

A marketing plan is written for

_____ **(Premier Inn)** _____

Student Name

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Marketing Essentials BMIH4005

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1 Introduction

The aim of this marketing plan is to target new consumers through new and innovative marketing campaigns and ideas. The aim is to do an internal and external analysis of the premier inn in order to evaluate the current climate for the business and identify the major changes and factors that the premier Inn can focus on to attract new consumers. This report highlights the Situational Analysis, which includes SWOT, STP and PESTLE analysis. Along with that, it highlights the strategies and tactics following the marketing mix of the company. Further, it formulates a strategy and an action plan to attract consumers.

2 Situation Analysis

5 'C's

2.1 Company: SWOT Analysis

<u>Strengths</u>	<u>Weaknesses</u>
● Premier Inn has an advantage of location because its hotels are near airports and tourist attractions (Ghandour <i>et al.</i>, 2015) ● Positive brand image ● British Travel awards ● Quality services ● Environmentally-friendly services (Whitebread, 2022).	● It has a limited presence in the Global market ● <u>Premier Inn</u> has been accused of refund issues ● <u>Many controversies</u> (George, 2021)
<u>Opportunities</u>	<u>Threats</u>
● <u>The premier inn</u> has an opportunity to expand its business ● Digital marketing is an opportunity ● <u>Effective consumers experience</u> ● <u>Add more interesting options</u> in the hotels to attract the consumers	● <u>The competition</u> in the hospitality industry ● Emerging technology is a threat to the Hotel ● Consumers are becoming more aware

2.2 Customers: Segmentation and Targeting/ Customer profiles'

Segmentation	Targeting	Positioning
• The consumers of Premier Inn are divided into different segments. • It has segmented consumers into businesses and families.	• Premier inn is targeting travellers. • The families and businesses looking for accommodations in their budget • Backpackers who want to enjoy their vacations • Friends who travel in a group for fun	• It has been positioned in the UK as an affordable and budget-friendly hotel • If I positioned as an environmentally friendly service provider

2.3 Competitors: Porter's five forces

Buyer's power	(Relatively high) Consumers have more knowledge to compare and contrast the prices due to social media and lower switching costs (Bowie <i>et al.</i> , 2016).
Suppliers Power	(Low) The products that hotels require are relatively the same, and there are many suppliers available in the market.
Threat of entrance	(Moderately to low) The hotel industry is dominated by major players, and managing the quality and market image requires more investment (Armstrong and Matters, 2016).
Threat of substitute	(Moderate) There are different options that are available for the consumers, like cottages and B&B, at reasonable prices.

Competition in the industry	(High) The competition among existing consumers is relatively high, and they are trying to provide effective services.
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2.4 Perceptual positioning maps

