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Executive Summary:

To accomplish goals and objectives and organise the company's many divisions to create a competitive edge, strategic management is a great organisational strategy. Strategic management provides staff with recommendations for increased productivity and helps the company make the most use of its resources. Holiday Inn uses and analysis the internal and external environments to identify its competitive advantage while making strategic decisions that will help it survive over the long term. Various models and theories are chosen with the right analysis to design the strategies to effectively compete in the environment in which it works. It applies to a variety of strategic management techniques by utilising information and resources, creating an organisational strategy, and carrying out ongoing planning and staff behaviour monitoring. In addition to overseeing the workplace culture and ethics, strategic management helps to pinpoint areas that need to be improved while also providing general advice to employees to help them become more productive. The author examines strategic management and assesses competitive advantage in this work. To understand the numerous firm aspects that affect competitive advantage and profitability and to make wise decisions for the planning and implementation of a sustainable competitive advantage, the author evaluates recent research. By effectively assessing competitors on the worldwide market and consistently satisfying customer needs and wants, strategic strategy leadership helps the organisation manage strategic management in the company. In this project, will be demonstrating how the models and theories are applied in the emergent strategies of Holiday Inn.

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01. Introduction:

Mathew Sheldon (2017) generally defined management as the art and science of getting things done by others. According to the preceding definition, a manager organises and directs a certain task that is carried out by others. I will be talking about various strategic management processes in this project. One of the most crucial management processes employed by various organisations is the strategic management process.

OBJECTIVES:

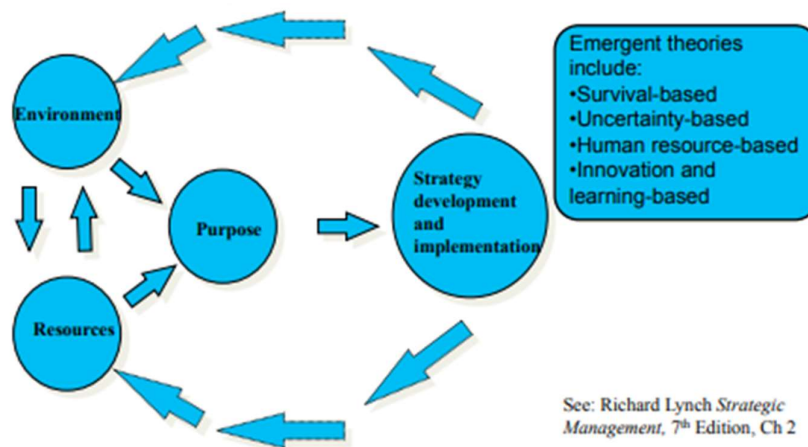
To sustain high levels of customer satisfaction while achieving excellent profitability, becoming recognised as "Best in Class" hotel operators

To offer cutting-edge management options, such as joint venture investments, to hotel owners to aid them in achieving their financial goals.

to make sure we recruit, train, and keep the best possible personnel. Kew Green wants to be the hospitality company where people desire to work.

to adopt the most effective financial structures and generate exceptional levels of profitability to give good returns to investors, owners, and shareholders.

Strategy – Scope and Purpose of strategic management theory:



Strategies are the tools managers employ to accomplish long-term goals. Simply put, strategies are the concepts that the management uses.

To achieve its long-term goals, strategic management involves developing, putting into action, and assessing cross-functional decisions.

As Mathew Sheldon (2017) explains different processes that are used in strategic management, including the following

Globally, marketing is recognised as the lifeblood of any business. In this research, I believed that marketing and strategic management, which determine an organization's destiny and profitability, are on the same level. In a world where everything is competitive, practising strategy management is essential. Managers that are successful in their positions must understand their company's position in the market and be able to put strategies into action when necessary. In the process of conducting study on this subject, I kept these goals in mind and developed certain managerial skills in myself. I believe I need to know more about management techniques. I therefore had a solid understanding of strategic management and its techniques going into my research on the subject. Mathew Sheldon (2017).

Planning is a key component in business since, in essence, the idea of strategic management closely reflects components of foresights. Any organization's strategic management is regarded as its lifeblood. The organization's growth and evolution are covered in this strategic management assignment.

I have also come to realise how important it is in today's cutthroat corporate environment to have a solid understanding of strategic management. Companies today look for ways to get a competitive edge over other competitors in the market in which they compete. A company's operating environment can create situations where the results could be favourable or unfavourable. Numerous theories that assist businesses in adopting innovative approaches to managing their operations have been given in several organisational studies Mathew Sheldon (2017).

Any firm has consistently used strategic management as one of the key management theories and processes to meet its management and decision-making requirements.

I now see how important it is, in the very competitive corporate environment of today, to have a good understanding of strategic management. Nowadays, businesses look for ways to get a competitive edge over other participants in the market in which they work. The environment in which a corporation operates might create situations where the results may be favourable or unfavourable. Numerous theories have been given by numerous organisational studies that aid businesses in

finding novel approaches to managing their operations Mathew Sheldon (2017).

In order to meet their management and decision-making demands, businesses have consistently used strategic management as one of the key management theories and processes.

Historical Context of Strategic management Theory:

Strategic management has incorporated many ideas from earlier applications of strategy over time. The examples of historical actions that are still relevant to the study of modern strategy are provided in the anecdotes that follow. As a matter of fact, the word "strategy" is derived from the Greek verb strategos, which means "army leader" and denotes the concept of eliminating one's enemies by the effective use of available resources. Steven Sheldon (2017).

