

Answer the questions

Business



Academic There are various business organizations and entities which can be set up at different locations. The reasons behind the setting up of these businesses in the specified locations vary from one business owner to another. For this particular task the location which is under scrutiny is Swansea in Wales. The main aim of this project is to establish elements within the specified region which may bring about the success of a restaurant business in the region. In this particular case, the problems which are prevalent in the specified region are established and probable solutions prescribed. All these should bring about the realization of successful elements when it comes to the restaurant business in Swansea. There are several objectives which the project also hopes to bring to light. It may be of the essence to examine some of them in order to get a deeper understanding. The first one in this case is to do with the identification of the things which hotel customers in Swansea lack. In this case, the main idea is to find out from the local people what it is that they expect from the local hotels and restaurants and it is not provided for them. This is in relation to the services or the products on offer. The other objective of the project is to come up with a design or outlay for the restaurant. This is especially after getting to know some of the dynamics that are considered when coming up with designs for the hotels which are in existence in the region. The last objective of the project in this case is provide the requisite information to the pertinent stakeholders and this is majorly the information which will be critical when it comes to the making of decisions that will be relevant to the organization before and after the inception of the restaurant. The main reason why Swansea was chosen for this project is because the region possesses an elegant view strategically placed by the waterside. It offers the

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perfect place to hang out with friends and family when looking for ultimate relaxation. One can relax on the vast interior views to catch a glimpse of the water through features and the coastal sealine. As if that is not all, it is also an excellent idea to host private functions. It is endowed with a large number of breathtaking sites, whose main work is to ensure maximum satisfaction and awe on the part of the customers. A restaurant in the specified location will be a combination of the sophisticated life of Wales intertwined with the rich heritage of the city. This atmosphere is expected to show case the restaurant as the preferred destination for the business community in Dublin. The conferencing facilities at the hotel will be upto date and the latest video technology will be in place. This is aimed at benefiting the patriots of the hotel to save on the cost of conferencing by having discounted packages on all the services at the hotel. For the establishment of such an entity in the region, it is of the essence to consider all the factors that will come to play in relation to the industry. The industry in this case is the hospitality industry. There are various achievements which the project hopes to realize for the organization in question. The first one in this case is that through the project, there will be sufficient information with regards to restaurant trends in the region. It will be rather difficult to have full understanding of all the elements that come into play but the information which will have been gotten from the project will be a sufficient pointer. The other benefit which will come out through the project is that the opportunities which exist in the market under study will have been identified by the organization and even exploited for the benefit of both the organization and the local inhabitants at large. The third and other very important information which will have been gained through the project is in <https://assignbuster.com/answer-the-questions-essay-samples-2/>

relation to the financial output which will have to be set aside for the business. It is rather risky to venture into a business without the requisite financial knowledge. The budget which is set aside for a given project may be in excess or limited if such information is not made known to the relevant parties especially the proprietors. References Gru? nig, R., & Ku? hn, R. (2005). Process-based strategic planning (3rd ed.). Berlin: Springer. Kotler, P., Bowen, J., & Makens, J (2010). Marketing for Hospitality and Tourism. 5th ed. Prentice-Hall: Upper Saddle River. Nas, T. F. (1996). Cost-benefit analysis: theory and application. Thousand Oaks, Calif.: Sage Publications. Paley, N. (2005). The manager's guide to competitive marketing strategies (3rd ed.). London: Thorogood. Warren, Kim. (2002). Competitive strategy dynamics. Chichester, West Sussex: Wiley.