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Location **London, London**
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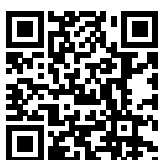


The firm because of the serviced apartment industry is facing a challenge in keeping a constant brand recognition scenario, unlike hotels. Hotels are more in numbers and provide short stays which are more in demand than long stays serviced by serviced apartments. Other than in Europe, UK, US, the firm is not very well known in Asian countries where it has presence. This gives them reduced sales from the Asian region. The global distribution system of the serviced apartment industry is not fully developed to recognise individual serviced apartments and this causes errors in customers' choice and preferences.

LO 1.2 Comparative measure of performance The business has been steadily increasing its business and is successful to have remained in a low dent bracket. This has made it more attractive to external equity investors and institutional investors. The expansion is cautious as it is observing various factors affecting its business activities and operations in the home and other countries. It is better to undergo a SWOT analysis for finding out its complete performance measure. Strengths

1. Geographical reach and presence for better brand recognition 2. Offering best employee working business environment 3. Have the advantage of first mover in certain countries with low competition Weakness

1. The serviced apartment industry is not very much marketed and advertised. 2. Lack of a worldwide booking system which makes it appear less in searches 3. The demand of long stays being less keeps them a constant competitor to



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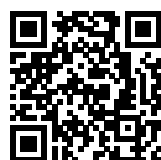
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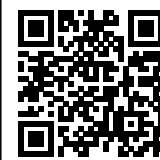
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