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PART I
CURRENT BUSINESS
A. Introduction of Domene Kaw

Established on September 8, 2003, Domene Kaw is a medium-sized hotel located in Jagna, Bohol. The name means “Welcome” in Camiguin dialect – Camiguin Island is where the owner’s family is from and also appears on the hotel’s logo. Although the business legally belongs to Sandra, it is managed almost entirely by Reza, her mother. The hotel offers 12 rooms, as described in Room Specifications.

<Room Specifications>

<table>
<thead>
<tr>
<th>Room #</th>
<th>Number of Guests</th>
<th>Price</th>
<th>View</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>3 (Double Bed + 1 Bed)</td>
<td>1500</td>
<td>Ocean</td>
</tr>
<tr>
<td>2</td>
<td>3 (Double Bed + 1 Bed)</td>
<td>1500</td>
<td>Roadside</td>
</tr>
<tr>
<td>3</td>
<td>4 (Double Bed + Bunk Bed)</td>
<td>1600</td>
<td>Ocean</td>
</tr>
<tr>
<td>4</td>
<td>4 (Double Bed + Bunk Bed)</td>
<td>1300</td>
<td>Roadside</td>
</tr>
<tr>
<td>5</td>
<td>2 (Double Bed)</td>
<td>1300</td>
<td>Ocean</td>
</tr>
<tr>
<td>6</td>
<td>3 (Double Bed + 1 Bed)</td>
<td>1500</td>
<td>Roadside</td>
</tr>
<tr>
<td>7</td>
<td>4 (Double Bed + Bunk Bed)</td>
<td>1600</td>
<td>Ocean</td>
</tr>
<tr>
<td>8</td>
<td>2 (Double Bed)</td>
<td>1300</td>
<td>Roadside</td>
</tr>
<tr>
<td>9</td>
<td>2 (Double Bed)</td>
<td>1300</td>
<td>Ocean</td>
</tr>
<tr>
<td>10</td>
<td>3 (Double Bed + 1 Bed)</td>
<td>1500</td>
<td>Roadside</td>
</tr>
<tr>
<td>11</td>
<td>2 (King Size Bed)</td>
<td>2000</td>
<td>Ocean</td>
</tr>
<tr>
<td>12</td>
<td>4 (2 King Size Bed)</td>
<td>2500</td>
<td>Ocean</td>
</tr>
</tbody>
</table>
In addition to the rooms, Domene Kaw rents a large event hall that holds up to 300 people. It also provides catering service and event planning, including hall decoration customized to the requested theme by the customers.
B. Customer Analysis

Domene Kaw keeps a separate record of the guests who book via phone and all guests who arrive at the door. By cross referencing the two logs, statistics for Guest Origin (Mar-Jul 2016) was gathered. Unfortunately, many of the logs were incomplete with information and the integrity of the data cannot be assured.

<Figure 1: Guest Origin (Mar-Jul 2016)>

![Guest Origin for Domene Kaw (Mar-Jul 2016)](image)

Although only about 10% of the bookings were made by groups, they constituted a significant portion of Domene Kaw’s revenue, as they tend to stay for an extended period of time, purchase breakfast services, and come in large volumes.

A sizable portion of the customers also consisted of Filipino travelers from other parts of Bohol. According to Reza’s description, the travelers from nearby area who come without the intention to stay overnight walk in for accommodation due to bad weather, early sunset, or other unexpected circumstances. They are guided to Domene Kaw because of its prominent location close to the Jagna’s downtown area, its decent pricing, and wide awareness among locals.
C. Persona and Customer Journey Map

From the information in section A and B, personas were generated for Domene Kaw. Personas represent the stereotypical category of customers. Although these major customer types do not cover the entirety of guests and also do not accurately represent any individual visitor, it renders common needs, goals, and characteristics of each group. Imbuing an imaginary identity also helps thinking from the perspective of the customer, by asking things such as, “Would Mike appreciate a good breakfast?” or “Would Andrea mind not having Wi-Fi overnight?”

**Local Traveler**

**Name:** Andrea  
**Age:** 42  
**Home:** Manila, Philippines

Andrea enjoys travelling around Philippines with her family for extended weekends or summer holidays. Although she didn’t mind backpacking when she was younger, she now looks for quiet, comfortable accommodations with air conditioning and other convenience. She has much trouble keeping up with the “young people things” like online research, online booking, smartphones, and online payment. Her children though, are always connected on their devices and grudgingly help Andrea with such tasks when necessary.

