

EMPLOYEE_ID	FIRST_NAME	LAST_NAME	EMAIL	PHONE_NUMBER	HIRE_DATE	JOB_ID
800	SARATH	S	v	515.123.4567	17-Jun-03	AD_PRES
801	MANI	M	Miles	515.123.4568	21-Sep-05	AD_VP

SALARY	COMMISSION_PCT	MANAGER_ID	DEPARTMENT_ID
124000	5.5	114	90
117000	7.5	100	90

EMPLOYEE_ID	FIRST_NAME	LAST_NAME	EMAIL	PHONE_NUMBER	HIRE_DATE	JOB_ID
800	JOSE	STEV	Miles	515.123.4567	17-Jun-03	AD_PRES
801	PETER	CS	Miles	515.123.4568	21-Sep-05	AD_VP

SALARY	COMMISSION_PCT	MANAGER_ID	DEPARTMENT_ID
124000	5.5	114	90
117000	7.5	100	90

## **Property Analysis**

### **Physical Attributes**

The Hotel HardRock, San Jose, CA is a 150-room full service property that was built in 1985 as a Holiday Inn and experienced various franchise changes over the years. Located 17 miles south of the Boston Logan International Airport, the property has a total of 5 floors and sits ½ mile from Route 3, a major artery linking Boston to Cape Cod.

### **Guestrooms**

The Hotel HardRock has 127 total guestrooms, 2 of which are whirlpool suites. All guest rooms feature brand new Serta Suite Dreams beds, 47 inch flat panel high definition televisions, ergonomic desk chairs, carpeting, lighting, and artwork. Microwaves and refrigerators are featured in all rooms on the fourth and fifth floors. Our guest rooms have tiled floors in both the entry way and bathroom. All guest rooms feature a closet, hairdryer, coffeemaker, iron and ironing board, voicemail, telephones with speakerphone capability, in-room safe and wireless internet. Guests also have available to them electrical cubes for additional outlets and a small sleek alarm clock. The guest rooms boast a gray accent wall to tie together the carpet, modern soft seating, and the gray modern window treatments. The guestroom bathrooms feature a vanity mirror that illuminates from behind, a makeup mirror, modern artwork, new vanity aprons, Crabtree and Evelyn bath amenities, and Coffee Bean coffee and Tea Leaf tea. Additional items available upon request include razors, toothpaste, toothbrushes, etc. Each guestroom also features RFID key locks in which guests can use both their traditional room key and their cell phone to gain access to the guest room. Bypassing the traditional check in process at the front desk, guests can check into the hotel and receive a digital key for their guest room through the HardRock app on their cell phone. There are a total of six mobile accessible rooms of which two offer roll-in showers. There are a total of 12 hearing accessible rooms and two rooms that are both mobile and hearing accessible. The property is 100% non-smoking.

### **Lobby**

Upon entering the hotel, guests are welcomed by the spacious lobby. It includes vaulted ceilings up to the third floor. The front desk consists of two pods that allow for the front desk to have more guest interaction and personalize each guest's experience. The lobby also features a MADE Market with a variety of snacks, beverages, fresh salads and sandwiches, and amenities for sale, an ATM and two elevators. The spiral staircase that was once the central focal point of the lobby was removed during the 2016 redecoration in order to create an open airy modern lobby with plenty of plush seating that allows for guests to use the common space as a social hub to spend time interacting and working. The lobby also features a high top communal table with two computers that act as the business center.

### **Fitness Center/ Pool**

A hallway was created from the lobby to the fitness center and pool areas offering convenient and easy access for guests. The fitness center is an enclosed room almost entirely surrounded by windows and is only accessible with a guest key. The fitness center has two restrooms, and a flat screen television along with two large mirrors. The gym equipment features LifeFitness equipment, including treadmills, ellipticals, cardio bike, a weight machine, free weights, and

core fitness equipment. The gym equipment allows guests to work out without having to disconnect from the social world. Through each of the fitness equipment's television display, guests can opt to run or bike different courses across the globe, browse the internet, watch tv, listen to music, or connect to their fitness apps. The fitness center plays an important part in overall guest satisfaction as the loyal Hotel HardRock guests frequent the fitness center prior to beginning their day and consider it an important amenity.

