

A MARKETING BOOKLET FOR THE SQUARE APARTEL & ARCADE: A WAY TO ATTRACT MORE CUSTOMERS TO THE HOTEL

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Abstract

The Square Apartel & Arcade is a new exclusive apartelle (a mixture of apartment and hotel) with a “one stop living” concept. It is located at Siwalankerto Street 146 – 148, Surabaya, East-Java, Indonesia. It is divided into two different types of business; an apartment and a hotel. In reality, many people think that The Square Apartel & Arcade only provides apartments, not lodgings. Therefore, it has become a problem for The Square. To solve this problem, The Square needs a media which can help its owner to show the real business of The Square, i.e. apartment and hotel. As a result, the writer decided to make a marketing booklet which contains eight parts: table of contents, company overview (“About The Square Apartel & Arcade”), product description (“Room Types”), the price of the product (“Room Rates”), additional services, building facilities, shopping arcade, and contact information (“Contact Us”). By having all the information above, prospective customers would have more precise information about the business of The Square. Hopefully, this marketing booklet will enable The Square to attract and get more customers.

Keywords: Marketing booklet, marketing tool, promotion tool, getting more customers.

For the Business Communication Project, the writer decided to make a marketing booklet for The Square Apartel & Arcade. The idea of making this marketing booklet came up because there is a serious problem happened in The Square Apartel & Arcade which can be solved using this marketing booklet. It was found that there was a problem with the real business of The Apartel of The Square. In fact, The Square Apartel has two types of business; the apartment and the hotel. Actually hotel at The Square uses the apartment rooms but it gives services like in a hotel. These two different types of business share the same building. However, many people think that The Square Apartel only provides apartments, not hotels. It is due to the fact that The Apartel of The Square has not sufficiently promoted its hotel. The Square did not show to prospective customers about The Apartel of The Square. As a result, people have little knowledge about the hotels at The Square. The Square should give more information to show its clear and complete information of both the apartments and the hotels by issuing a booklet or a company profile to potential customers. By so doing, they can get to know more about the real business of The Apartel of The Square, especially the hotels.

Regarding the problem above, in order to get more customers, The Square needs a media which can help its owner to show the clear and complete information of the apartment and the hotel at The Square. Since The Square has two different types of business, the apartments and the lodgings, but many people do not know about them in detail, so, the marketing booklet would be the best marketing tool to be used for The Square Apartel & Arcade. The writer will make this marketing booklet using two languages, English and Indonesian. It is known that if The Square wants to get more customers both Indonesian people and foreigners, it would be better to have a bilingual marketing booklet. It will be a good idea, if The Square can have access to many new customers even from outside Indonesia. Besides, by using the marketing booklet, The Square can approach potential customers with the company’s competitiveness, improve its reputation or image, and promote the products what it has to offers. It presents an opportunity for potential customers to get to know more about the company, especially the company’s products and services. Therefore, marketing booklet is the most suitable marketing tool to be used in The Square Apartel & Arcade.

The purpose of making the marketing booklet is actually to help The Square to give clear and complete information of its Apartel, especially the hotel. Therefore, by making this marketing booklet, the writer expect that it can help The Square Apartel & Arcade to show its identity by giving clear and complete information of the apartments and the hotels. Moreover, the writer also expects that this marketing booklet can also be a great tool for The Square Apartel & Arcade to sell its products and services. In the marketing booklet, there will be the product description that The Square has, so it can attract The Square to have more prospective customers.

There are three benefits that The Square Apartel & Arcade will get by having a marketing booklet. First of all, a marketing booklet will help The Square to show clear and complete information of its Apartel, especially the hotel. It is known that many people think that The Square Apartel only provides apartments, not hotels. Therefore, in the company overview later, there will be a clear explanation about The Square which will make people understand about its identity, especially about the hotel. When people understand about it, they will change their wrong perception that The Square is only an apartment.

Secondly, the marketing booklet will help The Square to get more customers. A marketing booklet will be the most suitable marketing tool for The Square because it does not only consist of a product description, but also an overview of the company. Furthermore, in the product description part, there will be detailed explanations of the rooms and services that The Square Apartel & Arcade offers. As a result, customers would rather choose what The Square has to offers.

