

Easy business

easyHotel is expanding into the Middle East. Are there more good times ahead for entrepreneur Stelios Haji-Ioannou, the founder of the easyJet airline?

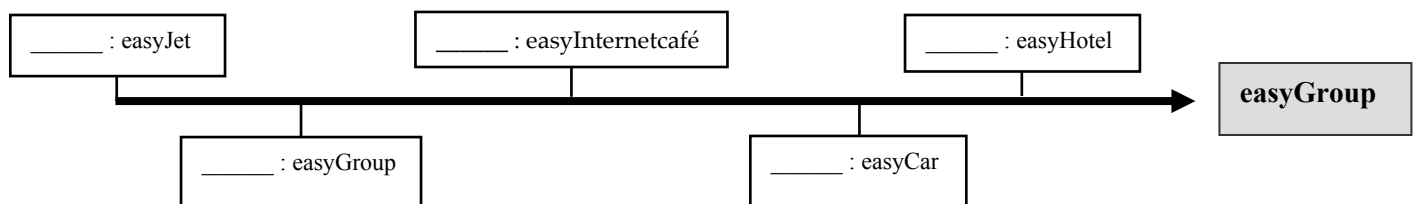
1 You have a business trip to London. Which hotel will you choose? Explain your choice to a partner.

St Gregory Hotel **** City
Premier singles from £129.00 pn
Luxury accommodation – central

Eden Hotel *** Nr. Paddington
Single £65.00 – £135.00 pn
Top class at affordable prices

easyHotel Central London
Prices from £30.00 per night
Safe and clean

2 Complete the dates on the timeline by scanning the article below.



easyHotel expands

Entrepreneur Stelios Haji-Ioannou is expanding his easyHotel chain. His aim is to open nearly 40 hotels in 20 countries in the Middle East, North Africa and India over the next few years. easyHotel started in London in 2004. The idea behind this part of the easyGroup is that customers will accept less space for a better price. Rooms are small - although not as small as those in a Japanese capsule hotel! The price includes an en-suite shower. Everything else, such as television, is extra. It even costs extra for a room with a window! The target customer for the Middle East operation is the local, rather than the Western traveller.

Stelios is famous for creating easyJet in 1995. He is often seen as the man who changed European aviation. The idea of cheap tickets on 'no-frills' airlines has benefitted millions of consumers. easyJet was the first airline to stop issuing a

printed ticket, relying instead on 'e-tickets'. Last year, easyJet carried 30 million passengers; its founder has made a fortune.

Although Stelios has started more than 16 ventures, not all of these have been successful! In 1998, he founded the easyGroup in order to extend his brand. The use of the colour orange makes his range of products instantly recognisable. In 1999, the first easyInternetcafé opened in London – with huge queues of people waiting to go online. However, in this particular venture, Stelios and his partners lost millions, and today his Internet Cafes are much smaller. In 2000 he started easyCar, a car rental company and next came easyPizza, delivering pizzas to homes in the UK. easyMusic.com offers downloads of music tracks from 25p, far less than other online music stores. Stelios' basic idea is to create a new business model by undercutting rivals. How successful will he be in taking his 'easy' vision to the Middle East?

3 Read the whole article. What do you learn about Stelios Haji-Ioannou and the easyGroup?

4 Complete the missing vowels in these words. Use some of the words to create sentences about your own company.

(a) <u> </u> x <u> </u> p <u> </u> n <u> </u> d	(b) t <u> </u> r <u> </u> g <u> </u> t	(c) d <u> </u> l <u> </u> v <u> </u> r	(d) f <u> </u> n <u> </u> d	(e) br <u> </u> nd	(f) pr <u> </u> c <u> </u>
(g) c <u> </u> ns <u> </u> m <u> </u> r	(h) <u> </u> <u> </u> m	(i) v <u> </u> s <u> </u> <u> </u> n	(j) c <u> </u> st <u> </u> m <u> </u> r	(k) ch <u> </u> <u> </u> n	(l) pr <u> </u> d <u> </u> ct

5 Work in small groups. You are the board of directors at the easyGroup. Think of a new product line. Prepare a presentation which includes details of the product, cost and target customer. Be ready to present your product idea to the class.