Moses delegates power in a hierarchical manner during the Israelites departure from Egypt. A command structure that permits the implementation of strategies is created when a big group of people is divided into smaller groups. B.C (1491)

The Art of War by Sun Tzu is a well-known manual on military strategy that also has many business implications, such as the maxim "to win without fighting is the best." Businesses like Gap Inc. employed this strategy when they decided to open their own stores rather of vying for shelf space in conventional department stores for their clothing. B.C (500)

What is Strategic Framework? How and when to use Strategic framework: to achieve competitive advantage in the market. Case study?

Using the below strategic framework tools Holiday Inn can achieve competitive advantage by analysing its external and internal environment and taking the necessary steps required to increase their sales and avoid the uncertainty or risks in the operations of the firm. Below is the explanation on how to apply the framework tools available to achieve the competitive advantage in the global market.

02. Strategic Options/Choices:

There are several strategic tools available in the strategic framework, however, Holiday Inn chooses the tools from a range of strategic options that best suits the business operations to be successful in the market to gain competitive advantage. Appropriate tools will not immediately make a competent mechanic but having the right strategy analysis will help the

business do tasks more quickly. CFI Team (2022). Holiday in uses PESTEL and SWOT analysis mainly to a series of tasks that are completed in a particular order make up strategic management. Environmental analysis is one of the primary duties in strategic management. Environmental analysis is the examination of an organization's surroundings in order to identify any environmental elements that may have a big impact on how the organisation operates. It offers a framework for comprehending an organization's environment with the goal of assisting in identifying the main problems and various strategies for managing with complexity and change. Both the internal and external environments affect how a corporate organisation function. PESTEL refers to the elements that affect the external environment. Political, Economic, Social, Technological, Environmental, and Legal Factors are often referred to as PESTEL. Mathew Sheldon (2017).



Source: strategic anysis - Bing images

03. Strategic analysis - Internal and External

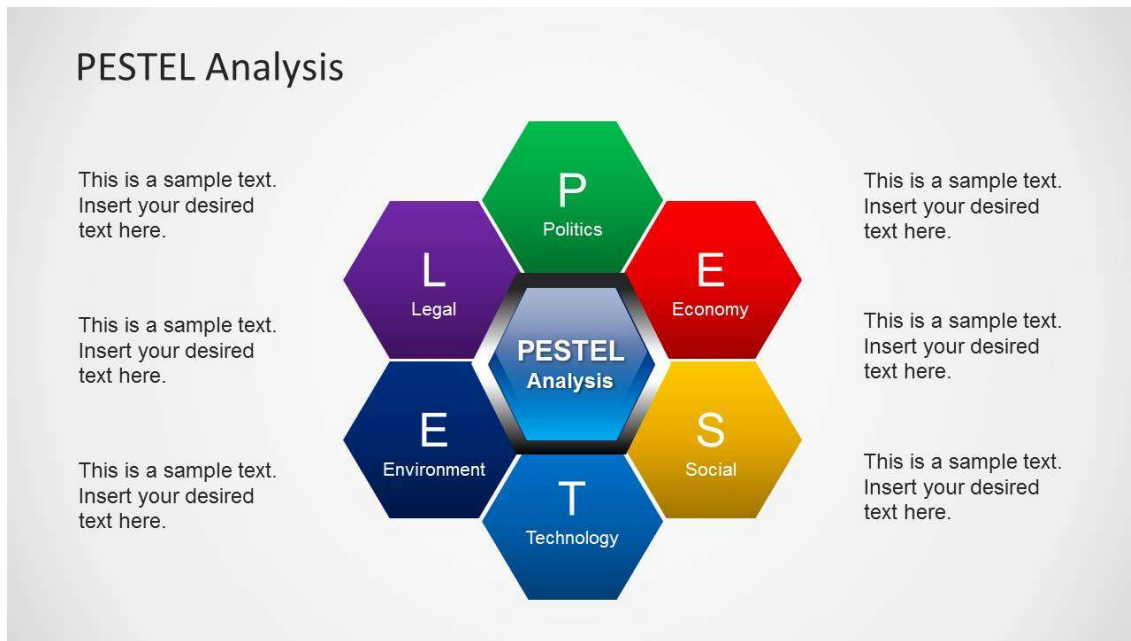
Strategic analysis is the procedure of conducting study on a company and its operational environment in order to formulate a strategy. The following components make up the process:

- locating and analysing data pertinent to the business's plan

- identifying the habitats both inside and outside that will be studied
- utilising a variety of analytical techniques such as SWOT analysis, value chain analysis, and Porter's five forces analysis

Analysis:

1. PESTEL analysis:



Source: [Pestle Analysis Model - Bing images](#)

When Holiday Inn entered the market, **the political, economic, and social climate** presented a significant challenge for the organisation. The policies implemented by the government in whichever area or nation the vacation inn is located have a significant impact on its operations. Most Holiday Inn's operations are governed by property-specific rules and procedures.

The Holiday Inn group will also pay attention to issues like **environmental protection, labour protection, laws**, and health and safety in the workplace. According to my research, I believe that all these components are included in the government's regulation of the licencing of hotels in various states. They must follow local employment laws and tax laws because they operate in a business setting. Due to the company's extensive growth and development, they must cooperate with the policies established by the governmental body. Mathew Sheldon (2017)

My study has led me to believe that this firm needs the complete support of the political establishment to be successful both domestically and abroad.

When the Holiday Inn was first established, the management had a very loose sense of direction and set a few long-term goals without using an appropriate approach. However, by incorporating a new scenario into their strategy, Holiday Inn was able to establish a global competitive edge in the hotel business as demand for hotel accommodations surged due to an increase in tourists from all over the world.