Lastly, the marketing booklet can help The Square to do a rebranding, which is “a marketing strategy to establish brand with the intention of developing a new, differentiated identity in the minds of consumers, investors, and competitors” (Rebranding, 2014). Thus, the marketing booklet will strengthen The Square’s identity, whether it wants to be seen as an apartment or a hotel. When people read the overview of the company, they will have a new perception towards The Square. This is very important since The Square have in fact been doing two different types of business. Therefore, this marketing booklet will help rebrand The Square’s image.

According to Merriam Webster Online Dictionary (n.d.), “booklet is a book with only a few pages that contains information on one subject”. Then, “marketing is the activities that are involved in making people aware of a company’s products”. Therefore, marketing booklet is a small book which is used by the company to promote and sell its products. Another concept of booklet according to Val Adkins (1994) is that the goal of a booklet is to promote a positive image of themselves, as well as their goods and services (p.4). In addition, since space may be limited, booklet covers only important information. It uses only words than you must, but use them to grab readers’ attention (p.6).

In order to complete a marketing booklet, we should determine the contents that are included in the marketing booklet. According to Kdavidson (n.d), a marketing booklet consists of four things: (1) case studies, (2) products / services, (3) FAQ (Frequently Asked Questions), (4) and company / individual contact information. Besides, the writer also found another online article about Tips for Better Sales Booklets. According to Tara Hornor (2012), an expert in marketing, branding, and graphic designing, there are five crucial elements for a sales booklet. They are table of contents, company overview, products, how-to guides, and contact information. Actually, marketing and sales booklet are quite similar. According to Oxford Dictionaries (n.d.), “a sales is the activity or business of selling products”. Thus, both a marketing booklet and a sales booklet have similar function, i.e, a small book used by the company to sell its products. As a result, based on those two sources, the content of the marketing booklet are table of contents, company overview, products / services, how-to-guides, FAQ (Frequently Asked Questions), and company contact information.

First of all, the table of content is a part which contains the list of the titles of the parts of a book. It can help the customers to find the information needed. If the customers want to know about the product, they do not need to open every page of the booklet. They can directly see the page of the product that they want to see from the table of content page.

Second, the company overview part is a part which contains information about the company, such as the identity of the company, the date of establishment, the location and the target market. This brief information will help the prospects to have an idea of what the company does.

Third, there is a products/services part. This part contains an informational paragraph about the products and the services that the company offers. This kind of information can help the

customers to really know about the company's products and services and to decide which product that they need.

Fourth, how-to guides is a part where you can give an information about the company's products and services in order to make the prospects believe that your products and services can make their lives better.

Fifth, there is a FAQ part. This part contains a list of some questions that are frequently asked by the customers. Besides, this part also contains the answer of the questions asked by the customers. This page can help the customers in order to get a quick answer that the customers need to know. Therefore, they do not need to call the company to ask for the information.

Finally, there must be company's contact information in a marketing booklet. This part contains of address, e-mail address, phone number, and fax number of the company. It will help the customers to get in touch with the company.

METHODS

After getting the approval from the board examiners, there were some procedures in making the marketing booklet for The Square Apartel & Arcade. First of all, the writer collected all of the information about The Square from its website. After collecting the information from the website, the writer also made some interview questions to clarify those information. Moreover, the writer made some interview questions on other things which she could not found in its website. After that, she did the interview with one of the marketing staffers of The Square. After done with the interview, the writer collected all of the pictures needed to be used in the marketing booklet by taking them and also from the internet. The next step was making the content and the organization of the marketing booklet. The writer used the information from the interview to write the content. She also used some components from online articles such as table of contents, company overview, products, facilities and services, and contact information. After writing the contents, she also had to discuss it with her advisor, Mr. Samuel Gunawan. Next, she showed it to Mrs. Santosa, one of the marketing staffers of The Square. After Mrs. Santosa approved her contents, she gave the contents to the graphic designer to design the layout of the marketing booklet. After the layout design had been finished then she tried to show it to Mrs. Santosa. Then, Mrs. Santosa gave her some feedback. As a result, the writer asked the graphic designer to revise it. Finally, the writer printed the marketing booklet for the final exam.