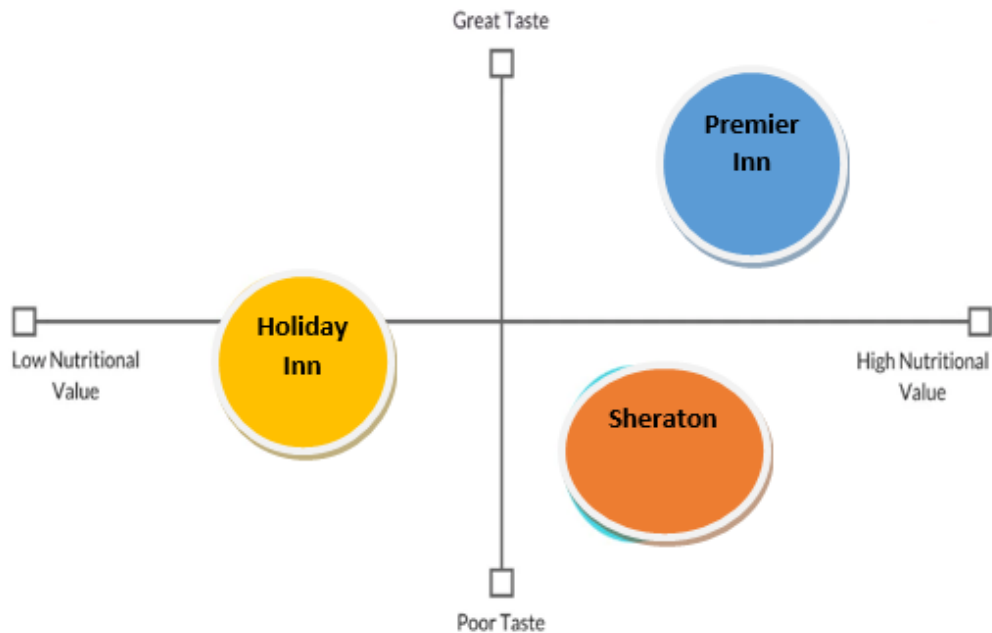


Figure 1: Perceptual Map

Source: (French, 2018)

2.5 Collaborators

- Premier Inn manage the business and its activities by developing a long-term relationship.
- The managerial teams work with the other hotel teams to manage the expansion and services in the premier hotels (Eissner and Gannon, 2018)

2.6 Climate: PESTLE

Political	Favourable rules and Regulations in the UK Low Taxes for the hospitality industry
Economical	Stable economy Its GDP is increasing, i.e., 2.0% (Li et al., 2021)
Social	Consumers spend on hotels to get an experience

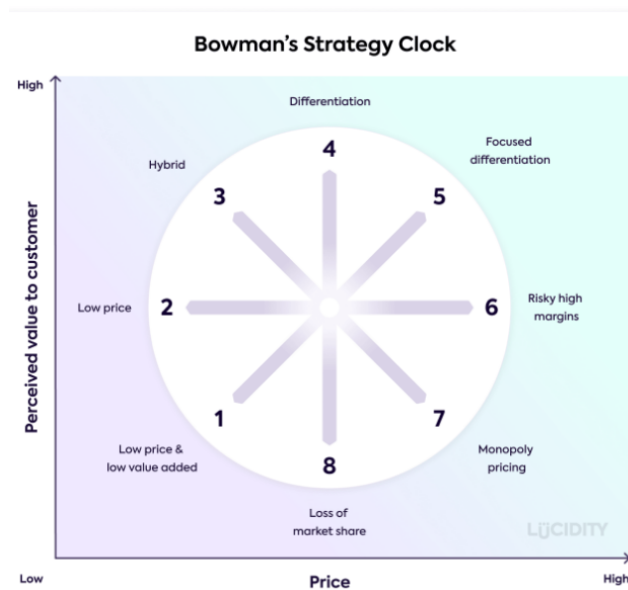
Technological	Advanced technology use in the country and support technology development (Zsarnoczky, 2018)
Legal	Laws to protect the consumers and employees Health and Safety (Aggarwal and Padhan, 2017)
Environmental	Environmentally friendly rules and regulations

3 Objectives

- The aim of the marketing plan is to attract consumers through using Digital and social media marketing to approach target consumers. Attract consumers and increase market share by 10% within 6 months.
- Partner with online travel agencies of different countries that can also help in attracting consumers and increase sales by 5% within 1 year
- Increase engagement activities for the consumers by 15% through content marketing in the first quarter of the year 2023
- To expand in the Southeast Asian Market within 2 years.

4 Strategy

The core value proposition that Premier inn is providing to its consumers is value for the money which means that the consumers can enjoy luxury and quality services. The company has positioned itself as a budget-friendly and affordable hotel that provides quality services and experiences to consumers. It provides the value of money, and that is important for the consumers. As the targeted consumers are families, businesses and friends, and these groups of people always focus on getting value for their money and enjoy their vacations and official meeting to the fullest. The value proposition of the Premier inn helps to gain a unique position in the industry and attract consumers.



According to Bowman's strategy clock, it is positioned on the position 2 strategy in which the company is charging low prices and providing quality products or services to the consumers and targeting the consumer's value for money.

5 Tactics

5.1 Marketing mix:

-Product – Premier inn has hotels in the UK, IAE, Ireland, Germany, and Qatar. Whereas also have its hotels located near airports which include Heathrow airport, Gatwick airport, Luton, London airport, Stansted airport and Manchester Airport. Staying near the Airport hotel helps consumers to make the trip easier. Along with that, it has the Guernsey St Peter port hotel. Dt Davids Hotel and Pickering hotels. Along with that, it has hotels in other countries and different locations. As the company has limited locations and it should consider focusing on other emerging markets like Southeast Asia.

