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## **Strategic Management of Starlight Paradise Suite**

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## **Introduction**

The following report will discuss a luxurious restaurant named "Starlight Paradise Suite" and the Company's mission, vision, and objectives will be discussed in the following report. The audit of the Company or the environmental audit will be discussed in the following report. The different strategies which the Company has taken and the different options regarding the strategies with their implementation and execution in the Company will be analysed in the following study.

Different internal and external factors that can affect the company, like macro and micro environmental analysis, will be given in the following report. With the help of different theories and models, the strategies will be explained, which can help the company improve its marketing strategies with different strategies like sustainability, green, and other CSR strategies.

## **Mission, Vision and Objectives for the Company - Starlight Paradise Suite**

### **Mission**

The company 'Starlight Paradise Suite' or SPS is to satisfy its customers with the help of different innovative and decorative food items with a beautiful ambience in the restaurant. The service given to the customers by the restaurant employees is more innovative and luxurious than that of other companies. The Company has emphasised the ambience and the service (Batat, 2020). The food quality is better than any other competitive restaurant with proper hygiene. The decoration inside the restaurant and the seating set up for the guests are made with different innovative decor items. The mission State of the Company is "Paint Green".

The company aims to attract views and customers through different social media channels and give feedback to the customers by giving them innovative service. Maintaining sustainability in innovative ideas to implement sustainability in luxurious restaurants is the Company's biggest Motto. Sustainability is one of the significant aspects followed by the Company. The Company has created its mission, vision and goal to achieve sustainability in its production and service. The innovative ways the Company serves customers are handmade decor items with a message. To implement sustainability in everyone's life (Pereira, Silva and Dias, 2021). Different messages are

written into every piece of tissue paper, straw, and different utensils. Every table has an indoor plant with seeds that can help the company sustain itself by planting more trees for the future.

## **Vision**

The Company's vision is to create a new world focusing on sustainability. The dining experience which the customers get has been given 5 stars to 7 stars by the customers for its innovative way of serving and the ambience. The fragrance and the visual experience of the restaurant attracted the customers to get service from the restaurants.

The company has a vision to improve sustainability with the help of implementing a strategy by which the restaurant has been given a small box of plant seeds for free, and the customers should take it and plant the seeds for the future safety of the planet. For the implementation of a strategy regarding sustainability, the Company's motive is to create a strategy by which it can help its customers implement that strategy to improve the Company (Kiatkawsin and Sutherland Company). To increase its popularity and marketing, the Company has arranged a photobooth company where the customers can visit and share their experiences regarding the service of the restaurant, and they should share their ideas and plans regarding planting those seeds in their houses. And those recordings of the customers are shared on their social media platforms by tagging them.

## **Objectives**

- To improve the sustainability measures, the Company has focused on implementing innovative measures regarding decoration and sustainability. Every table in the restaurant has different stories regarding sustainability through different innovative methods. The different innovative methods regarding social awareness of sustainability by the customers can help the company be a part of the change towards a sustainable future.
- Implementing new strategies can attract customers regarding the decor items with the luxurious services given to the customers.
- To change the environment into zero use of plastic by the year 2025 by creating Social awareness through social media channels. The Company would implement Different strategies to attract customers to the restaurant's service.

- To create an attractive ambience that can influence customers to choose the "Starlight Paradise Suite", the first option in 5 to 7-star hotels and restaurants.

## **Environmental audit for the organisation**

**Political:** The UK has one of the most vital political powers in the global market. The political stability of London can help any business grow. The political environment of the UK influences foreign investment in the restaurant industry and expounds the business rapidly. The UK government policies have a significant impact on the growth of businesses. With the help of the political situation, the restaurant can adapt to the changes very quickly. The policies of the UK regarding health and safety are solid (Ahsan Ali Shaw, 2020). As a result, the company can improve its performance in the local market and acquire more consumers to increase the business's profit. The UK's taxation policies can significantly affect the quality of the foods. So, the restaurant should maintain the hygiene and safety of the foods to increase the impact of the business.

**Economical:** London's economic factors have a great impact on the business. Economic factors can help businesses increase. The purchasing power of the people in London is very high, so the company can quickly increase the business's revenue. London is one of the most attractive tourist places in the global market. So, the company can quickly increase its profit by targeting tourists. The below graph defines the GDP of London. In 2010, the GDP of London was 398166 million; in 2014, the GDP was increasing by 460738 million. The GDP of London in the past years has been increasing rapidly. So, the restaurant business can help it increase its revenue in the market. In 2019, the city's total GDP was 515317 million, and in 2021, the GDP was 496403 million(Statista, 2021). The inflation rate in London can have a considerable impact on the performance of the business. The high inflation rate can affect the business's overall operation cost and reduce profit.

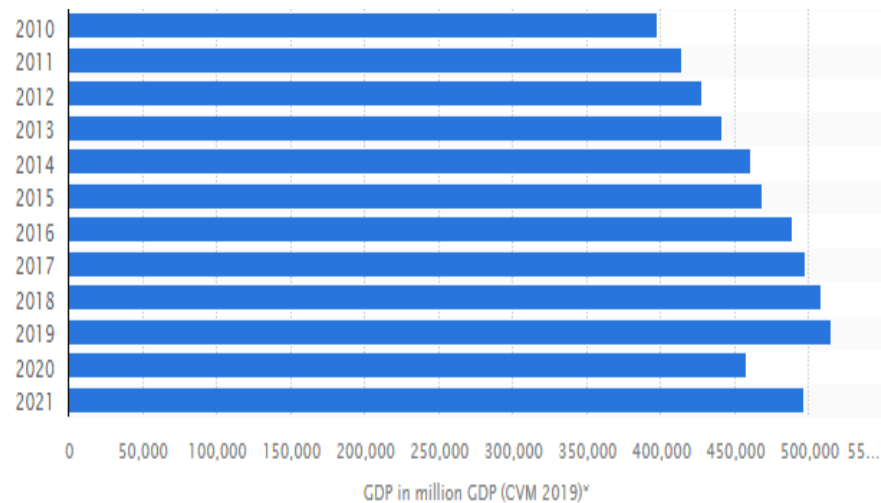


**Figure 1: GDP of London**

(Source: Statista, 2021)

**Social:** The rapid growth of the population of London can help the business in various ways. At the current time, the total population of the city is 9.5 million, and London is one of the most cosmopolitan cities globally (Rahman, 2022). So the city's people like to taste the restaurant's food and quickly adopt the business. The diversity can be identified easily in the population. As a result, the restaurant can collaborate with local festivals and increase the impact on the business. But various challenges like the crime rate and obesity of the people can create various challenges in that business.

