

# Brand discovery

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## **1) Define the company?**

Exmouth View Hotel, helps traveler's and family book hotel room, based in United Kingdom. Experience the Best of Babbacombe.

## **2) What We Do?**

Our Traditional Family run hotel offering Affordable accommodation and excellent quality home cooked food.

## **3) Who We Are?**

- Family owned business, we know what family means to you.
- We help you rest tonight for your tomorrow's journey.
- We serve home cooked comfort food that makes you feel like home.
- Try our cliff railway for those who don't want to walk.
- Away from the noise, closer to the beach.
- At a perfect location such that there are many nearby attractions to visit.
- We know how important your wedding is for you and we treat you special.

## **4) Brand Reputation?**

### Past Brand –

- Known for affordable accommodation.
- Home cooked food.

### Current Brand –

- Known for affordable accommodation.
- Made available cliff railways for easy transportation for climbing.
- Adding bar and dining room.
- Added Clubs and dance floor for night life.
- Added a gaming room for youngster to pass their time.
- Renovated the guest lounge.

### Future Brand –

- Have multiple hotels all around United Kingdom.
- Get the Michelin Star
- Become a 5-star hotel.
- Provide transportation service for the travelers
- Airport pick-up and drop.
- Have a private beach area.

- Membership offers for special customers and guests.

## 5) Target Audiences?

### Primary Audience –

- Families looking to visit nearby attractions near the hotel.
- Youngsters looking to relax themselves in the night club or wanting to go to beach
- Adults/Youngsters/families wanting to try all the sporting events happening nearby.
- During marriage season, people wanting to have a beach side wedding.

### Secondary Audience –

- Senior citizens wanting to spend their retirement holidays
- Company planning their office vacation trips.
- College organized trips.

### Tertiary Audience –

- Businessman wanting to have their lunch meetings
- Backpack Travelers, those who don't plan a trip and go without any hotel stay. So, on their trip they tend to find a cheap hotel for overnight stay.

## 6) High-level Goals?

- We help families feel like home by providing top-notch services.
- We are at a prime location where all the nearby attractions, beach, and sporting events take place thus profiting the business.
- Sell more hotel rooms.
- Make customers buy ad-on packages.
- Attract more customers during holiday season.
- Lure customers to go for sporting events since we have a tie-up with them.
- Charge for wanting them to use the night club for partying.

## 7) Messaging?

- We understand your need, we're here to serve you.
- Special Offers during holiday season and for senior citizens
- We care.