BDA & DaViz Group Member:

1. 2540135473 – Dora Kalifa Dharmawan – 30%
2. 2501983105 – Pristian Budi Dharmawan – 40%
3. 2540131310 – Pirelli Rahelya Piri – 30%

Problem Identification

1. Introduction
   A hospitality company has certain difficulties in developing new hotels for certain areas in Bali, Indonesia. Their market target is tourists and travellers who have a holiday budget within the range of $100 to $250. They wanted to open several hotels with a sea or lake view. This company wanted their hotel to be accredited as a 3- to 4-star hotel.

2. Identification
   However, they were confused with their target market, so they conducted a survey for one year, which helped them identify when their peak was for the market. As their target is to be accredited as a 3- to 4-star hotel, they need to improve their services, cleanliness, hospitality, and the design of the hotel.

3. Assumption
   There's a high demand for affordable 3- to 4-star hotels with sea or lake views in Bali. Why? It's because Bali is a popular destination for anyone, domestically/internationally. Other than that, we must acknowledge that many tourists and travellers are seeking affordable accommodation with stunning views, right? Based on the survey they conducted before, they found that there is a peak season for tourism in Bali.

4. Demand
   The demand for this business depends on several factors, such as the new destination and the increasing number of middle- to upper-class tourists.

5. Limitations
   The availability of the resources, such as the land, construction costs, and competition. However, a data-driven business still needs the leader to create a decision-making process that is effective and will be successful in the future.