

Do something old but with a new twist

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Is your dream of starting a new business trapped in your head because you cannot find that elusive unique idea? If yes, how about a new approach? Consider starting a business that adds a new twist to an old idea. Green Meadows Lodge is a new oasis of comfort in an unlikely location along the Tororo – Malaba Road, Uganda. In a neighbourhood that offers several places to stay, Green Meadows stands out for providing affordable, stylish and comfortable accommodation.

COMMITMENT TO EXCELLENCE

From the beginning of the project, the proprietors committed themselves to excellence. The property layout was carefully planned to give one the feeling that one is at home. From the building finishes, the furniture, the linens and even the toiletries in the bathrooms, it is clear that great attention was and continues to be paid to detail. Green Meadows is in a class of its own when compared to the surrounding hotels because they are purely functional and offer just the basic amenities. It is obvious that Green Meadows offers so much more than its competitors and this will keep customers coming back for more.

As you think about your business idea, how will you commit to excellence and stand out? Simple things like ensuring there are no typos in client reports, making customer deliveries on time or keeping the vehicles in a car hire service clean are all different ways of committing to excellence.

OFFER A LIMITED SUPPLY

In order to offer the personal service that would make guests feel at home, the proprietors made a deliberate decision to construct only twelve rooms for accommodation. A colleague of mine and I were in Malaba for a few days last week and stumbled upon Green Meadows quite accidentally. Unfortunately, there were no available rooms. The place held so much appeal however, that for the duration of our stay in Malaba, we drove to the Green Meadows for meals. We simply had to find a way to experience that attractive offer.

Whenever would-be guests stumble upon the lodge and are turned away because there is no accommodation available, they make a commitment to call ahead the next time they know they will be in the area. This ensures them a place to stay. By teaching their guests to book ahead, management is able to make accurate projections and plan accordingly.

The limited number of rooms at the Green Meadows makes its package feel like an exclusive offer available to just the fortunate few. What those who have never inquired about the prices do not know is that the prices are incredibly reasonable. Exclusivity is purely on the basis of first come, first served.

Have you considered offering a limited supply of those excellent goods or services your business will provide? Scarcity may indeed drive up demand.

Take a new approach to your brainstorming this week. What might your business offer with a new twist to separate itself from the competition?