

Approving the necessary capital resources

Business



Part A In persuading my boss to approve the necessary capital resources to build the 5, 000 sq. ft. Penthouse Suite, the most appropriate channel for delivering the message is face-to-face meeting because it is personal and allows immediate feedback for me to adjust my pitch appropriate and allow myself to get the necessary resources to build my project. Face-to-face meeting have the advantage of “ facial expressions, hand gestures, voice tone and the like provide more clues to listeners than the words themselves” that is not possible in other medium of communication (Mullich, 2009).

During the face-to-face meeting with my boss, I would focus more on the benefits, advantage and how my project would improve the image of the The Edge Hotel rather on cost. I will begin my pitch with the opportunities presented by the market. Then, I would concentrate more on the “ prestige” of having such a luxurious amenities and how those improved image would improve the bottom line. It would put us on the map of the super-rich clients who are willing to pay premium prices for luxurious service.

My line, coupled with emphatic body language and persuasive gestures would go along with this;

Sir, it would be time to cash in on the high end segment of the market. This segment of the market is currently underserved because hotels cannot keep up with the increasing demand. The Edge Hotel is already ready for expansion.

Having a 5, 000 sq. ft. Penthouse Suite would put us in the map of high end hotels and belong to the league of The Ritz Hotel, Shangri-la and other prestigious hotel. All it takes is to fund my project to make this a realization.

Part B

Name of Customer

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Date

Dear Sir/Madam:

We would like to invite your person to check-in at the newly constructed 5,000 sq. ft. Penthouse Suite of The Edge Hotel during your vacation. The newly constructed Penthouse Suite boast of the latest technology in hotel industry while retaining the charm of traditional hotels.

Our 5,000 sq. ft. Penthouse Suite is only open for invitation only for a few selected of which your person belongs. This ensures the top notch quality of Penthouse Suite as it is only used by chosen clients.

This spacious and luxurious Penthouse will give you a dramatic view of the city including the romantic sunset by the bay which could not be found in other hotels. It also features its own home theater where you entertain your family while your stay at the hotel. It also has business luncheon area knowing that clients like may need to entertain important guest during your stay in the hotel.

The suite also prides exclusivity as it has its own elevator and butler service including a personalized maid that would cater to your individualized need. It also has a secure safe to keep your important belonging plus a personalized secretary should you wish to avail it.

And of course this goes with the unparalleled service our lobby staff offer you to make you feel welcome every time you visit us.

Truly yours,

Your name,

Hotel manager

Contact information

Reference

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Mullich, J. (2009). The New Face of Face-to-Face Meetings: Efficiencies, Technology, and Better Metrics Bring Greater ROI. Retrieved April 14, 2015.