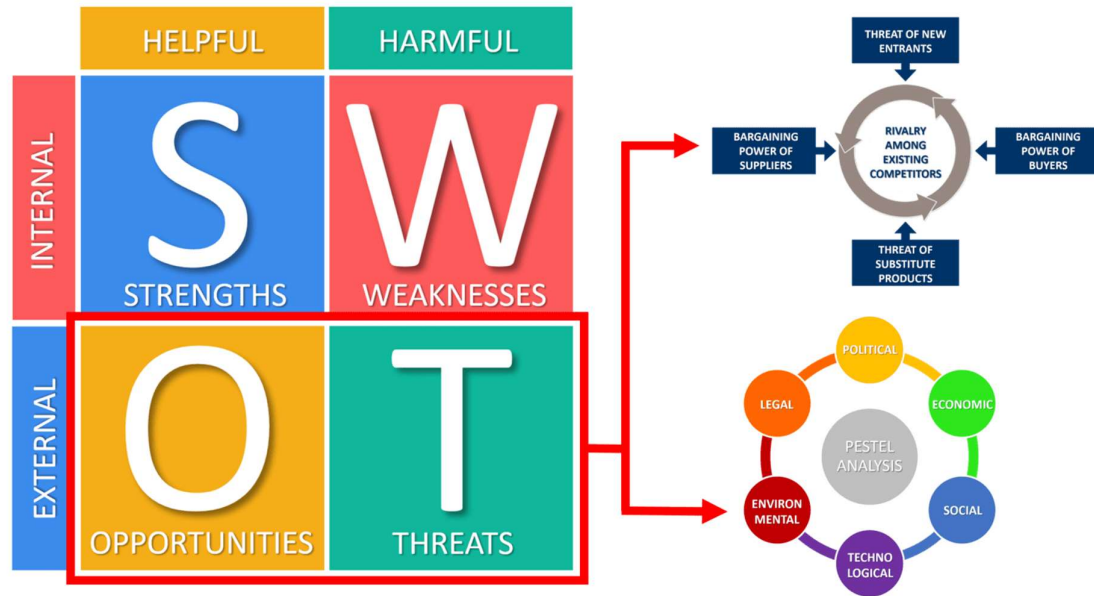
The management improved the holiday inn group's performance in comparison to its rival and established a position of competitive advantage. The business has used this as an excellent opportunity to serve this market segment continuously. In accordance with expectations, they have given the market what it wants. Considering the company's history, I believe the Holiday Inn is located all over the world. Its strong economic stability is the cause of its enormous expansion. Mathew Sheldon (2017).

The business is worried about its own economic worries. When the economies of the different countries are impacted by inflation and currency rate changes, chains and franchises like Holiday Inn tend to endure hard times. The holiday inn organisation prioritised promoting their company because of the citizens' disposable income in industrialised nations and the stability of their economies. Mathew Sheldon (2017)

Since Holiday Inn is a global business, its global functional strategies will always produce favourable results. Customers could be from anywhere in the world. It has been stated that the holiday inn corporation has provided for the market in regions like Europe, Asia, and America in terms of their social and cultural necessities. The business makes use of the idea of a product, as well as personality, client behaviour, and purchasing, to its benefit. Mathew Sheldon (2017)

I will now discuss the **technological factors** affecting the company. Due to technological innovation, the corporation was able to inform many individuals about its numerous products and services in a short period of time. Customers have a variety of ways to get in touch with Holiday Inn, including email, phone, travel agencies, and websites. In order to give their guests, the greatest possible lodging experience, vacation inn offers all contemporary conveniences and facilities in each of their rooms. The study I just said really helped me figure out how important and beneficial the PESTEL components were for the company's growth. Mathew Sheldon (2017)

2. SWOT analysis:



Source: [swot analysis - Bing images](#)

I conducted a SWOT analysis of Holiday Inn following my PESTEL research, which gave me a precise understanding of the company's position in the market. Mathew Sheldon (2017)

Strength, Weaknesses, Opportunities, and Threats is referred to as SWOT. These are the things that have an impact on the interior environment. SWOT analysis is very helpful in corporate and organisational decision-making for all types of situations. Additionally, it offers a framework for analysing the company's strategy position and direction.

Therefore, I believe it is crucial to assess the environment's opportunities considering the resources of the organization's strengths and weaknesses. Mathew Sheldon (2017)

Strengths: As stated in the corporate history, the Holiday Inn Corporation is a well-established organisation and a leader in the hospitality sector. The product mix of Holiday Inn includes hotels in the high end, business, and mid-priced categories. A strong integration element offered by Holiday Inn is that it owns the businesses that provide its furniture and has made investments in travel booking websites. Additionally, it offers all its client's simple access to information and a first-rate reservation system. Mathew Sheldon (2017)

Weaknesses: Based on my research, Holiday Inn may be specialised, rendering it vulnerable to the global economic downturn and other worldwide calamities that may restrict international travel. Holiday Inn

hotels may also be tolerant of labour disputes and strict with unauthorised workers. During the global economic downturn, I believe the company's ambitious expansion tactics could cause problems. Some of the franchises and branches do not adhere to the hiring procedures and effective accounting processes established by Holiday Inn. Mathew Sheldon (2017)

Opportunities: The Holiday Inn Corporation is a leader in the hospitality sector on a global scale. They have a solid financial situation and are rapidly growing all around the world. They provide a variety of unique and specialised services to their visitors. Additionally, they have the chance to grow or buy a cruise line firm. The holiday inn organisation ought to benefit from emerging markets, particularly regarding business travellers and midrange markets. The Holiday Inn Corporation is closely linked to a REIT (real estate investment trust) or other organisation that offers hotels a solid financial foundation. It has highly trained labour everywhere. Mathew Sheldon (2017)

