

# Kolarctic Bridge Project

## Team Vardø hotel.

Webpage <http://vardohotel.tilda.ws/>

### **Members:**

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### **Assignment:**

to develop

- The outside area of Vardø hotel; making it more attractive for guests' relaxation in summer as well as during the winter time
  - Short-time activities / services that we can offer to our guests
  - A hotel website cross-linked to booking.com and similar sites
  - A model of a combined hotel reception and tourist information service for mutual value added.
- a) By reception personnel for two summer months  
b) Via online communication, telephone, chat bots etc. over the rest of the year

## Current business model canvas:

The Business Model Canvas		Designed for: Vardo Hotel	Designed by:	Date:	Version:
<b>Key Partners</b> <small>Who are our Key Partners? Who are our key suppliers? Which key resources are we acquiring from partners? Which Key Activities do partners perform?</small> <b>KEY RESOURCES FOR PARTNERSHIPS</b> <small>Suppliers and partners Access to our key resources Acquisition of particular resources and activities</small> <ul style="list-style-type: none"> <li>- Hotel restaurant</li> <li>- visbook, booking.com for bookings</li> <li>- event partners</li> <li>- security</li> <li>- facebook, instagram for marketing</li> <li>- Birdingbed</li> <li>- Vake</li> <li>- gym company</li> </ul>	<b>Key Activities</b> <small>What Key Activities do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue streams?</small> <b>CUSTOMERS</b> <small>Production Production design Manufacturing</small> <ul style="list-style-type: none"> <li>- disco party</li> <li>- birthday party</li> <li>- funeral</li> <li>- gym, sauna, - business conference</li> <li>- food party</li> <li>- solarium</li> <li>-</li> <li>- visbook, booking.com</li> <li>-</li> </ul>	<b>Value Propositions</b> <small>What value do we deliver to the customer? What are our customer's problems are we helping to solve? What bundles of products and services are we offering to each Customer Segment? Which customer needs are we satisfying?</small> <b>PROBABILITY/IMPACT</b> <small>Revenue Customer base "Getting the job done" Design Efficiency Price Cost Reduction Risk Reduction Accessibility Convenience/Usability</small> <ul style="list-style-type: none"> <li>- comfortable, affordable accommodation</li> <li>- information for tourists</li> <li>- small activities</li> </ul>	<b>Customer Relationships</b> <small>What type of relationship does each of our Customer Segments expect us to establish and maintain with them? Which ones have we established? How are they integrated with the rest of our business model? How costly are they?</small> <b>CHANNELS</b> <small>Personal assistance Personalized Personal Assistance Self-Service Automated services Communities Co-creation</small> <ul style="list-style-type: none"> <li>- providing accommodation</li> <li>- entertainment</li> <li>- food and drink</li> <li>- tourist information</li> <li>-</li> </ul>	<b>Customer Segments</b> <small>For whom are we creating value? Who are our most important customers?</small> <small>Mass Market Niche Market Segmented Diversified Multi-sided platform</small> <ul style="list-style-type: none"> <li>- couples</li> <li>- construction workers</li> <li>- birdwatchers</li> <li>- nature lovers</li> <li>- event participants</li> <li>- MICE tourists</li> <li>-</li> </ul>	
<b>Cost Structure</b> <small>What are the most important costs inherent in our business model? Which Key Resources are most expensive? Which Key Activities are most expensive?</small> <b>IN YOUR BUSINESS MODEL</b> <small>Cost of Sales (Production costs, logistics, transportation, packaging, materials, subcontracting) Value Stream (Production value creation, promotion value proposition)</small> <b>INTERNAL COST STRUCTURES</b> <small>Fixed Costs (salaries, rent, utilities) Variable Costs Economies of Scale Economies of Scope</small> <ul style="list-style-type: none"> <li>- property/equipment purchases</li> <li>- maintenance</li> <li>- cleaning</li> <li>- electricity</li> <li>- employee cost</li> <li>- services</li> </ul>	<b>Revenue Streams</b> <small>For what value are our customers really willing to pay? For what do they currently pay? How are they currently paying? How would they prefer to pay? How much does each Revenue Stream contribute to overall revenues?</small> <b>TYPE</b> <small>Asset sale Usage fee Subscription Fee Licensing/High licensing Licensing Knowledge Fee Advertising</small> <b>REVENUE MODEL</b> <small>One-time Product/Service dependent Customer segment dependent Revenue dependent</small> <b>DYNAMIC PRICING</b> <small>Algorithmic (Big data) Real-time management Real-time market</small> <ul style="list-style-type: none"> <li>- accommodation fee</li> <li>- service fee</li> </ul>				

