

Marketing strategies and quality management of five star hotels in order to improve its revenue with special reference to selected five star hotels in Mumbai

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ABSTRACT

Mergers and acquisitions (M & A) have been a very important market entry. Main object of this research paper is to show the marketing strategies and quality management of five star hotels in order to improve its revenue and the research problem is, how can Marketing Strategies and Quality Management improve future revenue with the special reference to selected five star hotels in India? The methodology includes interview of hotels Sales directors, HR directors, F&B directors, PR officer, to discuss the product and services, current sales levels, constraints and obtaining access to secondary data like historical sales and revenue data. The study is based on selected five star hotels in Mumbai city. I use experimental and questionnaire methods and annual report journal web site information for research methodology. Hotel industry which has been underperforming on revenue targets in today's competitive market. Marketing strategies is a key to improving hotels revenue. As advertising and promotional strategies affects revenue faster and in a sustain manner compared to one time hotels promotions depends on external factors besides advertising and promotional strategies can be controlled by the hotel management to help retained loyal customers. It is thus an important element of the marketing strategy to generate growth in sales revenue.

Keywords: Marketing strategies, quality management, five star hotels

INTRODUCTION

In order to increase revenue, the market leaders need to use marketing techniques. The following investigation provides suggestions on how to utilize and put it in to operation new strategies to boost sales and in depth marketing plan using primary and secondary sources from within and outside the company. These five star hotels are positioned at the top of the market, selling high quality product and services at high prices. If hotels can use these marketing strategies or tactics, it might well see a change in the interest of customers in hotels. More involvement of the customers in the process of developing can lead to increase

word of mouth promotion, which can be supported by informative advertisement, without lowering the prices, these adaptations may lead to increase sales, which automatically become profit for the hotels group in Mumbai. Hotels filed workers have to attend several advanced training courses to up to date with a new generation. They sell the quality product and services. What company has lacked to do over the year however was to cement its relation to its loyal as well as loyal customers? To involve then in development of new product and services is an essential part increasing sales. If customers feel involved, this might also provide helpful word of mouth promotion. It is not necessary to set up focus groups but the customer care departments have to stay in regular contact to any customer to assure their satisfaction and to get new and innovative ideas and recommendations.

In today's situation the concept of strategy is used in business to describe how an organization is going to achieve its overall objectives. Most of organizations have several alternatives for achieving its objective. Strategy is concern with deciding which an alternative is to be adopted to accomplish the overall objectives of the organisation.

Basically strategy is a comprehensive long term plan. It tries to answer four main questions.

- Where are we now?
- Where do we want to be?
- How do we get there?
- How do we know we are there?

“Strategy is a plan of action or policy designed to achieve a major or overall aim”- “Strategy includes the determination and evaluation of alternative paths to achieve an organization objective and mission and eventually a choice of the alternative that is to be adopted Marketing strategies are playing very important role to achieve objectives of the organization.

Statement of problem

Market becoming price and quality conscious, Challenges to increase competitiveness to go global, to attract customers and maintain Hygiene, quality and cost management are the problems of hotel industry.

Problems face by Hotels customers-

- Substandard facilities and poor infrastructure
- Poor Ambience and Unresponsive staff
- Doubts over the availability and skill of the service provider, it hampering reliability
- Usage of substandard, effective and harmful products by service providers
- Over promise by service providers leading to unmet expectations of the clients

Problems faced by hotel industry-

The focused on organized providers in the wellness space reveals several key Problems, a few of which are influenced by the cost of providing the service, while the rest are independent of cost:

- Inherent cost and location advantages of unorganized players leading to strong competition.
- Price sensitivity of the Indian customers, affected by the limited knowledge about service industry offerings.
- Significant investment cost and long payback period due to a lag in creating brand credibility and loyalty.
- Shortage of skilled manpower and rising costs of inputs, rentals, advertising and promotions.
- Regional differences in the expected wellness service offering, leading to non standardized approach for offerings.
- To ensuring and deliver high standard in customer's relationship and experience management.
- Proper Customer's survey.

HYPOTHESES

Positive (H1): Use innovative and more appropriate marketing Strategies to improve its revenue.

OBJECTIVES

- To Find out Quality standard of product and services.
- To find out promotional strategies
- To analyze study of the competitive position of product/services/brand.

SCOPE OF STUDY

Marketing Strategies of hospitality

India has lots of luxurious as well as business five star hotels which are facing very tuff competitions in today's world. To face this competition, the hotels are using innovative marketing strategies to improve their revenue and to face Market competition. This Research is an attempt to analyze and evaluate the role of Marketing Strategy of five star hotels in India and its effects on annual revenue. The focus of the report is to analyze Primary and Secondary Data and then to measure how to Improve Hotels sales revenue by redesigning marketing strategy.

- Basically **marketing strategy** provides the direction and guidance to achieve marketing objectives of the firm.

