

Good Hotel Business Analysis

The screenshot shows the EssayPro website homepage. At the top, the logo 'ESSAYPRO' is on the left, and navigation links 'How To Order', 'Reviews', 'About Us', and 'Write My Essay' are in the center. On the right, there are links for 'DBA: EPRO', 'Log In', and a blue 'Sign Up' button. The main banner features a student sleeping at a desk with a cup of pens. Text on the banner includes 'WRITING SERVICE AT YOUR CONVENIENCE', 'You - Send us your homework We - Do it all for you', and 'Grab your original paper for just \$10 per page with a free plagiarism report included'. A 'Write My Essay!' button is present. A 'Calculate the price' widget is overlaid on the right, showing options for 'Writing', 'Rewriting', and 'Editing', a dropdown for 'Essay (any type)', 'College', '2 weeks', and '1 page / 275 words'. It also has radio buttons for 'Double spaces' and 'Single spaces', a price of '\$11.4', and a 'Write My Paper' button. Below the banner, three review widgets are shown: 'EssayPro Reviews' with a 4.9 rating, 'ResellerRatings' with a 4.9 rating, and 'Sitejabber' with a 4.8 rating.

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All of our hotels are non-conventional, and have a philanthropic community vision.-Pam Janusz, General Manager, Joie de Vivre SoMa Hotels, personal interview, March 5, 2010 (Thompson, Peteraf, Gamble, & Strickland III, 2012). Established in 1987, Joie de Vivre (JdV) is a hotel management hotel located throughout California. By 2010, JdV is the second largest U.S. boutique hotel operator. New owners have recently purchased the hotels that JdV Management Company operates; GM Pam Janusz has the task of preparing the hotels for transitional changes. Pam Janusz must provide the new owners with a report evaluating Good Hotel. The report will include financial/corporate objectives, and whether or not the new owners should continue with Good Hotel concept.

Joie de Vivre & Boutique Hotels

Vision/Mission statement- The Good Hotel vision is to be the first hotel with a conscience. Our philanthropic and positive approach is designed to inspire the “good in us all” (Thompson, Peteraf, Gamble, & Strickland III, 2012). The Good Hotel is representing a hip and fun San Francisco hotel chain that practices philanthropy and believes in doing good for the planet.

Business Model- Established in 1987, Joie de Vivre (JdV) is a hotel management company based in San Francisco with thirty-six boutique hotels located throughout California. Boutiques hotel differentiations within the lodging industry; they provides personalized customer services and accommodation that large [hotel chains](#) do not offer. Boutique hotels are unique stylish hotels, designed to represent their location. In 2008, JdV combined newly renovated hotels to form one new hotel, known as Good Hotel. Good Hotel is the first in the industry to become known as the “hotel with a c...

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...s, and light fixtures. Good Hotel usage of geographic location to tailor hotels to its surrounding, and utilizing, “hotel with a conscience” is a unique differentiation that identifies their hotels. These differentiation factors are what make Good Hotel stand out in their industry.

TA-5

When constructing and executing a strategy organization not only needs a competitive strategy, but an ethical strategy to address any ethics and legal issues. An ethical strategy can ensure that any strategy implemented is ethical and does not violate any local or state practices. Linking together ethical strategy and competitive strategy will ensure the longevity of your firm.

Works Cited

Gamble, J. E., Peteraf, M. A., Strickland III, A. J., & Thompson A. A. (2012). *Crafting & Executing Strategy: The Quest for Competitive Advantage*. New York, NY: McGraw-Hill Irwin.

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