

International Hotel Management

Marketing Essentials

BMIH4005

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1. Introduction

The purpose of the report is to develop a marketing plan for the French hotel sector such as the Ibis hotel in Ghana. In this aspect, key areas of the following report will focus on the SOSTAC (Situational analysis, Objectives, Strategy, Tactics, Action and Control), which would help to provide a better understanding regarding the marketing decision for the hotel in the target market. Additionally, the challenges could face by the organisation in Ghana would be discussed at the end of the study based on which proper recommendations will be summarised for making the study effective.

2. Main Body

2.1 Situational analysis

Company:

Strengths • High brand value in the global market (Brandirectory, 2023) • High-quality and interactive service to the customers	Weaknesses • The huge operational cost could reduce the financial strength (Business Today, 2021) • Improper marketing process
Opportunities • Strong and well-established distribution network (Tanwar, 2018) • High customer engagement could improve the revenue of the hotel	Threats • High competition in the global hotel industry (Cheng, 2019) • Shifting customer demand could be a possible threat as well (Lam and Law, 2019)

Table 1: SWOT analysis of Ibis hotel

Customers:

The hotel will provide digital and AI-automated multipurpose room service to the new target market such as Ghana. According to Anabila *et al.* (2021), the demand of customers in Ghana continuously increasing towards digitalised hotel service and in this aspect, the hotel brand will divide the customer segmentation demographically and behaviorally. The service will be provided to all age group people according to their digital service requirements.

Additionally, the hotel would target all age groups and digitally oriented people who mainly use social media channels and marketing platforms regarding their new service as well.

Competitors:

Five forces	Competitive threat
The threat of competitors	High
Consumer bargaining power	Moderate
Supplier's bargaining power	High
The threat of new entrance	Low
The threat of substitute products	Moderate

Table 2: Porter's five forces analysis of Ibis hotel

Sasu (2022) stated that Ghana's market become saturated in the hotel sectors, which would provide a high threat to the competitors to Ibis hotel. Additionally, the consumer bargaining power and substitute product threat would be moderate for the hotel sector as well. Ibis hotel should focus on the suppliers by considering the pandemic issues by providing high bargaining power respectively.

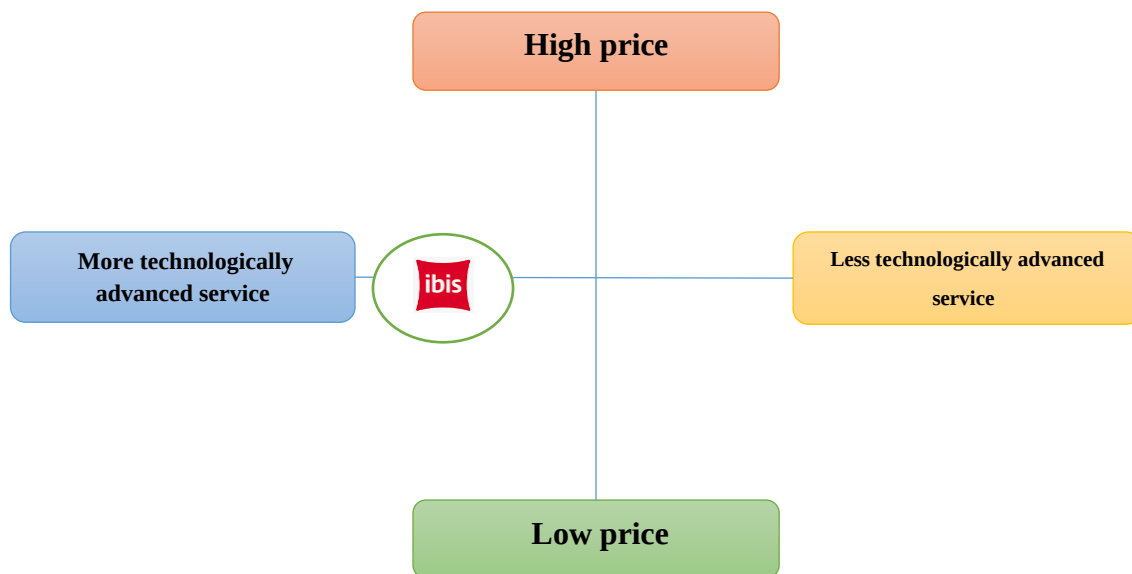


Figure 1: Perpetual positioning map for Ibis hotel in Ghana

(Source: Self-created)

