINTS OF THE BRAND

Network and Establishment – Has spread it's services across major cities and tied up with multiple hotels

A ready-to-access domain name and website

Asset-light business model with no inventory buying/minimum guarantee clauses with hotel owners.

Huge scale up potential with minimum investment.

## SCOPE OF IMPROVEMENT

Pricing structures

Existing Policies

Outsource and Increase services

Improve current infrastructure and website

# Analysis of their failure to attract targeted customers.

## – improper infrastructure, perception

### Targeted Customers

#### Existing Customers

(as per our inference from the site)  
Business Professionals with Meetings

#### Suggested Customers

- Backpackers and Travellers
- College students
- Unmarried Couples
- Fans or Event Participants
- Students visiting for entrance exams
- Job Aspirants, Interviewees



### Infrastructure


- Multiple flaws in the website
- Improper Listing
- Wrong Images of Hotels, Properties
- Misplaced Ranking Criteria of Hotels
- Misleading Cover Images and content on the blogs
- No price disparity between starred hotels



### Perception

- Feels illegitimate
- Unappealing website
- Brand Offerings and Policies don't coincide
- Improper On-Site Advertising
- Feels Raw and Unfinished
- Personal Mobile Numbers instead of centralized toll numbers suggest lack of professionalism and instill distrust





**HOTEL G S PARADISE**


★ ★ ★

Amritsar, Amritsar

Friendly budget hotel located very close to station

Tariff ₹ ~~2000~~

Our special rate ₹ 800 for first 2 hours.



**Hotel GS Paradise**

Directions Save Call

3.9 ★ ★ ★ ★ ★ 323 Google reviews

2-star hotel

[CHECK AVAILABILITY](#)

Address: Railway Station, INA Colony, Amritsar, Punjab 143001

Phone: 0124 620 1206

Ads - Compare prices

Wed, 10 Feb	Thu, 11 Feb	2
Yatra.com		₹1,197 >
Goibibo.com		₹1,100 >
MakemyTrip.com		₹1,146 >
trivago.in		₹1,171 >

[View more rates](#)

# Problems with existing website

Guests \*

Select Guest ▼

Select Guest

- 1 Guest, 1 Room
- 2 Guests, 2 Rooms
- 3 Guests, 3 Rooms
- 4 Guests, 4 Rooms

## STAY CONNECTED

f 0 Fans LIKE

G+ 0 Followers FOLLOW

ig 0 Followers FOLLOW

tw 56 Followers FOLLOW

▶ 13 Subscribers SUBSCRIBE

**Misleading Pricing**  
Customer will definitely cross check for options and variations

**One Room Per guest policy**  
will cause high turnover especially in the suggested target segment

**Un-updated social media banners**  
Gives false perception to the visiting users  
Downplays the existing image

City / Hotel Name \*

LUDHIANA

**Provide drop down of cities**  
SliceRooms is actually available in

instead of predictive texts

**Highlight More Features than just limited hour booking**

**Boost SEO and fix Keywords**  
Currently, SliceRooms shows at 9th Position

book room for limited hours

Search results for "book room for limited hours"

www.goibibo.com • info • hourly-booking-hotels

**Hotel on Hourly Basis, Book Hotel by Hours from Goibibo**

If you want to **book** a hotel **room** for few **hours** or so in the above mentioned cities, Goibibo offers a number of properties that are available for **booking** on an hourly basis. All these day use hotels are centrally located for ease of accessibility and are ideal to stay for your short visit.

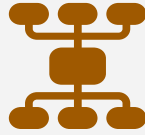
www.mistay.in

**MiStay: India's Largest Hourly Hotels | Early Check-in, Day ...**

MiStay allows you to **book** hotel **rooms** only for the **hours** you need. 100% Safe. Pay Online or Pay at the Hotel. Hotels Available near Airport & Railway Stations.