Threats: As with any other industry, the advent of a fresh rival poses the biggest threat to the holiday inn. The idea of a global brand name will be actively promoted by the rivals. With its own resources, Holiday Inn can maintain its strong reputation worldwide. A growing portion of hotel room reservations are being made through online channels, which pose a danger to the hotel business. Holiday Inn has its own central reservations system to combat these risks. Mathew Sheldon (2017)

3. Porters Five Forces Analysis:

Porters Five Forces

Buying power	Supplier power	Threat of new entrants	Threat of substitutes	Degree of rivalry
• Buying Power is less. It is attracted by Price, Quality and differentiation	• Suppliers are property owners, developers and real estate companies • Third-party systems facilitate collaborations with partners. • High Supplier Power.	• It is possible to enter the industry in a relatively low-key way by opening a small independent hotel or motel • The industry is capital intensive, and for a large-scale entrance, upfront investment in buildings, décor and furnishings etc proves costly.	• Substitutes to hotels and motels include alternative forms of leisure accommodation, such as camping facilities or informal accommodation with friends and family. • Major threats are ITC Grand Maratha, Le Meridien and Hyatt.	• There are a large number of independent players present in the industry which increases competition. • Exit barriers in the industry are fairly high because most of the major tangible assets are highly specific to their industry

Source: 5 porter's forces holiday inn - Bing images

Porter names five forces as the primary causes of industry-wide competition pressure. These are what they are:

a) Competitive Rivalry.

The first of Porter's Five Forces looks at the size and quantity of competitors. Compare Holiday Inn's numbers, traits, and product-quality discrepancies to those of the competitors.

Companies attract customers in a sector with intense competition by aggressively reducing costs and putting in place high-impact marketing strategies. If suppliers or customers don't feel that Holiday Inn is offering them a good bargain, they may find it easy to find one elsewhere. Adamkasi (2017)

b) Supplier Power.

Suppliers gain power if they can easily increase their prices or degrade the quality of their products. Suppliers to the Holiday Inn will have a lot of buying power if they are the only ones capable of offering a given service. Holiday Inn should consider the cost of switching suppliers, even if they have the choice to do so.

The greater the number of providers Holiday Inn has to choose from, the easier it will be to switch to a less expensive choice. However, the Holiday Inn will be in a stronger position and be able to charge more if there are fewer suppliers and they must rely on them more. For example, if Holiday Inn is forced into expensive contracts, this may affect profitability.

Adamkasi (2017)

c) Buyer Power.

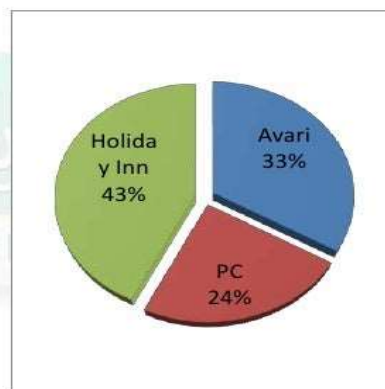
Customers' negotiating power is typically higher when there are more hotels and rivals. As a result, it depends on the geography; some cities have just one hotel, a few hotels, or even more than ten hotels spread out across a small region. This indicates that if there are more hotels in a popular tourist destination, the customer's negotiating power will be larger since they may compare rates and offers, and hotels will use a variety of promotions, discounts, and other methods to draw customers. Adamkasi (2017)

d) Threat of Substitution.

Hotel industry analysis

Occupancy

- Holiday inn 62.08
- Avari 48.5
- PC 34.7



Source: Income growth differences between holiday inn Worldwide and its competitors - Bing images

The key factor in the cottage and B&B industry's growth over the past ten years has been the fact that investors only require an environment that is suitable for customers, such as a clean, modestly sized room with a bed and bathroom where they may spend the night. Cottages and B&Bs are frequently found in tourist hotspots like Malacca City, Taman Negara in Pahang, Port Dickson, and other locations, giving customers more options. Thus, it is thought that substitutes pose a serious threat. Adamkasi (2017)

e) Threat of New Entry.

Competition among businesses can result in aggressive pricing and promotions to gain an advantage and draw in more clients. Due to low switching costs for customers who can easily move hotels at any moment, there is intense competition in the hotel market. Adamkasi (2017)

