



PITER INN

Team 8

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Our cases:



Creating a
sports
concept



Developing
the loyalty
program



Optimization of the
group catering
system

Case 1: Sports concept

Current market situation and the target audience

1. Eighth place among Petrozavodsk hotels;
2. A few competitors;
3. Target audience:
 - sportsmen;
 - people from 23 to 40 years old interested in doing sports, healthy lifestyle;
 - ability to afford themselves travelling and taking part in sport activities.



SWOT- analysis

Strengths

1. The location of the hotel;
2. Great reviews;
3. High-level service;
4. Popular with athletes.

Weaknesses

1. No place for keeping equipment;
2. No sports menu;
3. No branding as a sport hotel.

Opportunities

1. Communication with sports federations of the region;
2. Building international bridges;
3. Creating a brand of a sports-oriental hotel.

Threats

1. Losing potential customers;
2. Being less attractive for sportsmen than competitors;
3. Decrease of the amount of positive reviews from visitors => losing authority;
4. Probable difficulties in summer.

Marketing plan

1. Ideas:

- Yoga on the shore of Onega lake with live streams in Instagram;
- Scandinavian hiking for all the visitors

2. Promotion suggestions:

- Videos
- Inner championships for staff in different sports
- Creating a network: sports federations, influencers, schools, sports centers



What is needed

- Scandinavian hiking coaches and equipment;
- Research for influencers: travelers, sportsmen or yoga fans;
- Make a survey for employees
- Develop a base of sport centers or schools





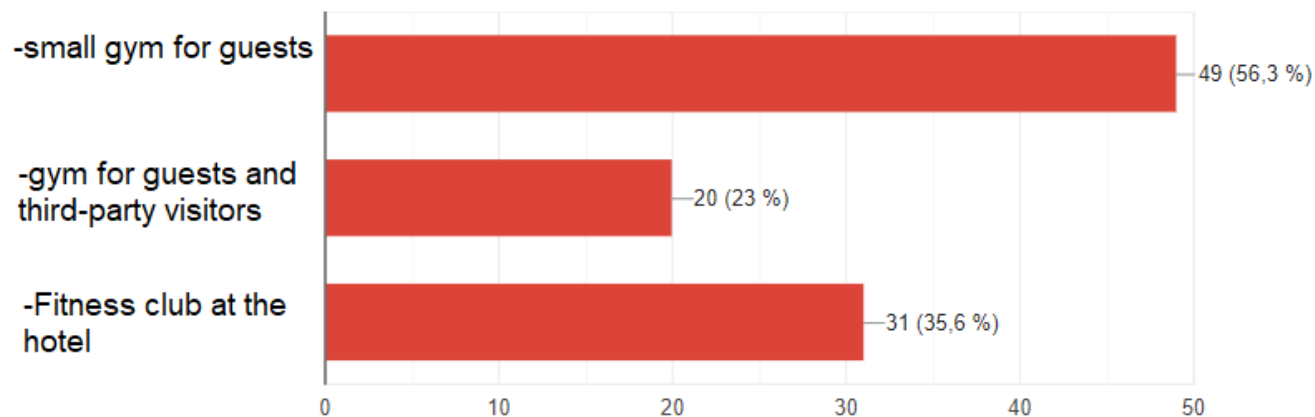
What is done

- The schedule of competitions was sent by the sports federation of Karelia (until the end of 2020);
- A school of yoga near the hotel: https://vk.com/yoga_kunttysh;
- A school of Scandinavian hiking in Petrozavodsk: <https://scandikarjala.ru>;
- Finnish hiking organisation: <https://adventurebydesign.fi/tours/guided-hike-in-scandinavia/>.
- Networking with Scandinavian hiking school and sports federations
- The base of sport centers or schools

Survey of potential customers

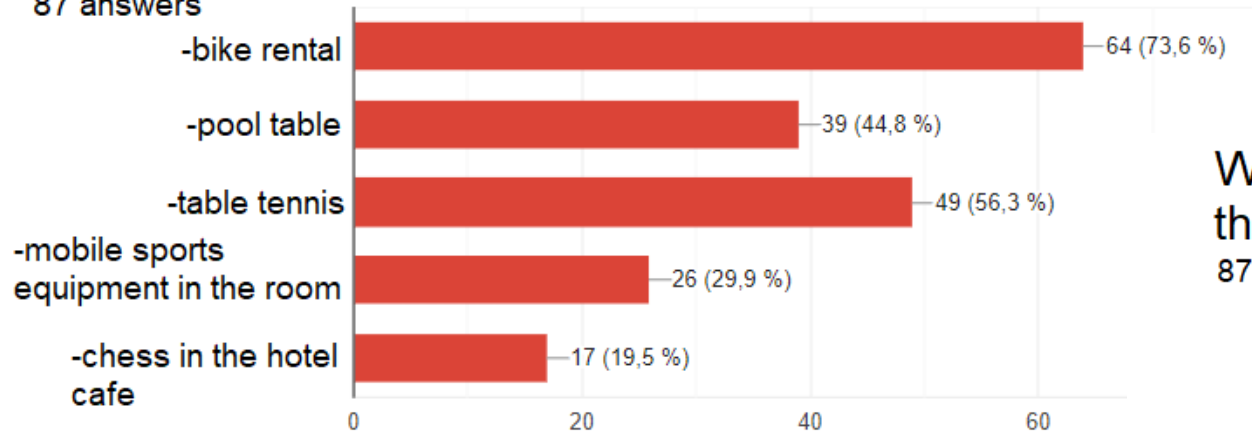
What kind of gym would you like to see in the hotel ?