- The analysis of marketing strategy can identify major competitors such identification of major **competitors** would enable the firm to offer its appropriately designed **marketing mix** in order to attained the objectives of the firm.
- Marketing strategy also has functions of **market segmentation**. The marketing strategies are helps to identify the market segmentations a well defined marketing strategy clearly describes whom (customers and markets) to serve and whom to exclude. Also what to serve (product and services) and what to serve (which products or services to avoid or stop serving, if such a products or a service does not bring the expected returns to the firm).
- Marketing strategies helps to minimize risk due to changes in competitor's strategies, changes in technology, changes in product and services changes in consumers like and dislikes. If risk or contingencies take place, the **alternative strategies** are put into action to minimize the risks.
- Marketing Strategies may have various **sales promotional strategies** to put into action in order to face the challenges of the competitors strategies.
- Marketing strategy helps a firm to identify the competitive advantage. With the competitive advantage. With the help of marketing strategy a firm can identify the competitive differences on whose strength the firm can compete effectively at the market place. A firm can enjoy competitive differences on whose strength the firm can enjoy competitive differences in several areas such as:-
 - Corporate / Brand Image
 - Product Superiority
 - Services Superiority
 - Distribution Network etc.
- Marketing Strategy also facilitates Organising, Directing, Controlling and Short term planning of the Organising activities.
- Well defined marketing strategies can generate corporate image of the firm.
- Dedicated shows, channels, magazines, events, radios and celebrity associations have created an aspirations attribute for wellness offerings.
- The basic function of marketing, sales, advertising and promotion is to find and retain enough guests to maintain a profitable level of business. In large hotels there is usually a full time marketing and sales division or department regardless of the hospitality firms size, a continuous sales effort is required to fill guestroom, dining rooms, lounges, and meeting space. Sales must never be considered the sole responsibility of single individual, sales is an important part of every employee's job. In this age of new contribution and investment, modernization, consolidation and merger, automation and growing competitions the name of the game in the hospitality industry is to be "wearing out the carpet" that is, bring in the business. Hospitality marketing strategy include new material on a number of topics, services

to customers and clients, increase in market shares, product and services innovation and development, enhancement of corporate image, promotional strategies, relationship marketing, advertisement policy and public relation, customers satisfaction and relationship, food and safety.

Today's Hospitality Trend

Successful hospitality management requires innovative and strong marketing strategies to face today's competitive business market. The study trend is often referred to as environmental scanning in marketing circles and is an integral part of hospitality sales. Trends affecting the hospitality industry include the following:

- Relationship Marketing
- Partnership marketing and Strategic alliances
- Technology
- Guest Preferences
- Media Planning
- Globalization
- Product segmentation and branding
- Consolidation
- Environmental awareness

Hotel industry

Any hotel groups are committed to display through their behavior and actions the following conduct, which applies to all aspects of Hotels business:

The hotel groups promote corporate citizenship through their strategic public-private partnerships. The causes Hotel groups are promote which include reducing malnutrition, promoting indigenous artisans and craftsmen and enhancing employability of identified target groups by sharing their core competencies as a leading hospitality company. The hotel groups have unique scope and opportunity to develop raw potential into a skilled workforce that is immediately employable by various players in the hotel industry. A majority of their community projects are focused around extending their key strengths in food production, kitchen management, housekeeping, customer service and spas to promote economic empowerment of candidates from vulnerable socio-economic backgrounds. The hotel groups are fully committed to the cause of building a sustainable environment by reducing the impact of their daily operations on the environment and improving operational efficiencies, resource conservation, reuse and recycling of key resources.

Normally hotel group's use the highest ethical standards - intellectual, financial and moral and reflects the highest levels of courtesy and consideration for others. The hotel group are committed to meeting and exceeding the expectations of their guests through there unremitting dedication to every aspect of service. Hospitality basically puts the customers first, the company second and the self last. Also the hotels groups are built to maintain

teamwork, with mutual trust as the basis of all working relationship. The hospitality industries main aims at leadership in the hospitality industry by understanding its guests, and designing and delivering products and services which enable it to exceed their expectations and always demonstrate care for customers through anticipation of their needs, attention to detail, distinctive excellence, warmth and concern.

Every organisation which is related to hotel industry they are more multinational workforce which has been exposed to different cultures, problems and situations and can use its experiences to enrich the local employees whether in India or overseas. Basically hotel, responsive organizations encouraging decision making at each level and which accept change an organisation which is conscious of its role in the community, supporting social needs and ensuring employment from within the local community.

In today's competitive hospitality market it is especially important for properties to increase their market share and profit. No business can afford to rest on its laurels, yet many hotels and restaurant owners fail to recognize the benefit of having a good marketing strategy plan. Having a great idea is not enough, sales advertising and promotional and public relation strategies must be formalized in to a marketing strategy plan but that can be communicated throughout the organization.

Marketing Strategies are necessary if a property hopes to effectively compete in today's market place. Marketing is the foundation upon which sales is built. Marketing seeks out demand, identifies the products and services that will satisfy demand and then employs strategic sales and advertising techniques to reach customers.

If you try to sell without first utilizing marketing, we could easily sell to the wrong markets. Without well define marketing strategy plan that is based on though research sales affords may be waste. Since the marketing strategy plan is based on through research sales efforts may be wasted. Since the marketing strategy plan is a guide for the two primary means of selling hospitality properties, direct sales and advertising, it is necessary to understand the marketing plans role in sales before delving into sales and advertising methods.