**Technological:** Technological developments have presented ample growth opportunities for the restaurant to develop a strong business in London. The graph mentioned below depicts the development of the technology sector. Through the years, the technology sector has increased significantly. Till 2018, the market was 42.8 billion dollars. After that, the sector witnessed a stagnancy, defined by 42.5 billion dollars, 41.47 billion dollars, and 42.1 billion dollars. In 2022, a drastic increase has been witnessed in the sector, represented by 50.71 billion dollars. Considering the growth rate, the company can take advantage of the possible benefits to get a strong foothold in London.

The technology development has made it possible to reach a vast customer base and serve them with authentic and special menus. Technological factors have a widespread impact on the company

and will present huge growth potential. Also, introducing AI and data analytics has changed the overall scenario (Longhurst et al., 2020). It has been modifying the operational process of the restaurants, and they can collect substantial customer data and analyse those data to get future perspectives with the help of data analytics and AI.

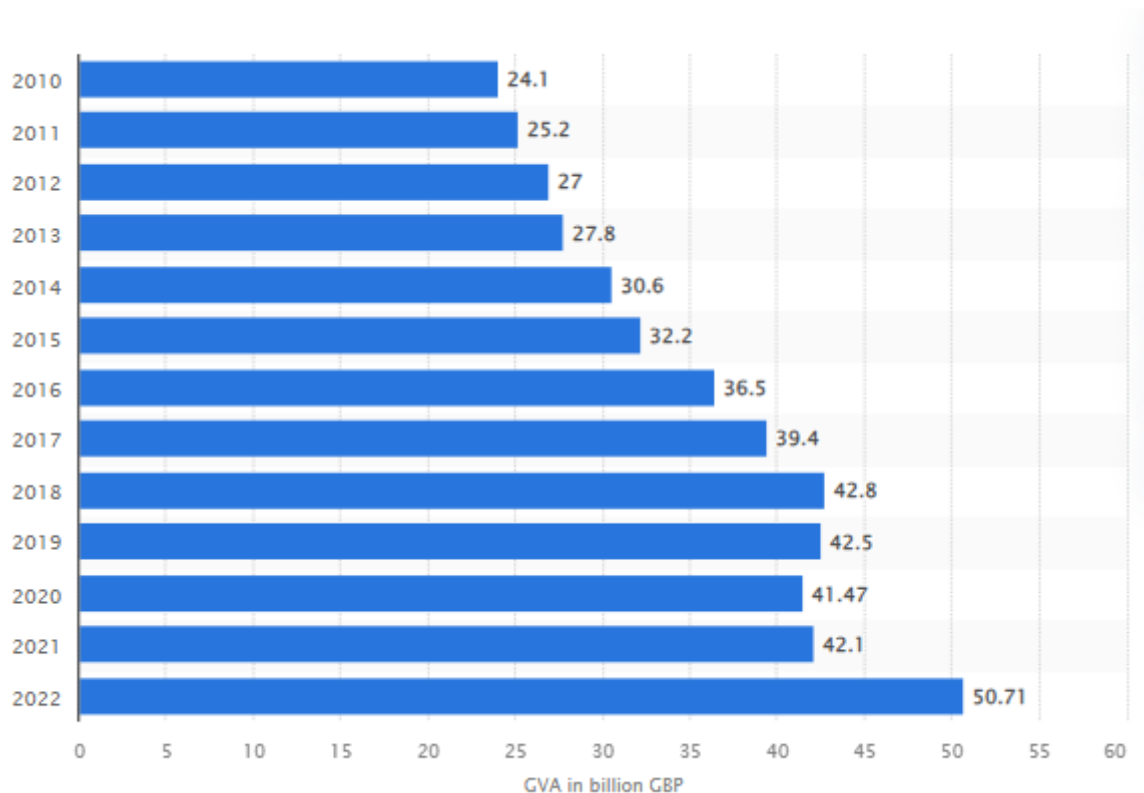


**Figure 2: Technology industry in the UK**

(Source: Statista, 2022)

**Environmental:** The environmental standards depend on how the restaurant treats it. The environmental hazards will significantly impact the company, but in this respect, the rest is not responsible for the environmental hazard. Unfortunately, artificial reasons such as high carbon emissions and their potential impacts can significantly influence. So, organisations have to limit their production and maintain carbon emissions limits.

**Legal:** The legal rules of the UK regarding food and safety are stringent. So, the business can face various challenges. In the past, the restaurant faced legal problems for maintaining the hygiene of

the food, which developed significant challenges to the business's reputation. The restaurant is maintaining the rules regarding paying the minimum wages to the employees and increasing the well-being of the employees (Edrawsoft, 2023).