4. Ansoff Matrix:

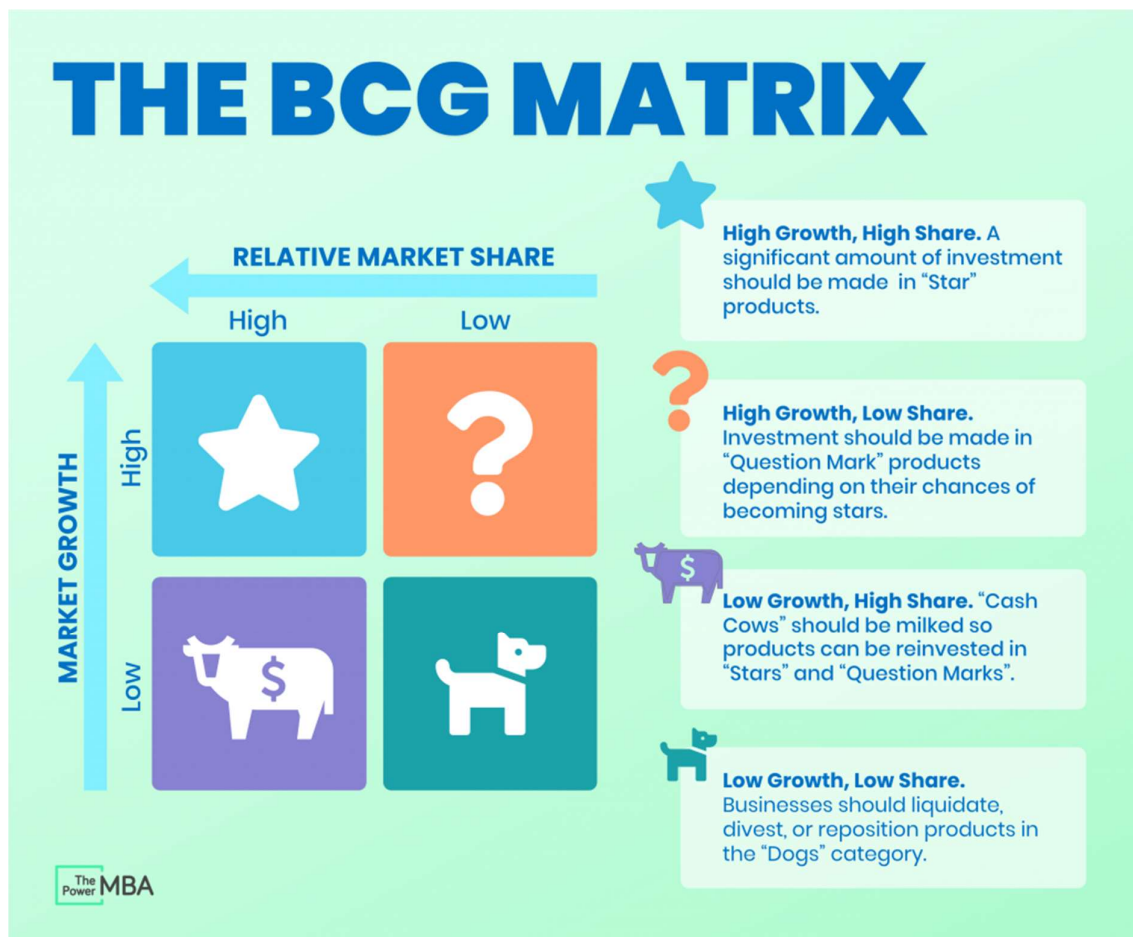
The Ansoff Matrix was developed to help businesses develop their growth plan. The 2x2 matrix has markets on one axis and products on the other. Shepherd Smith, ClearPoint strategic (nodate)



Source: 20 Strategic Planning Models To Consider - ClearPoint Strategy

- **Market penetration:** Increasing the sale of a current product in a current market
- **Product development:** Launch a new product into a market that already exists.
- **Market development:** Bring a current product to a brand-new market.
- **Diversification:** Launch a new product in a different market to diversify. Diversification is the riskiest tactic, whereas market penetration is the least risky one, since the degree of risk increases with each. Shepherd Smith, Clearpoint strategic (no date)

5. Boston Matrix:



Source: 20 Strategic Planning Models To Consider - ClearPoint Strategy

The Boston Matrix was first intended to evaluate all the goods and services a company provides and determine the potential for growth of each one. This study can then be used to determine how much time, effort, and money to devote to each one, ultimately assisting in the development of the corporate strategy and the advancement of the organisation. Online learning College (2022).

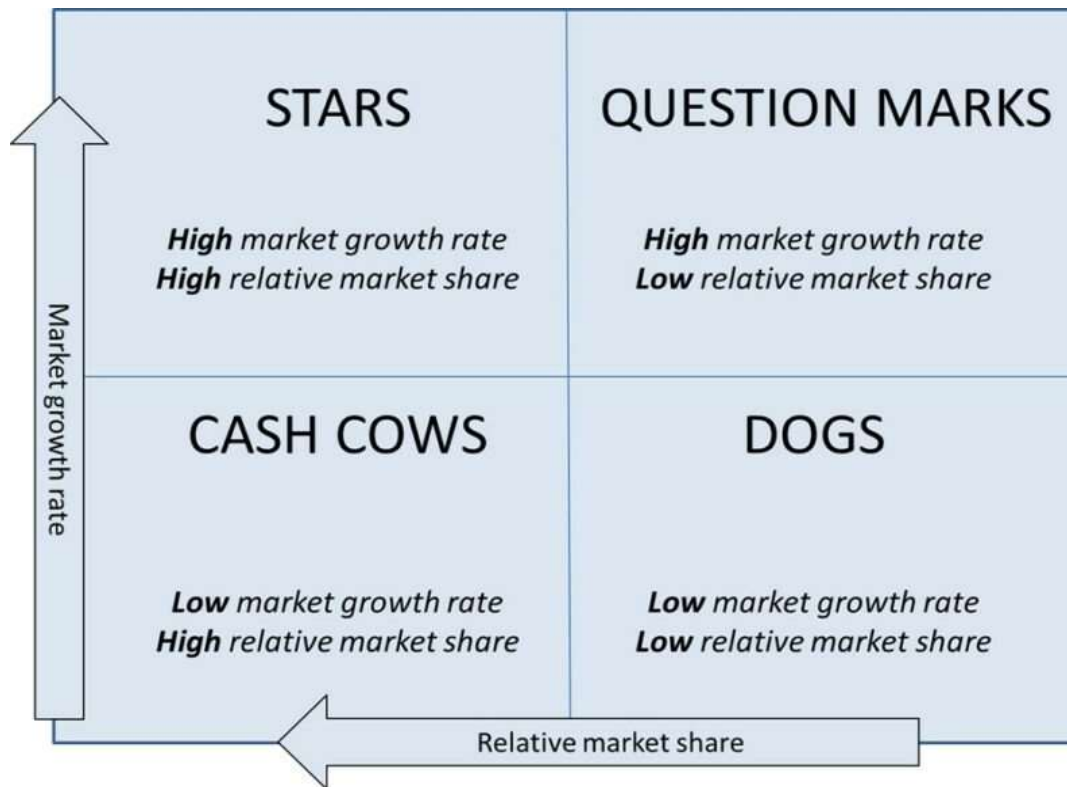
Key terms

Product portfolio – the range of different products that a company offers. Each product is likely to have different features and will be at a different stage in the product life cycle.