- Forces managers to think ahead and make better use of property resources
- Services marketing like Quality, price and speed will be future mantras for survival of companies.
- Considering the problems prevalent in hotel industry, each stakeholder needs to have clear focus on issues corresponding to their area of operation.
- Focus and media facilitator are undertake regular and appropriate communication with the users.
- Focus on building a business model which can be sustained from a financial point of view.
- Focus on providing support to enhance quality of the institutes and human resources being trained by several institutions

- Proliferation of media (print, television, event and radio) has contributed in enhancing customer knowledge and increasing awareness about providers and their offerings.
- creates an awareness of problems and obstacles
- Identifies opportunities to increase market share in some market segments and open new opportunities to increase market share in some market segments and open new opportunities in previously ignored area.
- Sales responsibilities and coordinates and unifies efforts to reach the property's.
- Ensure that marketing and sales promotions and advertising are not wasted because of misdirect efforts.
- Helps evaluate the results of marketing and sales efforts.

ANALYSIS AND INTERPRETATION

- **GRAND HYATT MUMBAI**

Hyatt is a global hospitality firm with widely recognized, industry leading brands and a tradition of innovation developed over their more than fifty-year history. Grand Hyatt Mumbai is a city landmark, spread over 10 acres in Mumbai. Grand Hyatt Mumbai is a five-star deluxe lifestyle complex that comprises comfortable hotel accommodation with Hyatt's signature. The mission of grand Hyatt Mumbai is to provide authentic hospitality by making a difference in the lives of the people. They focus on this mission in pursuit of their goal of becoming the most preferred brand in each segment that they serve for their associates, guests, and owners. They support their mission and goal by adhering to a set of core values that characterizes their culture.

- **RENAISSANCE MUMBAI HOTEL & CONVENTION CENTRE**

Renaissance Mumbai hotel and Convention centre situated on the banks of Powai Lake, Renaissance Mumbai Hotel & Convention Centre is a five star luxury business hotel in the port city Mumbai. This hotel is spread over in 15 acres of luxuriant greenery; it enjoys close proximity to international and domestic airports. Loaded with top-notch facilities, the hotel caters to both business and leisure travelers. They also offer luxurious accommodation in well-appointed rooms, overlooking the panoramic views of the lake. Apart from the largest convention center in the country, it offers a range of dining choices, excellent leisure activities, modern spa and fitness center. To put in concise terms, Renaissance Mumbai Hotel and Convention Center is the perfect place to stay for a business or leisure trip in Mumbai.

- **NOVOTEL MUMBAI JUHU BEACH**

Novotel Mumbai Juhu beach Situated in the heart of the financial capital of India. Novotel Mumbai Juhu Beach is a luxury business hotel. This hotel caters to the needs of both corporate visitors and holidaymakers. They offer panoramic vistas of the Arabian Sea from its premises. Novotel Mumbai is provides tranquil environment far from the hustle and bustle of the city. The hotel also offers wide-ranging dining option, a state of the art spa,

swimming pool and well-equipped health club. In short, Novotel Mumbai Juhu Beach is an ideal destination for tourists seeking luxury, comfort and convenience.

● **JW MARRIOTT HOTEL**

JW Marriott Hotel is a famous hotel located in the posh area of Mumbai. It is also close proximity to Mumbai's major business parks. The JW Marriott Hotel offers refined business and leisure amenities, splendidly appointed accommodation and the supreme cuisine enveloped in generous hospitality. This hotel is situated at Juhu, one of the stunning places of city. JW Marriott Hotel is an ideal preference for tourist looking for convenience, opulence and unique personalized services in homely surroundings. Thus, the hotel can be expressed as a perfect place for all types of travelers, traveling either for business purpose or holiday making.

● **THE OBEROI HOTEL**

The Oberoi Five star hotel is situated in the city's prime business and shopping district of Nariman Point. The Oberoi, Mumbai has been completely redesigned to be the ultimate destination for contemporary style and luxury in the Mumbai city. The Oberoi Mumbai provide facilities like excellent dining option, flawless services, supreme opulence and elegantly selected accommodations for an unforgettable stay. Because of this hotel is providing world-class business and recreational facilities therefore it is best suitable for every kind of travelers. The Oberoi hotel has 333 elegantly furnished rooms and suites which are categorized as Executive Suite Room, Luxury Suite Room and Deluxe Suite Room. All the rooms are fully equipped with modern conveniences.

Quality Management in Hospitality Industry

Quality is considered as most powerful factor to achieving customer's satisfaction. Therefore it has very great importance in the hospitality industry. Five star hotels are positioned at the top of the market, selling high quality product and services at high prices. Providing Quality food and services like,

1. Providing a unique quality food and services is core of five star hotels philosophy.
2. They are providing, breathtaking location, best of modern amenities with personalized and warm service delivered with genuine care.
3. The design and architecture of the hotels is inspired by the historical style of the region. And also the luxurious interiors that replete with local arts and crafts to menus that offers an extensive selection of local specialties and classical and folk dance and music performance.

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