FINDINGS AND DISCUSSION

The product is "A Marketing Booklet for The Square Apartel & Arcade: A Way to Attract More Customers to the Hotel". This marketing booklet is used to promote the products and services and to improve the reputation or image of The Square Apartel & Arcade. This marketing booklet consists of eight components; table of contents, the company overview ("About The Square Apartel & Arcade"), the product description ("Room Types"), the price of the product ("Room Rates"), additional services, building facilities, shopping arcade, and contact information ("Contact Us").

The target markets of this marketing booklet are companies or organizations and travel agencies. First of all, the users of this marketing booklet are companies or organizations. If The Square wants to build good relation with other companies, this marketing booklet will be the best tool to promote and introduce The Square and the products and services to other companies. By seeing this marketing booklet, other companies can understand what kind of company The Square is. Other companies will also know about The Square's unique strengths. As a result, other companies will choose The Square for their workers to stay in. Secondly, the users of this marketing booklet are travel agencies. By giving this marketing booklet for travel agencies, it will help them to know what kind of company The Square is. Thus, they will also choose The Square and order its room in large number.

The marketing booklet will be very useful for The Square in order to give clear and complete information of its Apartel. It is known, many people have little information about The Apartel of The Square. They think that The Square Apartel only provides apartments, not hotels. Thus, this marketing booklet will help to clarify that problem by providing explanation about what kind of company The Square is. As a result, it will make people understand about The Apartel of The Square.

The second purpose is that to promote The Square's products and services. This marketing booklet can help The Square to get more customers by promoting its products and services in detail. Besides, through this marketing booklet people will also know about the strengths of The Square and also there will be some pictures of the rooms, services and facilities to convince the potential customers.

For the contents of the marketing booklet, the writer chose eight important components, such as Table of Contents, About The Square Apartel & Arcade, Room Types, Room Rates, Additional services, Building Facilities, Shopping Arcade, and Contact Us. The writer decided to use those elements because they are the main information needed by the prospective customers in order to know more about The Square and to choose The Square as their best place to stay.

In addition, the order of the components inside the marketing booklet will also be her consideration in making this marketing booklet. The first part of the marketing booklet contains Table of Contents. This part is important for the prospective customers who want to find the information about The Square Apartel & Arcade. It can help the prospective customers to find the information needed

without opening every page of the marketing booklet. Therefore, table of contents part should be in the first content of the marketing booklet.

The second part is the company overview under the heading "About The Square Apartel & Arcade". There are three sub-headings in this part. The first is about "What is The Square Apartel & Arcade?". Actually, if people want to stay in an apartment or hotel, they have to know more information about that place. Therefore, through this sub-heading, it can help The Square to give the explanation about its clear identity and to show its facilities and services for the prospective customers. The second is "Why The Square Apartel & Arcade?". After people know about The Square, they must know the strengths and benefits of The Square. In this sub-heading, the writer wrote about the strengths and benefits of The Square, such as the free facilities, special Shopping Arcade and the benefits that people would get by staying at The Square Apartel & Arcade. Lastly, in the third sub-heading, the writer mentioned the location of The Square Apartel & Arcade, which is "Where is The Square Apartel & Arcade?". Location is one important thing that should be explained in the marketing booklet. It does not only show how strategic The Square is, but also the benefits that people would get of the strategic location of The Square.

The third part is the product description. After people know about what kind of company The Square Apartel & Arcade is, then they would become curious about the products that The Square offers. Thus, the writer gave detailed information about each room types, facilities, and services in each room under the heading "Room Types". The types of the rooms are Deluxe Single, Deluxe Double, and Suite Corner room. The writer also added the total room and room size of each room types. Then, the writer mentioned the type and size of bed used in each room types.

Moreover, the writer mentioned the room amenities such as air conditioner, water heater, toiletries, TV cable with 36 channels, table & chair, refrigerator, kitchen set, telephone, deposit box and free internet. In addition, the writer added the services of each room types such as free breakfast for two people & extra person (*), free access to fitness center and outdoor swimming pool, laundry (*), and 24 hours reception service. Lastly, the writer mentioned the benefits of each room types like clean & comfortable room and bed, table & chair for work, and affordable prices.

The fourth part is the prices of the product under the heading "Room Rates". When people get to know more about the clear identity of the company, especially the company's products, facilities and services, then they would become curious about the prices of the product. Therefore, the writer put the room rates after explaining the product.

The fifth part is additional services. In this part the writer mentioned and explained the additional services that The Square has such as extra bed, meeting room, and shuttle car. The purpose of providing this information is to let the prospective customers know, so for those who need, they can directly make use of the services.

The sixth part is building facilities. In order to convince potential customers to choose The Square to stay, the writer mentioned the free building facilities that the customers can enjoy the comfort for free such as outdoor Swimming pool, fitness Center, poolside Café, free Internet, free Parking, and 24 hour Security Service.

The seventh part is shopping arcade. The Square provides special shopping arcade for its customers. By having this special shopping arcade, customers can enjoy the comfort of the facilities

and services that they cannot find in any other apartment and hotel such as a food court, karaoke and billiard area, some coffee shop, spa and massage area, salon, stationery supply, minimarket, some food stands, ATM center and many more. Therefore, this part plays important role to convince prospective customers to choose The Square to stay.

The last part is company's contact information under the heading "Contact Us". When people are interested to rent The Square's rooms after reading the company overview, product description along with the prices, facilities, and services, they can book or ask for further information about the rooms by looking at the contact information part. Thus, the writer put the company's contact information in the last part, which is the company address, phone numbers, e-mail address, facebook, and twitter of The Square Apartel & Arcade. By providing many contact options, it will give potential customers many ways to contact The Square.

CONCLUSION AND SUGGESTIONS

For the Business Communication Final Project, the writer decided to make a marketing booklet for The Square Apartel & Arcade, Surabaya. Before getting to the project, she had to do so many things. She had to make the proposal as soon as possible and gave it to The Square Apartel & Arcade. Moreover, when she gave the proposal to the Human Resources Administrator of The Square, she also negotiated with him about my proposal and project. However, he told her that he needed to discuss it first with the General Manager. One week after that, after he had discussed it with the general manager, he called her to go to The Square. When the writer got there, he told her that they already read her proposal. Luckily, he told her that after they read and discussed about her proposal, then the General Manager was willing to approve her proposal and her final project. Finally, she could get the approval from The Square Apartel & Arcade.

The idea of making this marketing booklet came up because there is a very serious problem at The Square regarding its Apartel. Actually, The Square Apartel & Arcade is a mixture of apartment and hotel. The Square provides not only apartments but also hotels. Thus, The Apartel of The Square has two types of business. Unfortunately, The Square did not show to prospective customers about those two different types of business. As a result, many people have a little knowledge about The Square Apartel. Most people think that The Square is only an apartment. Thus, for the writer, it was a very serious problem. Based on that problem, the writer think The Square needs a marketing booklet to help the owner to give clear and complete information about its Apartel, especially the hotel. Moreover, the marketing booklet would help The Square to promote its products and services. The writer chose a marketing booklet because it does not only focus on the products and services but also on the company itself. As a result, a marketing booklet is the best solution to help The Square to clarify its unclear identity by showing clear and complete information of the apartment and the hotel.

There are eight components in this marketing booklet: table of contents, company overview ("About The Square Apartel & Arcade"), products ("Room Types"), the prices of the product ("Room Rates"), additional services, building facilities, shopping arcade, and contact information ("Contact Us"). Those components will help The Square Apartel & Arcade in solving its problem by giving complete information about The Square. In order to complete this marketing booklet, the writer used some concepts from books and online articles. Those concepts help the writer a lot in choosing the contents, arranging the contents, writing the contents, and making the marketing booklet which can help The Square Apartel & Arcade to give clear and complete information about its Apartel and to promote its products and services.

Finally, the writer hope that this marketing booklet can be used effectively and continually by The Square Apartel & Arcade. The Square can distribute this marketing booklet to companies and travel agencies who will reserve the room in a large number. Thus, by doing that continually, the writer thought that The Square will get a lot of the benefits.

As for the suggestions for the next students of English for Business Communication of Petra Christian University who want to do the same Business Communication Project (BCP) as the writer's, she wants to suggest that they have to prepare the content of the booklet as soon as possible and give it to the company for some possible corrections and comments. For the writer, this is really important because if the content is still not finished, then it is impossible for them to go to the next step, i.e, designing the project. As a result, they will spend many times to revise the content. In

addition, they have to prepare the design of the project. This is important because it will help them to know how their project look like before it is completed.

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