

MARKETING PLAN

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Marketing Plan

Introduction

The marketing plan helps to guide the factors based on developing the overall nature of the strategic nature of the multinational hotel industry. This is helpful to guide the development of the formative nature of the companies and also demonstrates the formulation of pricing strategies as well as marketing values. In the discussion of the tactics, the RACE model helps to develop the overall factors in the situational analysis.

Situation Analysis

To analyse the situations of multinational hotel Six Senses, it is important to define the 5Cs of both of the companies from a comparative perspective.

Company: The efficacy Six Senses hotel of the UK is defined by the SWOT analysis. This helps to produce the factors which define the overall nature of both of the companies in a comparative mode.

Strength: The strength of Six Senses depends on the vast expanding customer range and the global communication process. It also depends on the nature of the affordability and reach of customer satisfaction.

Weakness: The weakness of Six Senses is more dependent on the resources of the EU which faced decay after the Brexit incident. However, it is not entirely dependent on the certain losses they have to face during and after the pandemic breakdown.

Opportunities: The opportunity of Six Senses is depend on the gain more customers globally and managing more employee retention as well. The intensity is more focused on developing its opportunity in removing its carbon footprint and evolve as an environment-friendly hotel service sector.

Threats: One of the big threats for Six Senses is dependent on the decreasing number of customers after Brexit. One could find the hotel facing threats related to management issues inside their custom services.

Customers: The customers of Six Senses hotel is comparatively different from those of the others. As the Six Senses is more focused on the elite, adult customers belong to the business society. They developing the network with the big business sectors of the UK. While other hotels promote their brands as an affordable service sector for each group of people in society. Their discounting strategies help to gain the attention of younger customers more (Bowie *et al.*, 2017).

Competitors: *Bowman's strategy clock* helps to navigate the factors related to the competitors of both of the companies. This model helps to navigate the concept of various companies that compete in the marketplace. The pricing strategies of Six Senses are higher than others. Six Senses maintain high price with high-quality services.

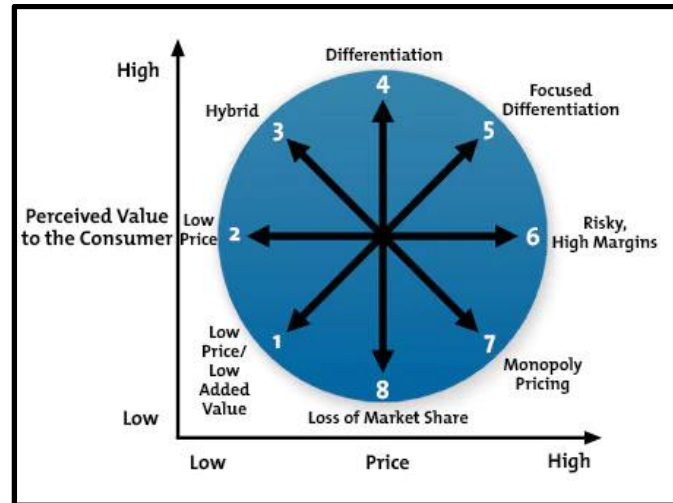


Figure 4: Bowman's strategy clock

(Source: Mindtools.com, 2023)

Collaborators: Collaborators are the main networking channels. Six Senses is also collaborating with IHG to extend its operations. This is called a **B2B Relationship** where the transaction process of both companies is connected between. The service chain is connected through various multinational companies.

Climate: This is the process of defining the micro-analysis of both of the companies and dictating the differentiations.

Political factors: Hotel Six Senses maintain political preferences for developing their customer retention all over the world. The response is more connected with the monarchy of the UK which helps them after Brexit.

Economic factors: Six senses faces economic loss after the Brexit incident because of economic crisis and recession.

Socio-cultural factors: Six Senses concentrates on the more elite society of the UK and its services are also priced accordingly.

