



Assignment on

A Comparison of the Marketing Methods of two Multinational

Hotel Brands

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Introduction

In this paper, I will explicate and analyze a theoretical framework for understanding the nature and strategic marketing qualities and innovative market-capturing endeavors of two internationally recognized hotel brands the first Six Senses and the second Moxy. Here, both of the established hotel brands are players in the multinational hotel, tourism, and hospitality industry serving as an accommodation provider for foreign and native accommodation seekers. The hotel brands which are our agenda for the essay vastly differ in their way of attracting, influencing, dealing with, and sustaining their target market and current customers as they have altered ways of operations, strengths, and acting ability. Here I am to explicate and describe the focal differentiations that The Six Senses and Moxy do to make their service and offerings unique and superior through their integrated marketing communication procedures and tactics.

Main Body

Drawing a line between the marketing approaches of Moxy and The Six Senses requires expounding differences through situation analysis through SWOT, PESTEL, and Porter's 5 forces model. So incepting the SWOT. Although the hotel sector stresses enormous initial financial and organizational investment. However, this is not the situation everywhere around the world (Nagatani, T. and Tainaka, K.I., 2021.). Although hotels throughout Southeast Asia, South America, Africa, and the Middle East have lower labor expenses, those in Europe and the Americas typically pay a more wage (Jhonson, 2017). Strengthened profits are major attributes for a hotel like Moxy compared to Six Senses. On the other hand, The Six Senses creates vast employment for the mass strengthened their dispersion of services around the target area serving the mass customers to meet the target profit margin by reaching an economy of scale. Poor positioning: From market position to administration, The Six Senses is advertised and organized as a family-focused multinational corporation serving as a worldwide hospitality provider (Heikkurinen, P., and ForsmanHugg, S., 2011). For international marketing of their products, they have implemented the adoption technique adeptly. According to that approach they have offered their services by stabilizing their services according to their native culture.

On the other hand, Moxy as a hospitality and tourist-based abode supplier is too authoritarian. While rigorousness is mostly indispensable for success and future sustainable growth, breathing down employees' necks is a surefire way to inferior enthusiasm, output, and efficiency. However, the Moxy and The Six senses have quite similar opportunities as they belong in the same industry,

due to the economic crisis, hotel investment has witnessed a resumption of foreign travel, increasing hunger for longer stays due to fewer staffing requirements, greater profits, and demonstrated durability, and increased diversity due to co-working, retail, gyms, spas, and wellness (Neumann, J., Robson, A. and Sloan, D., 2018). ESG criteria are increasingly being incorporated into an investor's due diligence process, and the major worldwide hotel brands and operators have officially stated their commitment to ESG. Over the last year, the premium sector has witnessed the biggest rate expansion, and investors are interested in a variety of lodging alternatives such as mixed-use buildings, long-stay options, and leisure resorts (Laarman, J.G. and Gregersen, H.M., 2015). Finally, Moxy's alarming threat is that there are emerging competitors who are serving the same target market with premium quality households at a rent and The Six Senses has the threat of legal obligations as they serve their customers at a low margin irrespective of class and nation.

MOXY uses SEO, a digital marketing technique. SEO is a critical talent for digital marketers that consists of three main components: technical, on-page, and off-page. On-page optimization ensures that content is relevant and gives a wonderful user experience, whereas technical optimization is the process of performing operations to increase SEO. Off-page SEO boosts search engine ranks by utilizing backlinks (Pomeroy, A., Noble, G. and Johnson, L.W., 2011.). Web crawlers are sent out by search engines to locate new web pages and record information about them. They analyze online pages by following previously found linkages. Indexing refers to the method through which a search engine determines whether or not to use the stuff that it has crawled. When a web page or combination of materials is indexed, it is filed and saved in a database from which it may be accessed later. The index includes the majority of online pages that provide unique and important material (Pirlone, F. and Spadaro, I., 2017.). The third phase is the most crucial, and that is ranking. Ranking can occur only once the crawling and indexing processes have been completed. So, with the use of the digital process of SEO and other online logistical approaches, MOXY gets a head start over most of its competitors. In this way, MOXY as a brand can strategically be at the top of the mind in the perception of their customers and further reach the top of the choice in the future.

