

HOTELLYWOD

“younG ENterpreneurs In eUropean Schools”
Genius Project

*Business
plan*

1st meeting,
Chania,
April 2016



THE ORIGINAL IDEA

- The Greek team “Genius” has designed an unusual business! Our idea was to create a theme hotel based on movies and cinema in general. Our company’s name comes from a combination of the type of the company (hotel) and the major business world of cinema (Hollywood). The main aim of our company is to provide unique hotel services with a memorable cine-experience. We decided to promote our hotel by advertising it via internet, in order to capture our customer’s attention.

**OUR FUTURE TO BE COMPANY IS CHARACTERISED BY BOTH
POSITIVE AND NEGATIVE ASPECTS .
(WITH THE POSITIVE OUTNUMBERING THE NEGATIVE...)**

POSITIVE ASPECTS	NEGATIVE ASPECTS
<ul style="list-style-type: none">• access to a variety of movies	<ul style="list-style-type: none">• high cost
<ul style="list-style-type: none">• educational purposes	<ul style="list-style-type: none">• lack of sponsorship
<ul style="list-style-type: none">• entertainment purposes	<ul style="list-style-type: none">• lots of bureaucracy
<ul style="list-style-type: none">• creative	<ul style="list-style-type: none">• difficulties in spotting the right place
<ul style="list-style-type: none">• innovative – a breakthrough	
<ul style="list-style-type: none">• well trained staff	
<ul style="list-style-type: none">• special facilities	



ABOUT OUR BUSINESS AREA :

Generally , hotels are establishments which provide lodging paid on a short term basis. Facilities provided may range from single/double beds and storage for clothing, to luxury features such as en-suite bathrooms.

Larger hotels may provide additional guest facilities for example swimming pools, business center, childcare, conference rooms and social function services.

Hotel rooms are usually numbered in such a way to allow guests to identify their room easily.

Hotel operation vary in size, function and cost. Most hotels and major hospitality companies, have set industry standards to classify hotel types.

TARGET GROUPS OF CUSTOMERS

First of all, we are aiming at cine-friends from all over the world. Customers' ages may vary from young children and teenagers to middle aged and elderly people. It is suitable for young couples, single people as well as families.



PROMOTION AND ADVERTISING

Use of original TV spots and advertising posters in large travel agencies.

Since internet services are used worldwide nowadays, the creation of a website of our hotel could be an effective way of promoting our business.

Lastly, let's not forget that the good quality of our provided services to our customers, can be the best way to make our business well-known and recognizable!



NEED FOR HOTELLYWOOD

Our business is necessary because lots of tourists decide to spend their holidays in Crete. However, creating a cliché hotel with just common rooms, wouldn't be a smart move. Instead, we've been trying to focus on something *unique* with entertaining purposes!



THE COMPETITORS

Our competitors are the variety of hotels in the prefecture of Chania. At first sight, our hotel seems to have much in common with the rest, something that you will soon realize that is wrong. Our hotel, is a theme hotel, which makes it special, more interesting and definitely more approachable to the customer, as there are only a few theme hotels in the periphery of Crete.



ECONOMY

The financial support for a company is very important and of course the economic situation, other words income.

Through various actions for the recovery of the company will have the Desired effect (various fundraisers and donors). In addition, the profits of the company intend that it will be quite sufficient reason for fairly specific idea and the favorable location of the building.



RISKS AND POSSIBILITIES

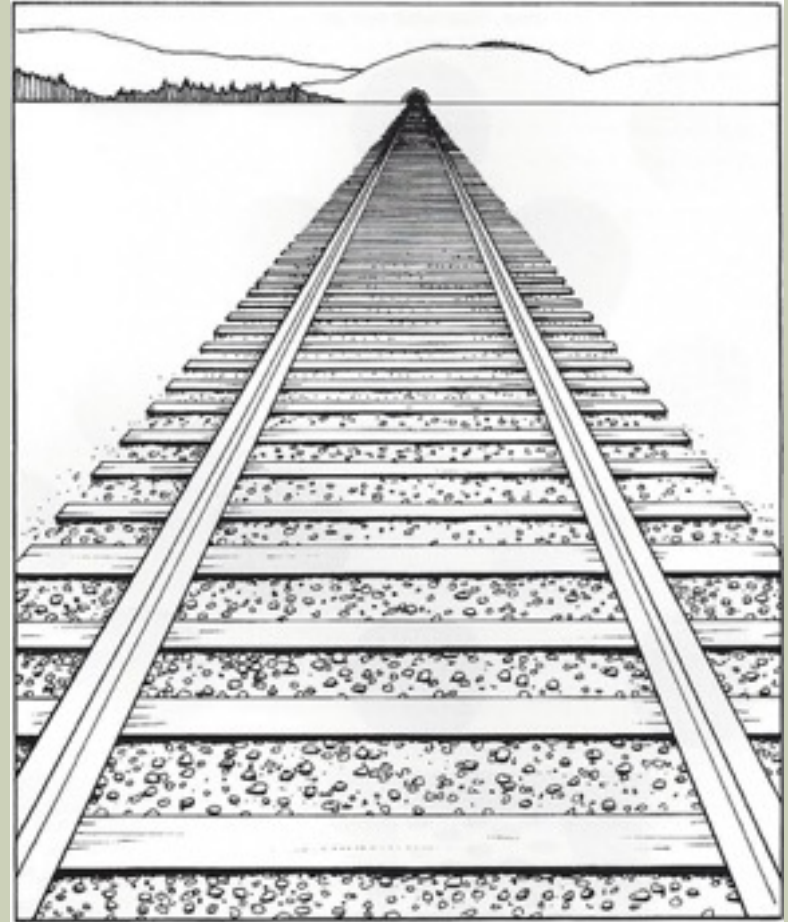
The risks are much like a growing company, such as failure, damage, reduced demand, a victim of the economic crisis, etc.

