

Marketing Plan

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Marketing Essentials (BMIH4005)
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Introduction

The chosen company here is Premier Inn. The enterprise became hooked up through Whitbread as Travel Inn in 1987, to compete with Travelodge. Whitbread offered Premier Lodge in 2004 and merged it with Travel Inn to shape the modern commercial enterprise below the name Premier Travel Inn, which became shortened to Premier Inn in 2007. Premier Inn is a British confined carrier resort chain and the UK is the biggest inn brand, with extra than 72,000 rooms and 800 accommodations. It operates motels in several places which include metropolis centres, suburbs and airports competing with the like Travelodge and Ibis Inns. Premier Inn has over 650 websites in the

course of the country. Growing speedy and with tens of thousands and thousands of resort nights being sold, Premier Inn had to recognize extra approximately the motel customers staying with them. With variations among when, in which and the way regularly customers stayed, in addition to variations in once they booked and what fee they paid, Premier Inn had to give an explanation for variations in behaviour and to recognize whether or not the enterprise's overall performance may want to enhance thru clustering customers with comparable wishes and behaviours collectively into herbal segments, so one can deal with unique segments in unique ways.

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Company: SWOT analysis (Micro analysis)

Whit an occupancy rate of over 76.3%, Premier Inn has a well-defined place in its industry(Lock,2020). Many customers are very satisfied with the conditions offered by Premier Inn, which is very well known in the UK, being a hotel with services and prices for every social class. Premier Inn serves over 5 million customers every month(Whitbread, 2022).

Customers: Segmentation and Targeting/ Customer profiles'

Premier Inn constructed segmentations, one for enterprise and one for entertainment. Adding a new facility for private transport for hotel customers will only increase the number of customers and will also be a new measure of promotion in the hotel market. On the entertainment segment, analysing the hotel market, we can only see that Premier Inn is well placed at the top as an entertainment organizer. By checking the hotel market, I think this service will bring an additional 15% of new customers to Premier Inn, 7.5% think those who want to get from one point to another, and 7.5% will be those who want to try something new at an affordable price.

Competitors: Porters five forces, Perceptual positioning maps

Premier Inn is a hotel located between high quality and low price, that's why I think coming up with the new private transport service will raise it more on the scale of quality in terms of services offered by hotels.

Collaborators: Demonstrate an awareness of your organisations B2B Relationships, Partnerships, Francisces.

I think if we can introduce a car company with a low budget, we can increase hotel receipts without exceeding the investment budget. Those from Premier Inn have a completely well-described collaboration with those from Costa Caffe and Mr Toad's Pub & Kitchen. During the 0.33 region, Premier Inn's local lodging income declined by 2.0%, under the midscale and economic system market, which declined via way of means of 1.0%, reflecting the groups' extra enterprise client blend that the broader market. The corporation stated that it had an internet margin headwind of about £60m comprising, inflation of about £75m, inclusive of the recently-introduced better National Living Wage, better software charges and stranded fees following the Costa sale in addition to the £25m investment. It is deliberate to post this with £40m in performance savings.

Climate: PESTLE (Macro analysis)

Pestle's Analysis of different elements may want to have affected the techniques and decision-making procedure of Premier Inn because of the impositions of Laws, unexpected modifications in taxes, adjustments in government policies, and the political and cultural environment (Kolios and Read, 2013). These modifications may want to convey positive as well as negative impacts on the business operations of Premier Inn.

Objectives

SMART target: Summarise the aims of your marketing plan in one sentence

After research on the hotel market, I believe this new facility in the services offered by the hotel will bring a percentage of 15% of new customers, having private transport will be very well received by customers, generally business customers, but also tourist customers, those who want to discover the area, the city, will be much easier and accessible for them to have this private transport offered by the hotel.

Tactics

4 P's Marketing mix:

The luxurious king-length Hypnos beds in Premier Inn are very good. A hairdryer, Freeview TV, loose Wi-Fi 24/7, and tea and espresso-making centres make the visitors' live very enjoyable. Similarly, nearly all of the Premier Inn motels have a bar and an eating place on-web web page so that visitors do now no longer need to move some distance for meals and drinks. All inns are motor motorcycles pleasant and feature a rigorous day-by-day cleansing regime to make sure the protection and well-being of the visitors. Premier Inn has one of a kind pricing techniques flex, semi-flex, advance, standard, and non-flex prices. These offer clients with distinctive options. Flex is the maximum bendy choice which permit them to cancel or amend their live as much as 1 pm at the day they are because of arrive. Private transport, will be very well accepted by customers, most requests will be at hotels located near airports or outside the city. If will increase the price is by 5% and the customers can have access to private transport, we see an increase in the budget, and for customers, with a low budget, this private transport can make it easier for them to discover the city of other zones they want. The major businesses believe there are numerous opportunities for organic expansion, even though the industry as a whole is still underserved. "Premier Inn and the industry gain generally from the history of the recession," claims Braterman. People are savvier now than they were a few years ago, therefore I don't believe they will instantly return to being wasteful. However, having customers experience the goods in person is the ideal scenario.

Action

Gantt chart of marketing activities: Preparation, Market research, Marketing channels schedule, Gathering feedback

The Premier Inn on social network distribution have 39.61% on YouTube, 32.71% on Facebook, 8.3% on Twitter, and on other channel only 6.66%. So they need to promote more on tv channel and radio.