The Six Senses uses modern social socially booming and successful digital marketing strategies through implementing the 7p's framework of marketing. The price at which a good is promoted is the most essential factor. This is the first color in the marketing mix rainbow, and it is one of the aspects that determines what consumers perceive. There are numerous pricing methods, such as a Competitive Moxy's Pricing Strategy, which costs its customers what its competitor Six Senses charges. The Place is the conduit through which goods/services are transferred from the maker to the customer, and 'place' is a means for your product to be seen by the appropriate audience. The Product is your firm's offering to the market, and it is a defined quality element in many initiatives. The physical evidence of Six Senses is also a prominent factor in creating more and more customers. The term refers to creating something more than its actual offering. For example, Six Seasons delivers augmented services through coffee shops and party places as augmented services along with the main hospitalities they are offerings (Grundy, T., 2016.). However, augmented offerings like this are to be critically managed and monitored as they must not think and design augmented offerings or even market them in a way that they create more value than the core offerings (Boonpradub & Thechatakerng, 2015). As a service sector industry, the Six Seasons must maintain a proficient, prosperous, and long-term rapport with the internal and external people of the organization (Febriansyah, 2019). Here, the internal parties refer to the people who are generally somehow related to the organization through especially monetary at times even energy, time, physical, or even satisfactory opportunity costs. On the other hand, the external parties refer to the people who are generally outstanding stakeholders of the organizations, mostly actual customers or future customers (Loo & Leung, 2016). Hereby, as the service sector hospitality business and trade phenomenon is related intrinsically and pivotally with people relationship building hence the six seasons operate this as one of their main concerns. Each sequential step of a standardized procedure is called the process (De Leon, L., Rafferty, P.D. and Herschel, R., 2012.). If the service sector's infrastructure is broken into pieces, then many coordinated steps will be found. Hence as an administrator of the organization, it is vital that they organize and operate the processes and procedures in the most efficient way possible to cut costs and engender as much profit margin as possible (Salin, V. and Nayga, R.M., 2017.). As an outcome, it can be stated that the more organized the organizational resources of a corporation the organization will be more lucrative.

Finally, the social media and online promotional strategies differ from hospitality-oriented firms as they serve different target customers. To notice and attend to the different needs of contrasted customers' wants and needs organizations to organize their products, service, and promulgating channels radically differently and imitate different marketing approaches (Quaddus & Siddique, 2022). Here the MOXY takes the high investment and high-value creation strategy to market their products. It indicates that Moxy will invest a heavy amount to build its brand and further will spend many funds to aware its customers through promotional and advertising tools both online, through mass media, and also through direct marketing and personal marketing approaches (Visser, 2019). Moxy takes contrasted approaches to define its sub-brands. They are willing to give as different images to their hospitality offerings to their customers to create the most unique brand value. However, Six Senses operates in mass marketing by minimizing the marketing costs as they do not need to create different approaches for different sub-brands thus in this way they can minimize the cost and attain a larger share of the profit (Block, J.H., Fisch, C.O., Obschonka, M. and Sandner, P.G., 2019). As Six Senses offers their hospitality to the mass and their main selling point is low price. Thus, the mass marketing strategy suits them the best.

Conclusion

This article gives an analytical model for comprehending the nature and strategic marketing aspects, as well as the unique business attempts of two internationally known hotel brands, Six Senses, and Moxy. Although the hospitality sector demands a significant initial investment, labor expenses are lower and profit margins are higher. While discussing the hospitality rendering business, the guesthouses in Southeast Asia, South America, Africa, and the Middle East have lower labor expenses than those around the globe. Finally, it's evident through the essay that both of the hospitality sector giants differ in their ways of attracting customers their mottos and culture are contrasted.

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