Technological factors: Six Senses depend on technology for developing the security of their high-profile customers. It has also been using technology in the recent times.

Legal factors: Six Senses gain legal affirmation from the governments of various countries. It is not at all dependent on monarchy.

Environmental factors: Six Senses is focusing on removing its carbon footprint along with maintaining to use the of sustainable products in their hotel services.

Marketing Mix

Factors	Justifications
Products	Six Senses promote their services mainly in high-society and business classes. Most of the economically stable families prefer Six Senses.
Price	Six Senses provide luxurious services which are high-priced. They have also introduced affordable five-star services and gives discounting offers also.
Place	Six Senses is developed a long inquiring process as a part of the booking process for security purposes.
Promotion	Six Senses promotes through various business seminars, workshops or political meetings. It tends to create awareness among the customers.
People	Six Senses developed their employees by adopting high-tech training skills The consistent efforts developed the performance of their people by giving a positive workplace environment.
Process	Six Senses focuses more on the previous feedback of their customers while it is also focussing on the reviewing of the customer's personal experience.
Physical Evidence	Six Senses is more dependent on brand promotion.

Objectives

Objectives	Specific	Measurable	Attainable	Realistic	Time-bound
To increase sustainable	Developing the uses of	Decreased the carbon	Developed a network with	Helps to gain nature-	6 months

products in hotel services	sustainable products is beneficial for environment detoxification.	footprints and developed the environmental balance.	NGOs and social groups that manufacture eco-friendly products.	friendly, sustainable products.	
To reduce customer complaints	Helps to gain more customer attention and a positive image	Helps to gain more customers and create new markets to explore.	Introduce new skilful employees to reduce and resolve customer complaints.	Manage to maintain a good image in the current market.	3-4 months
To explore new technology in hotels services	Beneficial for emerging and developed more professional and skilful services.	Give effective services free from the inconvenience of customer dissatisfaction.	Introducing new technologies in every hotel service and security purposes.	This creates technological development and increases customer retention.	2-3 months

Strategy

In Developing the marketing plan it is essential to introduce one model which defines the strategy of the business. Ansoff's matrix helps to navigate the strategy of both companies.

Market penetration: When a business enters an existing market with existing products it refers to the market penetration.

Market development: When a business enters a new market with existing products it refers to market development.

Product development: When a business enters an existing market with a new product it refers to product development.

Diversification: When a business enters a new market with new products it refers to diversification.

Six Senses has used the diversification strategy as their marketing plan (Chaffey and Ellis, 2019).



Figure 5: Ansoff matrix

(Source: Developed by the Learner)

Tactics

To define the tactics of both of the companies it is important to analyse the factors related to the marketing strategies and promote the overall circumstances. The RACE model helps to analyse the factors (Clow *et al.*, 2013).

Reach: This depends on refining the policies of the current market. Six Senses developed the marketing research globally.

Act: This stage is defining the overall nature of the marketing strategies. Six Senses focuses on the current policies of the market values of hotel industries and act on them.

Convert: Six Senses convert their strategies in a formative way.

Engage: Six Senses is more dependent on the value system of the external market.

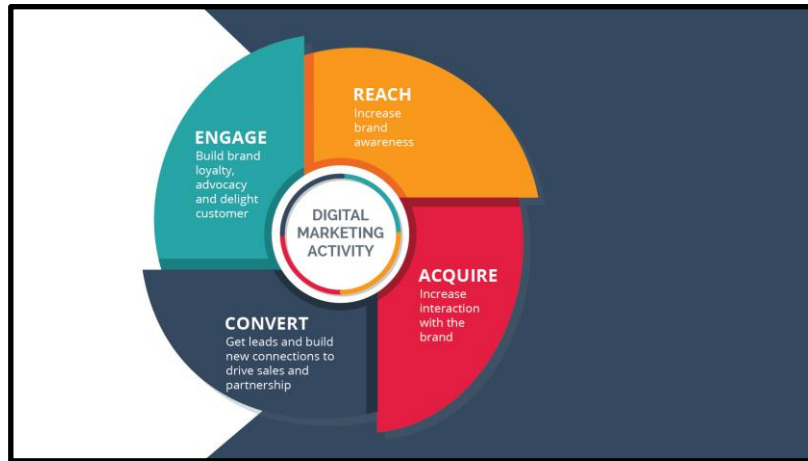


Figure 6: RACE marketing Strategy

(Source: Pink lemonade. in, 2023)

