Required Assignment 4.2:   
Understanding Disruptive Positioning

**<Your Name>**

**Suggested time:** 90 minutes

**Assignment Instructions**

For this assignment, think of a product category where you see a gap for disruptive positioning. It could be within the industry you work in or any other.

***Note****: This is a required assignment and counts towards your programme completion.*

Describe a product category and then discuss what would one good position option be? What type of disruptive position does it follow?

Product category : Hotels & Homes

Product : OYO

Current scenario: Oyo Hotels , a budget hotel segment mainly work in Urban and Tier-1 &2 cities provides economical rooms .target customers mostly Couples , Young Generation , Business traveler ,Solo Traveller,Tourists.Oyo has multipbrand approach and offers cheap and budgetary living spaces.

Good Position : OYO will enable the consumers with Gaming stations in the rooms as a service .OYO tied up with Champion Games and ProFANTASY11 who are into sports gaming also provide Betting platform. Anyone who will book OYO can avail the service and can also earn quick money through Betting Apps

Disruptive Positioning – Stealth positioning

Talk a little bit about why the suggested position is a good idea? How would it address the current issues within that category?

OYO Rooms target segment is Young population and Travellers. If they can offer Gaming and Betting as services which comes as a source to money it will attract more footfalls as everyone looks for quick income. The negative reviews which Oyo has gained due to their dismal revenue , digitizing consumer details and being termed cheap is going to revoke the minds as soon as they will get to see that Oyo also giving them a legitimized way to entertainment and quick Money. Moreover in hotel segment none has tried to bring gaming and betting experience while staying in hotel. Many overseas tourists also look for economical option and they are more prone to gaming and betting which is legal in western world. So when they will get an opportunity to play in india in a legal way it will attract more travellers .

Right now in budgetary Homes and rented places the nearest competitor is Airbnb which has a profound market share in India and West. To penetrate markets in Europe and US OYO can utilized this positioning to further consolidate as still Oyo is not successful in US owing to its regional barrier. To shed the image OYO can utilize 4 Ps and positioned its product as more entertainment entity then a mere rented place.

More thoughts.

What OYO rooms can also positioned as reverse positioning where they can remove reception , digitized customer entry or maintaining checkin checkout details rather go for Airbnb model where hotels or rented places can enable customer to checkin with passcode on their own .Rather than maintaining housekeeping they can provide households inside the room and equipped with cooking and Washing options where guest can consider the rooms as their temporary homes