## Updated business model canvas:

The Business Model Canvas		Designed for: Varde Hotel	Designed by:	Date:	Version:
<b>Key Partners</b> <p>Who are our Key Partners? Who are our key suppliers? Which key resources are we acquiring from partners? Which Key Activities do partners perform?</p> <p><b>KEY PARTNERS FOR ACTIVITIES</b> Distribution and marketing Production of art and other things Acquisition of particular resources and activities</p> <ul style="list-style-type: none"> <li>- hotel restaurant</li> <li>- visbook, booking.com for bookings</li> <li>- event partners</li> <li>- security</li> <li>- FB, IG for marketing</li> <li>- Birdingbed</li> <li>- vake</li> <li>- gym company</li> <li>- Guossi Kalastajan Majatalo (day trip in Varde)</li> <li>- Laboratory (for art, culture and urban development in Varde)</li> <li>- Varanger (Northern Lights, King Crab and outdoor)</li> <li>- Arctic Catch (fish company)</li> <li>- Cycling in Northern Norway (visitnorway, biketrip)</li> </ul>	<b>Key Activities</b> <p>What Key Activities do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue streams?</p> <p><b>KEY ACTIVITIES</b> Production Marketing Human Resource Maintenance</p> <ul style="list-style-type: none"> <li>- events</li> <li>- gym, sauna, solarium</li> <li>- visbook, booking.com</li> <li>- online chatting on website</li> <li>- disco party</li> <li>- birthday party</li> <li>- funeral</li> <li>- business conference</li> <li>- food party</li> <li>-</li> </ul>	<b>Value Propositions</b> <p>What value do we deliver to the customer? Which one of our customer's problems are we helping to solve? What bundles of products and services are we offering to each Customer Segment? Which customer needs are we satisfying?</p> <p><b>VALUE PROPOSITIONS</b> Activities Activities Customization "Getting the job done" Design Availability Price Cost Reduction Risk Reduction Accessibility Convenience/Usability</p> <ul style="list-style-type: none"> <li>- comfortable, affordable accommodation</li> <li>- information for tourists</li> <li>- activities</li> </ul>	<b>Customer Relationships</b> <p>What type of relationship does each of our Customer Segments expect us to establish and maintain with them? Which ones have we established? How are they integrated with the rest of our business model? How costly are they?</p> <p><b>CUSTOMER RELATIONSHIPS</b> Personal Assistance Dedicated Personal Assistance Self-Service Automated Services Communities Co-creation</p> <ul style="list-style-type: none"> <li>- providing accommodation</li> <li>- entertainment</li> <li>- food and drink</li> <li>- tourist information</li> <li>-</li> </ul>	<b>Customer Segments</b> <p>For whom are we creating value? Who are our most important customers?</p> <p><b>CUSTOMER SEGMENTS</b> Mass Market Niche Market Segmented Diversified Mass Customization</p> <ul style="list-style-type: none"> <li>- couples</li> <li>- business workers</li> <li>- birdwatchers</li> <li>- nature lovers</li> <li>- event participants</li> <li>- MICE tourists</li> </ul>	
<b>Key Resources</b> <p>What Key Resources do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue streams?</p> <p><b>KEY RESOURCES</b> Physical Intellectual (knowledges, copyrights, brand) Human Financial</p> <ul style="list-style-type: none"> <li>- employees</li> <li>- booking system, website, visbook, booking.com, hotel.com, tripadvisor</li> <li>- FB, IG for marketing</li> </ul>	<b>Channels</b> <p>Through which Channels do our Customer Segments want to be reached? How are we reaching them now? How are our Channels integrated? Which ones work best? Which ones are most cost-efficient? How are we integrating them with customer outreach?</p> <p><b>CHANNEL STRATEGIES</b> 1. Awareness How do we raise awareness about our company's products and services? 2. Evaluation How do we help customers evaluate our organization's Value Proposition? 3. Purchase How do we allow customers to purchase specific products and services? 4. Delivery How do we deliver a Value Proposition to customers? 5. After sales How do we encourage and purchase customer support?</p> <ul style="list-style-type: none"> <li>- booking.com</li> <li>- website, phone, chat, email</li> <li>- on location</li> </ul>				
<b>Cost Structure</b> <p>What are the most important costs inherent in our business model? Which Key Resources are most expensive? Which Key Activities are most expensive?</p> <p><b>IN OUR BUSINESS MODEL</b> Cost of Sales (Production and Distribution, Acquisition of Value Proposition, Marketing Activities, Customer Relationship) Value Stream (Production and Distribution, Acquisition of Value Proposition, Marketing Activities, Customer Relationship) Fixed Costs (Salaries, Rent, Utilities) Variable Costs Economies of Scale Economies of Scope</p> <ul style="list-style-type: none"> <li>- property/equipment purchases</li> <li>- maintenance</li> <li>- cleaning</li> <li>- electricity</li> <li>- employee cost</li> <li>- services</li> <li>- renovation</li> <li>-</li> </ul>	<b>Revenue Streams</b> <p>For what value are our customers really willing to pay? For what do they currently pay? How are they currently paying? How would they prefer to pay? How much does each Revenue Stream contribute to overall revenues?</p> <p><b>TYPE</b> Transaction Usage Fee Subscription Fee Licensing Advertising</p> <p><b>HOW PRICING</b> Cost Plus Product Feature dependent Customer segment dependent Volume dependent</p> <p><b>CHANNEL PRICING</b> Reseller (Discounting) Retail Management Bulk Price Market</p> <ul style="list-style-type: none"> <li>- accommodation fee</li> <li>- service fee</li> <li>- equipment rentals</li> <li>- advertisements</li> <li>-</li> </ul>				