Action

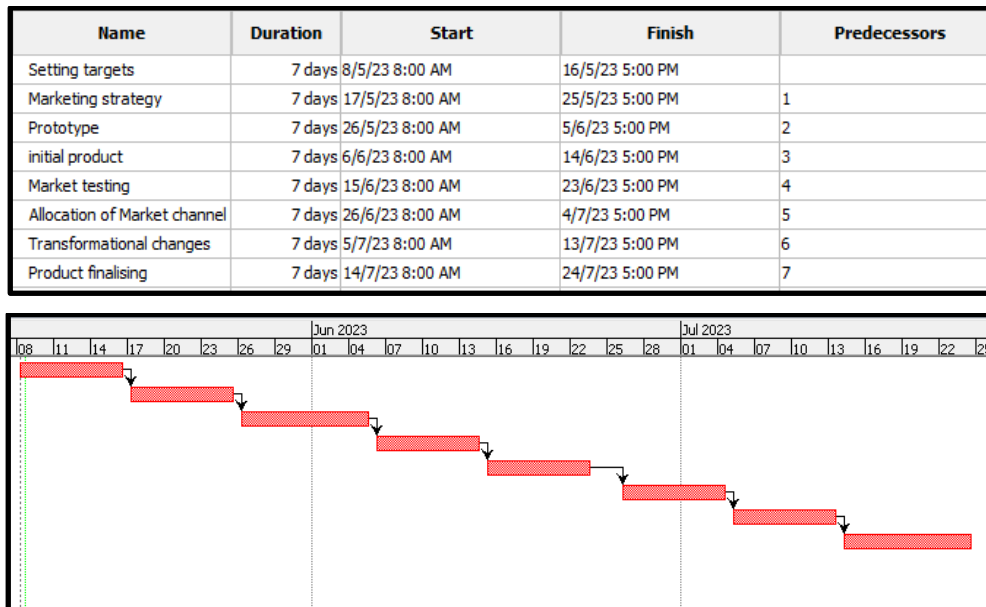


Figure 7: Gantt Chart

(Source: Developed by the learner)

The Gantt chart is providing the timeline of the marketing plan. This is helping to gain clarity in defining and ensuring the nature of the overall strategic formulation. Where setting targets need 7 days, developing marketing strategies in 7 days and prototypes in 7 days. The transformational changes in 7 days and the products finalising in 7 days (Housden, 2008).

Control

New Customers: Six Senses has been developing and emerging towards new customers and focusing more on the global citizens. It is trying to maintain the balance to gain a new range of customers.

The measure of profits: The profit of the brands depends on the clarity of the marketing policies and also pretended to gain the overall benefits from this.

Attitude towards brands: Hotel Six is developing its partnership and franchises by promoting their brands globally which engages more customers.

KPI: This helps to understand the factors based on the overall growth of both of the companies and defines the future circumstances and also engages the new international markets (Ghauri, 2014).

7Ps of Marketing Mix

Product: Six Senses have been dealing in a diverse range of products. It is an international hotel chain. The products include personal care, guest rooms, tissue boxes, bathrobes and slippers, toiletries and coffee kits.

Price: The pricing strategies used by the hotel is differentiated pricing where separate prices are charged to distinct customers depending upon the quality of services.

Place: The headquarters of Six Senses is in London whereas it has a global chain of operations covering the UK, Russia, the US and many more countries. The continental coasts are also connected.