**Int’l Traveler**

**Name:** Jessica  
**Age:** 21  
**Home:** Hong Kong

Jessica is an undergraduate student from a university in Hong Kong. She likes to go on adventurous trips, alone or with friends. Because she does not have a full time job, however, affordability is always one of her top priorities. When she travels, what she looks for are quite clear: fast Wi-Fi, great photo spots, and fun activities. She likes to plan everything before she travels – tickets, accommodations, a list of places to visit, best snacks in the country, and so on. Online research and visitors’ reviews help her make decisions about her trip.

**Group Traveler**

**Name:** Mike  
**Age:** 35  
**Home:** Chicago, United States

Ever since he was a medical student, Mike was heavily involved in volunteer works. Now, as a physician, he goes on service trips with other doctors every summer. When he is on these trips, he isn’t very picky about where he stays— he doesn’t even spend very much time in the rooms anyways. He needs a comfortable bed, a decent shower, and enough internet to keep in touch with his family back home. A hearty breakfast is a plus, and convenient traffic is a must. The organization that organizes these trips look for hotels big enough to house all doctors in the same building.

Most of the HKU students including the consultants for the summer program belong to the second persona, International Traveler. The main characteristics include young age, intensive online connectivity, excitement-seeking behaviors, and financial consciousness. To better understand how a stay in Domene Kaw would feel for Jessica, one of us – Jee Soo – stayed over at Domene Kaw with our fellow student Christina. The following customer journey map summarizes major findings.
# Customer Journey Map for Domene Kaw—Persona: Int’l Traveler

## RESEARCH (1 day ~ 1 week)
1. Online research on potential places to stay (Google, Trip Advisor, Airbnb, Hotels.com, etc.). Domene Kaw appears on some, but not the others.
2. Explores Domene Kaw’s website and reviews on Facebook and Trip Advisor. These information are compared with that of other options.

## RESERVATION (1 day)
3. Upon considering price, location, ratings, photos, and other factors, final decision is made for Domene Kaw.
4. Booking can only be made through phone calls. Use Skype or Google to call the Philippines number.
5. Through a phone call with staff, a booking is confirmed, but no written confirmation is received.

## STAY (1 day ~ 2 weeks)
6. Arrive at the hotel later than the pre-arranged time. But is met with welcoming staff. Check in process is easy and simple. Gets to the room within 5 minutes of arrival.
7. Room is cozy and clean, the AC is great, but the facilities are not fancy. Some desired equipment are missing.
8. Check out is as easy as check in.

## REVIEW (1 day ~ 2 weeks)
9. After returning home, organizes pictures from the trip. While uploading the picture, decides to tag the location for some pictures taken at Domene Kaw.

### CHANNEL & TOUCHPOINT

<table>
<thead>
<tr>
<th>1</th>
<th>2</th>
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<tbody>
<tr>
<td>3</td>
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<td>5</td>
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<tr>
<td>7</td>
<td>8</td>
</tr>
<tr>
<td>9</td>
<td></td>
</tr>
</tbody>
</table>

### FEELINGS & THOUGHTS
- Price is decent for what the place offers, and pictures look modern and attractive.
- Dearth of customer reviews renders the choice risky, but alternative options in Jagna are not very different.
- Transportation information is unclear. Want to ask the hotel, and the only way to ask is via international phone call.
- After the hassle of international phone call, everything is smooth. The staff is able to answer the questions swiftly and desired room is available.
- Lack of written confirmation leaves a sense of insecurity.
- Domene Kaw is flexible about check-in and check-out time. Feel less worried about dealing with uncertainties in itinerary.
- Sense that the hotel is a little bit outdated. The electrical plugs, for example, only fit one type of plug and there are only 2 charging points in the room.
- Staying at Domene Kaw was a fond memory. Staff were accommodating, room was decent, and price was affordable.

### SUGGESTIONS
- Encourage more customer reviews by offering incentives to visitors.
- Add information about transportation from the nearest airport and ferry station in the website and Facebook.
- Offer pick up service.
- Send an email confirmation for the bookings. Specify the name of the guest, room type, fee per night, discount (if applicable), total fee, information on check-in and check-out, transportation information, and other notable information from the phone call.
- Add extra hooks in the bathroom for hanging clothes and towels.
- Allow rental of items for deposit. Items should include hair dryer, adaptor, and extension line.
- Include these information on the website.
- Display tour package pamphlets in the lobby to prompt further purchases with the hotel and to associate the hotel with more than just sleeping at night.
D. Financial Analysis

Domene Kaw kept a complete record of the monthly, quarterly, and annual financial information. The following table summarizes the financial information as recorded in Domene Kaw’s tax reports in the past six quarters.