**Budget:**

Budget from the hotel 50 000 NOK, which is not a lot. It cuts back almost all the exterior designs that we came up with as most of the budget will have to go to keeping up the website. It is not possible to apply for additional funding at the moment - Innovation Norway would be happy to help but they would need the actual owner involved in the application process. There is a preliminary agreement between Tove and Innovation Norway for funding in 1,000,000 kr for renovation of the hotel, but the current owner is against renovation and wants to leave it as it is. He also don't want to sell this place to Tove.

We have also contacted Vardo municipality about possible funding but they have not responded.

WEBPAGE
20\$ for 2 years - host = 183 NOK
39\$ per month - live chat = 356 NOK
120\$ per 1 year - tilda.cc for correct website = 1100 NOK
Photographer VARANGERPHOTO 10hr 3000 NOK
Backyard terrace 100 000 NOK
Estimate cost of entertaining equipment 40,000 NOK
Artificial plants wall 10 - 200 NOK m2
Palm tree starting from 1,500 NOK

**Customer survey:**

[https://docs.google.com/forms/d/1SxfxyAleM8XQ0bHK-GjEsrQL8I-Ou9E\\_FnfWtvbSgn4/edit?usp=sharing](https://docs.google.com/forms/d/1SxfxyAleM8XQ0bHK-GjEsrQL8I-Ou9E_FnfWtvbSgn4/edit?usp=sharing)

Customer survey form was created with Google docs, it's quite simple but collects a lot of the basic information that would be useful for the hotel in the future on getting more information about their customers and their interests. This is just a model.

**Webpage:** <http://vardohotel.tilda.ws/>

Live chat: the data of Tove

Tilda: login: [khristoforovnikitos@mail.ru](mailto:khristoforovnikitos@mail.ru)

password: GNVD4papa

Webpage has:

1. All information about the rooms and the ability to go to the booking system
2. Availability of information about the restaurant and links to the varangerkkoken website
3. Availability of live chat for communication between the guest and the hotel employee
4. The site has information for tourists

The webpage needs new pictures, we have contacted two photographers for the project, and the best deal was offered by VARANGERPHOTO. This includes pictures of rooms, the main staff, activities, and facilities with all post processing done. The photographer can even include pictures of the exterior from the archives, including drone photos. The estimated time for the project is about 10 hours for the price of around 3 000 NOK.

Integration with VisBook is possible already with the features the hotel has in use, Visbook Windows Client, where you create a link to use on the web-page. This feature the hotel already pays for but is not yet in use.

It is also possible to create their API and create an integration to VisBook.

### **Activities and services:**

#### **Equipment:**

- Football board game - 6,500 kr  
[https://www.biljardexperten.no/no/fotballspill-/3827-fotballsspel-foosball-garlando-f-20-natur.html?gclid=Cj0KCQjw6eTtBRDdARIsANZWjYYhRtMUVUMFj5TOU6AbNh6Xm7KsBmtrsrU5SHn\\_WiDoISwy1X3bEwaAmDIEALw\\_wcB](https://www.biljardexperten.no/no/fotballspill-/3827-fotballsspel-foosball-garlando-f-20-natur.html?gclid=Cj0KCQjw6eTtBRDdARIsANZWjYYhRtMUVUMFj5TOU6AbNh6Xm7KsBmtrsrU5SHn_WiDoISwy1X3bEwaAmDIEALw_wcB)
- Airhockey - from 1,500 kr <https://www.biljardexperten.no/no/975-airhockey-spill>
- Tennis board - from 1,500 kr <https://www.biljardexperten.no/no/214-bordtennisbord>
- Hammock for relaxation - from 500 kr  
[https://prisguiden.no/sok?f\[p\]\[\]=510&f\[p\]\[\]=35000&q=hengekøye&s=price%20asc](https://prisguiden.no/sok?f[p][]=510&f[p][]=35000&q=hengekøye&s=price%20asc)
- TV 80" - from 25,000 kr  
[https://prisguiden.no/kategorier/tv?f\[70\]\[\]=80&f\[70\]\[\]=150&s=price%20asc](https://prisguiden.no/kategorier/tv?f[70][]=80&f[70][]=150&s=price%20asc)
- Artificial plants: <https://prisguiden.no/sok?q=kunstige%20planter>