Promotion: This means the sales promotion techniques utilised by the hotel. It is stated that Six Senses has used the most popular method which is advertising. This is done through various media channels.

Physical Evidence: This factor pertains to the focussed area and environmental analysis. Six Senses is engaged in providing a pleasant experience to its guests while their stay and strives to maintain the same.

People: The people include staff members and guests. It also includes the people staying after the working hours of the hotel.

Process: The process depicts the procedure to render services and generate efficient dishes for the customers by Six Senses.

Ansoff Matrix

Market Penetration: The process of functioning in the present market with an existing product is called market penetration (Huang and Rust, 2021, p.30).

Market development: The stated term is defined as the operation of a company in a new market but with an existing product.

Product Development: From the term product development, it is described that there are companies which continue to operate in the market but with a new product.

Diversification: This is a procedure of complete change where a company enters into a new market condition with a newly launched product or service.

The stated factor is a resemblance of Six Senses Hotel falling in the diversification stage where it has an opportunity of enhancing its earnings.

Conclusion

The marketing plan of Six Senses depends on the theoretical aspects of the strategic formulation. This helps to bring clarity to understanding the situations of the hotels. This helps to modify the future strategic target-setting method. All over marketing plan is developed and modified overall formulation. The marketing method is carried out through a marketing mix procedure.

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Appendices

Appendix 1



Figure 1: Six Sense (Official Logo)

(Source: Sixsenses.com, 2023)

Appendix 3:

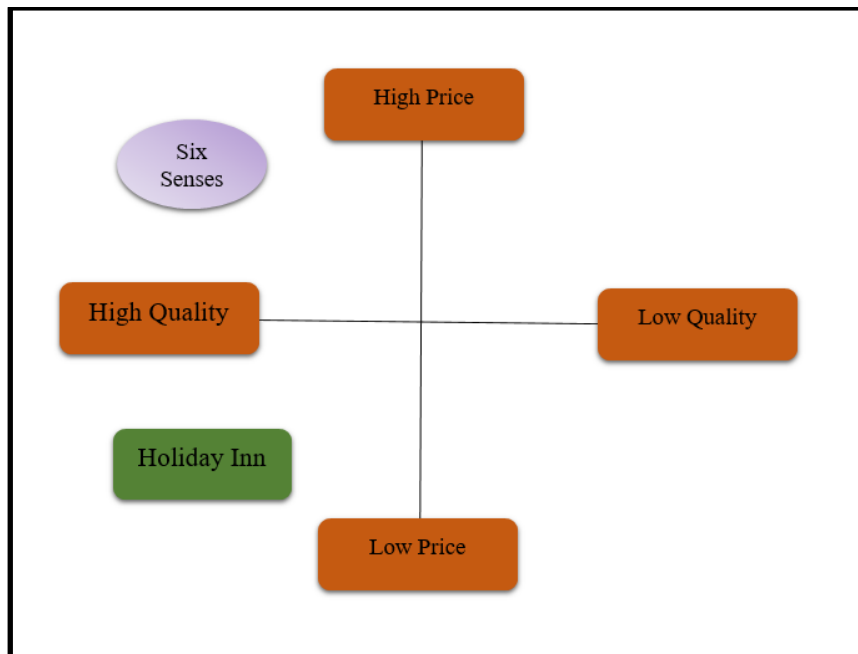
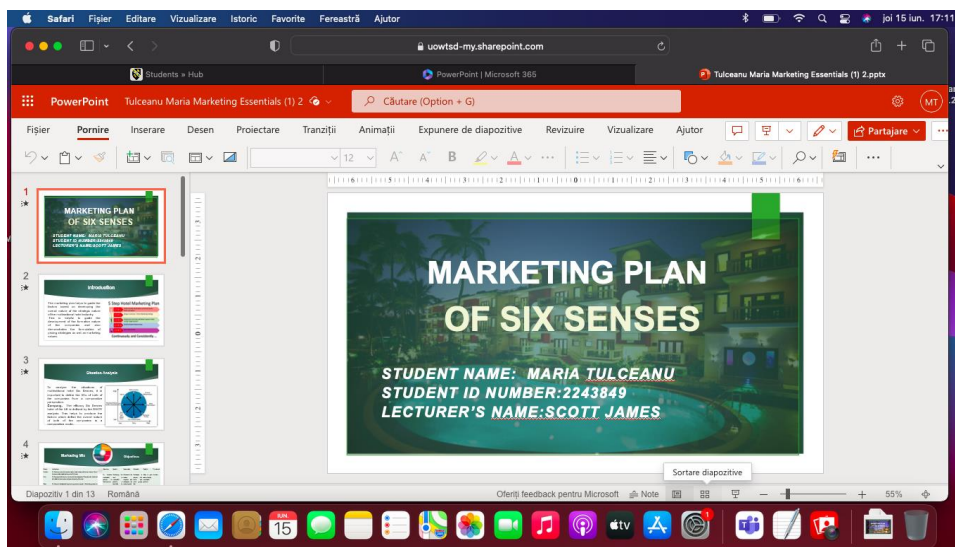