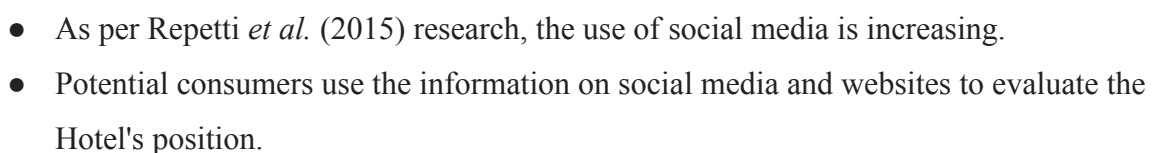
-Place (Distribution) – Locating the hotels of the premier inn is not difficult for the consumers because the online booking and map service is offered to the consumers. Consumers can pin the location of the Hotel in google Maps and reach the hotels easily. Further, the company also facilitate consumers through online services and easy communication through customer care services.

-Price – As in the UK pricing strategy of the consumers is a value pricing strategy, which affects the consumers and their business activities. As the targeted consumers prefer to

-Promotion – As premier Inn already invests in advertisement to get the consumer's attention and gain market share for the company. Premier Inn need to invest the new trends and tools of advertisement, which include social media and digital media, that can help the company to acquire consumers and communicate the values and services that premier inn offers to the consumers. In order to make it more evident to the consumers, the company should partner with content creators and influencers to promote the premier inn and deliver the message of value pricing strategy and quality experience to the targeted consumers. Premier inn should invest in digital media marketing, i.e., SEO and content marketing, to increase the rating of the website and acquire an effective market position. The team of marketing should invest their time in posting content and engaging the consumers in different activities.

Premier Inn Should develop a team that can handle all the relevant activities on social media and manage the engagement activities on social media platforms. Further, the team should invest in research to evaluate the consumers.

Premier Inn



- Social media and SEO are effective tools for gaining consumers' response and People prefer to get a good experience and get their value for the money (Cuomo *et al.*, 2022)

7 Control

The USP for the premier inn is its value pricing strategy which is helpful for the company to get the targeted consumers' attention and make sure to deliver effective services. Investing in the Promotions company can generate more profits and increase the number of sales.

The criteria to ensure the effectiveness of these strategies is to analyse the sales and response from the social media posts and evaluate the conversion rate of the marketing campaigns. Value strategy can help to develop a positive image of premier inn.

8 Conclusion

Premier Inn has been very active in managing the consumers, and it is operating in one of the major counties. In order to develop its market and acquire new consumers, it is important for the premier inn to manage its business activities through expansion. Along with that, companies should invest in social and digital media to communicate with consumers and target them, consumers, through effective social media campaigns. Social media marketing requires continuous efforts and regular checks, so premier inn should make a strong team to manage its social media and digital marketing.

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Appendix: Presentation

Slide 1: Cover



Slide 2: Table of Content



Slide3: Introduction

Introduction

- ❑ The aim of this marketing plan is to target new consumers through new and innovative marketing campaigns and ideas.
- ❑ The premier Inn case has been discussed
- ❑ SWOT, STP and PESTLE analysis
- ❑ Strategies and tactics following the marketing mix

Slide 4: SWOT analysis

SWOT Analysis

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<u>Opportunities</u>	<u>Threats</u>
• Premier inn has an opportunity to expand its business • Digital marketing is an opportunity • Effective consumers experience • Add more interesting options in the hotels to attract the consumers	• The competition in the hospitality industry • Emerging technology is a threat to the hotel • Consumers are becoming more aware

Slide 5:STP

Customers: Segmentation and Targeting

Segmentation	Targeting	Positioning
- The consumers of Premier Inn are divided into different segments. - It has segmented consumers into businesses and families.	- Premier Inn is targeting the travellers - The families and businesses looking for accommodations in their budget - Backpackers who want to enjoy their vacations - Friends who travel in group for fun	- It has been positioned in the UK as an affordable and budget-friendly hotel - It is positioned as an environmentally friendly service provider