Product portfolio analysis – when a business looks at the various products it offers and identifies the ones that are doing well and the ones that could benefit from further marketing.

The Boston Matrix is one of the best methods for product portfolio analysis. This matrix, which is closely related to the product life cycle, is called after the Boston Consulting Group, who developed the technique. Online learning College (2022).

The Boston Matrix examines two distinct factors: the expansion of a market and the power of a product within it. For instance, a firm will think about how well its own products perform and whether or not there is an increase in demand for particular products. Four categories are created as a result of this analysis: "Stars," "Cash cows," "Question marks," and "Dogs." Online learning College (2022).



Source: 20 Strategic Planning Models To Consider - ClearPoint Strategy

Criticism:

The Boston Matrix has been under fire for using the word "Dog" in an unnecessary negative and insulting manner. Due to its compatibility with other products, a company may continue to make a Dog even while its profitability is low. Online learning College (2022).

04.Strategic Implementation/Execution:



This is an execution stage, after the choice is made from the various options available in strategic management, Holiday Inn must execute the best fit tool, this in building the Organizational structure, resource planning, Change Management etc. So far, SWOT and PESTEL are the widely used strategies in the emergent strategies of Holiday Inn. As mentioned in the above Holiday Inn analysis its environment to take the best decisions to bring solutions to the challenges in the ever-changing market, to enhance customer experience to monitor staff and to manage its Financial, Human and Intelligent resources.

05. Strategic Review:

Reviewing the tools executed can help us measure the performance of the Holiday Inn, comparing the performance to objectives, taking the right measures, social Return on Investment etc.

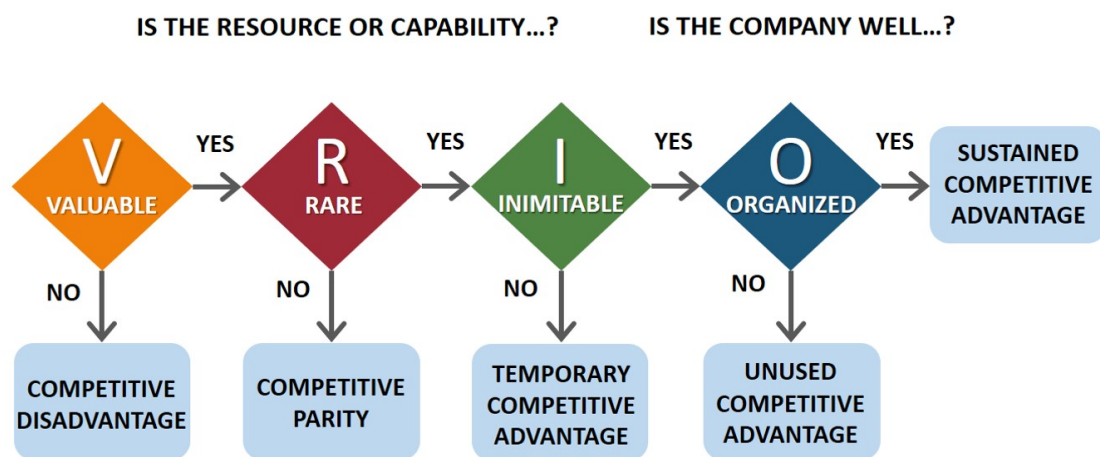


Source: strategic Review - Bing images

The Executive Leadership Team (ELT) participates in this regularly scheduled exercise, during which the ELT assesses what has and has not been effective in the organization's strategic direction and plans the changes that will improve or sustain performance.

Below are some more strategic frameworks that can be used to improve or sustain performance of Holiday Inn.

1. VRIO Analysis of Holiday Inn:



Source: VRIO Diagram - Bing images

A strategic tool for reviewing and assessing a company's resources, as well as for determining its competitiveness and strategic advantage, is the VRIO study. Resources and skills are assessed based on the VRIN/VRIO analysis's features. Matthew Harvey (2020)

Valuable:

The hotel sector benefits from valuable competencies that help it seize opportunities and overcome obstacles posed by the internal and external environment. These abilities allow a firm to develop and grow. Matthew Harvey (2020)

Rare

The hotel industry has a competitive edge since a small number of businesses have acquired and developed unusual competencies. Matthew Harvey (2020)

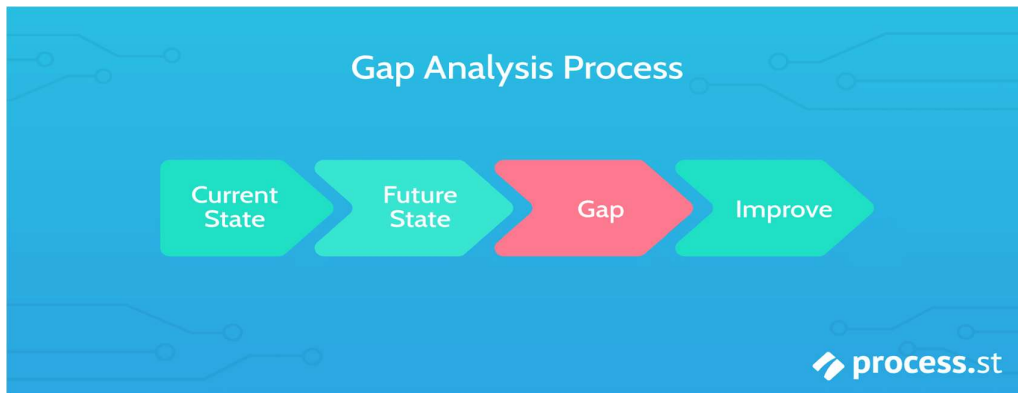
Inimitable

These distinctive skills help a firm maintain a competitive edge and long-term viability. It is difficult and expensive for competitors to reproduce these resources and competencies. Matthew Harvey (2020)