Figure 3: Positioning map

(Source: Developed by the Learner)

Appendix 4: Powerpoint screenshot



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1 MARKETING PLAN OF SIX SENSES

2 Information

3 Strategic Analysis

4 Marketing Mix

5 Tactics

Introduction

The marketing plan helps to guide the factors based on developing the overall nature of the strategic nature of the multinational hotel industry. This is helpful to guide the development of the formative nature of the companies and also demonstrates the formulation of pricing strategies as well as marketing values.

5 Step Hotel Marketing Plan

- STEP 1 Understand the Marketplace and Hotel Guests' Needs and Wants
- STEP 2 Design a Customer - Driven Marketing Strategy
- STEP 3 Decide How the Hotel will Deliver Superior Value to their Target Guests?
- STEP 4 Build Profitable Relationships
- STEP 5 Keep Hotel Guests

Continuously and Consistently ...

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1 MARKETING PLAN OF SIX SENSES

2 Information

3 Strategic Analysis

4 Marketing Mix

5 Setati limba

Marketing Mix

PLACEMENT, PRODUCT, PROMOTION, PRICE

Objectives

Factors	Justification	Objectives	Specific	Measurable	Attainable	Realistic	Time-bound
Products	Six Senses provides their services mainly in high society and business classes. Most of the economically stable services prefer Six Senses.	To increase sustainable products in hotel services	Developing the sustainable products is beneficial for environmental awareness	Decreased the carbon footprint and that manufacture eco-friendly products.	Developed with nature friendly and NGOs and social groups products.	Helps to gain sustainable network with nature friendly and sustainable products.	6 months
Price	Six Senses provide business services which are high priced. They have also introduced affordable four star services and gives discounting offers also.	To reduce customer complaints	Helps to gain more customer attention and create positive image	Introduce new services and employees to resolve customer complaints.	Developed with nature friendly and NGOs and social groups products.	Helps to gain sustainable network with nature friendly and sustainable products.	6 months
Promotion	Six Senses provides through various business seminars, workshops or political meetings. It tends to create awareness among the customers.	To increase sustainable products in hotel services	Developing the sustainable products is beneficial for environmental awareness	Decreased the carbon footprint and that manufacture eco-friendly products.	Developed with nature friendly and NGOs and social groups products.	Helps to gain sustainable network with nature friendly and sustainable products.	6 months
People	Six Senses developed their employees by adopting high tech training skills. The consistent efforts developed the performance of their people by giving a positive workplace environment.	To reduce customer complaints	Helps to gain more customer attention and create positive image	Introduce new services and employees to resolve customer complaints.	Developed with nature friendly and NGOs and social groups products.	Helps to gain sustainable network with nature friendly and sustainable products.	6 months
Process	Six Senses focuses more on the previous feedback of their customers while it is also focusing on the reviewing of the customer's personal experience.	To reduce customer complaints	Helps to gain more customer attention and create positive image	Introduce new services and employees to resolve customer complaints.	Developed with nature friendly and NGOs and social groups products.	Helps to gain sustainable network with nature friendly and sustainable products.	6 months
Physical Evidence	Six Senses is more dependent on brand promotion.	To reduce customer complaints	Helps to gain more customer attention and create positive image	Introduce new services and employees to resolve customer complaints.	Developed with nature friendly and NGOs and social groups products.	Helps to gain sustainable network with nature friendly and sustainable products.	6 months

