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BMBM4010 the changing business environment

Assignment 1

Discuss the challenge faced by an expanding business in the current economic environment.

My chosen is Marriott hotel James

Introduction.

Today I have chosen Marriott hotel for my chosen assignment because Marriott hotel is a international global hotel all over the world it is part of blitz Carlton. The company is a American base hotel chain that has multiple hotels worldwide they were funded 1993. 33 years ago? He has over 9400 locations worldwide David Marriott chairman Anthony caption CEO. He has over 420,000 employees worldwide the signatures like Marriott hotel and resort with Carlton hotels Sheraton hotels Westin hotels and resorts and many more they are public company based in major parts of cities like around airports the city centre the busy town centre by football stadiums they are well-known hotel with luxury. I chose this hotel because it is a famous hotel one of the Top brand hotels in the world when it comes to hotel and hospitalities Marriott hotel usually comes on the mind. J. Willard and Alice Marriott with family leader since 1927 their principles are still embedded in the companies' culture and in everything, they do today Marriott hotel well respected hotel chain he has Every type of that fits every guest all the way from Basic to Top ultra luxury. From small root beer Stan Marriott entered the hospitality sector in 1957 with the Twin Bridge motor hotel Marriott works through management franchising and licensing of hotel. The aim is always the same aim being the number one hospitality in the entire world. They deliver the perfection today. I have chosen this hotel because I am a prominent fan of the Marriott and the Carlton brand. They are famous their family friendly hotel they have friendly staff affordability rooms Marriott is a global international hotel they have branches in Every country every part of the world. They have big resorts they have family vacation holiday you can experience every kind of experience whether you are alone with friends' family Marriott has all your legs put a smile on your face. The staff are very friendly. The quality of the beds is very cozy and genuinely nice worth of experience. They are simple and less hassle with high security for customer and guest is safety. Maria is a very less stress hotel they are based in every airport sites for tourist when they come into the country to visit keeping a Marriott hotel next to airports are very great way for guest to find a place to stay with less stress knowing the brand is an excellent provider for the guest to stay every Marriott hotel

concert different experience for the for the guest this is the reason why I have chosen Marriott hotel as my chosen assignment for this module.

Understanding the business environment.

Marriott International works a high-volume asset light business model focusing on franchising and management rather than ownership are allowing rapid and lower capital risk over 30 brands in 143 countries they target market segments from luxury to midscale key strategy is to focus includes technology driven booking system. Marriott International hotel understands the key factor of its staff and employees how to make employees on the status understand the key product of the business of putting the customers first making customers feel they are a main part of the company understanding the business making the customers experience their trip at the hotel deliver every experience. The hotel is a global hotel. They are known all over the social media platform customers always review the ranking seeing what others experience. Marriott focuses on expanding its lifestyle brand for younger travellers all for personalisations and sustaining growth through emerging markets. nowadays a lot of influences look up social media reviews and comments before coming to experience the hotel at Marriott Internet is important part Facebook marketing Instagram TikTok is important. A lot of customers they look carry to experience of the hotel customers put reviews on social media and affects a lot of negative and positive reviews. Their staffs should be trained to the highest experience and understanding what the guest wants talking to the guest understanding how the guest would win the experience to be at the Marriott hotel staff should be trained by managers staff should be trained to deliver every product smoothly social marketing is a very important key nowadays where all the youngsters use social marketing social platform to view an experience. Everything starts and customers should know what they want. Understand how they want Marriott hotel is an international and global hotel across the world. They have hotels in Every High Street they are well-known brand they are part of Ritz Carlton the American hotel chain started off in Washington now is a global market or across the world J Willard was the founder. Marriott hotel has ultra luxury rooms with lavish beds an ultra suit that desires Evri customers needs an expectation from basic brands to modern brand to Top brand fits Every customer needs an expectation. with friendly staff Marriott Hotel has only one aim which is to deliver the best to Evri customer experience brands like Marriott hotel with Carlton a famous brand Big global brands are the name that customers will trust. The hotel has over 13 .6 billion deal which made it world biggest hotel company and added 1300 hotels to Marriott portfolio including brands such as Sheraton and Westin hotel. Marriott generated a net income of two .4 billion and 140% increased from 2021. Marriott works in many countries, and the Political stability of each country affects its operation. Marriott is a huge business with a huge income and a huge turnover. The