The hotel has an outdoor heated swimming pool which is in operation from Memorial Day until Labor Day. The pool area features lounge chairs and tables and is popular with leisure travelers. During the redecoration, the pool liner was replaced with gunite which will greatly improve the longevity of the pool.

### **Restaurant/Lounge**

Located on the second floor is Conrad's Bar & Grille which offers breakfast and dinner along with the hotel bar. The restaurant offers seating capacity for up to 110 people. The entrance features dual glass doors with gray hardware allowing access to the dining area and bar displaying 2 HD TV's and a granite countertop with high style bar stools. The room has full wrap around outer glass viewing windows from floor to ceiling. There is a slight rise in the flooring in the rear of the restaurant seating area which enables the guest to view the entrance of the hotel as well as the surrounding grounds. A large skylight located in the center of the restaurant adds warming natural light. Conrad's Bar and Grill has soft seating, light gray window treatments, dark gray wall paper and carpeting that is natural gray in color with hints of blue. The most eye catching aspect of the restaurant is the Wake Up Breakfast buffet area. Partitioned off from the rest of the restaurant, the buffet area has a sliding barn door to allow guests access to the buffet area. The brand new walnut cabinets, granite counter tops and newly tiled floor along with the stainless steel and bamboo wood displays bring a fresh modern look to the buffet area.

### **Banquet/ Meeting Space/ Boardroom**

The Regency Grand Ballroom is a beautiful event space where functions such as weddings, dinner banquets and many other receptions are hosted throughout the year. The ballroom has a portable wall which splits the room into two smaller rooms, the Regency Ballroom A and Regency Ballroom B. Audio Visual equipment along with high speed and hard wired internet access is available in both the function space and boardroom. The executive boardroom is located on the second floor and can accommodate a meeting with up to 12 guests. This room features a boardroom style table and has been very popular for small meetings and attorney depositions. The ballroom has natural toned carpet accented with pops of blue, and light gray wall paper. During 2017 the hotel purchased new display tables for banquets with metal table tops and sleek new modern display ware to improve the appeal of banquet meals and breaks and to increase the amount of creative displays our banquet team can do. The Executive Boardroom boasts a one of a kind custom boardroom table, sleek yet comfortable boardroom chairs, carpeting, wallpaper, and modern artwork. Guests using the boardroom can now control their presentations more easily on a 70" flat screen television through the connections made available in the boardroom table.

## Competition Analysis

Competitor Name	Hard Rock	Comfort Inn Hard Rock	Best Western Braintree	Hampton Inn Braintree	Hyatt Place Braintree
Competition Type	Extended stay, weekend wedding and sports business, overflow Clean Harbors room nights.	Weekend tour and sports business, construction and extended stay.	Midweek corporate, weekend wedding and sports business.	Midweek corporate, weekend wedding and sports business.	Midweek corporate, weekend wedding and sports business.
Year Built	1984	1989	1970	2001	1982
Address	900 Hingham Street Hard Rock, MA 02370	850 Hingham Street Hard Rock, MA 02370	190 Wood Road Braintree, MA 02184	215 Wood Road Braintree, MA 02184	50 Forbes Road Braintree, MA 02184
Trip Advisor Ranking	Ranking: 1 of 3 hotels in Hard Rock	Ranking: 3 of 3 hotels in Hard Rock	Ranking: 3 of 6 hotels in Braintree	Ranking: 1 of 6 hotels in Braintree	Ranking: 2 of 6 hotels in Braintree
# of Rooms	76	100	103	103	204
Room Breakdown	40 2 Queens 27 1 King 9 1 King Mini Suites	37 2 Doubles 52 2 Queens 10 1 King 1 Suite	6 1 Double 9 1 Queen 38 2 Doubles 16 2 Queens 32 1 King 2 Jr Suites	53 2 Queen 50 1 King	61 2 Queen 24 1 King 119 1 King w/ pullout
Food and Beverage Description	Continental breakfast	Continental breakfast	Continental breakfast	Continental breakfast	Continental breakfast; premade food items available all day long that require a heat through.
Function Space	1 Function room 60 person capacity	1 Meeting room 40 person capacity	2 Meeting rooms each with 220 square feet	1 Meeting room 676 square feet	5 Meeting rooms 500 square feet each
Recreation Services	Free HBO, fitness center, game room	Complimentary Wi-Fi	Exercise room, business center, complimentary Wi-Fi	Indoor heated pool and hot tub, exercise room, complimentary Wi-Fi	Indoor and outdoor pool, fitness center, complimentary Wi-Fi, gym classes, and swimming classes available.
Distance from Hotel	.02 Miles	.03 Miles	10 miles	10 miles	10 miles
Curb Appeal	Positive curb appeal with new signage,, grounds maintained	Positive curb appeal, nice brick building with entry columns	Currently under renovation on face of building and interior	Clean building, no wear	New, modern building, with nicely kept landscaping
Room Condition	Completed renovations end of 2016. Updated bathrooms in 2017.	Nice guestrooms, renovated in 2001. Updated said to begin 2018.	Very good renovated 2010	Good, Recently renovated guestrooms.	Very good Opened 2012.
Market Segment	Transient, Corporate, Extended Stay	Corporate, Tour, Transient	Corporate, Transient, Sports	Corporate, Transient	Corporate, Transient
TripAdvisor Recommend Percentage	81%	62%	54%	83%	78%
Strengths	Low rates, continental breakfast	Attractive lobby, complimentary continental breakfast	Complimentary breakfast, complimentary shuttle service	Complimentary breakfast, Hilton Honor rewards, indoor pool, complimentary shuttle	Complimentary breakfast, complimentary shuttle service, advanced fitness center