### Porter's Five Forces Analysis

| Factors                                       | Analysis                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | Rate of Impact |
|-----------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------|
| <b>Bargaining Power of Buyers (Customers)</b> | The Starlight Paradise Suites offers several luxurious services in the hospital sector. The customer seeks unique and high-quality services from the business. The best performance is one of the top priorities for the business. The impact of the company's reputation is highly dependent on the customers, as customer services are the main target of the business. The high impact on the buyers and their burgeoning powers provides a degree of insulation for the business (Mahat, 2019). The loyalty factors play a crucial role in the guest preferences, which reviews the platform for ideal management of the services. The guest appearances and customer satisfaction are aligned with the organisation's goals. The proper management of the services is tried by the business, which can implement the customers' moderate needs and understand their buying power and bargaining powers. The differentiated services in the business highly impact the options for the luxurious segments. | Moderate       |

|                                      |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |      |
|--------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------|
| <b>Bargaining Power of Suppliers</b> | The suppliers play a significant role in providing the business's services. The beginning power of the suppliers is moderate to high as the company's reliability is highly dependent on the suppliers for their services. Efficient supply chain management is done to mitigate the potential and possible challenges in the company and manage the costs.                                                                                                                                                                     | High |
| <b>Threat of New Entrants</b>        | This is relatively low for the business as luxurious hospitality businesses are only sometimes established. Significant challenges are not there as it has a strong reputation for the proper delivery of services towards the customers and also meeting their needs (Svoboda et al., 2021). Starlight Paradise Suites maintains the proper customer loyalty that provides a competitive benefit against the number of businesses that can also make an enormous impact to mitigate the threats of new entrants in the market. | Low  |
| <b>Competitive Rivalry</b>           | In London, several luxurious restaurants operate successfully. Customers choose restaurants based on their convenience and the service they have experienced beforehand. Based on the service factors, several luxurious restaurants have been serving the residents and tourists of London for multiple years. Among these restaurants, the most popular are <i>“Alain Ducasse at The Dorchester, H  lene Darroze at The Connaught, Alex Dilling at Hotel Cafe Royal, Da Terra, Trivet and many</i>                            | High |

|                                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |            |
|---------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------|
|                                 | <p><i>more”</i> (Martin, 2023). For a long time, these restaurants have created their legacy and run successfully in London. So, this restaurant faced significant risk from the existing ones. The level of risks can begin from moderate and go up to high.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |            |
| <p><b>Substitute Threat</b></p> | <p>The substitutes of a restaurant are verified. The lunchrooms, eateries, hotels, chophouses, grills, and drive-ins can all be adequate substitutes for the company (Allen, 2019). In this respect, the restaurant will experience low to moderate threats from these substitutes. The primary reason behind the low threat level is that the ambience and the service presented by a 5-star hotel will be far from these substitutes. So, people might choose these food substitutes, but those who prefer quality are more likely to choose luxurious restaurants based on their services and the atmosphere. The customers can be diverted towards these substitutes, but they will still adhere to the restaurant for quality concerns.</p> | <p>Low</p> |

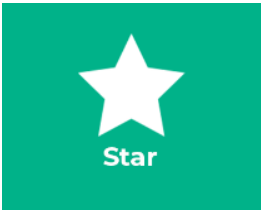
### Strategic options for the company - Starlight Paradise Suite

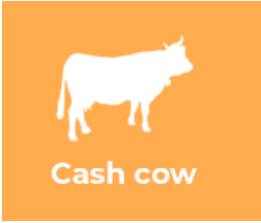
The analysis is based on the restaurant Starlight Paradise Suite, which focuses on achieving a sustainable competitive performance by analysing some of the significant tools. It includes -

### BCG Matrix Analysis for Starlight Paradise Suite (London)

| Business Unit                                  | Relative Market Rate | Relative Market Share | BCG Matrix Classification   |
|------------------------------------------------|----------------------|-----------------------|-----------------------------|
| Market penetration                             | High                 | High                  | Star tends to be dominant). |
| Management fundamentals and local customers    | Moderate             | Moderate              | Question Mark               |
| Accessories Division of the culinary offerings | Low                  | High                  | Cash Cow                    |
| Tailoring management and hospitality services  | Low                  | Low                   | Dog (Non-priority).         |

### Evaluation and Analysis

| Factors                                                                             | Analysis                                                                                                                                                                                                      |
|-------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  | As a dominant position, it induces high growth and the potential market share where Continued investment is crucial for forming and capitalising on the hiring market share in London (Hossain et al., 2020). |

|                                                                                                        |                                                                                                                                                                                                                                                                                                                                  |
|--------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  <p>Question mark</p> | <p>The growth tabs for the Starlight Paradise Suite are moderate, where market share strategic decisions are mandatory. It can be considered with diversification, where intensifying the marketing efforts can align with the transformation to evaluate the seamless viability of the star fire (Khajezadeh et al., 2019).</p> |
|  <p>Cash cow</p>      | <p>However, the cash cow's high market share options trends focus on the fact that adequate stability can support other units where investment can emerge with opportunities with low growth trends.</p>                                                                                                                         |
|  <p>Dog</p>          | <p>The growth seems to be low, where the growth and market share signify an advisable revolution that defies disinvestment while allocating and focusing on more effective initiatives (Banka et al., 2022).</p>                                                                                                                 |

### Ansoff Matrix Analysis for Starlight Paradise Suite

| Market Penetration                         | Product Development                                          | Market Development                                 | Diversification                                                                                 |
|--------------------------------------------|--------------------------------------------------------------|----------------------------------------------------|-------------------------------------------------------------------------------------------------|
| Analysis of the market for local customers | Introduction of new culinary offerings based on the services | Expanding the delivery service in the local market | Focused on venturing into catering hospitality services to implement franchising (Rojek, 2019). |

### Evaluation and Analysis

- The **market penetration** is based on the local market while focusing on the customers through target marketing, where loyalty is enjoyed within the programs and community engagement, where it can embrace the customer extension and create new customers. Focusing on the particular promotion, the event delves into the implementation for stretching the local communities.
- In the **product offerings**, the development of new culinary innovation and implementation of new offerings within the seasonal dishes or themed events can incorporate and activate the approach that determines the involvement of the trends. At the same time, the restaurant remains dynamic in the overall **Starlight Paradise Suite** company's dining destination (Garousi Mokhtarzadeh et al., 2020).
- In the **market development**, expansion on the delivery services within the local market and services can allow **Starlight Paradise Suite** to focus and reach a wider audience and consumers beyond the physical location or store. Focusing on Collaboration within some famous deliverables in the platform can establish a delivery that helps to enhance the convenience for all the customers (Seo et al., 2021).
- In the **market diversification** towards achieving a sustainable competitive advantage, the restaurant focuses on exploring the diversified offering that can cater to hospitality services and generate several options. Fundamentally, this allows Starlight **Paradise's** revenues to go beyond the traditional model based on individual customer segments with dine-in (Chortok et al., 2019).