87 answers



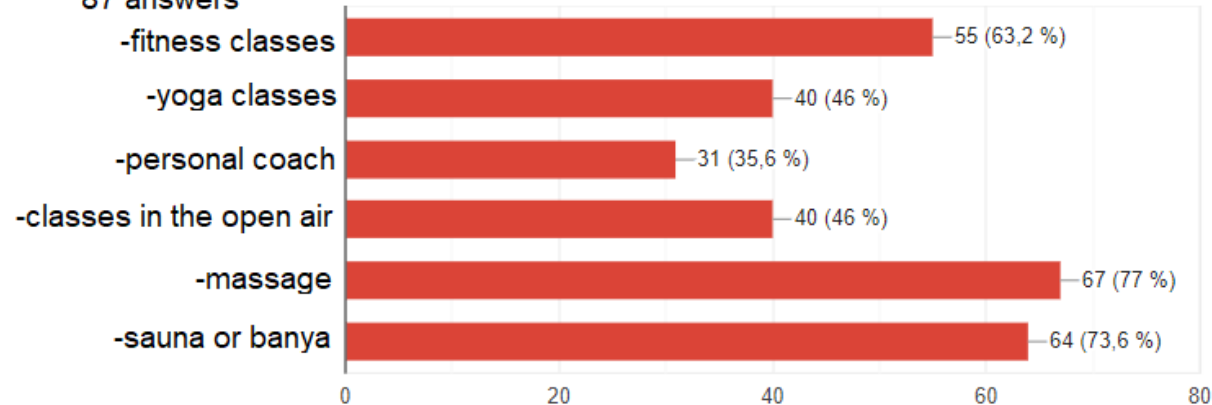
What additional sports options would you like to see in the hotel ?

87 answers



What sports and Wellness facilities would you use at the hotel?

87 answers



Sports menu

Name of dish	gram	kilocalorie	protein, g	fats, g	carbohydrates, g
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breakfast

Oatmeal porridge with milk	150	153	4,8	6,15	21,3
Corn porridge on the water	150	129	12,45	1,8	106,5
Fruit salad with yogurt	100	75,5	1,5	0,9	14,7
Oatmeal milk porridge	150	157,5	4,8	6,45	21,3
Smoothies (banana, raspberry, red currant, fresh Apple juice)	150	87,45	1,2	0,36	18,6

Lunch

Fish soup	200	146,9	19,5	5,2	6,0
Beef broth	200	130,0	18,0	6,0	2,6
Minestrone	200	104,0	3,2	5,2	12,2
Chicken broth	200	72	5,04	2,4	7,06
Broccoli and spinach cream soup	200	261,4	5,6	23	7
Salad mix with poached egg	200	192	268,8	23	2,8
Boiled chicken	150	255	37,8	11,1	0
Pasta with vegetables	150	192	6,8	33,5	0,17
Tuna	200	278	48,8	9,2	0
Baked Turkey breast	200	298	34,4	4,2	0,4
Boiled pork	150	562,5	33,9	47,4	0
Fresh fruit	200	62	5	0,2	10
Burrito with lean meat	200	416	18,8	12,6	56
Buckwheat porridge	200	217,4	8,8	3,8	37,2
Boiled rice	200	116	4,4	1	49,8



Afternoon snack

Low-fat cottage cheese casserole	150	222	48,15	21,9	2,4
Low-fat cottage cheese cheesecake	100	146	2,4	10,1	3,5
Sorbet pineapple / pear/cloudberry/cranberry	100	70	0,3	0,0	15,0
Low-fat cottage cheese	200	202	36,02	3,68	6,68

Drinks

Fresh pineapple juice	250	115,0	0,7	0,4	30,0
Freshly squeezed pear juice	250	115,0	0,7	0,4	30,0
Fresh Apple juice	250	112,0	0,2	0,3	29,0
Freshly squeezed tangerine juice	250	113,0	0,7	0,4	30,0
Freshly squeezed carrot juice	250	94,0	2,2	0,3	21,0
Freshly squeezed grapefruit juice	250	96,0	1,2	0,3	22,7
Skim milk	200	70	6,7	0,4	9,8
Tea (black, green)	200	0	0	0	0



Case 2 – Loyalty program

Enclose customers in the network



**A membership
program**



**Found potential
partners**



**Listen to customers'
opinions**



Case 3: Group catering system

- Main problem: how to track people?
- Our solution: updated key cards with QR stickers
- Modern and innovative solution that adds value to our guest
- Easy for staff to use