Weaknesses	Exterior corridors, no pool	No pool, limited meeting space	No pool, limited meeting space	Limited meeting space	Limited meeting space
Opportunities	Ability to take more meeting and catering business. Higher end product for guests. Pool for social and sports team business. Hilton Honors rewards.	Ability to take more meeting and catering business. Higher end product for guests. Pool for social and sports team business. Hilton Honors rewards.	Ability to take more meeting and catering business. Pool for social and sports team business. Hilton Honors rewards.	Ability to take more meeting and catering business.	Ability to take more meeting and catering business. Hilton Honors rewards.
Threats	Breakfast included in rate. Able to offer extremely low rates. Extended stay business.	Breakfast included in rate. Able to offer extremely low rates.	Breakfast included in rate and complimentary shuttle.	Breakfast included in rate and complimentary shuttle.	Shuttle service is important to local accounts. Breakfast included in rate. Location is settled between shopping and dining.
Comments	Renovated the entire property, rooms, common areas and signage.	Room renovations to begin in 2018.	Currently selling as the Beantown Inn until they complete renovations and requirements to Best Western.	Capturing more business while renovations are ongoing at Beantown Inn which is next door.	Union hotel



## **Market Overview**

### **Changes in Demand Generators**

Southfield/ LSTAR MGMT project at the old Navy facility in Weymouth will be building thousands of homes, commercial offices and retail shops which will increase construction, government and banquet related revenue by \$10,263.00.

Hanover Mall is undergoing a massive renovation. The mall was acquired by PREP who has said they will begin breaking ground fall 2017. Hotel has already set up an LNR for PREP who is estimating approximately 100 RNs and \$14,900 in room revenue in 2018 but anticipating increase in 2019.

### **New Supply in Market**

A 140 room Residence Inn by Marriott opened its door in August 2017. Residence Inn has strict length of stays and anticipates capturing all long term stay, project stay, or multiple night stay in the area. 10 miles away in Rockland, we do not anticipate market shift as we do not currently host long term stay business.

### **Competitive Set Renovations**

The Holiday Inn Express Braintree is undergoing a conversion to Best Western expected for winter 2017-2018 but in the meantime have lost their flag and is operating as the Beantown Inn.

