

1 Introduction

At the Kick-Off Meeting of the exciting project "Businessplan für ein 3 Stern Motel" we observed that the principal allows us to think of an own solution how the building should be built, look like, and be operated. Additionally, we decided to create a business plan for a hotel and not for a motel, as stated in the title. Reasons for this are discussed in the conclusion of this paper. Furthermore, we define why potential clients will choose Hotel Somnium and why our hotel is superior to its competitors. As the average customer already has a wide range of possibilities for hotel accommodation, we aim to focus on directness and limit our concept to the customer's basic need.

1.1 Initial Position

Hunzenschwil is a small village in the canton of Aargau with 3'196 inhabitants according to the home page of the village Hunzenschwil (Hunzenschwil, 2010). To the east Hunzenschwil is about 40 kilometres away from Zurich and to the west about 85 kilometres away from the capital city of Switzerland Bern. Figure 1 on the following page shows that the national highway A1 which connects Bern and Zurich borders on Hunzenschwil and is directly linked our hotel. Additionally, Lucerne and Basel can be reached by car in about 40 minutes. The geographic location is very attractive and the industrial districts in Aarau, Suhr, and Oberentfelden catch the fancy of various business travellers.