Collaborators:

As per the opinion of Hofacker *et al.* (2020), business collaboration plays a vital role in introducing and marketing the business in an international market. Mainly three types of business collaborations such as B2B relationships, partnerships and franchising would be beneficial for the hotel brand. Thus, Ibis hotel will develop franchising collaboration with the key market player in Ghana. Additionally, the hotel would develop B2B relationships through employees and staff with the local market player for better development.

Climate:

Factors	Opportunity/Threat
Political	Threat
Economical	Threat
Social	Opportunity
Technological	Opportunity
Legal	Threat
Environmental	Opportunity

Table 3: PESTLE analysis for Ibis hotel

As reported by Freedom House (2022), the political condition of Ghana is unstable due to a gap in jurisdiction, rules and regulations. In this aspect, the business operation of a hotel brand would be challenging in the target market respectively. Further, due to the impact of the pandemic, the economic condition and GDP of Ghana have been reduced and are projected to slow growth by 3.5% in 2022, which would be another threatening factor for the hotel business (World Bank, 2023). However, the technological advancement and sustainability trend focused on by Ghana's customers could be the opportunity factors for the hotel business and thereby ensuring a better competitive advantage (Anabila *et al.*, 2021).

2.2 Objectives:

Concerning the macro and micro environmental analysis of Ghana, the SMART objective of Ibis Hotel would be as follows.

- ***To improve social media marketing for promoting the AI-automated multipurpose room service for engaging 15% of customers within 24 months***

2.3 Strategy

Value proposition:

According to Schlecht and Schneider (2019), the value proposition of the company considers the concise statement, which provides the benefit and opportunity that could be achieved from the targeted product or services in the new market. Ibis hotel is trying to promote its AI-automated multipurpose room service to the Ghana market, which would help to provide better customer service in every aspect. The technology will help to identify the customer needs regarding the room service and thereby fulfilling it through automated data analysis and processing. All of these features will be communicated to the customer through social media marketing, which ensures better engagement.

Bowman's strategy:

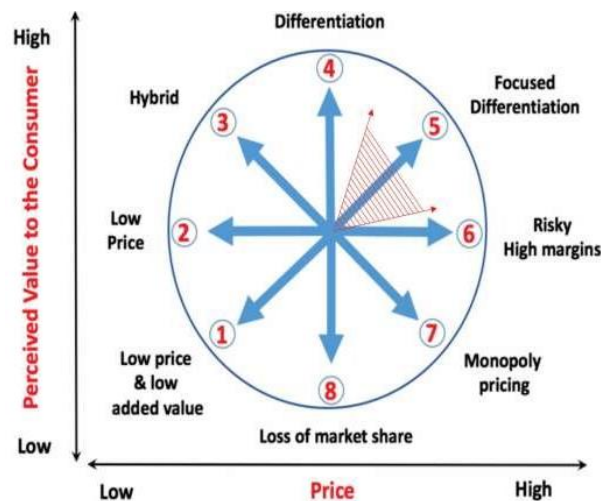


Figure 2: Bowman's strategic clock

(Source: Arsahd, 2017)

As reported by Arsahd (2017), the Bowman's strategic clock model considers eight strategies, which would help to develop a comprehensive strategy for the company for better business outcomes. Considering Ibis hotel, the organisation would include low-price and value-added, hybrid performance and focused differentiation based on which the high-profit margin and market share could be ensured in Ghana within the targeted period.