<Financial Information FY15Q1 – FY16Q2 (Unadjusted)>

<table>
<thead>
<tr>
<th></th>
<th>2016Q2</th>
<th>2016Q1</th>
<th>2015</th>
<th>2015Q4</th>
<th>2015Q3</th>
<th>2015Q2</th>
<th>2015Q1</th>
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<td>Gross Income</td>
<td>380863</td>
<td>511389.5</td>
<td>1092198.13</td>
<td>124296.26</td>
<td>514279.75</td>
<td>209236</td>
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<tr>
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<td>45873.36</td>
<td>90729.24</td>
<td>34315.76</td>
<td>16113.58</td>
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<td>114954.47</td>
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<td>165352.11</td>
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<td>Utilities</td>
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<td>41837.82</td>
<td>184564.07</td>
<td>59624.41</td>
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<td>-14806.5</td>
<td>18800.5</td>
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<td>15183.25</td>
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<td>5364.94</td>
<td>8050</td>
<td>5205</td>
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<td>48464</td>
<td>80522.10</td>
<td>3476.1</td>
<td>39841</td>
<td>18530</td>
<td>18675</td>
</tr>
<tr>
<td>SSS &amp; Philhealth</td>
<td>12045</td>
<td>8745</td>
<td>26760.00</td>
<td>1290</td>
<td>8490</td>
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<tr>
<td>Salaries</td>
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<td>125599.30</td>
<td>31399.825</td>
<td>31399.825</td>
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<tr>
<td>Total Operating</td>
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<td>390356.9</td>
<td>945094.75</td>
<td>-13243.735</td>
<td>465907.7</td>
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<tr>
<td>Expenses</td>
<td>33961.77</td>
<td>390356.9</td>
<td>945094.75</td>
<td>-13243.735</td>
<td>465907.7</td>
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<td>258646.8</td>
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<tr>
<td>Net Sales</td>
<td>40901.23</td>
<td>121032.6</td>
<td>147103.38</td>
<td>137540.00</td>
<td>48372.06</td>
<td>-24547.97</td>
<td>-14260.71</td>
</tr>
</tbody>
</table>

The financial records show room for improvement. The recorded expenses for the first three quarters of 2015 exceeded the total expenses recorded on the annual income statement. Some of the major equipment were not depreciated. Annual payments were recorded as expenses for the months on which the payment was made, instead of being prorated for monthly calculation. Adjustments were with conservative assumptions can be found in the following table.
The adjusted information suggests that the business did not break even in 2015. It also suggests that net sales have been overestimated, and that tax for Q1, Q2 and Q4 should have been exempted.
E. Publicity Analysis

According to our personal observation and information from Reza, Domene Kaw currently does not promote their brand online or offline, missing out on the potential to derive greater publicity among tourists and attract potential customers.

On the other hand, Domene Kaw’s competitors like Paseo Del Mar have been setting up advertisement boards across from the Jagna Port Ticket Office, and Idea Pension House have installed a large billboard for advertisement and directions. The only sign Domene Kaw installed is on the opposite side of the road from Domene Kaw, with its colors worn out and information outdated (wrong website).
Domene Kaw’s online presence is also bleak. Although Sandra had taken the initiative to set up an official website in 2008, the lack of maintenance and update had rendered the effort meaningless in 2016. When we try to search for the business with popular online search engines, it showered multiple incorrect information: its location was marked in the middle of Jagna town center; the official website could only be found on the 18th result page when searched for “Domene Kaw Pension House” and 21st for “Domene Kaw Jagna.”

As the domain renewal was neglected after the initial payment period, Domene Kaw has lost her ownership over www.domenekaw.com. Making the situation even more complicated, the domain name has been purchased and used by a Japanese Yoga company, resulting in misleading redirection on all outdated links posted on online forums, yellow page, Google search and even the business’s own offline materials.
Furthermore, pages and business listing on different social media and tourist related platform have been created organically for Domene Kaw. As the presence of those platforms were not noticed by the business, these business listings remain unattended and lack proper management. Negative reviews or wrong address, for example, were left unaddressed for years. Low quality photos and awkward selfies by random visitors visually represented the business. Such status can easily impress potential customers that Domene Kaw is a poorly managed, unprofessional, unpleasant place to stay.
PART II
SUGGESTIONS
A. Accounting
Following suggestions have been made according to the financial analysis.