- **Additional activities:** Gym
- **Rental service** Fishing, Kick sledge, Skiing, Swimming in the cold water
- **Events:** disco party, birthday party, funeral, business conference, food party, fish factory tour

[Arctic Catch](#) - Evaldas Zulys, Mob. 00 47 952 30 458

*[Buying fish & factory tour]*

*fresh white fish and king crab are available*

*5-10 people can participate a tour*

*A paid guide will be required depending on the frequency of the tour*

*A tour takes 30mins - 1 hour*

*Due to winter weather conditions (wind) factory is not available 22th Dec - 5 or 7th Jan*

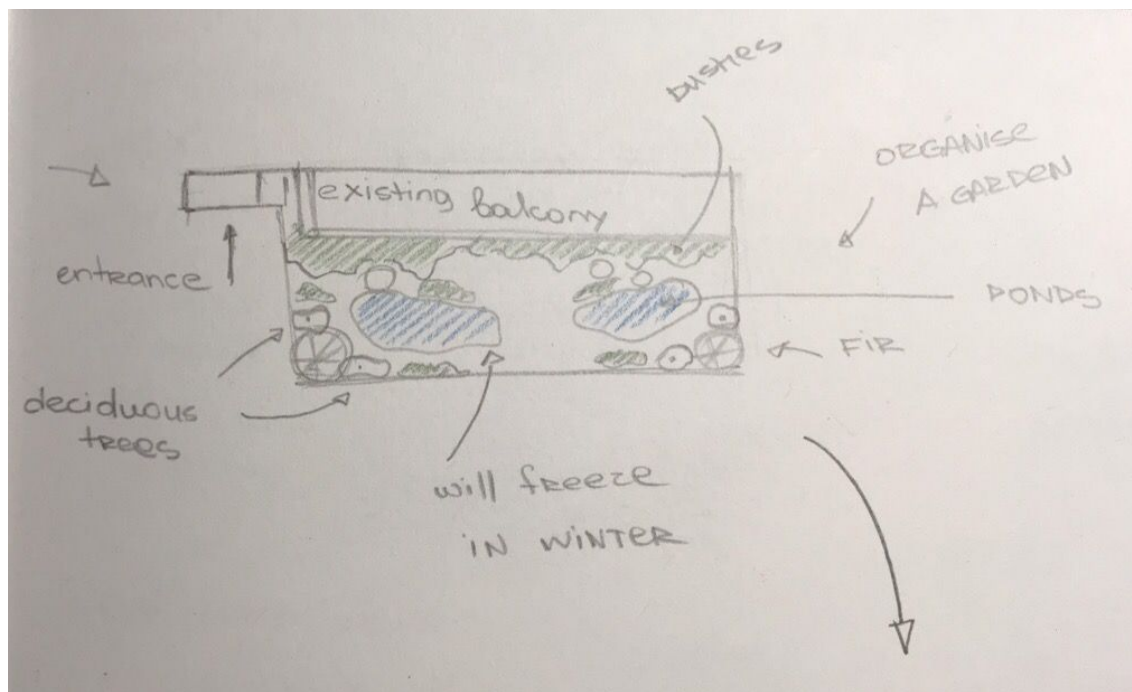
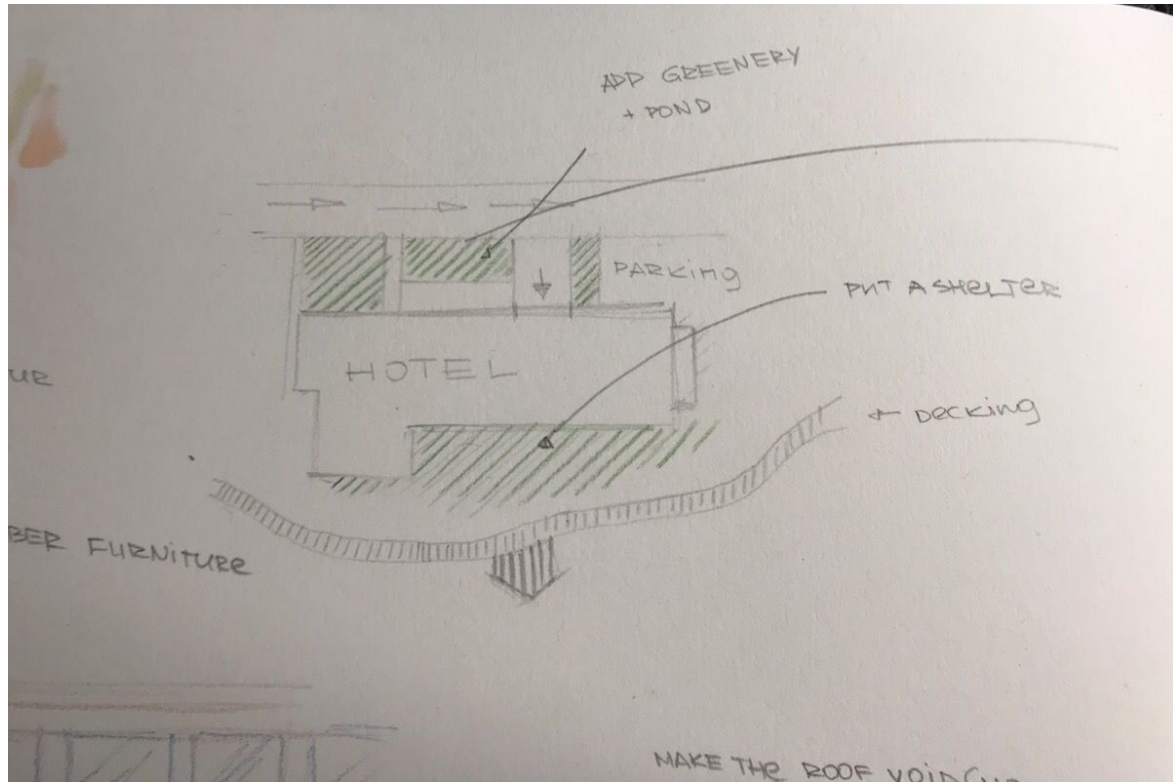
*Feb, May - fishing season*