But positive thoughts bring positive results, so we will try to create a company suitable for any needs/tastes !



PERSPECTIVES

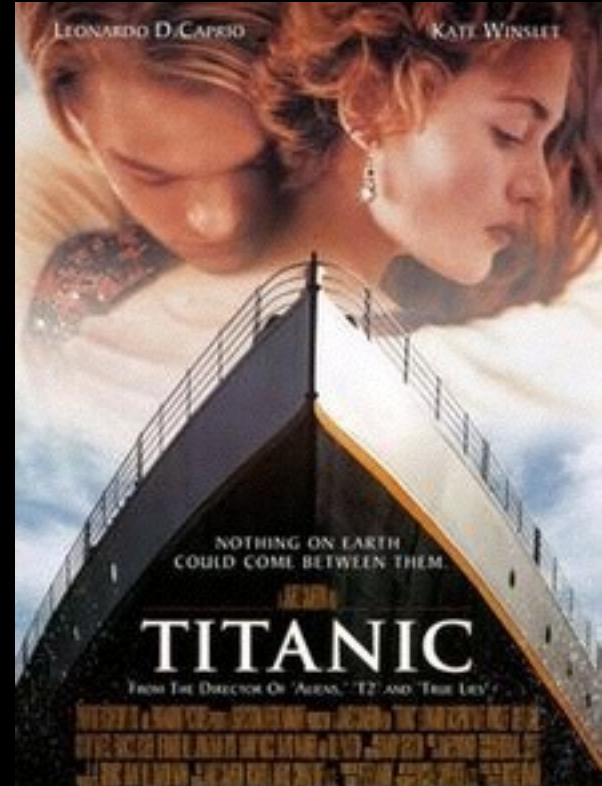
As young entrepreneurs, we've got high expectations and perspectives! We are aiming at a thriving business internationally known with chains of "Hotellywood" in the most popular resorts worldwide. With the click of a button, one will be able to book memorable holidays combining luxury and unique entertainment at a relatively low cost.



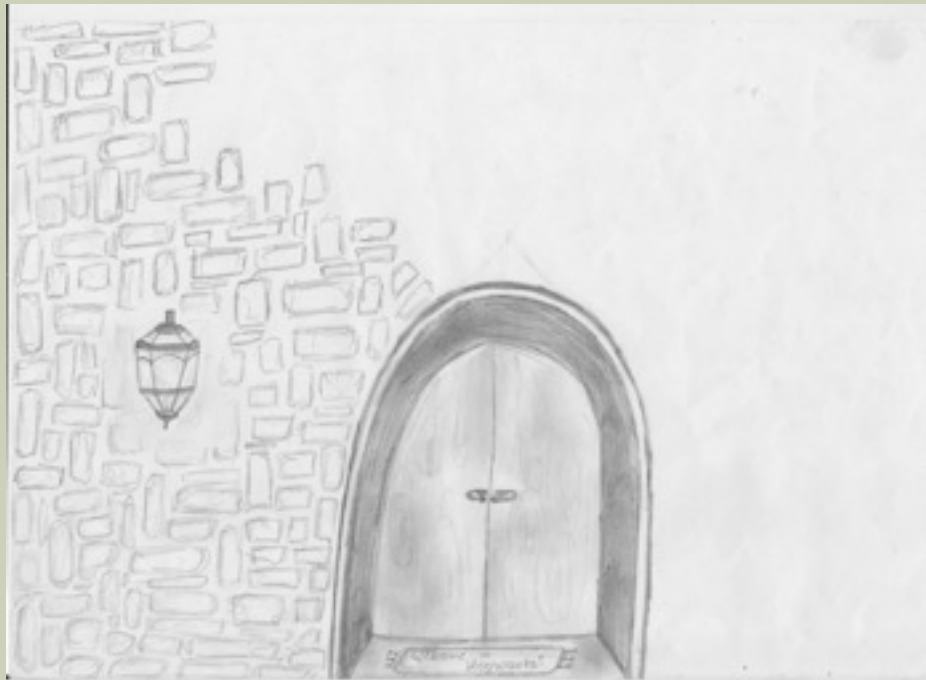
ROOM THEMES

- ❖ The Titanic
- ❖ Harry Potter
- ❖ Star Wars
- ❖ The Smurfs
- ❖ James Bond





SOME OF OUR IDEAS ABOUT THE ROOMS



THE GREEK TEAM

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- Dimitris Giannarakis
- Chrysanna Giannakopoulou
- Mixalis Lagoudakis
- Konstantina Tsakiraki
- Argiro Xatzidaki

Thank You