

Essay09

by Sharon Sharon

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Airbnb business strategy

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Airbnb business strategy

Airbnb runs an online market platform for lodging. Their main target is the tourists. Its base is in California. The accessibility of the platform is through a website and mobile app. The reward received by Airbnb is through commission from each individual who books a space. Compare with a modern inn in the previous times, Airbnb has indicated in ubiquity as web-smart explorer's need which is a significant one and gives them more courage and moderation. Its administration is reasonably concerned about its users and customers (Sans, 2016). Explorers may find it difficult to host or give out a space of living to a stranger. However, the use of Airbnb clears the doubts. Airbnb offers various merits and ethical treatment to voyagers through their well-off booking administration. Additionally, before running their property with Airbnb, they must liaise and confirm with their governments so as there is surety of running down the property on Airbnb.

Consumer's ethical treatment is outlined as a guarantee by Airbnb. The website is fully set aside to ensure trust. Before everything else, Airbnb considers trust regarding their website. This goes beyond them giving out a who page that addresses the trust issues. The page exclusively deals with trust issues to ensure that customers are sure of the services they are about to receive from the givers. The trust page shows images of accepted inviting hosts looking to meet an explorer hand in hand with their brand. The connection likely to be gotten includes their principles, needs, and desires. Other designation will be about guarantee, trust, decency, and security and even how good the service is, not forgetting the firm quality (Cheng, 2019). It is, therefore, clear that Airbnb values the importance of trust in giving out and administering their services. They emphasize this by making key pages address the issue of trust significantly.

However, the site does not mainly talk about trust and its purposes to work out the trust itself. Their operation is maintained in a way to win the trust of their users or customers.

A tough discussion has been on the table for Airbnb's plan for their trust with themselves, Airbnb. Airbnb clears it by explaining a key framework for building up trust. They also outline how they have designed their site to address notoriety and trust. Go on, heads up. Make yourself happy (Cheng, 2019). The prompt gives basic firm information needed to be known to hosts to build surety while acknowledging the presence of a visitor. The information is that the visitor is given services that perfectly match their need. The aim is to build up a relationship between the visitor and the host, building rapport to ensure that trust is won and the host acknowledges their visitors.

Professional photography offers to the customers and hosts. The power in the thought is significant because it solved two issues. At first, their work was to improve the quality of the vigor of the website. There was an improvement of most profiles in terms of their properties having a smooth, attractive look with intense expertise. Additionally, those responsible for taking pictures were supposed to pay a visit to their homes. This solved the issue of posts that would prove parallel to the service purported to be offered. It also solved tricks that would be accompanied with the postings while, on the other hand, they would include a check-up on the posting. The main contribution of the two elements was to build trust. With the actual and real pictures presented, customers can easily trust the services, security, and confidence in whatever is promised (Mare, 2020). A significant consideration is where utilization of Airbnb in search of a place to stay. You encounter two pictures that are purporting to offer the same kind of service that you require along the process. One of the pictures is presented by picture takers who went to the ground and presented proficient pictures of the property under search.

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