- **Make separate record for sales on food, room booking, and catering service.** This will allow understand the business performance and make strategic decisions. For example, learning which food item has greater profit margin can affect the menus; promotional campaigns can target the services of greater demand.

- **Depreciate major facilities to properly reflect heightened expenses and reduce taxes.** The items such as “refrigerator” and “building” in 2015 annual report are not depreciated.

- **Calculate annual payments into monthly periods (e.g. insurance).** This is not only a widely accepted practice, but also has clear benefits for the business. First, the books accurately reflect what expenses were required for the given period’s service, and thus the true profit. Although the insurance fee may be paid in September, the benefit can be reaped in April or December. Second, this may have tax implications because if some of the quarters do not break even, the income tax for the month/quarter will be exempted, as opposed to getting the exemption for just the month in which the lump sum payment is made. This is particularly relevant to Domene Kaw because it has low seasons with low profits.

- **Double check for inconsistency in numbers.** For some areas (e.g. depreciation, freight and transportation), the total of Q1, Q2, and Q3 exceeded the annual figure.
B. Offline Marketing

Previously, Domene Kaw had an offline banner advertisement, but decided not to renew the advertisement contract because it was uncertain about the effectiveness of it. After considering the cost (around ₱1500 per year) and the number of walk-in customers, we have decided that the cost can be easily recovered. One big room rental or two small room rentals over a year would generate enough revenue to cover the cost, in addition to the added benefit of increased awareness. To replace the faded, old banner, the following design was suggested.

<Design for advertisement banner of Domene Kaw>

The banner design reflects what we judged to be one of the strongest advantage of Domene Kaw: its location close to the ocean and the unobstructed view. As the facilities are incongruous with the fancy, modern buildings, such benefit should consistently be advocated in offline and online marketing.

We have also suggested to Reza that she repaints the fence that faces Jagna downtown area. Most of the guests come to the hotel from that direction, that the wall facing the incoming guests was especially stained with the sea water. Given the number of walk-in customers, we felt that the wall leaves an unfairly poor impression of Domene Kaw’s facilities in general. Reza heeded to our suggestion and painted the grey wall emerald.
<Domene Kaw’s exterior before painting>

<Domene Kaw’s exterior after painting>
C. Online Marketing
a. Website

As Domene Kaw offers a stable list of services at set prices, a website that clearly states the information was needed. Dynamic interaction was less important to the function of the website. In fact, as Reza finds computers difficult to use, frequent online interactions through comment sections or social media were deemed unsuitable.

The previous website’s main problem was that it was outdated. The testimonials from 2008 left the impression that the business activities after 2008 were either stagnant or undesirable. The low definition pictures and graphics rendered the overall atmosphere unattractive.

With the goals of constructing a user-friendly and visually appealing website, the website was reconstructed from scratch. The fixed navigation bar with unambiguous titles reflect the efforts to keep all information easy to understand and as simple as possible. A modern single page website design and high definition graphics now mark the first impression of Domene Kaw to the potential customers. In addition, a responsive website development code has been implemented for the website, allowing the content to adjust automatically according to the screen size of the device, providing convenient browsing experience with both PC, tablet, and smartphone.
If **Bohol** is the Heart of the Islands, Domene Kaw can be your sweetheart.

Come and explore the beauty of Jagna

---

Want to explore Bohol, but tired of research and planning?

Don't worry— we've got you!

Check out our tour package programs. An experienced local driver will take up to 10 people in the car for the famous attractions, so gather your friends and hop on!
b. Facebook

Although Facebook is unlikely to evolve into a major marketing channel for Domene Kaw, a great deal of effort was expanded in improving it because it supplements the lack of dynamic interaction on the website. Unlike Trip Advisor on which leaving comments require a conscious effort, Facebook is likely to be a one-click action for travelers to tag their photos when uploading to their own walls. In fact, such organic demands have already created three unofficial pages that were left unmonitored.

As the unofficial pages cannot be claimed or combined, we believed it would be beneficial for Domene Kaw to create an easily identifiable official page. Through the new page, updated business information such as contact details can be disseminated; customers can leave comments; tag themselves or their friends at the location and bring further viewers.