2.4 Tactics

Product: The key product of the Ibis hotel would be the AI-automated multipurpose room service, which will ensure technological advancement for the guests regarding several aspects. In this way, high customer engagement in Ghana could be possible.

Price: The report from World Bank (2023) stated that the economic condition of the target market is below, and the threat of the competitors is considerably high. Concerning this, the hotel would provide a value-added pricing strategy for engaging a large number of guests as well.

Place: Additionally, the hotel would maintain its online product placement method with the help of the hotel website and online media. The physical placement process through the campaign would be done for better engagement.

Promotion:

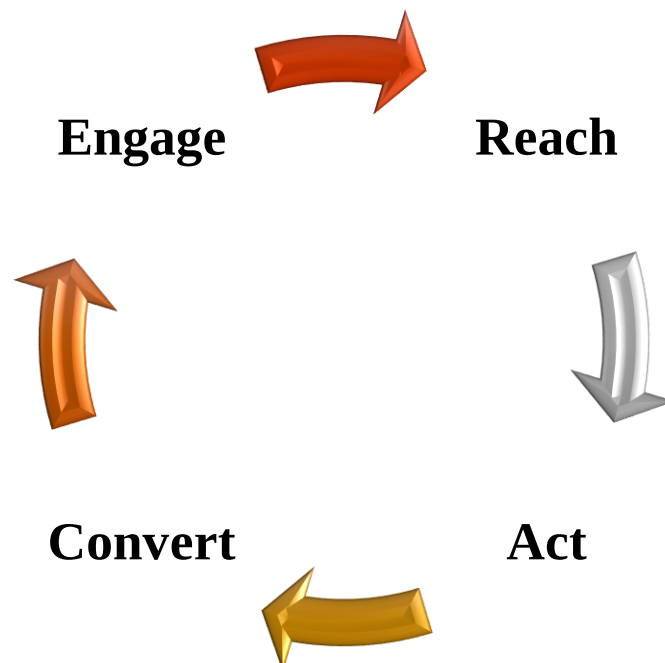


Figure 3: RACE framework

(Source: Self-created)

The hotel sector will follow the RACE framework for the promotional approach of the chosen service (Elverina and Furinto, 2021). In this aspect, initial awareness among the guests could be generated through social media advertisement, which engages the audience with the brand on its website and online presence. Further, conversation with the audiences

could be possible through social media interaction, which ultimately engages them with Ibis hotel respectively.

2.5 Action

Task	Start Date	Duration
Preparation for marketing operation	25-Feb-23	30
Development of proper marketing team	27-Mar-23	15
Conducting market research	11-Apr-23	110
Marketing channel schedule for social media marketing	30-Jul-23	140
Completion of the process	17-Dec-23	200
Gathering feedback	04-Jul-24	1