buildings are big well structured with huge rooms. Economic factors deal with economic conditions and trends affecting an organisations operation profitability and growth of Marriott. Every customers and guest experience the best from the Marriott brand no matter which brand you book your lease get the best experience the best night sleep they always bring customers back by the great Swrvice or with the free gifts or offers they provide with other partnerships some customers may get free gifts of free offers of free vouchers to spend at other stores where the Marriott partnership with they are international brand with lots of products to offer and brands to offer everybody heard of the name Marriott hotel they are in Evri platform on social media or YouTube. They are on every Top search on Google other sites. They are the first name that comes out when somebody talks about hotel brands. They offer the best experience for their customers. They understand their customers with every range. Marriott hotel offers Every range for guest whether they book online or decide to show up at the reception they have welcome drinks as the enter their welcomed with a warm smile. Everything is taken to their room. The room is prepped and cleaned for the guest before they come, they are based in Every town centre so it's easy for guest to find.

Analysis of external factors.

This is a great example of a hotel of a business for customers to know an experience to bring in customers for the business is a big hotel with big resorts with brands partnership with it understanding customers what they want working with the customers putting customers first understanding what customers want to experience at the hotel reviews for customers talk to customers understand what they won't be close to customers try to understand me what experience they wish to experience work with the customers show them the brand rooms show the experience they will have with the Marriott brand Maria hotel has a lot of employees to pay and a lot of equipment and investments to pay so therefore they have to keep it a low cost to save some Maria hotel has Leicester and are operated by computers check in and check out to save the cost they use their own branded they are a famous hotel brand where every customers wants to go and experience. They are part of Ritz Carlton famous hotels and promising the best of customers experience. The company has dealt with operational impacts from the even COVID-19 pandemic and changing customer loyalty dramatics. The growth is driven by Mars and equitation Starwood in 2016. High deck level heavy concentration in North America 63% of rooms and and sensitivity to economic cycles pose risk to future profitability. Pursuing asset light business model operation in light asset manner is one of the cornerstones of Marriott business strategy on this model Marriott focuses on managing and franchising hotels rather than owning them. As of 2022 Marriott operated over 8000 properties under 30 brands in over 130 countries and including 2053 company operated properties 576.243 rooms. Marriott generates a net income of two .4

billion 140% increase from 2021 at year in 2022 Marriott total depth was 10 .1 billion and Kash lent total was 0. 5 billion. for 2022 gross fee revenues total four .1 billion and significant increase of more than 50% compared to 2021. The reason Marriott Hotel is the best because they understand the customers. they treat their stuff with good manners stuff enjoy working at the hotel. They are the international hotel term. There is some hotel sponsor working status as a trainee learner from other foreign countries. The hotel is International hotel all across the global parts of the world, yeah analyse is on the customers and what the customers want the experience they want analyses and catches the customers preference on the database so you would send out regular emails to the customers with offers or promotions the hotel works in Evri needs for the customers and the guest to experience their night have the best sleep ever. every night legal compliance with varied enter national labour law data protection regulation such as GDPR and tax law in complex there is increased on time share sales practices. Marriott hotel uses the database and sends customers offer and promotions bringing customers back, which is good for the business. The partnership with other brand companies there in Every mainstream Parts they are linked with airports and flights. A lot of customers can book flights and book the hotels Marriott hotel the international brand all the world and everyone knows the name and brand it is part of the Ritz Carlton they have yacht hotel restaurants across the world. Better have really luxury rooms with luxury beds, soft pillows. They are a famous brand they are one of the best hotels in the world. They have these words all over the world they have who tells expensive they are American fund company that started in Washington now they are global company that is known all over the world. They are the famous branded hotel that usually comes under one of the top ratings. isn't this economic environment? Hotels must compete with one another specially when the money value has dropped and everything has gone in price and customers do not want to spend what they used to spend. This has affected the hotel company hotel has to cut down cost like cutting down on stuff cutting down on hours and opening changing the operation will affect the business sometimes in certain seasons. It is not busy during all the seasons. sometimes the whole time must give customers offers make discounts on certain seasons many small busy to bring in the customers to keep the business generated in some countries is busy in some parts of the countries. It's not busy being an International Hotel has another hand because of the name and the reputation of being a global business Marriott hotel of the customers have unit way of advertising they are a global hotel with a lot of source to back them up Maria at hotel they use digital marketing. They use online booking Swrvice which is so easy for customers or guest to maintain the booking they have posh restaurants with Michelin star Chef Marriott hotel is one of the biggest hotels in the world. They have hotels across the global country. They are one of the main hotel bands in the world they are based in Evri town Center. The company owns over 9000 locations headquarter is based in Beth history Maryland the company is a successor to the hospitality division of the Marriott Hotel. The net income is two.38 billion in 2024 total asset in 2024 was 26 .2

billion the revenue for 2024 was 25 .1 billion the total equity was two.99 billion in 2024 number of employees were 4000 118,000 employees in 2024 the key people was David Marriott and Anthony Owner.