Organization

These resources can only be used by the hotel industry as they were made expressly for that purpose. Due to their incomparability and inaccessibility to firms outside the hotel industry, these resources enable the organisation to effectively take advantage of opportunities and deploy resources for business growth. Matthew Harvey (2020)

2. Gap analysis:



Source: gap analysis inimages - Search (bing.com)

GAP ANALYSIS

Strategic Gap Analysis



Source: gap analysis inimages - Search (bing.com)

Using a gap analysis, businesses compare their actual performance to their desired, expected performance. This assessment is carried out to determine whether a company is satisfying customer expectations and wisely allocating its resources. From ADAM HAYES (2022)

Gap analysis had to be used by Holiday Inn to compare its current performance to its desired performance.

A gap analysis may be beneficial when Holiday is not making the best use of their resources, money, or technology. ADAM HAYES, AND DAVID KINDNESS (2022)

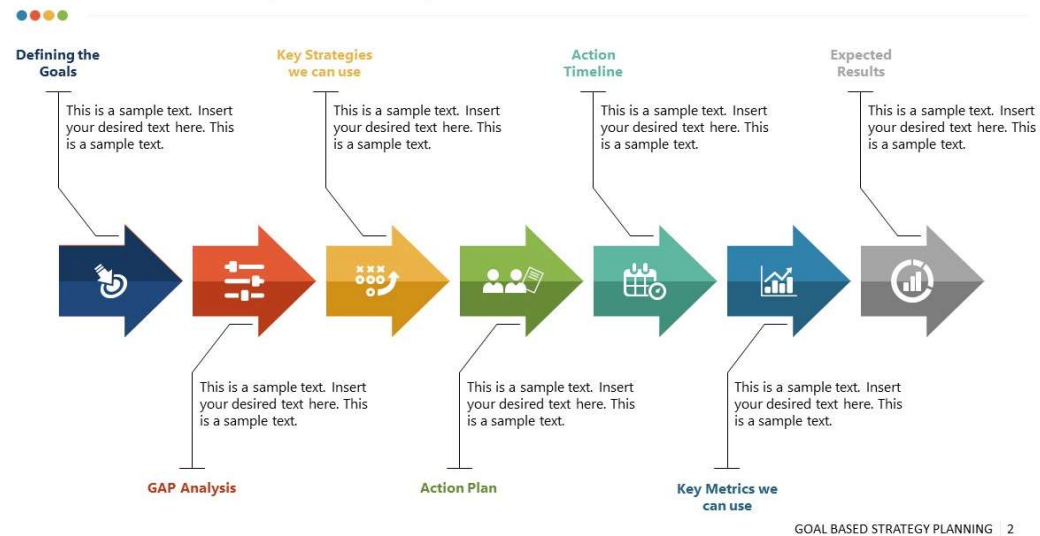
By defining the gap, the Holiday Inn management team can create a plan of action to improve the organisation and close performance gaps.

The four steps in a gap analysis are: defining organisational goals; benchmarking the current situation; evaluating the gap data; and producing a gap report. DAVID KINDNESS, ADAM HAYES (2022)

Additionally, rate-sensitive asset and liability differences can be evaluated using gap analysis. DAVID KINDNESS, ADAM HAYES (2022)

3. Goal-Based Strategic Planning

Goal Based Strategic Planning Process



Source: Goal-Based Strategic Planning - Bing images

Strategic planning that is goal-based contrasts with issue-based planning. This approach moves backward from the future to the present. Everything is built on the Holiday Inn vision. McNamara, Carter (2022)

With their very nature, vision statements are aspirational and futuristic, but in order to be realised, they need to be supported by specifics. Goal-based planning will be able to get beyond this obstacle if it is given measurable goals that are in line with the Holiday Inn's vision and strategic plan. Then, Holiday Inn can define when the objectives must be accomplished. As this is a long-term strategic planning tool, goal time spans are typically between three and five years. The development of action plans for each target will then begin, along with tracking and evaluating progress. Carter McNamara (2022)

4. Organic Model of Strategic Planning:

The organic model adopts a novel strategy since it emphasises the organization's vision and values rather than its goals and procedures. According to this approach, a business uses "natural," self-organizing processes that spring from its ideals and then makes use of its own resources to

accomplish objectives, save money, and run efficiently. Carter McNamara (2022)

Stakeholders define their values and vision: It depends totally on the overarching goal of your business for the planning as to who will be present at the meeting. This is a collaborative process that may involve both internal and external stakeholders. To create shared visions and values for all parties involved. Carter McNamara (2022)

Participant's draught their own action plans: Here, the unorthodox nature of this paradigm is relevant. Stakeholders divide themselves into small groups and decide what each person must do and assume in order to achieve the vision (according to the values). Carter McNamara (2022)

Results of actions plans are reported by stakeholders. Each member will be responsible for their own strategy and report to the group on their development. The accountability used here is a collective one, and the results presented for progress may be more qualitative than quantitative. Carter McNamara (2022)

5. Alignment Strategic Planning Model

When considering the strategic direction of the business, the mission statement GREAT HOTELS GUEST LOVE demonstrates that Holiday Inn takes every effort to go above and beyond for their guests. This sentence briefly discusses all facets of a hospitality company. Carter McNamara (2022)

Holiday Inn (IHG) and the management shall be considered as the best and most sought-after hospitality organisation year after year, according to the vision statement and business values. I can attest from my personal experience working for the Holiday Inn Group that they uphold their stated vision and objective. Carter McNamara (2022)