![The New Official Facebook Page](image)

It is problematic that the unofficial pages that have existed for much longer and tagged for many more times appear before the official page on the search result. We hope that by marking ourselves as the authentic page and by encouraging future customers to leave reviews on this page, we will eventually surpass the unofficial pages. The farewell party for the program on the coming Sunday (21/Aug/2016) will also be a good opportunity to ask fellow students to tag themselves and optimize for search.
c. TripAdvisor

TripAdvisor is widely considered the “go-to-place” for trip planning, and a majority of tourist search for accommodation on TripAdvisor to view customer reviews. As such, it has become increasingly important to manage the brand image on TripAdvisor.

In order to increase the rating of Domene Kaw on TripAdvisor, we have left 5 star reviews after the stay for completing the customer journey map, improving the general review of Domene Kaw from Poor (2.5/5) to Average (3.3/5), as well as becoming the #1 out of the 3 Specialty Lodging in Jagna. We have also left replies to the adverse comments. Simultaneously, we have sent private messages to the angry customers to explain the management has improved since then and to probe the possibility of them removing the comment.

To better manage the listing on TripAdvisor, we have also registered a management account for Domene Kaw. With the extended rights given to the account, we have updated information for Domene Kaw, uploaded palatable photos of the place, replied to question raised by tourists planning their trips to Jagna, and replied to all the reviews written by previous customers, addressing the flaws pointed out as well as thanking positive reviews with a personal touch.

![Domene Kaw on TripAdvisor with improved ranking and updated photos](image-url)
<Responding to all reviews of Domene Kaw>

"Such a nightmare that smells dead fish!"
Sep 19, 2014 | Reviewed by Francisca D

We had the chance to tour around the beautiful island of Bohol with some Filipino friends from Detroit and stopped for an overnight stay at Domene Kaw in Jagna. Sad to say, not only the place smells stark urine, it also smells dead fish from fishing boats nearby. When we asked that we wanted to change our rooms, the front...

More ▾

Response Published

Domene_Kaw, General Manager at Domene Kaw, responded to this review, Aug 16, 2016

Hello, Francisca!

We are sorry to hear that your stay at Domene Kaw has not been a pleasant one. We also apologize for the delayed response.

Many things have changed at Domene Kaw since you have last visited. We have hired new staff, renovated our facilities, started regular pest control, upgraded our laundry services, to name a few.

<Responding to questions raised about Domene Kaw>

How much is the cost to stay within two weeks?
Hi Roseannladia! Sorry for the late reply and greetings from the Domene Kaw team :)

We are honored to offer guests staying for more than 7 nights a 10% off discount on top of the room price for your first room and a 15% off discount from the second room onward!!

For more information, don't hesitate to call us.

Wish you a nice stay in Jagna!
d. Maintaining the system

Encouraging customer reviews

A poster and an incentive mechanism was devised to encourage customer reviews.

< Poster for encouraging customer reviews >

The poster should be printed and displayed on the check-out desk and breakfast tables where the visitors are most likely to be motivated to take the action.

Updating various platforms

As keeping up with the technology is both challenging and time consuming, we advise that Domene Kaw hires a local student as a part-time employee who comes in once or twice a week to check all channels of communication – Facebook, TripAdvisor, email, website. Responding to messages and comments is a must, and for special occasions like wedding or party, pictures can be taken and uploaded to the platforms as well. All pertinent information on access to accounts and design documents were sent to the email account so anyone can pick up the work in the future.
Digitizing and developing marketing materials

Domene Kaw’s management of marketing materials have relied heavily on keeping the physical copies of the work. The banners used for previous promotion efforts, for example, were only kept as the 4*8 feet printed banner without the electronic copy. As the physical renditions can easily be lost or degraded over time, we strongly recommended that electronic copies be kept.

All of the digitization effort we have made, including the logo, poster designs, high definition photos, fonts for the designs, etc., were sent to the email account, saved in Reza’s USB, and uploaded to the Google Drive.

<USB storage for all related files>

<Google Drive for the Domene Kaw Gmail account>
D. Services

a. Tour packages

One service that Reza offered from many years ago was tour packages, but it was completely omitted in promotion and no one hired it in the last few years. This is an arrangement service in which customers decide on destinations around Bohol, and Domene Kaw contacts a jeepney driver for a day’s service. The tour package is an easy profit generator for Domene Kaw because the only work involved is making a phone call on behalf of the customers. Online, offline posters and pamphlets were designed.
b. Catering

Domene Kaw’s catering services is a frequently used service, but it has involved very little promotion. Most of the customers hiring the catering service are friends and families of Reza if not other town residents who are already aware of Domene Kaw. We hope to extend the customer base to potential customers who have not already been to Domene Kaw or know Reza personally.