Organisational adaptability and strategic response.

Leaders must foster adaptive spaces by allowing flexible providing headspace for innovation and fostering a culture that engages employees to speak up with improves relation and performance building. A culture of continuous learning and liver data. Analyse takes helps organisations. Organisation adaptability is the ability of an organisation to recognise the needs to change and opportunities in dramatic environments in an come world leadership multiply attention to dynamic distribute and contact signal assets in order to position their organisation for adaptability the theory of dynamic capabilities that enables organisation adaptability recent research suggested a model of leadership keywords leaders organisation adaptability innovation dynamic environment adaptive organisation enable leadership share leadership adapted space dynamic capabilities however since their work remains on a conserve level the authors stay very vague as to the actual Money destinations of the pro purpose type of leadership including enabling leadership while they provide and war alternative concept-communication. Improved performance adaptive organisation gain higher chance of success by out pacing computers continuous Ali agreement with the external environment ensures the business remains reverent and come competitive investment in technology advanced tools to improve adaptability in the business models developing multiple future to prepare for allowing for quick preplanned actions to be implanted when changes a cure shifting people technology and Cape capital from this cleaning areas to emerging opportunities flexible and speed the core of a strong strategy response in reducing the time between identifying a change like a pandemic or market shift and acting on. The capability to quickly pivot such as changing adding or cancelling class space at once needs leadership colleges enabling leaders create a space that allows innovation to flowers love employees to experience and connect across department. The finding a presented in the use of structural equitation modelling was with other suggestions for presenting finding and provoking. The frequent analyse is the first used to examine the formations as in evaluated next the decision of the descriptive data and structural model performed to exercise to the research. stay at reality stands for one of the greatest struggles of one of the greatest for the business during periods of changes already overwhelmed by significant lifestyle changes employees and customers needed and even greater sense of security for organisation. This is the best delivered a stable and sealant company culture which can keep business is grounded even as they take on a mission or whether crisis when employers view the leadership and their employees are stable. It provides them with a sense of con fittings and

security optimum Mimi during times and disruptive changes to successfully change the habits when workers are empowered with the confidence to embrace changes they are likely to remain calm and effectively adapt as the situation evolves. Employees are motivated by stability and making it easier for them to develop and present ideas that can contribute to the company's success. Strategic adaptation realigning vision goals and methods to fit the changing external landscape. Alternating internal infrastructure and decision-making protocols. Shifting fundamental principal values and behavioural norms to support changes organisational processes to integrate build and reconfigure external. Marriott hotel is a famous hotel all over the world and reputation is a key factor for the brand. Selling understanding is one of the main key factors they understand they work with the guest to understand the guest's needs. They work with the staff and employees to understand their needs. They have special management to handle every circumstance as possible. They are an international hotel management. They work with every kind of people all the world. They must understand the needs of customers and employees they must engage with the work understand the workflow understand the targets understand the foundation. The hotel is an important part of the industry the name is a strong name big name everybody all over the global world has heard of the name Marriott hotel it is a famous name. It is all over the social media. It is all over YouTube videos it is a famous hotel where everybody all over the world wants to come to stay and visit and experience the time.

Conclusion and recommendations.

Marriott hotel has loyalty customers based through it is vulnerable to shifting travel trends market leadership Marriott maintains an edge through brands division and loyal customer base through it is to be shifting Travellers trend the company faces pressures from platforms e.g. like Airbnb and the need for continue seamless integration of post. Service and culture there is a proven direct relation between employee's satisfaction employee's retention and superior guest certification highlighting the need for strong human resource investment digital adoption technology is a critical priority for maintaining a competitive advantage in services deliver and personalised customers experience. Customers come to experience the hotel and the service customers travel for all of the world to stay at the Marriott hotel some customers travel for Work business some customers travel for events some customers travel for social life, but they all end up at the hotel for a great stay and a great night and the hotel has to experience the customers needs the guest. These needs experience in the hotel. Marriott hotel is based in major parts of the cities or country is a global hotel where every one must meet for their needs.

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