Furthermore, implementing and analysing this factor before **Starlight Paradise** restaurant can create a well-crafted strategy with sustainable growth in London and ensure market dynamics and customer involvement.

### VRIO Analysis for Starlight Paradise Suite

| Resource/Capability | Valuable | Rare | Inimitable | Organisation Exploits | Sustainable Competitive Advantage |
|---------------------|----------|------|------------|-----------------------|-----------------------------------|
|                     |          |      |            |                       |                                   |

|                                                               |     |     |     |     | (SCA)                                                                                 |
|---------------------------------------------------------------|-----|-----|-----|-----|---------------------------------------------------------------------------------------|
| <b>Agreements based on the Exclusive Supplier</b>             | Yes | Yes | Yes | Yes | Yes                                                                                   |
| <b>Renowned and professional Chef and Culinary Team</b>       | Yes | Yes | Yes | Yes | Yes                                                                                   |
| <b>Prime Location, majorly based on a Youthful place</b>      | Yes | No  | No  | No  | Though it seems temporary, it will be addressed by the marketing team and strategies. |
| <b>Establishment of the Brand and its valuable Reputation</b> | Yes | Yes | Yes | Yes | Yes                                                                                   |

### Evaluation and Analysis

In the exclusive supplier agreements, the agreements contribute value by ensuring reading the unique with high-quality ingredients. The exclusive and immutable fundamental strategy will help analyse the stability that can help refine the restaurant's commitment and quality. The culinary expertise trends to valuable, where significant resources are essential. The imitable factors lie in individual skill while providing sustainable competitive advantages, which a community develops

and focuses on the exceptional dining experience (Hassanien et al. 2019). Analysis of the prime location is valuable where explicit organisational needs can be determined with the neutrality of the potential competitors towards sustainability within the competitive advantages. The marketing strategy can help address the global aspects yet define a global location. Establishing a brand reputation is valuable and challenging to initiate. Organisational effectivity exploits the factors where customers of the quality and the service can prove sustainable competitive advantages.

By developing charge, the daily enactment of the culinary experts, Supply chain and brand reputation, **Starlight Paradise Suite** can surely start towards comparative advantages and make a stand while analysing several strategic vulnerabilities.

### SWOT Analysis

| Strength                                                                                                                                                                                                                                                                                                                                                                                                                      | Weakness                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> <li>• The restaurant tends to be in a prime location.</li> <li>• Having a renowned culinary team and exclusive suppliers is a joyful sign for the company.</li> <li>• Diversified menu having innovative culinary services and offering a decent environment.</li> <li>• Foster a positive reputation and target diverse clients locally and globally (Fuzinatto et al., 2020).</li> </ul> | <ul style="list-style-type: none"> <li>• Limited capacity and seating based on the space can delve into some prior limitations in the restaurant's space.</li> <li>• Having to rely on the seasonal tourists and traffic system.</li> <li>• Dependency on one particular niche in the local aspects.</li> <li>• Higher operating costs due to evaluating premium ingredients within the company.</li> <li>• During peak time, it can create space issues with limited capacity (Costa et al., 2023).</li> <li>• Sustaining content review within a</li> </ul> |

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | selective seasonal reliance can create weakness in the restaurant.                                                                                                                                                                                                                                                                                                                                                                                                         |
| <b>Opportunity</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | <b>Threats</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| <ul style="list-style-type: none"> <li>• The company has focused on the growing trends of the health consciousness of the Dining system.</li> <li>• Expansion in the online ordering and the market segments (Risfandini, 2021).</li> <li>• Collaboration of the local events and the festive environment.</li> <li>• Introduction of the effective dining system.</li> <li>• Focusing on the health-conscious trend within the healthier menu can drive effective food options (Yacoub et al., 202).</li> <li>• Delivery through online ordering and market reach can establish a wide range of customer base.</li> </ul> | <ul style="list-style-type: none"> <li>• The intense competition in London among the all-selective luxury restaurants can burden customer preferences and needs.</li> <li>• Fluctuation of customer preferences.</li> <li>• Some significant regulatory changes are needed (Risfandini et al., 2021).</li> <li>• Supply chain disruption is another issue.</li> <li>• Intense competition in London's restaurants that frequently delve into stand-out options.</li> </ul> |

Based on the competitive advantages, it can address some prior anticipation where the comprehensive approx. It can determine with **Starlight Paradise** for sustainable competitive advantage in the dynamic industry.

## Value Chain Analysis of Starlight Paradise

|                      |                                                     |                                              |                                                                                                                                                                        |                                                     |                                                          |               |
|----------------------|-----------------------------------------------------|----------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------|----------------------------------------------------------|---------------|
| Secondary activities | Organization Infrastructure                         |                                              | The restaurant could have a robust system where the process supports the operations while enhancing efficiency and efficiency (Lubis et al., 2019).                    |                                                     |                                                          | Profit margin |
|                      | Human resources                                     |                                              | Skillfulness and motivation within the system aspect of the culinary service can be evaluated with the team for vital implementation where the deliverable is the key. |                                                     |                                                          |               |
|                      | Technology                                          |                                              | Integrate technology and reservation, online operations and both online and offline customer segments (Serova et al., 2019).                                           |                                                     |                                                          |               |
|                      | Purchasing                                          |                                              | Strategic partnerships delve into the exclusive supplier's access to one collective experience (Fainshtein et al., 2021).                                              |                                                     |                                                          |               |
| Primary activities   | Inbound logistics                                   | Operations                                   | Outbound logistics                                                                                                                                                     | Marketing Sales                                     | Services                                                 |               |
|                      | Efficiency within the effective sourcing of premium | Culinary excellence focuses on preparing and | Starlight is evolving with the process, ensuring                                                                                                                       | Strategic promotion evolves within the restaurant's | Exceptional customer service and memorable effectiveness |               |