*Jun, July, Aug - king crab season*

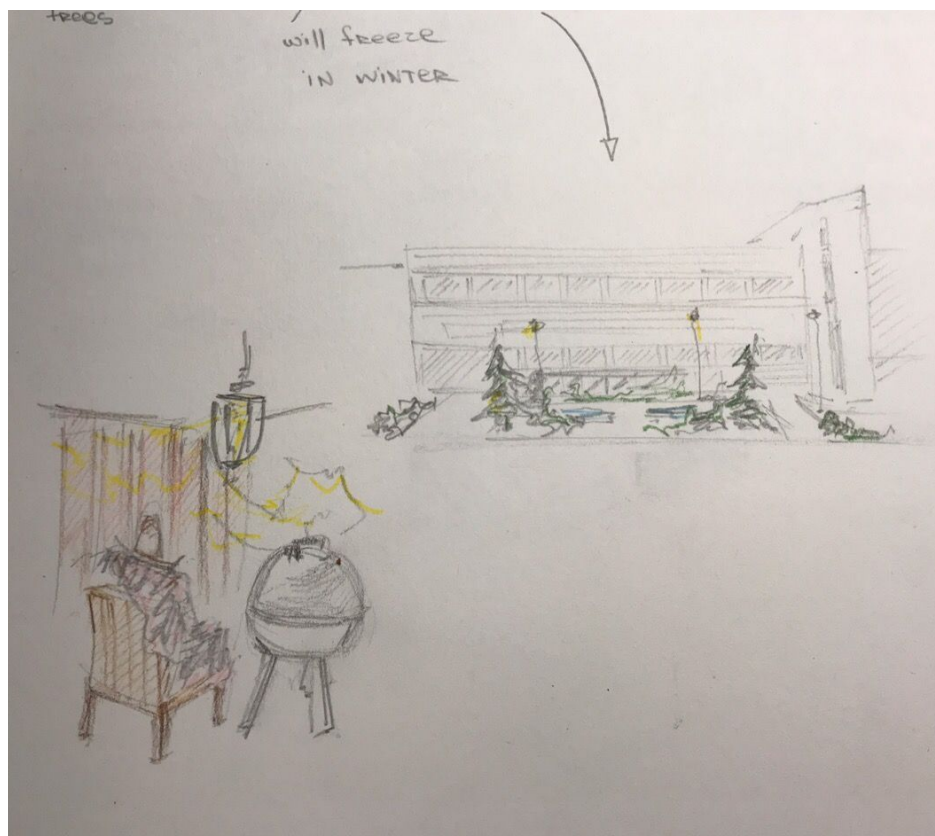
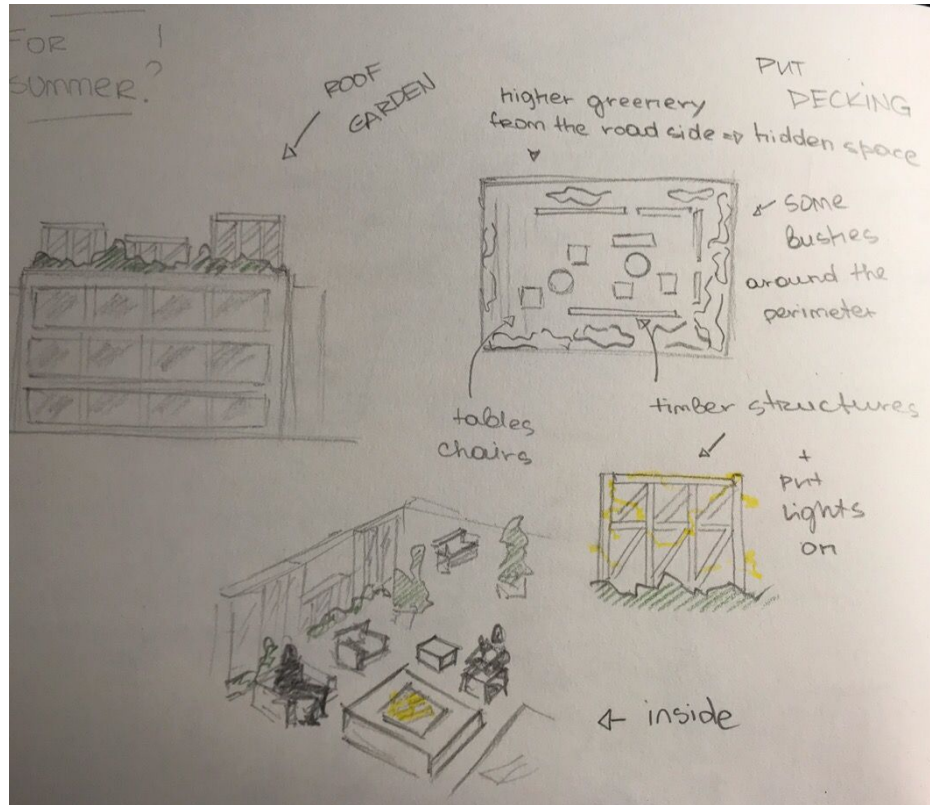
*everything is depending on the weather so that we always have to contact factory beforehand to make sure if the tour is available*