Kolkata Delhi Mumbai Hyderabad

# STP Analysis



## SEGMENTATION

- Business and Luxury travelers-Destination Holidays , 1-5 star hotels, no compromises on quality and services

- Backpackers- (very frequent , yet extremely budget conscious , can compromise on quality)
- Couples, Students (Frequent , technology savvy, looking for pocket friendly accommodation ,yet cannot compromise on luxury)



## TARGETTING

It targets the business executive and the Backpackers

- Unmarried Couples
- College Students and Aspirants
- Pilgrims
- Medical Travelers
- Wedding attendees
- Overlay fliers



## POSITIONING

Budget hotels aggregator spread across the nation that lets out rooms on hourly basis

- Position as brand which cares about its customer.
- A brand which is considerate about the budget and needs
- Couple friendly and understands the limitation of time and resources

EXISTING

SUGGESTED



## PRICING

### Current Scenario

1. Fixed Prices
2. Non competitive
3. Non-Dynamic
4. Expensive and unreasonable

### Suggested Changes

1. Dynamic Prices, changes with demand
2. Minimum hour setting – 2 hours  
Priced at 1/3<sup>rd</sup> listed price of the hotel
3. Cheaper upon Pre-booking

## BRANDING

### Current Scenario

Focusses mainly providing rooms at hourly basis

### Suggested Changes

1. Highlight features like comfort, dynamic pricing, flexibility and services provided
2. Show off the vast network and tie-ups
3. Deploy a mascot

## Suggested Unique Selling Proposition

01

### Promote the All time Check-in



Defeat the 11 AM check-in policy mostly all hotels and room providers offer

03

### Full Cancellation Refund



Provide full refund if cancellation is done 24 hours prior to promised check-in

05

### (pr)E-Check In



At times the guest is coming in at odd hours and maybe in a hurry  
-Allow guest to check in in advance , online.

02

### Focus on Meals



Guests need food! Don't let them hunt for it otherwise. Provide set meals and drinks for added convenience

04

### Enable Sneak Peak



A realistic and virtual view tour of room rather than painting a rosy picture.

06

### Cross between AirBNB and OYO's



Expand portfolio beyond just hotels, since it's always just a matter of few hours

# MARKETING PLAN

- Make it user friendly
- Set a tone
- Refine graphics
- Fix Ad Banners
- Fix City Listing
- Add Service Offerings

## Website improvement



- Post display ads on target segment related sites like
- travel booking sites,
- college websites,
- YouTube, etc.

## Advertising



- Print Brand name on the
  - linen,
  - food packet, etc
  - Outside associated hotels and properties
- It will help in increasing brand recall

## Personal Branding



- Provide different offer coupons on different related sites like Myntra, Swiggy, etc. which will increase brand awareness as well as customer footfall.
- This can be done by collaborating with those sites.

## Coupon Codes



- Ask customers to review your service and post reviews on your website to make it more legible.
- Make proper review forms and revert upon the feedback received,
- Build trust and assurity

## Reviews



- Work on influencer market to target college youth which will increase customer footfall and will increase brand awareness.

## Connect with the youth



- Print ads on local kiosks and stalls outside colleges and office will attract the attention of related audience leading to higher website visits.

## Increase Brand Visibility



- Provide a brand merchandise like a keychain to every customer on their exit. This will result in higher brand recall resulting into higher number of repeat customers.

## Merchandising



- Provide option of intercity transfer. Like if a person is travelling from one city to another and if slice room provides a service there too, provide the customer a discount on booking a room for the second city. This will increase the time limit of stay for a customer, resulting in higher profits and retention.