|  |                                                              |                                                           |                                                                                                    |                                                 |                                                         |  |
|--|--------------------------------------------------------------|-----------------------------------------------------------|----------------------------------------------------------------------------------------------------|-------------------------------------------------|---------------------------------------------------------|--|
|  | ingredients can ensure freshness and quality (Bamman, 2019). | presenting the major initiation while defining the brand. | timely evaluation and satisfaction while incorporating decent experience (Ferdinand et al., 2020). | uniqueness, where it can attract new customers. | ss can help deter significant patterns (Soegoto, 2021). |  |
|--|--------------------------------------------------------------|-----------------------------------------------------------|----------------------------------------------------------------------------------------------------|-------------------------------------------------|---------------------------------------------------------|--|

## Recommendation

Based on the coordination and the optimisation of the practical values, it can be incorporated with the sustainable implementation where the deliverables help initiate competitive advantage in London. Furthermore, **Starlight Paradise Suite** should focus on strategic implementation by incorporating effective technology where suppliers and the prime location are essential (Duan et al., 2020). Besides, the menu innovation can be improved within the customer experience. Expanding the delivery can distinguish within London's competitive advantage where the strategy can, along with significant strategies and penalties that resonate with sustainable competitive advantage (Read et al., 2020). Furthermore, the organisation should consider value chain analysis, which helps fix the fundamental implementation.

## Discussion on strategy implementation and execution of strategies

Starlight Paradise Suites has been a prominent player in the hospitality industry of luxurious services that have tried to deliver the proper service as expected by the guests. The guest experience sales have been exclusively focused on the industry. The Starlight Paradise Suites, too, have focused on the guest experiences. The significant aspects of executing the strategies must be successfully visible in the company (Amatulli et al., 2021). The strategic implementations of the achievable goals are to be implemented by the proper systems and the strategic improvements in the business. The strategy mainly involves creating a unique and immersive guest experience by blending personalised services. A proper understanding of the customers is needed to make the

unique implementations of the services match the guests' expectations. Sustainable practice implementation and continuous innovations are to be done to focus on the customer primarily. The business previously implemented customer-centric approaches. Still, the proper Infosys on the differentiation of reality and the expectations are to be done and prioritised by the company.

The moral role of the alignment of the resources is to be done to meet the organisation's strategic objective. The company has previously done the structure implementation. Still, the hierarchical structures are to be well defined, which can allow for the efficiency of aligning the resources. Deficient communication systems and decision-making are to be adequately ensured to make the structure flexible in the business. The dynamic market conditions adequately maintain the organisation's flexibility according to customer needs (Bharwani et al., 2022). The company must understand the dynamic variances in the market structures well to approach and penetrate the market correctly. The market dynamics are often approached with top-down strategies that sometimes implement the flow of innovations and innovative ideas. Renovative ideas are strategically implemented by the company Starlight Paradise Suites. However, the customers' needs are to be met by the proper statue strategic alignment and the strategic implementation of the immersive guest experience. The customer approach and the personalised services are to be given appropriately to focus on customer satisfaction and continuous innovation properties. The company will implement innovative and sustainable practices, which should be ideally private and used by the company.

The proper implementation of the decision-making and the reservations and managing the customer relationships are to be done (Kim and Baker, 2022). CRM practices enable the company to analyse and gather data that facilitates services according to customers' needs and gives personal services that enable it to enter the target market. The management systems ensure the proper alignment of the employees' needs and relativity with the organisation's goals. The management systems must be ensured to fasten the culture and make it more accountable (Lo et al., 2020). Performance management and market analysis facilitate the company's systems for gathering data about customers' needs and analysing them properly.

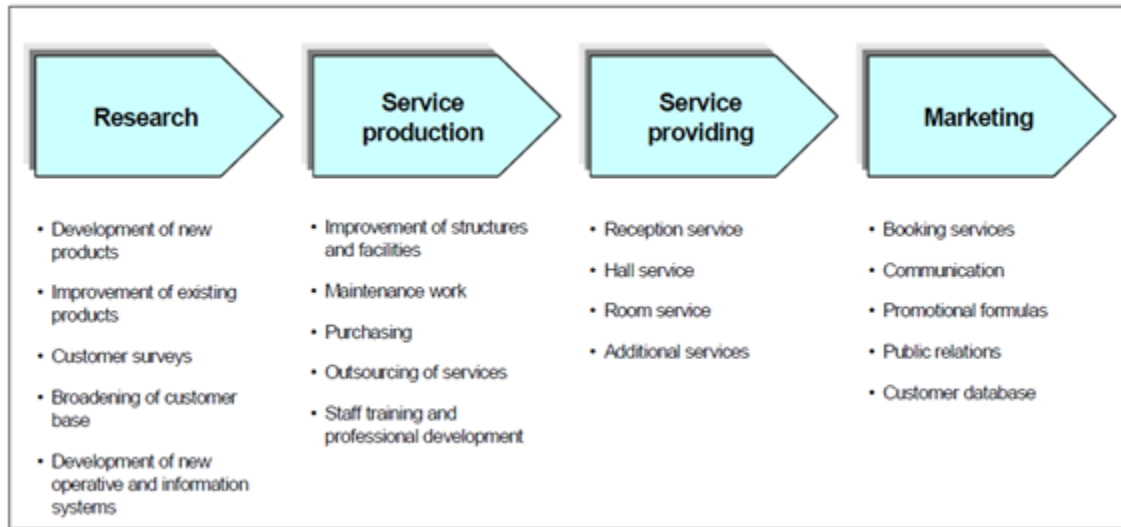


**Figure 3: Strategic Growth in the Business**

(Source: Pereira, et al., 2021)

The hierarchical structure and hierarchical management properties align the strategy and structures. There are several challenges to managing the various systems implemented by the dynamic needs in the hospitality industry. The responsive nature of the organisational structure and its strategic management properly maintains the acidity and the demands. The decision-making hinders the rapid choices and rapid implementations of the services. Innovative strategies are also alive with the organisation's structural goals. The hospital industry is run by the proper management of services and the implementation of innovation.