Control

Identify USP, Features and Benefits

The unique selling proposition (USP) is the feature or advantage that distinguishes your product from similarly priced alternatives on the market. One product might employ small-batch processing, as opposed to its rivals, for instance. If you provide a service instead of a product, you may decide that your USP is the fact that you travel to the client rather than having them come to your office. The terms "USP" or "unique selling position statement" may also be used interchangeably. Finding your USP requires extensive research, yet without it, you are merely selling another commodity. Existing clients make excellent information sources. Start by contacting your "best" clients and

asking them if they would mind taking a moment to share their opinions on the products they have used. Utilize this data to compile a concise survey that you can mail or email to the remainder of your clients.

Conclusion

If we introduce this new customer service, private transport, it will bring financial advantages as well as the promotion plan. This safe service offered to customers proves the quality and attention of the hotel offered to its customers. It will provide safety for those who do not know the city or who do not want to miss a certain meeting or flight. This private transport can be accessed directly from the Premier Inn hotel's website.

Marketing Plan Written For Premier Inn

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MARKETING MIX



Product

Spacious and well-equipped rooms, perfect for spending quality time during the day and resting at night.

Place

With greater than 800 inns in splendid places throughout the UK, there is a heat welcome and a exceptional nights sleep looking forward to you ,wherever you want to go.

Price

Prices vary depending on the area, starting from 26£ per night up to 140£.

Promotion

The lowest charges at Premier Inn are frequently for rooms on Friday and Sunday nights.

SITUATION ANALYSIS

Competitors

The essential competition withinside the finance/midscale inn area for Premier Inn are Travelodge and Holiday Inn. Holiday Inn is an worldwide emblem and a part of the Inter Continental Hotels group.(Travelodge . 2014) Other companies in the market have been increasing market share such as Travelodge opening 100 new hotels since 2010, this is a macro factor as Premier Inn have little control.

Climate

Global weather alternate will have a huge impact on Premier Inn. January 2014 become the wettest month on document and because of the following flooding , many shipping offerings had been disrupted, particularly the rail networks (Reuters,2014). Premier Inn has lost out on individuals who have been forced to travel by car and those who stop overnight at service stations. This is a particularly a poignant example of how the environment can affect on businesses.

Collaborators

Those from Premier Inn have a completely well-described collaboration with those from Costa Caffè and Mr Toad's Pub & Kitchen.

Smart target

- Analysing the marketing strategy of those from Premier Inn, we saw that this private transport service will bring more image and money to the hotel's budget. That is why I think there is a need for a transport service for loyal and business customers. A transport service for loyal and business customers.
- A transport that helps them save time and money, only adds to the services provided by the hotel.



Objectives

Premier Inn prefers on-line booking, however, customers also can book rooms over the phone. Promotion has a key position withinside the advertising blend of Premier Inn. The Premier Inn invest quite a few cash on marketing and marketing in systems which include outdoor, radio print and digital and social media.

I believe that an investment in service will be able to attract 20% new customers , a quality service with an appropriate price will be very well received by customers.

. In my opinion, in order to increase the percentage of new customers , we must come up with new quality and very well thought out services.



SWOT ANALYSIS

Premier Inn Strengths

The strengths of Premier Inn looks at the key aspects of its business which gives it competitive advantage in the market.

Premier Inn Weaknesses

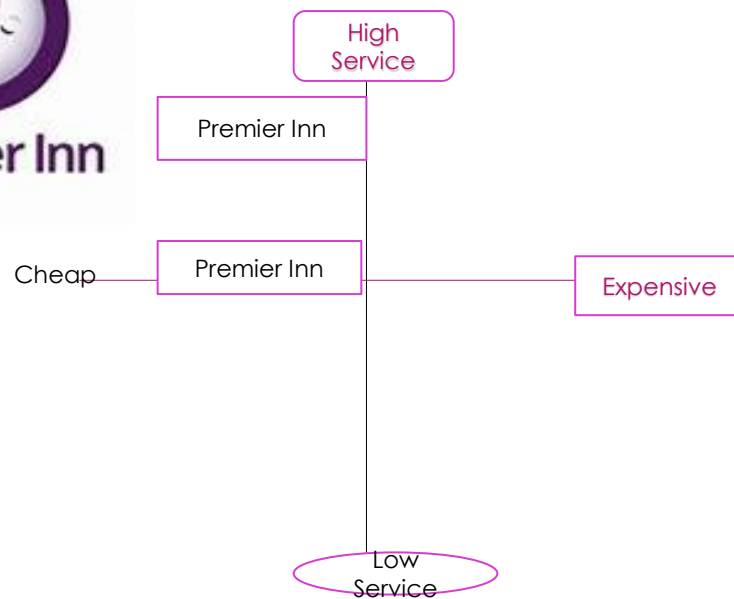
The weaknesses of a brand are certain aspects of its business which are it can improve to increase its position further. Certain weaknesses can be defined as attributes which the company is lacking or in which the competitors are better.

Premier Inn Opportunities

The opportunities for any brand can include areas of improvement to increase its business. A brand's opportunities can lie in geographic expansion, product improvements, better communication.

Premier Inn Threats

The threats for any business can be factors which can negatively impact its business. Some factors like increased competitor activity, changing government policies, alternate products or services etc. can be threats.



Control

We want to recognize the specific round what draws visitors for the hotel, or what is going to appeal to them to it withinside the future, which will align income and advertising spend.

An hotel is an area to live at the same time as you are on holiday or at the road. Premier Inn are typically smaller and extra captivating than hotels, however they serve the identical purpose to offer you an area to relaxation your weary head as you travel.



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