## Link Services across Properties

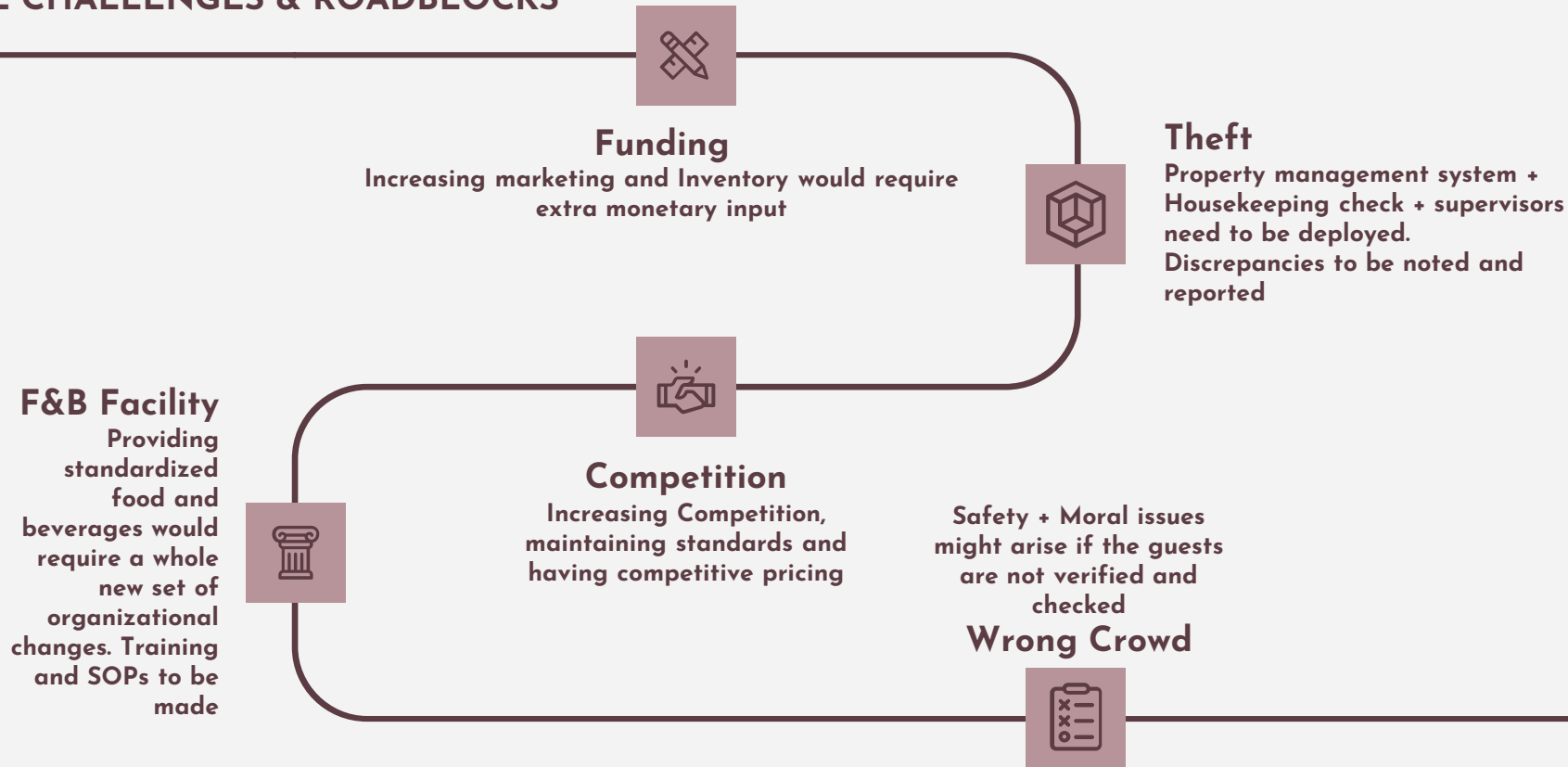


- Sponsor college fests as that will increase awareness among youth related to this service leading to potential word-of-mouth publicity from one fest to another.
- Hire Interns from colleges
- Select Campus Ambassadors

## Campus Approach



# POTENTIAL CHALLENGES & ROADBLOCKS







Thank you!

“Play by the rules, but be ferocious.”

–Phil Knight