Despite the number of factors included, several challenges have arisen in the resistance factors. More training and communication strategies are needed for a failure to reach the company's goal (Pereira et al., 2021). Starlight Paradise addresses the issues in the execution of the proper strategies that have been made for making the structural factor vector and organising it. Power training and employee engagement are maintained to execute the strategies that also play a pivotal role in overcoming the challenges.

The innovative ideas and integration of technology and technological adaptations can help integrate the technology in alignment with the strategies and organizational goals. Strategies can be done with the help of the technology that helps encompass the continuous enhancement of the

guest experience. The essential substance of success has been implemented by technology in compassing the guest-facing and ensuring technological alignments.

The feedback sister and the data monitoring can be implemented to make the company's performances robust strategically and also make the performer matrices. The company can engage the feedback loss to enhance employee management and make the successful outcome of the business strategies. The business adequately employs the quality factors and guest satisfaction to know and implement the employee's morals.

The Starlight Paradise Suite strategically maintains sustainability and corporate social responsibility. But it also should incorporate the initiative that can withstand the organisation's sustainability goals and goals (Amatulli et al., 2022). The long-term success factors are to be strategically implemented to enhance the brand reputation and the success factors. The strategic implementation of the community engagements and initiatives is to be done to maintain the integration of the eco-friendliness of the business.

The execution of the strategies and competitiveness in the luxury hospital industry are to be managed appropriately to address the challenges in the execution properties. The hospital sector is to be appropriately analyzed for the delivery of approachable services towards customers (Iloranta, 2022).

The business strategically implements the long-term success goals, which should be aligned with the sustainability goals. Employee management and performance factors must be appropriately improved for community engagement and initiative, implementing employee morale, and properly strategizing the business.

## **Strategy monitoring**

### **Sustainable tools for implementation of Green Strategy**

For implementing different new and innovative methods regarding sustainability, the company "Starlight Paradise Suite" has implemented different strategies regarding sustainability. One of the most significant strategies the company has implemented is the decor of the interior area of the restaurants to create a sustainable decor and visual place. The services given by the employees to

the customers are well-maintained and hygienic. The food items are made safely and served to the customers by maintaining hygiene. The customers choose this restaurant for its innovative marketing and environmentally sustainable strategies.

Every corner of the restaurant has different decor items that are handmade and sustainable. The tables are decorated with different messages regarding sustainability with an innovative idea to get customers' attention. Customers can be interested in visiting the restaurant for its ambience, service, and decoration. In today's World, everyone is focused on social media. Therefore, the Company has to focus on the environment and its safety (Pereira, Silva and Dias, 2021). The ambience and the visual decoration have been made with great effort to attract customers regarding their social media services. Most customers visit to click pictures along with the experience of the food items. Therefore, innovative ideas and decorative items to get an idea about the importance of sustainability, and they should post about the importance of social media handles by tagging the official page of the restaurant.



**Figure 4: Symbol of Green Strategy**

(Source: Rhou and Singal, 2020)

A new and innovative measure has been taken by the Company or the restaurant where customers are given a small box of seeds and plants at every table for free. The customers have to take that box and visit the photo booth session, which has been arranged in one corner of the restaurant. The customers should share their experiences regarding the service of the restaurant and the importance of planting trees. The customers must plant those trees in their houses and share that experience in the video by tagging the company's social media account or official page. Every company has a

chance to visit the photo session or the experience-sharing session, where they should share their experience regarding the service of the restaurant and the quality of the food with different sustainable measures. From the restaurant's social media page, the customers' experience with videos is shared in those social media posts by tagging the customers. This has become one of the most significant marketing strategies with the Company's implementation of sustainability and Company's sustainable ideas.

## **CSR Strategies**

CSR of "Starlight Paradise Suite" or 'Corporate Social Responsibility' are responsible for looking after the strategies regarding social, corporate and different marketing ideas. The Company has made the department focus on the organisation's primary emphasis, which is sustainability and different sustainable measures taken by the Company. The Company has made its social awareness and publicity through the help of innovative sustainable techniques. Sustainability is one of the significant aspects followed by the Company. Therefore, it has created a company mission, vision and goal to achieve sustainability in its production and service. The innovative ways the Company serves its customers are company decor items with a message to implement sustainability in everyone's life. Every piece of tissue paper, straw, and different utensils has different messages written into it. An indoor plant with seeds at every table can help the Company achieve sustainability by planting more trees for the future World.

One of the most significant responsibilities of this restaurant's CSR department is sustainable duties and strategies for implementing innovative methods for the organisation's success (Jaegler and Goessling, 2020). With the help of social media accounts, the Company can attract different customers. One of the most significant "marketing strategies" related to the "sustainable strategies" taken by the Company. The CSR department has the immense responsibility to create proper awareness regarding sustainability for the company's customers. The procedure of the different "Green strategies" regarding afforestation and planting of trees with reduction of plastic waste was maintained and inspected by the CSR department of the Company, "Starlight Paradise Suite".

## **Conclusion**

The report has discussed the different strategies taken by the Company, "Starlight Paradise Suite" is a luxurious restaurant, and the different strategies the organisation has taken for improving its marketing criterion and profit have been analysed in the above report. The different factors that can affect the business of the Company, like external and internal factors and macro and microanalysis, have been given in the above report. There are different strategies which have been taken by the Company and have been analysed in the above report. The implementation and execution of those strategies have been discussed and analysed. The method of monitoring all the strategies in the above report has been given.

