

Name of organization:

Project title:

Time-frame:

Prepared by:

Prepared for:

Executive summary

The Allenby Park Hotel and Conference centre is located at the 477 Great South Road in Auckland, New Zealand. The hotel is suitable for corporate delegates or groups of people including families. The hotel has a perfect location at the center of Manukau's CBD which has shopping centers all round and also restaurants ("*Allenby Park Hotel in Manukau City*", 2017). This ensures that the customer's needs are well catered for hence the hotel attracts more customers. The hotel has various attractive qualities that attract customers.

It has a twenty four hour reception which ensures service to customers at all times hence the attraction of more customers. The hotel has safe deposit facilities whereby customers can keep their valuable items ("*Welcome to Allenby Park Hotel | ALLENBY PARK*", 2017). This feature ensures that the customers feel safe and that their property is kept private and protected from theft. The hotel offers free WIFI access to the customers who are essential for those attending conferences or holding meetings and for the family members to keep themselves entertained. Internet kiosks and telephones are also provided to ease communication between the customers and the staff or with outsiders. A children's playground is also provided for families with kids to keep them entertained coupled with enough security for them. The rooms are well furnished with comfortable beds and furniture ensuring that the guests are comfortable during their stay. Room service is available for provision of food, drinks or laundry services for the guests. The hotel accepts payment through cash and all major credit cards.

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Project contacts

1. Allenby Park Hotel

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Introduction

The Allenby Park Hotel is located in Auckland, New Zealand. The hotel is located near shopping centers and restaurant making it favorable for guests to stay. The hotel offers comfortable rooms fitted with beds and furniture. The hotel offers free WIFI with television sets and telephone services for the guests. Children have a playing ground which is safe and keeps them occupied. The parking is also secure and enough for all the guests staying at the hotel. The project seeks to identify the problems faced by the hotel and determining effective solutions (“*Allenby Park Hotel, Auckland, New Zealand*”, 2017).

Aim and objectives

The aim of the project is to explain the issues suffered by the Allenby Park Hotel including increased competition and inflation of products. The objectives of the project include:

- To determine the effect of increased competition on the performance of the Allenby Park Hotel

- To establish the effect of inflation of products on the performance of the Allenby Park Hotel

Project methodology

The project approach

The data was collected through the questionnaires answered by the staff and selected guests who stayed at the Allenby Park Hotel. Data was also collected from the company documents acquired from the hotel management to identify the changes in the performance with regards to increased competition and inflation.

Project deliverables

The client will be handed a sample of the questionnaire that will be used to collect data from the guests and staffs at the hotel as well as the documents acquired from the hotel. These two categories of documents will be provided at during the conduction of the projection. At the end of the project, the client will be provided with a description of the data analyzed after the questionnaires are collected and recorded and the reports studied.

Work breakdown and task time estimates

- Collection of data- five days
- Analysis of the data collected-two days
- Recording the findings and giving recommendations- one day

Contingency and risk management on the project

There is the risk of the resistance of cooperation and existence of bias from the targeted sample population. The guests and the staff at the Allenby Park Hotel could

refuse to take part in the survey of the project by not answering the questionnaire or answering the questions untruthfully.

Risk management plan

The risk of resistance from the sample population could be dealt with through in person interactions with them. There will be easiness in interactions when there is a face to face interaction between the researcher and the sample population. Therefore, the questionnaires should be provided through face to face method and not through emails or the internet.

Contingency plan

The worst case scenario that the sample population resists against giving their personal opinions about the hotel or give biased information could be dealt with by ensuring that they are aware of the seriousness of the research. The individuals should be educated first about how seriously considered their answers should be and the weight they have in the project so that they are truthful.

Project costs including time

Time

- Planning period- two days
- Data collection time- five days
- Data analysis period-two days
- Recording and analysis- one day
- Total time needed for research- ten days

