Please see the case in the attached case file or the URL and try to answer the following questions **ONE BY ONE** according to the order​.

Industry to focus on: **Room Service**

1. ***Specific Problems and Supporting Info***: Please state the **specific problems** the industry is facing and the **specific info** that suggests it.
2. ***Generic Problems***: Now please state the specific problems the industry is facing in **Marketing Language**.
3. ***Use of Process and Framework***: Please use the **“Gaps Model for Improving Retail Service Quality”** framework provided below as the base of your thinking.
4. ***Generic Solutions***: Please generate generic solutions in **Marketing Language** that can help solve the problems according to the **framework**.
5. ***Specific Solutions***: Now please provide **specific solutions** that you believe can solve the specific problems that the industry is facing.

\*Framework:

