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MARKETING ESSENTIALS



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Introduction

- Marketing audit means to the broad, organized, analysed, evaluated and interpreted of the business marketing atmosphere both internal and external.
- Its objectives, methods and values to determine fields of difficult and chances as well as to suggest policies to increase marketing execution of organization.
- This presentation is based on new business start up in hospitality sector that is Hotel Business which named is Magic Hill in the United Kingdom.
- It will explain the internal and external marketing audit for new business start-up.

Marketing Audit

- **Internal Marketing Audit (SWOT):**
- Strengths:
 - The hotel sector is highly dependent on guests or tourists which is big strength. Hotel sector make job chances for young people and women. People with limited education can acquire chances for career.
- Weakness:
 - The hotel sector business is largely depend on seasonal that is huge weakness for the business.
 - There are low productiveness, profits margin and added value which influence on operation of hotel business which named is Magic Hill in the United Kingdom.



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- Opportunities:
- The trends of larger demands on control of quality which can add value of the hotel sector.
- There is taken up for climate as well as well-being are also trends which possibly add value to goods and services.
- Threats:
- In relation to recruit skilled staff that impact on competitiveness within the hotel sector that is long run threat.
- Political unrest and terrorism also influences on new hotel business which named is Magic Hill in the United Kingdom.

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- External Marketing Audit (PESTLE):
- Political Factor:
 - It involves laws and regulations of government, exchange policy, foreign direct investment, corporate tax rate etc. which can influence hotel business which is named as Magic Hill in the United Kingdom.
- Economic Factor:
 - It includes changes in taxation, inflation, economic development, exchange rate etc. which can influence hotel business in the United Kingdom. The economic change does leave an important effect on the attitude of the business.



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.Social Factor:

- .It includes changes consumer demand, taste and preferences, needs and wants,m consumer lifestyle, demographics etc. which can influences of hotel business in the United Kingdom.
- .There require to be variety of alternatives that can be availed.

.Technological Factor:

- .It includes different software which utilised by hotels which aids to meet all wants of employees and consumers.
- .The technology utilised can be beyond status specially when it comes to management of new hotel in the United Kingdom.

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- **Environmental Factor:**

- Changes in environmental and climate changes have effect on new hotel business in the United Kingdom. Hotel business has to take appropriate measures for factors and taking control over it on time.
- It can aid to reduce the problems and team of new hotel business that can manage some situation effectively.

- **Legal Factor:**

- It involves employment law, consumer protection laws, discrimination regulations etc. which can influences of hotel business in the United Kingdom.
- The legal atmosphere is significant for the development of hotel business.

Conclusion

- This report has summarised that new hotel business needs to determine SWOT analysis as internal marketing audit and PESTLE analysis as external marketing audit which has good for open a new business.
- It can be concluded that hotel follow segmentation, targeting and positioning for targeting more consumers within hotel business.

References

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- ❑ Yee, C.S., Sujan, A., James, K. and Leung, J.K., 2017. Perceptions of Singaporean internal audit customers regarding the role and effectiveness of internal audit. *AJBA*, 1(2), pp.147-174.

A blue, stylized, bubbly 'Thank You' tag hanging from a thin brown string. The tag is centered on a white background, which is itself on a larger light yellow background. The tag has a soft shadow and a small hole at the top where the string is attached.

Thank
You