## Account Details:

Graph API Explorer

Application: [?] Graph API Explorer

Access Token: EAACEdEose0cBAIDdJDRI612s0NEsQsgwhNkW7ncdHgDNxs4Dp9Ow3s4d7lxAZBnoqei0vrrKI8dxAoKZANI41ysvTu2ZBDCwpX33gNNW Get Token

GET → /v2.12 → /me?fields=id,name Submit

Node: me

☒ id  
☒ name  
Search for a field

```
{
  "id": "781255061992498",
  "name": "Vishnu Vichu"
}
```

Learn more about the Graph API syntax

## Account holder posts:

Graph API Explorer

Application: [?] Graph API Explorer

Access Token: EAACEdEose0cBAIDdJDRI612s0NEsQsgwhNkW7ncdHgDNxs4Dp9Ow3s4d7lxAZBnoqei0vrrKI8dxAoKZANI41ysvTu2ZBDCwpX33gNNW Get Token

GET → /v2.12 → /me/posts Submit

Edge: me/posts

+ Search for a field

```
{
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    {
      "message": "Thanks for your wishes guys.",
      "created_time": "2017-02-19T15:42:18+0000",
      "id": "781255061992498_1177355232382477"
    },
    {
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      "created_time": "2016-06-16T13:36:19+0000",
      "id": "781255061992498_966305166820819"
    },
    {
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    {
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      "created_time": "2015-06-12T12:15:29+0000",
      "id": "781255061992498_769795173138487"
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      "id": "781255061992498_769794353138569"
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    {
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    }
  ],
  "paging": {
    "previous": "https://graph.facebook.com/v2.12/781255061992498/posts?format=json&since=1487000530&access_token=EAACEdEose0cBAIDdJDRI612s0"
  }
}
```

Learn more about the Graph API syntax

## Likes for the particular posts

Graph API Explorer

Application: [?] Graph API Explorer

Access Token: EAACEdEose0cBAIDdJDRi612s0NEsQSGwhNkW7ncdHgDNXs4Dp9Ow3s4d7lxAZBnoqei0vrrKl8dxAoKZANI41ysvTu2ZBDcWpX33gNNW [Get Token](#)

[GET](#) → /v2.12 /781255061992498\_1177355232382477/likes [Submit](#)

Learn more about the Graph API syntax

Edge: 781255061992498\_1177355232382477

+ Search for a field

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{
  "data": [
    {
      "id": "745972938822885",
      "name": "Megala Perumal"
    },
    {
      "id": "1043144819047381",
      "name": "Sai Ram"
    },
    {
      "id": "942521055775882",
      "name": "Nanaj Raj"
    },
    {
      "id": "869829609707580",
      "name": "Kamalanathan"
    },
    {
      "id": "892515107432944",
      "name": "Sadathussain Hohamedidris"
    },
    {
      "id": "1009448672481061",
      "name": "Saravana Kumar"
    },
    {
      "id": "784932361597155",
      "name": "Vinodh Kumar"
    },
    {
      "id": "581285278639070",
      "name": "P Bala Subramanian"
    }
  ]
}
```

## Comments for the particular posts:

Graph API Explorer

Application: [?] Graph API Explorer

Access Token: EAACEdEose0cBAIDdJDRi612s0NEsQSGwhNkW7ncdHgDNXs4Dp9Ow3s4d7lxAZBnoqei0vrrKl8dxAoKZANI41ysvTu2ZBDcWpX33gNNW [Get Token](#)

[GET](#) → /v2.12 /781255061992498\_1177355232382477/comments [Submit](#)

Learn more about the Graph API syntax

Edge: 781255061992498\_1177355232382477

+ Search for a field

```
{
  "data": [
    {
      "created_time": "2017-02-13T15:44:00+0000",
      "from": {
        "name": "Prakash Thiru",
        "id": "697943000301116"
      },
      "message": "Many more hpy returns of the day Hachi 🍀🍀🍀",
      "id": "1177355232382477_1177356452382355"
    },
    {
      "created_time": "2017-02-13T16:13:01+0000",
      "from": {
        "name": "Santhosh Kumar Ramachandran",
        "id": "10201436020541922"
      },
      "message": "Happy bday macha :)",
      "id": "1177355232382477_1177377979046869"
    },
    {
      "created_time": "2017-02-13T18:00:42+0000",
      "from": {
        "name": "Sadathussain Hohamedidris",
        "id": "892515107432944"
      },
      "message": "Many Happy Returns Of The Day Vichu 🍀",
      "id": "1177355232382477_1177456589090008"
    }
  ],
  "paging": {
    "cursors": {
      "before": "WTISd3XvMvKqJlqZAFhKmiZSTZANvEuzTnpRfUSqUTFNak00ThpNfUSub3hORGczTUR6d85qUTQZD",
      "after": "WTISd3XvMvKqJlqZAFhKmiZSTZANvEuzTnpRfUSqUTRPV6T1R8d89Eb3hORGczTURBNUL65XZD"
    }
  }
}
```

## Photos:

Graph API Explorer

Application: [?] Graph API Explorer

Access Token: EAACEdEose0cBAIDdJDRi612s0NEsQSGwhNkW7ncdHgDNxs4Dp9Ow3s4d7lxAZBnoqei0vrrkI8dxAoKZANI41ysvTu2ZBDCwpX33gNNW Get Token

GET → /v2.12 /me/photos?fields=id,name,link Submit

Learn more about the Graph API syntax

Edge: me/photos

- ☒ id
- ☒ name
- ☒ link
- + Search for a field