Diapozitiv 4 din 13 Română

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Fișier Pornire Inserare Desen Proiectare Tranziii Animații Expunere de diapozitive Revizuire Vizualizare Ajutor

3 Strategic Analysis

4 Marketing Mix

5 Tactics

6 Action

7 Setati limba

Action

Name	Duration	Start	Finish	Predecessors
Setting targets	7 days	8/6/23 8:00 AM	16/6/23 5:00 PM	
Marketing strategy	7 days	17/6/23 8:00 AM	25/6/23 5:00 PM	1
Prototype	7 days	26/6/23 8:00 AM	3/7/23 5:00 PM	2
Initial product	7 days	4/7/23 8:00 AM	11/7/23 5:00 PM	3
Market testing	7 days	12/7/23 8:00 AM	19/7/23 5:00 PM	4
Allocation of Market channel	7 days	20/7/23 8:00 AM	27/7/23 5:00 PM	5
Transformational changes	7 days	28/7/23 8:00 AM	3/8/23 5:00 PM	6
Product finalizing	7 days	4/8/23 8:00 AM	11/8/23 5:00 PM	7

Diapozitiv 6 din 13 Română

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Tactics

- To define the tactics of both of the companies it is important to analyse the factors related to the marketing strategies and promote the overall circumstances. The RACE model helps to analyse the factors (Clow et al., 2013).
- Reach:** This depends on refining the policies of the current market. Six Senses developed the marketing research globally.

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New Customers

Six Senses has been developing and emerging towards new customers and focusing more on the global citizens. It is trying to maintain the balance to gain a new range of customers.

The measure of profits: The profit of the brands depends on the clarity of the marketing policies and also pretended to gain the overall benefits from this.

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7Ps of Marketing Mix

- Product: Six Senses have been dealing in a diverse range of products.
- Price: The pricing strategies used by the hotel is differentiated pricing
- Place: The headquarters of Six Senses is in London
- Promotion: This means the sales promotion techniques utilised by the hotel.
- Physical Evidence: This factor pertains to the focussed area and environmental analysis.
- People: The people include staff members and guests.

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Porter's Five Forces

Forces	Analysis	Justification
Bargaining power of Suppliers	High	This threat remains high because Six Senses has a specific number of suppliers in its matrix of operations.
Bargaining power of buyers	Low	The buyers have low bargaining power as they are not the deciding factor in the change of prices.
Threat of new entrants	High	There are many new open hotel chains which are about to enter the industry, hence the threat is high.
Threat of substitutes	High	The threat of substitutes remains low because it is very difficult to replace Six Senses services.
Competitive rivalry in the industry	Low	Among the industry, the competitive rivalry remains low because of small numbers.

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Ansoff Matrix

- ▶ Market Penetration
- ▶ Market development
- ▶ Product Development
- ▶ Diversification

The Ansoff Matrix

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Conclusion

- ▶ The marketing plan of Six Senses depends on the theoretical aspects of the strategic formulation.
- ▶ This helps to bring clarity to understanding the situations of the hotels.
- ▶ This helps to modify the future strategic target-setting method.

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▶ THANK YOU

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