**Strategyzer Document Information**

**Key Partners**

**Large Hotel Chains**

The blue horizon hotel is missing these services that may motivate them to partner with us:

Feature: guest requests for room items, restaurant items

Benefit: reduces multiple incoming calls at once for requests

Feature: how much time you have available in the room

**Hotel Room Service**

Feature: guest requests for room items, restaurant items

Benefit: reduces multiple incoming calls at once for requests

**Key Activities**

Record Guest Requests

Record Food Item Requests

Record room number

**Key Resources**

Client Interviews

Development

Maintenance

**Value Propositions**

**Time**

Benefits Hotel Room Service, and Hotel Guests

Hotel Room Service often receives calls from inside and outside of the hotel, making it difficult to manage mixed calls from both sources. Hotel guests often have to wait on the line to request for food, toiletries, etc. to communicate with staff. These problems cause the cost of time.

Restaurant staff are immediately notified of requests and can begin cooking meals for rooms without having to take calls themselves, or having servers informing them of orders. Room service do not waste as much time due to less calls for room service being put on hold, and can instead take the request once they come in.

**Convenience**

Benefits Hotel Room Service, and Hotel Guests

Hotel Room Service often receives calls from inside and outside of the hotel, making it difficult to manage mixed calls from both sources. Hotel guests often have to wait on the line to request for food, toiletries, etc. to communicate with staff. These problems cause the cost of convenience.

Our service provides a simpler communication between room service and guests by allowing them to request for room service inside or outside their hotels, allowing them to receive food and other items by the time they get back to their rooms. Restaurant staff are immediately notified of requests and can begin cooking meals for rooms without having to take calls themselves, or having servers informing them of orders.

**Customer Relationships**

**Hotel Chains**

Relationship between Hotel chains and the developers, the Hotel chains being the clients, and developers being the supplier of the app/service.

Inform the hotel chains of updates, maintenance, issues.

Allow clients to ask for features more tailored to their hotel services.

**Hotel Guests**

Be informed of app changes, server maintenance, and bugs.

Allow guests to inform the developers if there are issues with the app prevent them from using it.

Allow guests to fill surveys or comments for further UI improvement.

**Channels**

Large Hotel Chains

B2B

**Customer Segment**

Large Hotel Chains

Hotel Room Service

Hotel Guests

**Cost Structure**

Salary for workers

Server Costs

Hotel Staff Training

Domain name

Marketing Costs

ITunes Development License

**Revenue Streams**

**App Service Fee for Hotels**

Onetime fee for hotels to acquire this app

**Monthly Maintenance**

Hotel will pay this to cover server costs and revenue will come from maintenance costs for updates specific for the hotel, and for future updates with new features, security patches, bugs, etc.