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# Appendix

## MENU

### STARTERS

|                                                                                     |       |
|-------------------------------------------------------------------------------------|-------|
| <b>Insalata tre colore</b>                                                          | £6.90 |
| Avocado, mozzarella, tomato salad                                                   |       |
| <b>Avocado prawns</b>                                                               | £6.90 |
| <b>Prawn cocktail</b>                                                               | £5.90 |
| <b>Deep fried mozzarella parcels</b>                                                | £7.95 |
| Served on arrabbiata sauce                                                          |       |
| <b>Scallops &amp; tiger prawns</b>                                                  | £9.95 |
| Sautéed with garlic, ginger, coriander, chilli and white wine with toasted ciabatta |       |
| <b>Sizzling tiger prawns</b>                                                        | £8.85 |
| With olive oil, garlic, chilli and ginger sauce served with tasted ciabatta         |       |
| <b>Prosciutto di Parma con melon</b>                                                | £8.50 |
| Parma ham and melon                                                                 |       |

|                                                                                   |       |
|-----------------------------------------------------------------------------------|-------|
| <b>Deep fried prawn and crab cakes</b>                                            | £8.50 |
| With alioli dip                                                                   |       |
| <b>Zuppa minestrone (v)</b>                                                       | £4.95 |
| Fresh minestrone soup                                                             |       |
| <b>Funghi aglio (v)</b>                                                           | £5.20 |
| Mushrooms baked in wine and garlic                                                |       |
| <b>Funghi ripiene</b>                                                             | £6.90 |
| Mushrooms stuffed with minced meat and spinach baked in mozzarella & tomato sauce |       |
| <b>Calamari fritti</b>                                                            | £7.10 |
| Deep fried calamari                                                               |       |
| <b>Biancetti fritti</b>                                                           | £6.95 |
| Deep fried white bait                                                             |       |
| <b>Fritti misto</b>                                                               | £9.50 |
| Deep fried calamari, white bait & tiger prawns                                    |       |

|                                                                  |       |
|------------------------------------------------------------------|-------|
| <b>Melanzane ripiene</b>                                         | £6.50 |
| Aubergines stuffed with cheese, served with tomato and Parmesan  |       |
| <b>Sardine grigliate o Napoli</b>                                | £6.20 |
| Sardines grilled with fresh tomato sauce                         |       |
| <b>Spare ribs luigi</b>                                          | £7.95 |
| Marinated prime pork ribs                                        |       |
| <b>Bruschetta (v)</b>                                            | £5.95 |
| Toasted ciabatta topped with garlic and basil marinated tomatoes |       |
| <b>Garlic bread</b>                                              | £3.80 |
| <b>Garlic bread with mozzarella</b>                              | £4.50 |
| <b>Pizza aglio</b>                                               | £5.95 |
| Garlic pizza bread                                               |       |
| <b>Pizza aglio con mozzarella</b>                                | £6.80 |
| Garlic pizza bread with melted mozzarella                        |       |

### PIZZA

|                                                   |       |
|---------------------------------------------------|-------|
| <b>Margherita</b>                                 | £7.90 |
| Mozzarella, tomato                                |       |
| <b>Napoletana</b>                                 | £8.40 |
| Mozzarella, tomato, capers, anchovies, olives     |       |
| <b>Funghi</b>                                     | £8.70 |
| Mushrooms, mozzarella, tomato                     |       |
| <b>Neptuno</b>                                    | £9.00 |
| Tuna, anchovies, capers, onion, tomato, no cheese |       |
| <b>Agrigento</b>                                  | £8.90 |
| Spinach, egg, mozzarella, olives, tomato          |       |

|                                                              |        |
|--------------------------------------------------------------|--------|
| <b>Marinara</b>                                              | £10.95 |
| Seafood, garlic, tomato, herbs, no cheese                    |        |
| <b>Quattro stagioni</b>                                      | £9.90  |
| Mushrooms, ham, spicy sausage, artichoke, tomato, mozzarella |        |
| <b>Americana</b>                                             | £9.90  |
| Pepperoni, sausage, mozzarella, tomato                       |        |
| <b>Mexicana</b>                                              | £9.90  |
| Pepperoni sausage, hot peppers, tomato, mozzarella           |        |
| <b>Parma</b>                                                 | £10.95 |
| Mushrooms, Parma ham, mozzarella, tomato                     |        |

|                                                                       |        |
|-----------------------------------------------------------------------|--------|
| <b>Prosciutto</b>                                                     | £9.50  |
| Ham, mushrooms, tomato, mozzarella                                    |        |
| <b>Ragu</b>                                                           | £9.95  |
| Pepperoni sausage, bolognese, tomato, mozzarella                      |        |
| <b>Siciliana</b>                                                      | £8.95  |
| Peppers, olives, capers, garlic, tomato, mozzarella                   |        |
| <b>Royale</b>                                                         | £9.80  |
| Smoked salmon, anchovies, cheese, tomato                              |        |
| <b>Capricciosa</b>                                                    | £10.95 |
| Bolognese sauce, mozzarella, pepperoni sausage, herbs and folded over |        |
| <b>Extra toppings</b>                                                 | £1.00  |
| <b>Extra chicken toppings</b>                                         | £2.50  |

### SPAGHETTI

|                                                               |        |
|---------------------------------------------------------------|--------|
| <b>Pomodoro (v)</b>                                           | £7.95  |
| Home made tomato and fresh basil sauce                        |        |
| <b>Amatriciana</b>                                            | £8.50  |
| Bacon, onions, tomato, herbs                                  |        |
| <b>Ragu</b>                                                   | £9.50  |
| Bolognese sauce                                               |        |
| <b>Carbonara</b>                                              | £8.90  |
| Bacon, eggs, cream, Parmesan cheese                           |        |
| <b>Puttanesca (v)</b>                                         | £8.30  |
| Chilli, tomato, olives, capers and anchovies                  |        |
| <b>Carrettieri</b>                                            | £9.10  |
| Mushroom, tuna, bacon and tomato sauce                        |        |
| <b>Marinara</b>                                               | £10.95 |
| Mussels, clams, calamari, prawns with tomato and garlic sauce |        |
| <b>Vongole (bianco o rosato)</b>                              | £10.50 |
| Fresh clams, garlic, tomato sauce                             |        |
| <b>Aglio, olio, pepperoncino (v)</b>                          | £7.95  |
| Garlic, olive oil, chilli                                     |        |
| <b>Any pasta as a starter</b>                                 | £6.60  |