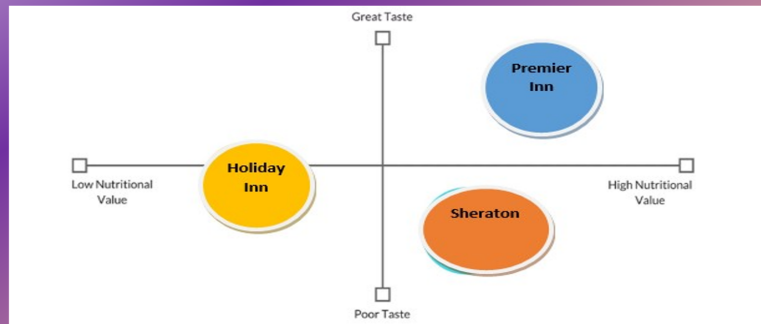
Slide 6: Porter's five forces

Competitors: Porter's five forces

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Slide 7: perceptual Map

Perceptual map



Slide 8: Collaborators

Collaborators

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Slide9: PESTLE

Climate: PESTLE

Political	Favourable rules and Regulations in the UK Low Taxes for the hospitality industry
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- To expand in the southeast Asian Market within 2 years

Slide 11: Strategy

4 Strategy

- ❑ The company has positioned itself as a budget -friendly and affordable hotel that provides quality services and experiences to consumers.
- ❑ The value proposition of the Premier inn helps to gain a unique position in the industry and attract consumers

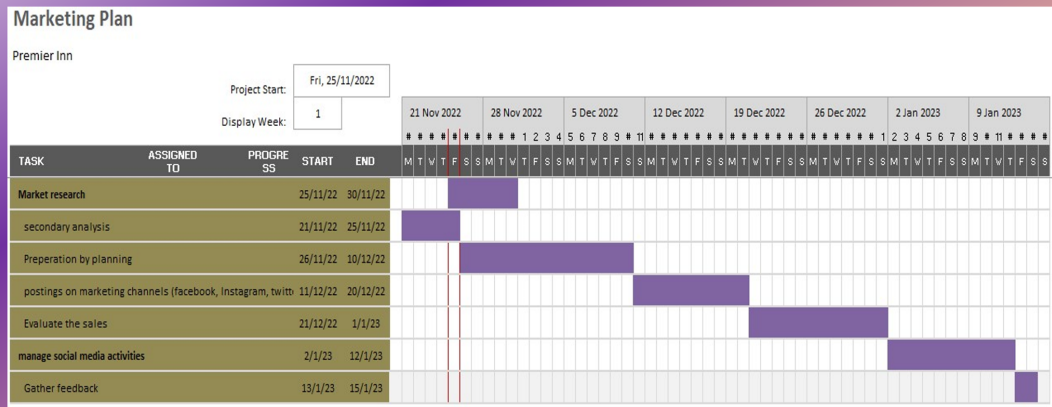
Slide:12 Marketing Mix

Marketing Mix

- ❑ **Product:** – Premier inn has hotels in the UK, IAE, Ireland, Germany, and Qatar
- ❑ **Place:** Locating the hotels of the premier inn is not difficult for the consumers because the online booking and map service is offered to the consumers.
- ❑ **Price:** As in the UK pricing strategy of the consumers is a value pricing strategy, which affects the consumers and their business activities.
- ❑ **Promotion:** social media and digital media, SEO and content marketingto increase the rating of the website and acquire an effective market position

Slide 13: Action

6 Action



Slide 14: Control

7 Control

- Investing in the Promotions company can generate more profits and increase the number of sales.
- The criteria to ensure the effectiveness of these strategies is to analyse the sales and response from the social media

Slide 15: Conclusion

8 Conclusion

- ❑ Premier Inn has been very active in managing the consumers, and it is operating in one of the major counties
- ❑ companies should invest in social and digital media to communicate with consumers and target the consumers through effective social media campaigns
- ❑ Social media marketing requires continuous efforts and regular checks so premier inn should make a strong team to manage its social media and digital marketing.

Slide 16: Thank you



Slide:17 References

References

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- Aggarwal,D. and Padhan P.C., 2017 Impact of capital structure on firm value: Evidence from Indian hospitality industry *Theoretical Economics Letters*, 7(4), pp.982-1000
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