

TABLE OF CONTENTS

BACHELOR THESIS APPROVAL	ii
EXAMINATION COMPLETION APPROVAL	iii
DECLARATION OF ORIGINALITY	iv
MOTTO	v
ABSTRACT	vi
ABSTRAK.....	vii
ACKNOWLEDGEMENT	ix
TABLE OF CONTENTS.....	x
LIST OF FIGURES	xiii
CHAPTER I INTRODUCTION.....	1
1.1 Background	1
1.1.1 Current Situation	1
1.1.1.1 Products.....	2
1.1.1.2 Organisation Structure	3
1.1.2 Desired Situation.....	4
1.2 Problem Statement	5
1.3 Research Questions	5
1.4 Research Objectives	6
CHAPTER II LITERATURE REVIEW.....	7

2.1	Theoretical Background	7
2.1.1	Contextual Analysis	7
2.1.2	SWOT and Porter’s Five Forces	7
2.1.3	Customer Analysis	8
2.1.4	Customer Journey	8
CHAPTER III RESEARCH METHODOLOGY		10
3.1	Research Methodology	10
3.1.1	Primary Sources	10
3.1.2	Secondary Sources	11
3.1.3	Tertiary Sources	12
CHAPTER IV ANALYSIS AND RESULTS.....		14
4.1	Urban Hotel The Golden Storkand Its Industry	14
4.2	Target Segment	18
4.2.1	Market Sizing	18
4.2.2	Interviews Result.....	19
4.3	Competitors	24
4.4	Unique Selling Points (USPs) and Competitive Advantage	29
4.5	Internal and External Analysis	32
4.6	Current Marketing Strategy	35
4.7	Proposed Marketing Strategy	39
4.7.1	Customer Journey	40

4.7.2	Marketing Mix	43
4.7.2.1	Product	43
4.7.2.2	Promotion.....	47
4.8	Influence on Four International Business Aspects.....	49
4.8.1	Organisation and People Perspective	49
4.8.2	Finance and Accounting Perspective	52
4.8.3	Supply Chain Management Perspective	53
4.8.4	Environment and Sustainability Perspective.....	55
CHAPTER V CONCLUSION, RECOMMENDATION, AND LIMITATION		
.....		58
5.1	Conclusion	58
5.2	Recommendation	58
5.3	Limitation	60
BIBLIOGRAPHY		62
APPENDIX		69