Table 4: Action plan

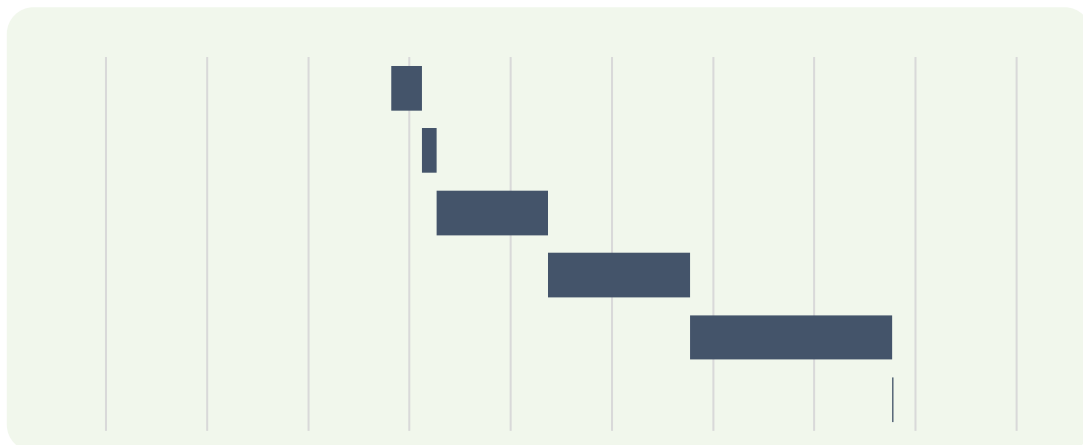


Figure 4: Gantt chart

The steps for the marketing schedule will consider objective development, market research and selection of the channel for the effective processing of actions (Kurdiet *al.*, 2022). As per this plan, within one year, the entire marketing and promotional process would be completed and thus, the desired outcome could be addressed within two years respectively.

2.6 Control

As per the opinion of Sheldon (2022), USP or Unique Selling Proposition considers the approaches, which would help to make the business unique and better for the competitive

advantage in the target market. In this way, the hotel will set its USP as, “*Feeling perfect at ease*”. Considering the marketing plan of Ibis hotel, product differentiation, pricing strategy and social media promotion would be the key features for the hotel respectively. Additionally, the success rate will be measured through customer ratings and positive reviews on social media platforms. Moreover, new customers could be further targeted with the help of a promotional approach decided by the hotel respectively.

3. Conclusion

At the end of the study, the importance of a marketing plan and strategy development becomes clarified in the context of a hotel organisation such as Ibis hotel. The hotel is trying to enter Ghana and market its AI-automated multipurpose room service based on which SOSTAC analysis alongside other aspects has been discussed. Hence, it can be suggested that Ibis hotel should improve its business collaborations and social media handling, which would help them to engage a large number of customers in Ghana as well.

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Appendix: PowerPoint Presentation

Slide 1: Title Page

Individual Presentation

International Hotel Management

Marketing Essentials



Name: Adriana Toader
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Slide 2: Introduction

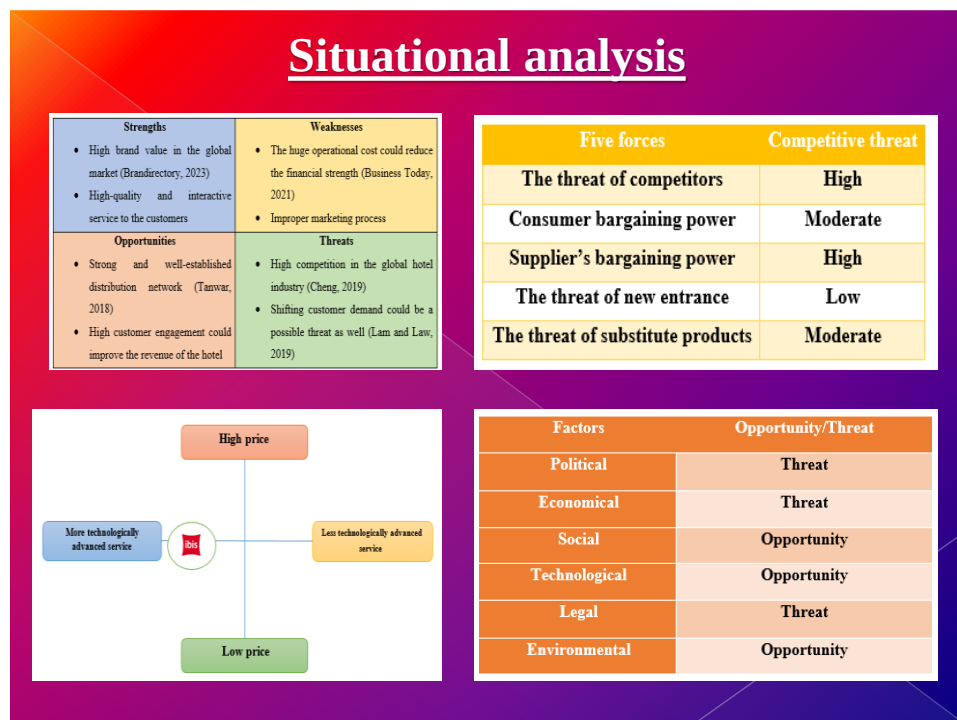
Introduction

- The key purpose of the report is to develop a marketing plan for Ibis hotel in Ghana.
- Based on this, the SOSTAC model would be analysed for better understanding.