*"I have checked with food authorities and they said that it is not good if we will have some visitors during the processing of fish and crab. We can do it in another way. The visitors can come when we have live crab in live storage. They can see it and make pictures also. The price for a guide for 1 h would be approx. 500 Nok."*

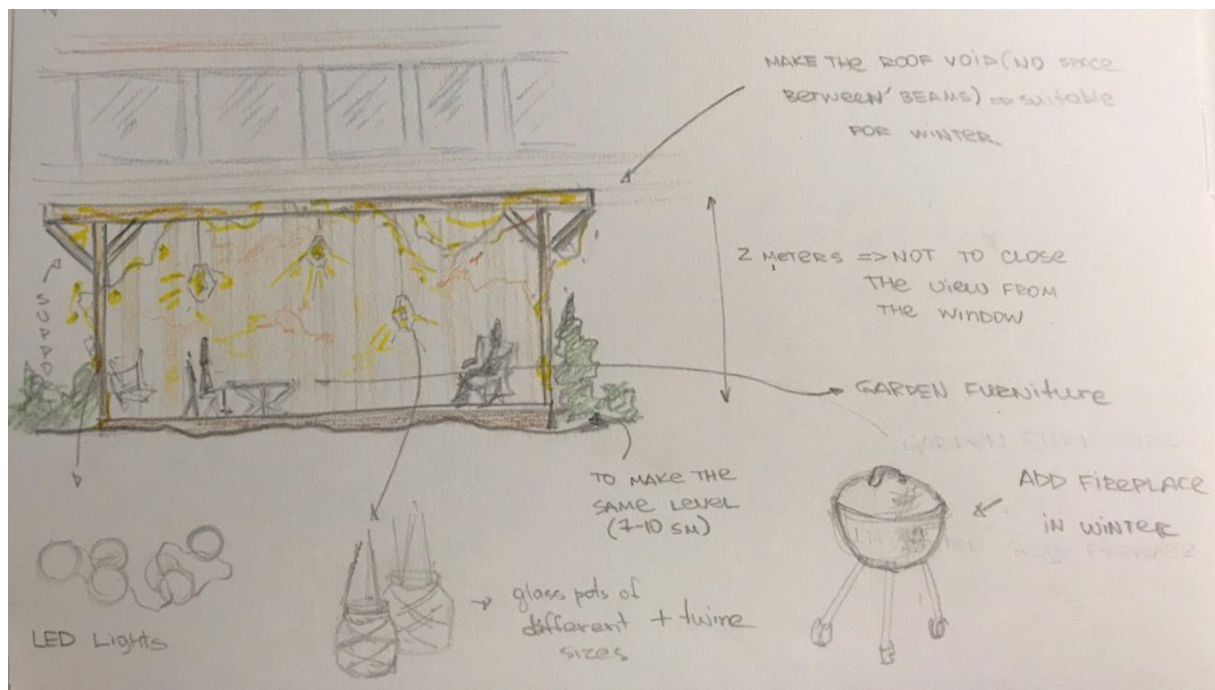
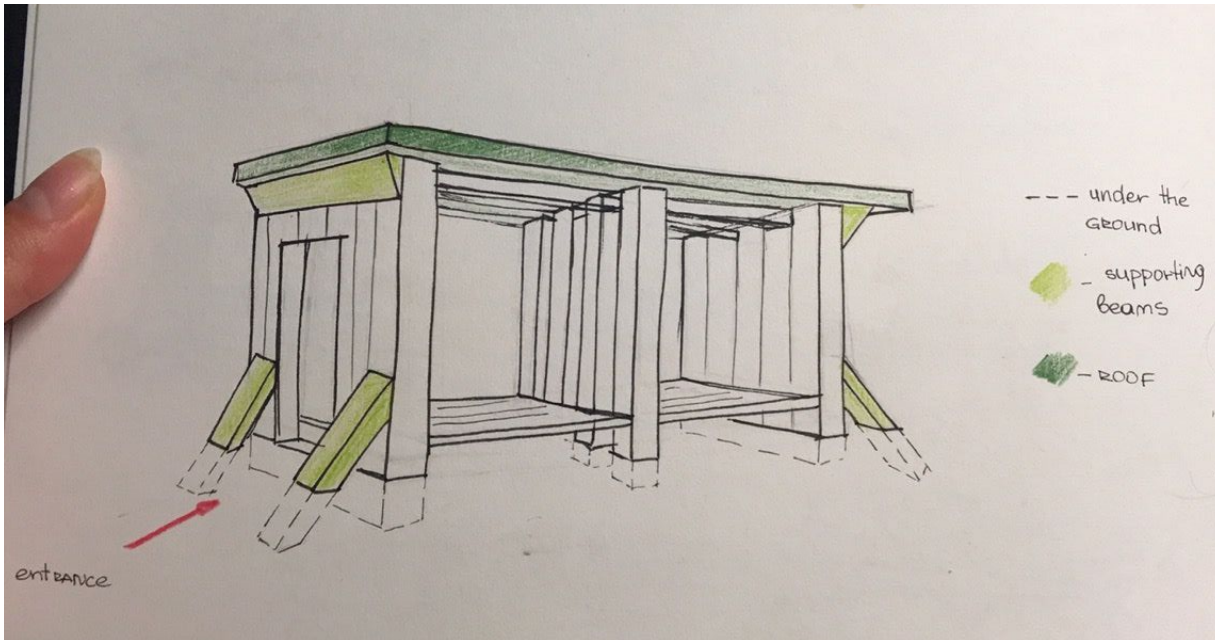
## Development of outside area:

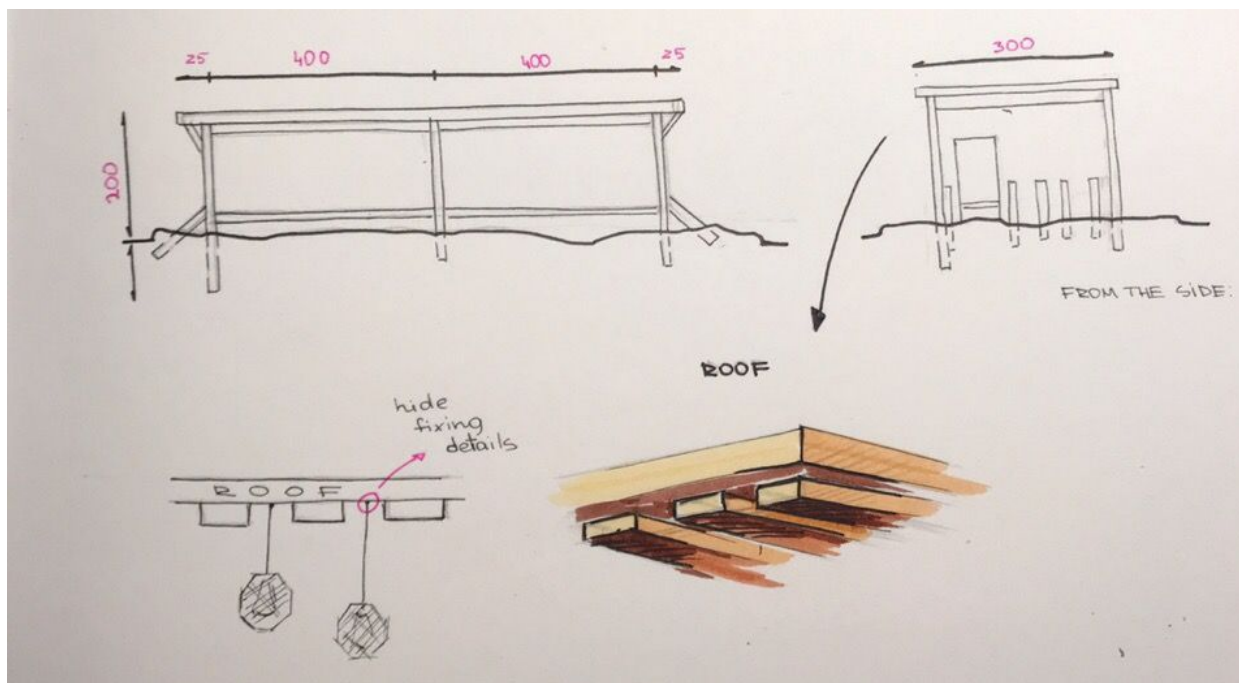
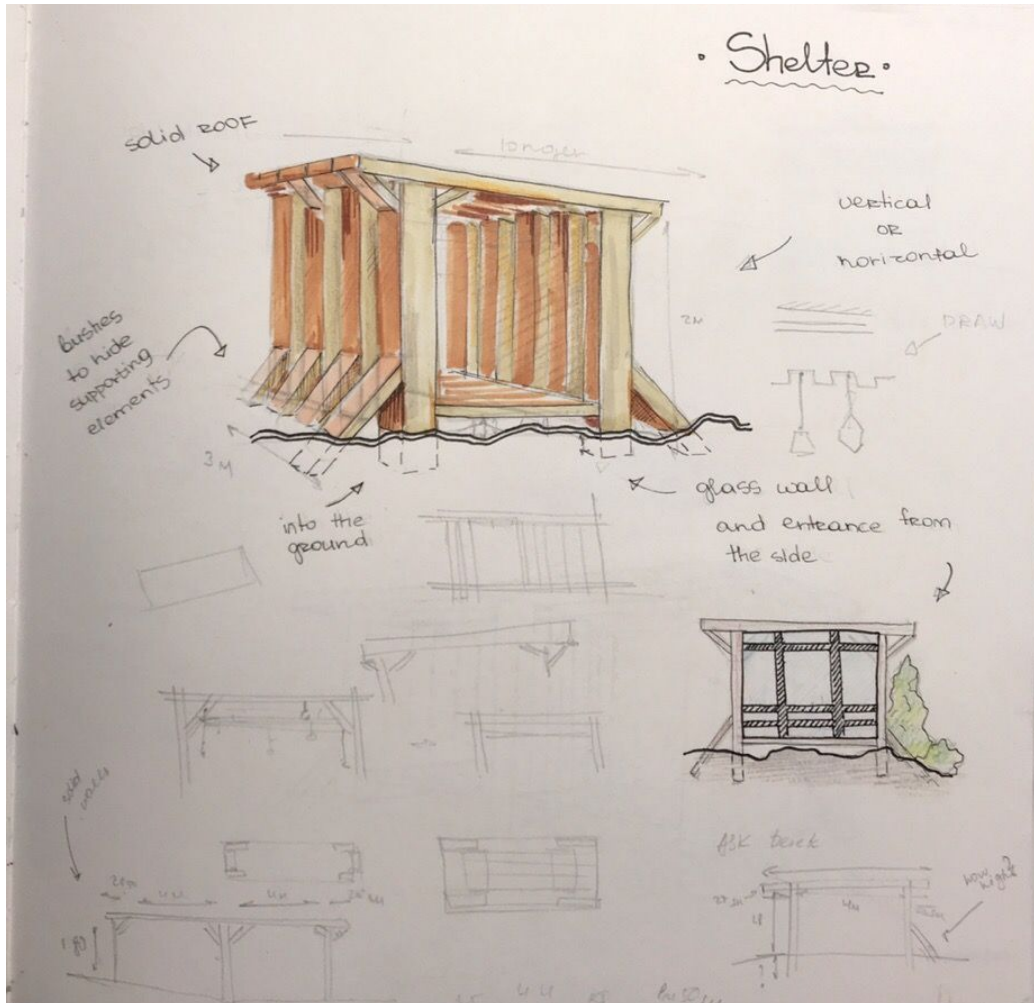












### **Information from construction company**

Construction company:

<https://www.xn--finnmarkentreprenr-w4b.no/>

Finnmark Entreprenør AS

Nordre Langgate 39

9950 VARDØ

Tel: 789 87 527

E-mail: [post@daugaard.no](mailto:post@daugaard.no)

Cost of the turnkey construction is 5,000 kr square meter.

Approximate cost of the backyard terrace is 100,000 kr