**Purpose and Description**

Draft #1

In some industries employees represents the company, and this phrase includes the hotel industry. Employees of hotel are mostly the front-line of the organization, they are the one who interacts with the guest, which means if guest were displeasured then it heavily affects the organization, and do take note that hotel industry is continually growing, a dissatisfied customer can easily find another hotel if one gave a bad impression during his/her stay. This is where survey comes in and those data are weightily important to the hotel to react on what changes needs to be done.

We believe that SM Hotels and Conventions has the necessary reports to know the situation, but in all honesty the reports weren’t used in their full potential,

It’s easy to say that with those reports and information

but honestly despite having those reports and information

Draft #2