Speaker notes- Ibis hotel is an international hotel brand, which is trying to expand into the Ghana market and thus, a proper marketing plan is required.

Slide 3: Situational Analysis



Speaker notes- Considering the situational analysis with the help of the 5C aspect, the micro and macro environment of the hotel has been analyzed and this would help to take effective strategy for the marketing.

Slide 4: Objective

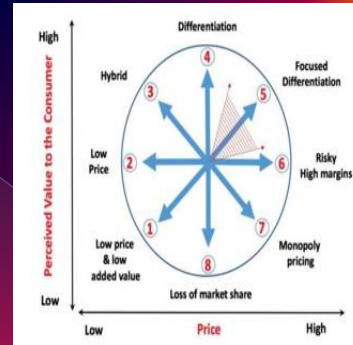


Slide 5: Strategy

Strategy

The brand value of the hotel would be generated through effective communication with the customer on the social media platform.

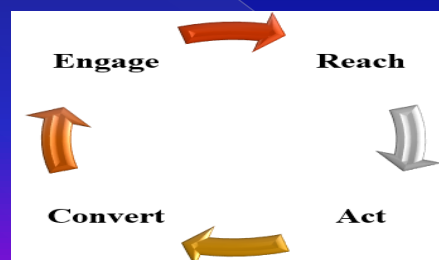
The hotel will take low-price and value-added, hybrid performance and focused differentiation for competitive advantage.



Slide 6: Tactics

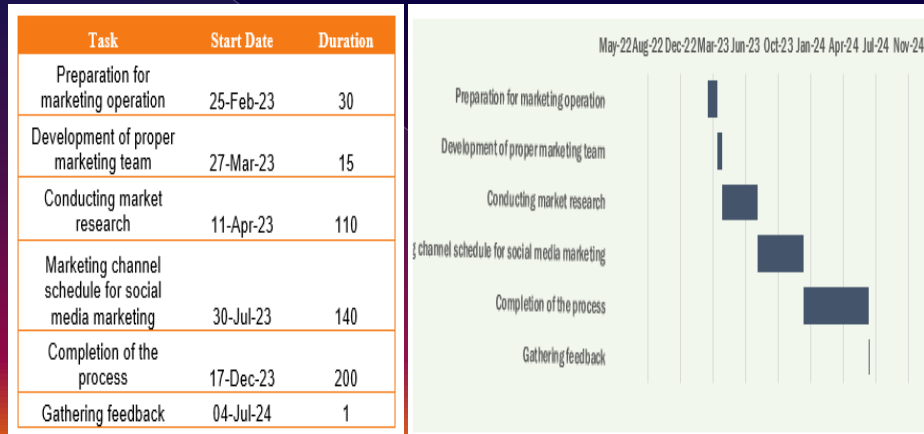
Tactics

- Product: AI-automated multipurpose room service
- Price: value-added pricing strategy
- Place: Physical and online placement
- Promotion: Social media advertising through the RACE model



Slide 7: Action

Action



Slide 8: Control

Control

- The USP tag of Ibis hotel in Ghana would be *“Feeling perfect at ease”*
- In this aspect, product differentiation, pricing strategy and social media promotion would be the key features of the hotel

Slide 9: Conclusion

Conclusion

- ◉ *Effective marketing plans and strategy building are necessary for business operations in the new target market.*
- ◉ *With the help of the above SOSTAC model, Ibis Hotel would be beneficial in the Ghana market as well.*

Slide 10: References

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Slide 11: Thank You