As the quality of the service – food, venue, decoration, etc. – is already secured, the bulk of the effort was in marketing. The unattractive menu was redesigned and placed in prominent position on the website and Facebook.

<Previous Menu>
c. Rooms

Through the customer journey map process, certain shortcomings of the rooms were revealed. Each room, for example, only had two charging ports and the sockets were unsuitable for international devices. The bathroom lacked hooks to hang clothes and towels. We suggest that items like hair dryer, electrical adapter and extension cord be rented out to customers for a deposit at the service desk, and that additional hooks and shelves be implemented to the bathrooms.
d. Booking Confirmation

Online booking was a system that we could not implement for Domene Kaw. The risk factors were too significant – if the system fails after our departure, if or the system requires an update, no one can reliably solve the problem. If all promotional materials point to an online booking system, and it fails, it can result in many angry customers and bad reviews.

The phone booking system, however, also had a problem. As travelers who book over the phone currently has no written confirmation, ambiguity remains until the guest arrives at the hotel. Things like the dates of the stay, type of room, total amount of payment due, are not communicated on a written document that can be confirmed by both sides and referred to in the future. This is a source of insecurity from the point of view of the customer.

We suggest that this problem be solved by hiring a local student as a part-time, as aforementioned in the section for maintaining the online marketing system. The staff on the phone call can make structured notes for the following items:

- Name of the caller
- Name of the staff
- Dates of stay
- Number of guests
- Estimated arrival time
- Room Type
- Price per night
- Discount, if applicable
- Total amount due
- Date of the phone call
The part-time worker can send out confirmation emails in following template:

Dear (name of the caller),

Thank you for booking with Domene Kaw.

This email is to confirm the booking made over the phone on the (date of the phone call):

- Name of the caller
- Name of the staff
- Dates of stay
- Number of guests
- Estimated arrival time
- Room Type
- Price per night
- Discount, if applicable
- Total amount due

If you would like to make changes to your booking, please call (038) 531 8231. Please do not reply to this email as our email account is not regularly monitored.

Please visit our website at domenekaw.wordpress.com for more information.

See you soon!

Yours sincerely,

Domene Kaw
E. Other Future Actions

a. Google My Business

Establishing the business on Google’s My Business system has a benefit when customers search for Domene Kaw as a properly registered business will appear in a segregated square to the right of all other search results. New pictures have been sent to Google’s profile of Domene Kaw. However, claiming the business for management authority requires a verification process through a postcard Google sends to the registered address of the business. Despite the request for the verification postcard on 1st August, 2016, and Google’s policy that all postcards be delivered within 14 days, Domene Kaw still has not received any mail.

Hence, we would suggest Domene Kaw to request for another verification code and contact Google directly through request form if the postcard still failed to deliver for the second time. The location and website information is wrong on Google’s profile at the moment, and they cannot be fixed without claiming the business first. Furthermore, registration with Google My Business gives more flexibility for future promotion, such as Google AdWords (Search Engine Keywords Advertisement) and Google Insights (Website traffic monitor).

<Domene Kaw remains unverified under Google My Business>
b. Partnership

It has always been common for business practice within the tourism industry to form partnership with different firms in order to tap into each other’s customer group and to provide greater incentive for tourist to enjoy both services. Through observation, we have discovered the potential of forming a partnership between Domene Kaw and local ferry companies.

As mentioned in the customer analysis, a portion of Domene Kaw’s guests walk in due to unforeseen conditions that prevent them from leaving Jagna. We believe that by posting advertisement in ticket sales counter in Jagna port as well as offering discount to ferry ticket holders can attract more unplanned travelers. The strategic positioning of advertisement may be particularly helpful in attracting customers who have missed their departure ferry from Jagna.

Domene Kaw can act as one of the ticket sales agent for the ferry company, allowing guest to purchase or book ferry tickets at Domene Kaw’s service desk. Such intermediary booking service is widely adopted internationally by different tour, transfer and lodging operators. In this cooperation, ferry companies could tap into more potential customers who stay in Domene Kaw and have not bought ferry tickets. Domene Kaw can provide better customer experience by giving customers more information on transportation.