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TEAM 8 PITER INN



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CASE 1: SPORTS CONCEPT

Our first case was to create a sports concept for Piter Inn. We did some research about current market situation and target audience. Also a SWOT -analysis was made.

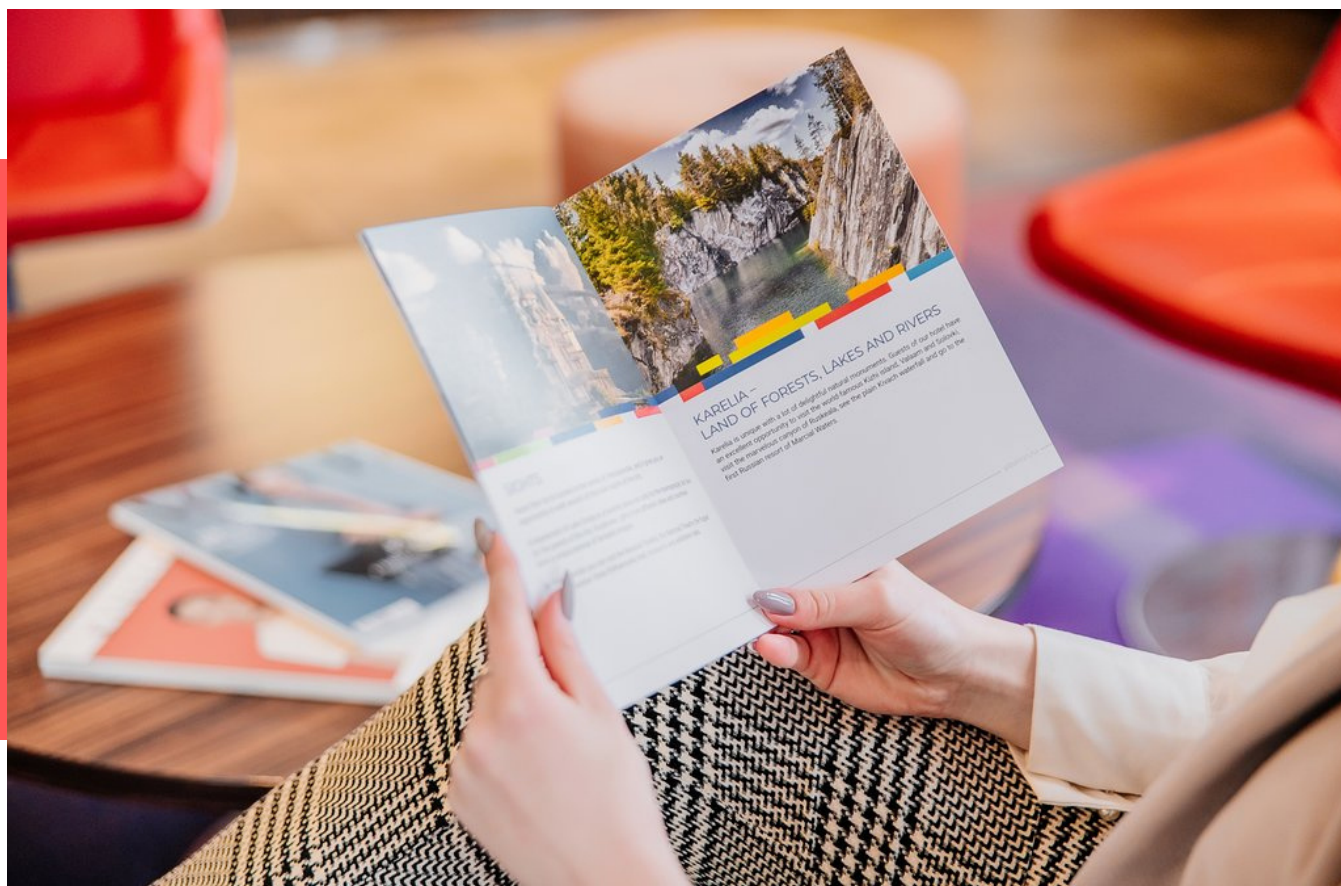
After that, marketing plan for the whole concept was made. We had good ideas for promotion and using influencer's help for getting more customers.

We wanted to create a network and offer win-win -situation for the hotel and co-working companies and federations.

For example, we collected some sports federations and companies to build something new. Many companies were already interested in networking. Our vision was that Piter Inn would be a hub for the network.

We did also a survey, and based on that we knew better Piter Inn's visitors needs. One result was that small gym is very valuable, and visitors would most likely use also other services, such as massage and bike rental.

Also a special sports menu was included to this case. We asked for advice from professionals and created a sports menu especially for sportsmen. This way, we will add value to Piter Inn's main customer group by giving them the right nutrition.



HOW DID WE DO IT?

The whole project was done together with our commissioner Piter Inn and team coach Esa Jauhola.

Everyone in our team was active and always doing their best. We helped each other and had great discussions about all cases.

We met every week on Teams, and also discussed actively via WhatsApp.



CASE 2: LOYALTY PROGRAM

With our second case, we were asked to develop Piter Inn's loyalty program. The hotel had something already, but we did an update to that.

By this program, we wanted to add more value for the guests and of course make sure that Piter Inn would have its loyal visitors especially during the pandemic.

We created a membership program, that collects Piter Inn and co-working companies together. Hotel's guests would for example get some discounts for using different services, for example hairdresser.

Visitors will achieve points during their visit to Piter Inn. With new levels they will get more benefits, such as late check-out and free access to gym anytime. We added also some Karelian taste and personal notes for a greeting that will be in guest's room during the arrival time.

Our new room key card system (Case 3) can be also used with the loyalty program. Piter Inn's guests could have a very own key card, and with that it's possible to pay for services, access to gym and so on.

We noticed also, that guest's feedback is very important for the hotel. Therefore, we did a customer survey form that could be used as a tool for developing hotel's weaknesses.

WE DID EVEN MORE!

We believe, that based on our work Piter Inn can develop our ideas further and have actual benefit from our solutions.

We have started doing a network that could create something new to Petrozavodsk. We are looking forward to see our ideas grow from where they are now.



CASE 3: GROUP CATERING SYSTEM

For the third case, our task was to optimize the group catering system. The problem has been that it's difficult to track people. In the hotel, there are guests and groups that are staying at the hotel different times. They can also have caterings and different times when they have their meals.

We wanted to solve this problem in a modern way. Therefore, we contacted tech companies and asked for their help.

We did also a research about how other hotels are dealing with these problems.

Our solution is to update room key cards. We will add QR stickers to them and the system will know whether our visitor is able to have this meal or not. This is very helpful for the hotel staff but also simple for a visitor to use.

As early mentioned, the new system can be used with the loyalty program (Case 2). At the same time, it's key to your room, a membership card and a credit card that you can use in the hotel.