# Executive Summary

**Company name**: Smover

Company Address: P.O Box xxxxxxxxxx

Tel number: 678979420

CEO: DONGMO SHU GAEL

Tel:xxxxxxx

General director: NJILO RUTH NDE

Tel:xxxxxxx

Assistant director: MVONDO KEVIN ARTHUR

Tel:xxxxxxx

Employee: MBA TEBID NEIL-RYAN EMILE

Tel:xxxxxxx

## Description of the business

The hotel reservation system provides a transformative solution for the hospitality industry in Cameroon. It enables a multi-platform booking experience, comprehensive guest profile management, automated operational processes. By implementing this system, hotels can expect to enhance guest satisfaction and loyalty, optimize revenue and profitability, streamline operations, gain data-driven insights, and elevate the overall competitiveness of the Cameroonian hospitality industry. This innovative technology is poised to redefine the hotel guest experience and drive growth in the region.

## Market overview

- The global hotel reservation system market is a sizable and growing industry, estimated to reach around $16.5 billion by 2024.

- This growth is fueled by the expansion of the hospitality sector, increased business and leisure travel, and the rising adoption of online booking solutions.

### Key Market Segments:

* Deployment Model: On-premise vs. Cloud/SaaS-based systems
* Organization Size: Large enterprises vs. Small and medium-sized businesses
* Geography: North America, Europe, Asia-Pacific, Latin America, Middle East and Africa

### Major Market Players:

* The market is served by established vendors like Oracle, Amadeus, Sabre, Shiji Group, as well as more specialized cloud-based providers.
* These players compete on factors like integration capabilities, data analytics, mobile functionality, and user experience.

### Key Trends and Challenges

* Integrating with third-party distribution channels like OTAs and GDSs
* Leveraging guest data to personalize the booking and stay experience
* Transitioning to cloud-based, Software-as-a-Service (SaaS) models
* Keeping pace with evolving consumer expectations around online booking
* Competing with emerging "proptech" (property technology) solutions

## Key strategies

Here are some key strategies our firm can consider to differentiate itself in the hotel reservation system market:

1. **Differentiated Product Capabilities:**

* + Develop advanced features that address specific pain points of hotels, such as:
  + Robust revenue management and pricing optimization tools
  + Sophisticated guest data analytics and personalization capabilities
  + Seamless integration with a wide range of third-party platforms
  + Innovative mobile and self-service capabilities for guests

2. **Cloud-Native Architecture:**

* + Invest in a modern, cloud-based platform that can offer greater scalability, flexibility, and faster innovation cycles.
  + Provide a smooth migration path for hotels looking to transition from on premise to cloud-based systems.

3. **Exceptional User Experience:**

* Design a highly intuitive and user-friendly interface for both hotel staff and guests.
* Leverage the latest UX design principles and technologies to enhance the booking and management experience.

4. **Ecosystem Integration:**

* + Build a robust set of partnerships and integrations with OTAs, channel managers, PMS providers, and other hospitality tech vendors.
  + This can create a comprehensive and connected solution for hotels.

5. **Consultative and Personalized Approach:**

* Offer dedicated customer success teams to provide tailored implementation, training, and ongoing support.
* Engage closely with hotel customers to understand their unique requirements and pain points.

6. **Continuous Innovation:**

* Establish a strong Research and Development function to regularly enhance the product with new features and capabilities.
* Leverage customer feedback and industry trends to drive the innovation roadmap.

## Technical and managerial experience

**DONGMO SHU GAEL**

Chief Executive Officer (CEO)

Managerial Experience:

Over 3 years of progressive leadership experience, in the software industry known as didacsoft

Technical Experience:

Holds a bachelor's degree in software engineering

**NJILO RUTH NDE**

General director

Managerial Experience:

Over 5 years of progressive leadership experience, in the software industry known as Active space

Technical Experience:

Holds a bachelor's degree in software engineering