



EASTIN

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*Easy*

Take it Easy

# Brand Positioning



A 3 star hotel brand based on relevance to market and the needs of today's travelers. The brand provides comfortable accommodation, need focused facilities plus approachable services for business and leisure travelers.

# Brand Pillars

- **Value** – Exceptional value for money
- **Comfortable** – Able to relax and have peaceful rest
- **Consistent** – Knowing what you can have, can appreciate and that it works every time

# *Brand Competitive Set*

Best Western

Tulip Inn

Ibis by Accor

# Products & Specifications

- Minimum 40 keys
- Room size: min 20 sqm
- Shower only
- Queen size with deluxe bedding
- 24 hour Gym
- Internet corner
- Café
- Mini mart available



# *Brand Target Customers*

Age:	25 - 50
Lifestyle:	Web savvy, looking for best deal, direct purchasers Use low cost air carrier or economy scheduled Regional business and leisure travelers Travel minimum 3 times a year
Income:	USD20,000 - 30,000 annually
Source markets:	Northern Europe, UK, Hong Kong, Singapore, India, Middle East, North Asia, South East Asia, Canada, US and South America

# *Brand Customer Mindset*

- Want a simple, comfortable and convenience place to stay
- Exceptional value
- What flexibility and options
- Friendly service approach
- Budget conscious
- Business oriented
- Meeting their needs
- It needs to work



# Easy Selling Points

- Free breakfast for 24 hour rates
- Free internet
- Easy stay rates - 6/12/24 hour choices
- Single rate inventory, one rate through all channels
- Daily housekeeping service



# *How We Reach Our Target Customers*

## Sales/marketing /distribution/yield management

### Accountability:

- Annual Market Positioning plan
- Monthly Sales, Marketing and Yield Management Report

### E-Commerce:

- Latest technology brand website
- Search engine optimization of brand website
- Latest technology booking engine
- White label Global Distribution System codes reaching travel consortia and consumers
- E-marketing through pay per click campaigns
- 3<sup>rd</sup> party website affiliations

## Marketing & Sales:

- Brand identity manual and collateral/advertising templates
- Brand wide partnership marketing programs
- Centralized International press network
- Internationally segmented database
- Bi-monthly brand wide consumer e-news updates
- Annual brand targeted advertising campaigns
- Complete brand sales process manuals and templates

## Distribution/Yield Management:

- Complete brand revenue management manual and processes
- Pricing structure guidelines
- Defined market segments
- Standardized Property Management and booking engine configuration standards
- Central Reservation System and inventory control
- Weekly Revenue Strategy Meetings which include review of strategies and pricing resulting in 3 month forecasts
- Extranet control standard guidelines for OTA
- Inventory control standard guidelines

# *Profit | Revenue Driven and Flexibility*

We will give minimum operating profit guarantees as the foundation of our management agreements and flexible contract exit clauses. We also connect all our hotels to our brand web distribution channels.

Solutions made for value construction and renovations on new builds and conversion opportunities for our partners and clients.

# *How We Deliver Our Brand Standards*

We provide full brand guidelines and manuals as well as the corporate support.

- Brand design guidelines/technical standards
- Brand manuals including;  
Operations/HR/Finance/Sales/Marketing/Yield Management/Pre-opening processes
- Brand job profiles
- Brand training programs
- Brand identity

# *Eastin Target Locations*

Geographically the brand will grow in Vietnam, India, Thailand, Indonesia and Middle East.

We target 1<sup>st</sup> ,2<sup>nd</sup> and 3<sup>rd</sup> Tier cities of these destinations.