

Modernization of Westland Associates Business

Business Proposal to Kevin & Westland Associates

Entities in the document:

1. Westland Associates: Owners of the Property
2. Kevin: Property Manager and Potential Partner of the New Business
3. Ajinkya Sheth (AJ): Digital Marketing & Business Development Consultant
4. Guests: Entities which rents out the properties (Mostly UW Students)

Analysis of the Current Business Scenario

- UW Students have been main consumers Westland Associates rental properties.
- Given the circumstances, it is unlikely lot of students are going to turn up in upcoming school year. Or they may even turn up for short term period.
- Here, we are looking diversification of business to include travelers and short-term stayers alike with the help of modern technologies
- To be specifically, recommendation is to list this business on AirBnB. As AirBnb is popular for people travelling to Seattle and Citywide Average Occupancy Rate is 69%
- AirBnb offers excellent interface to manage travelers, it is easy to set up and most importantly it is effortless to get rid of in case the business doesn't work or incase market situation changes

Calculation of Expected Income

PHASE 1						
	#		Revenue Generated			
Proposed Occupancy	6		1 day 100%	10 days 100%	20 days 100%	30 days 100%
Master Bedroom	2	70\$/night	70	700	1400	2100
Private Bedroom	2	50\$/night	50	500	1000	1500
Living Room	2	30\$/each	60	600	1200	1800
			180	1800	3600	5400
Discount (Stay>7 days)		10%		180	360	540
Discount (Stay> month)		20%				
Total			175	1620	3240	4860
	Occupancy %					
Average Monthly Revenue Expected	Lower	50%	87.5	810	1620	2430
	City Avg	69%	120.75	1117.8	2235.6	3353.4
	Upper	90%	157.5	1458	2916	4374