```
{
  "data": [
    {
      "id": "1546976598659541",
      "link": "https://www.facebook.com/photo.php?fbid=1546976598659541&set=p.1546976598659541&type=3"
    },
    {
      "id": "1816411855121373",
      "link": "https://www.facebook.com/photo.php?fbid=1816411855121373&set=p.1816411855121373&type=3"
    },
    {
      "id": "173842469476916",
      "name": "xplore and b'day bumps for Karthikeyan Bose",
      "link": "https://www.facebook.com/photo.php?fbid=173842469476916&set=p.173842469476916&type=3"
    },
    {
      "id": "714634215275611",
      "name": "Download Link :
http://cyberog.blogspot.in/2014/09/new-application-invoice.html
My New App.....!
Salary / Income - Expenses maintenance - Share to friends and Family - Planning Monthly Expenses - So on...
This is the invoice Application which maintain your salary / income details and expenses. Share your details as reports to your friends and 
Very useful for Students / Employees",
      "link": "https://www.facebook.com/photo.php?fbid=714634215275611&set=p.714634215275611&type=3"
    },
    {
      "id": "858871877473759",
      "name": "Its been five yrs now...dis day 2009 entrd vlb engg.its Sth yr...nw am feeling good..dat i hav a bunch f good frnds fr me....
What els u need frm a colg....life changes fr each of us drastically..bt stil we all cherishing the old memories...funful days..late nyt out..
",
      "link": "https://www.facebook.com/photo.php?fbid=858871877473759&set=p.858871877473759&type=3"
    },
    {
      "id": "678971876388592",
      "name": "I made this Desktop widget with weather, Face book and GMAIL facilities. You can check your FB and Emails (GMAIL) through this
Movable. New desien transparent in appearance.
"
    }
  ]
}
```

## Search Events:

Graph API Explorer

Application: [?] Graph API Explorer

Access Token: EAACEdEose0cBAOvAO0ddMfZBOj7HZApRjKOCuW0wliedNKIfyC8fMjGZChPg8Wcp76Cur1NOeG4Ug0yUzSI0cFDVGmrsvNPA4fNwcawjw Get Token

GET → /v2.12 /search?q=coimbatore events&type=event Submit

Learn more about the Graph API syntax

Node: search

```
{
  "data": [
    {
      "description": "We are glad to unveil our spruced up Coimbatore Showroom. To celebrate the occasion, we have come up with plenty of off
i)Rs. 50 / gram off on gold purchase
ii)Rs. 2000* / kg rebate on Silver
iii)Rs. 5000* / carat discount on Diamond
iv)Assured gift on every purchase
v)Assured gift on enrolling in savings scheme

This offer is valid only till Feb. 15",
      "end_time": "2018-02-18T21:00:00+0530",
      "name": "Coimbatore Showroom Relaunch",
      "place": {
        "name": "Thangamayil Jewellery",
        "location": {
          "city": "Coimbatore",
          "country": "India",
          "latitude": 10.9948041,
          "longitude": 76.959716,
          "street": "306,OPPANAWARA STREET",
          "zip": "641001"
        }
      },
      "id": "499324513773180"
    },
    {
      "start_time": "2018-01-26T08:00:00+0530",
      "event_times": [
        {
          "id": "571114183258396",
          "start_time": "2018-02-18T10:00:00+0530",
          "end_time": "2018-02-18T21:00:00+0530",
          "ticket_url": "https://www.thangamayil.com/"
        }
      ]
    }
  ]
}
```

test	Test1	Test2	Test3	Test4	Test5