Budget notes

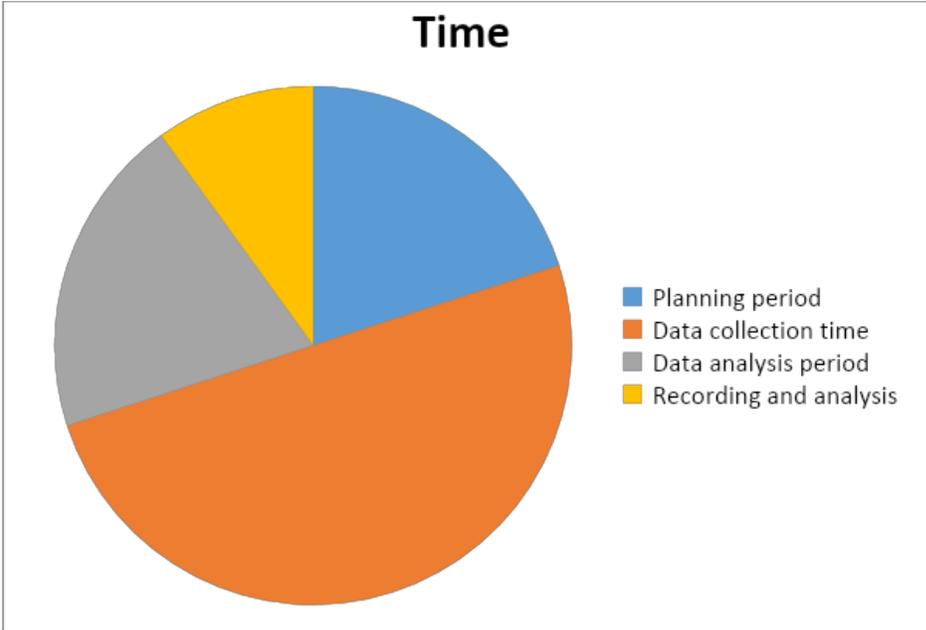
- Transport to and from the hotel- \$50
- Costs of printing the questionnaires- \$30
- Miscellaneous-\$40

Conclusion

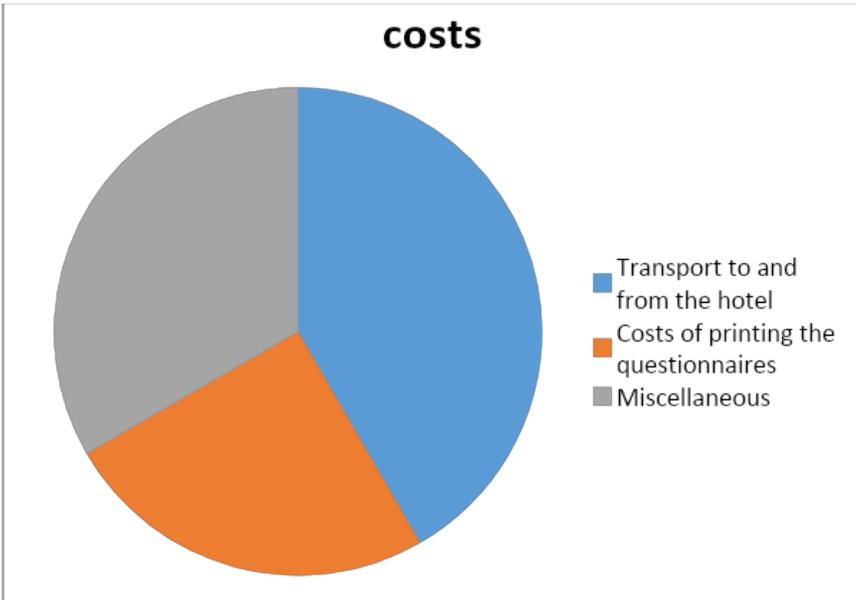
The Allenby Park Hotel has been performing well but it could perform better when changes are made to reduce the effects of competition and inflation. The hotel could improve their services through renovations and restructuring to give its image a fresh look for the attraction of more customers. The hotel could also offer discounts to its potential customers to attract them or gift cards that will give them more interest of the hotel than its competitors. The Allenby Park Hotel could also come up with methods to counter the increasing inflation so that it gains more revenue. The hotel could change its prices with the changes in the products it purchases including the room furniture, food staffs, and water, electricity and staff salaries. The hotel should ensure that their revenue is always more than their costs so that they always gain profits.

Appendices

1. Time to plan



2. Budget notes



References

- Allenby Park Hotel in Manukau City.* (2017). *Hotels.com*. Retrieved 23 November 2017, from https://www.hotels.com/ho146236/?PSRC=TR01&cur=USD&locale=en_US&mpa=124.90&mpb=18.73&mpd=USD&mpe=1511464501&mph=0&pos=HCOM_US&q-check-in=2017-12-01&q-check-out=2017-12-02&q-room-0-adults=2&q-rooms=1&rateplanid=201778049&rffrid=mdp.hcom.US.011.387.02.39&trv_curr=USD&trv_dp=125&wapa4=146236
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Welcome to Allenby Park Hotel | ALLENBY PARK. (2017). [Allenbyparkhotel.co.nz](http://www.allenbyparkhotel.co.nz). Retrieved 23 November 2017, from <http://www.allenbyparkhotel.co.nz>