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Oxford Cambridge and RSA

Tuesday 10 January 2017 – Afternoon

LEVEL 1/2 CAMBRIDGE NATIONALS IN BUSINESS AND ENTERPRISE

R061/01 Introduction to Business

CLEAN COPY RESEARCH BRIEF

Duration: 1 hour



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Research Brief – H-tel

Context: H-tel is a large company that has five hotels located in cities across the United Kingdom (UK). Its average hotel has 120 bedrooms. Facilities in each hotel include a conference centre, a swimming pool and two restaurants.

Objective: The current objectives of the business are to provide an effective standard of customer service and to increase the number of bedrooms in each hotel by 10% to meet demand at peak times. A future objective is to find ways to increase occupancy on weekdays and in the winter.

Finance: The business will need to raise money to fund the expansion.

Marketing: The business needs to identify new markets to ensure that the business can fill its new rooms. A marketing strategy must be created to promote and sell the new bedrooms.

Production: One of the two restaurants in each hotel prides itself on providing its cuisine from different regions of the world. Fresh ingredients are always used and sourced from local suppliers.

Human Resources: Staffing can be a problem because H-tel needs to recruit more staff during busy periods. H-tel will need to consider ways to motivate temporary staff in order to encourage them to return in the future.

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