### RISOTTO

|                                                                  |        |
|------------------------------------------------------------------|--------|
| <b>Pescatora</b>                                                 | £10.95 |
| Fresh mussels, clams, calamari and prawns with tomato and garlic |        |
| <b>Spaghetti tree</b>                                            | £9.20  |
| Bolognese, peas, ham, mushrooms                                  |        |

### TORELLINI (Ricotta cheese and spinach filled pasta)

|                                                           |       |
|-----------------------------------------------------------|-------|
| <b>Gabriella's sauce (v)</b>                              | £8.80 |
| Tomato, cream and mascarpone                              |       |
| <b>Buorro e salvia (v)</b>                                | £8.80 |
| Fresh sage, butter, garlic, olive oil & Parmesan shavings |       |

### AL FORNO (Pasta bake)

|                                                                                                     |        |
|-----------------------------------------------------------------------------------------------------|--------|
| <b>Penne diavola</b>                                                                                | £10.90 |
| Penne pasta with chicken breast, arabiata sauce, red onions, baked with cheddar & melted mozzarella |        |
| <b>Pasticcio (v)</b>                                                                                | £9.50  |
| Penne pasta with peas, broccoli, spinach, chilli, garlic and tomato, baked with mozzarella          |        |
| <b>Cannelloni</b>                                                                                   | £9.50  |
| Pasta roll filled with minced meat and spinach, baked with tomato, bechamel and mozzarella sauce    |        |
| <b>Lasagne</b>                                                                                      | £9.50  |
| Classic lasagne done Mamma Romano's way                                                             |        |

### SIDES

|                                                                |       |
|----------------------------------------------------------------|-------|
| <b>French fries</b>                                            | £2.95 |
| <b>Fried zucchini</b>                                          | £3.95 |
| <b>Mixed salad</b>                                             | £2.95 |
| Rocket and Parmesan salad with balsamic and olive oil dressing |       |
| <b>Tomato, onion and fresh basil salad</b>                     | £3.50 |
|                                                                | £2.95 |

### SALAD

|                                                                                                                 |        |
|-----------------------------------------------------------------------------------------------------------------|--------|
| <b>Spaghetti tree salad</b>                                                                                     | £9.95  |
| Tuna, egg, anchovies, capers, olives, lettuce, tomato, cucumber, served with dough balls or garlic bread        |        |
| <b>Insalata con pollo</b>                                                                                       | £11.95 |
| Grilled chicken with avocado, mango, goats cheese & rocket salad served with balsamic glaze dressing & croutons |        |

### SPECIALS

|                                                                                                             |                |             |
|-------------------------------------------------------------------------------------------------------------|----------------|-------------|
| <b>Mussels provinciale</b>                                                                                  | Starter £9.95  | Main £15.50 |
| Fresh tomato sauce with garlic, chilli and white wine                                                       |                |             |
| <b>Mussels meunière</b>                                                                                     | Starter £9.95  | Main £15.50 |
| White wine with fresh lemon, parsley and garlic butter                                                      |                |             |
| <b>Gambas Mexicana</b>                                                                                      | Starter £8.90  | Main £12.95 |
| Baby prawns with mixed peppers, onions, tomato sauce and chilli                                             |                |             |
| <b>King prawns provinciale</b>                                                                              | Starter £10.95 | Main £19.50 |
| Tiger prawns butter fried in fresh tomato sauce with garlic                                                 |                |             |
| <b>King prawns meunière</b>                                                                                 | Starter £10.95 | Main £19.50 |
| White wine with fresh lemon, parsley and garlic butter                                                      |                |             |
| <b>Salmon spaghetti tree</b>                                                                                |                | £13.90      |
| Fresh salmon steak cooked with baby prawns, mushrooms, fresh cream, tomato and brandy                       |                |             |
| <b>Cod provinciale</b>                                                                                      |                | £13.90      |
| Fillet of cod cooked with garlic butter, cracked chilli, white wine and fresh tomato sauce                  |                |             |
| <b>Calves liver veneziana</b>                                                                               |                | £14.90      |
| Chopped liver with onions, butter and white wine                                                            |                |             |
| <b>Calves liver burro e salvia</b>                                                                          |                | £14.50      |
| Calves liver cooked in white wine, butter and sage                                                          |                |             |
| <b>Chicken breast crema e funghi</b>                                                                        |                | £11.90      |
| Fresh cream, wild mushrooms, onions and white wine                                                          |                |             |
| <b>Chicken breast valdostana</b>                                                                            |                | £11.95      |
| Layer of ham, fresh tomato sauce and melted mozzarella                                                      |                |             |
| <b>Chicken breast Mexicana</b>                                                                              |                | £11.50      |
| Roaster mixed peppers, onions, chilli, garlic and tomato                                                    |                |             |
| <b>Chicken breast meunière</b>                                                                              |                | £11.20      |
| Garlic butter, fresh lemon and white wine sauce                                                             |                |             |
| <b>Lemon Sole</b>                                                                                           |                | £12.20      |
| <b>Veal Milanese</b>                                                                                        |                | £13.50      |
| Cooked in breadcrumbs                                                                                       |                |             |
| <b>Saltimbocca alla Romana</b>                                                                              |                | £14.95      |
| Slice of veal cooked with a layer of Parma ham, sage and white wine                                         |                |             |
| <b>Veal crema e funghi</b>                                                                                  |                | £14.20      |
| Slice of veal cooked with wild mushrooms, white wine and cream                                              |                |             |
| <b>Main courses served with a choice of seasonal vegetables, sauté potatoes, mixed salad, rice or pasta</b> |                |             |