They implemented cost leadership tactics by imitating their strategic formulation. They offer their product at one of the lowest prices. Due of this, many current and prospective customers show loyalty. They have a very broad target market, ranging from high society to middle class and lower class. They have designed and attained optimum value strategy while providing the clients with such a wide range of offers. I learned about Holiday Inn's challenges—or, to put it another way, its weaknesses—during my investigation of the establishment. Carter McNamara (2022)

When they tried to enter the Asian markets, they encountered many obstacles. They weren't familiar with the Asian market, which was the cause of this. They

needed to take decisive action to solve this issue, so they partnered with Asian hotel companies. This gave them a foundation from which to study the Asian setting and their establishment. Carter McNamara (2022)

The future property that Holiday Inns envisioned would offer new levels of guest convenience by expanding hotel systems for both guest and employee access over the hotel's wifi infrastructure. Carter McNamara (2022)

06. Change Management:

Business relationship with Gulf Oil

Holiday Inn and Gulf Oil Corporation agreed to a long-term agreement in 1963 under which all of the hotel chain's locations would accept Gulf credit cards for payments for food and lodging (in the United States and Canada). In exchange, Gulf would construct gas stations on the grounds of numerous Holiday Inn hotels, especially those along or close to important U.S. and Interstate highways. The properties of many older Holiday Inns hotels—including some that are no longer a part of the brand—remain intact today and are either still in use or shuttered. Nearly none of the still-open stations are Gulf outlets anymore, except for a few places in the eastern United States. In the mid- to late 1960s, rival hotel chains and large oil companies adopted the clause of the agreement that allowed Gulf credit cards to be used to pay for meals and lodging at Holiday Inns. The 1973 oil crisis led to the collapse of most of such accords. Around 1982, the Gulf and Holiday Inn agreement came to an end. Mathew Sheldon (2017)

IHG now owns the Holiday Inn brand, and it licences it to franchisees and other parties who run hotels under management agreements.

The company, run by Ravi Saligram, was reportedly building a new 130-room "Next Generation" prototype hotel in January 2002, according to The Wall Street Journal. A bistro-style restaurant and an indoor pool would be included. The Holiday Inn Gwinnett Center, the first of three prototype hotels, was constructed in Duluth, Georgia, in 2003. Mathew Sheldon (2017)

IHG announced a global makeover of the Holiday Inn brand on October 24, 2007. With a new welcome experience, trademark bedding, and bathing goods, the relaunch is "focused on offering consistently best in class service and physical quality levels." In the spring of 2008, the first revamped Holiday Inn is anticipated to debut in the United States. By the end of 2010, the entire relaunch process is anticipated to be finished.

IHG established a strategic partnership with The Family of Orange Lake Resorts in September 2008 that resulted in the launch of a new timeshare brand called Holiday Inn Club Vacations. Mathew Sheldon (2017)

Sustainability:

As previously said, strategic management is a series of actions conducted over time. Environmental analysis is one of the primary duties in strategic management. Environmental analysis is the examination of an organization's surroundings in order to identify any environmental elements that may have a big impact on how the organisation operates. It offers a framework for comprehending an organization's environment with the goal of assisting in identifying the main problems and various strategies for managing with complexity and change. Both the internal and external environments affect how a corporate organisation function.

07. Management Marketing of Holiday Inn:



It primarily concentrated on the variables that the marketing manager may affect within the organisation to achieve tactical marketing goals. It is what the business is pitching to the customer. We may investigate and illustrate the steps that go into organisational strategy and marketing strategies thanks to the pun in the term mix. MBA resources, January 1 (2015)

The Holiday Inn hotel's multimillion dollar marketing effort exhorts customers to "LOOK AGAIN" at the name. According to independent study conducted by

strategic brand consultancy Landis Global Market Research, business travellers regard the following four qualities the most. MBA resources, 1st Jan (2015)

- Unrestricted access to high-speed internet.
- comfortable in-room workspaces.
- full-service meeting rooms.
- and a robust loyalty programme.

08. RECOMMENDATIONS:

Based on my view, Holiday Inn should engage with the appropriate authorities in the markets where they wish to operate because they are growing.

To conduct business, the organisation must fulfil and meet all requirements. Before entering new market categories, the organisation should perform thorough market research. Along with its clients, the target market should always provide the organisation with pertinent information.

A thorough market analysis is required before granting a franchise. Similar studies, in my opinion, ought to be conducted on customer behaviour and market trends in buying.

Holiday Inn Corporation must reassess its internal environmental elements, such as Strengths, Weaknesses, Opportunities, and Threats, in order to overcome them with a strategic direction, while simultaneously changing its mission and vision and upholding its values.

These are the few tactics that Holiday Inn must use to draw in a wider range of customers. Therefore, the brand name vacation inn firm must be consistent with their exceptional service and constant innovation in order to exist and preserve. Additionally, they ought to provide middle managers more creative freedom in their roles.

Franchises and expansion present Holiday Inn with their greatest challenges, in my opinion.

The primary characteristics of Holiday Inn Corporation ought to be made the norm for franchisees to follow. Will the franchisers actually decide what standards Holiday Inn Corporation will follow? What steps must be taken to ensure that franchisees adhere to the standards established by Holiday Inn Corporation?

Additionally utilising technology to its advantage is Holiday Inn. Finding suppliers is made easier by the communication's interactive features and real-time results.

The excellent and well-known hotel brand Holiday Inn operates properties all over the world and is currently expanding more in the Asia-Pacific region. In addition to offering services for people of all ages, it also keeps the nutritional value of those services. Additionally, it extends offers to its clients. I have no qualms about suggesting Holiday Inn to others.

09. CONCLUSION:

If a company wants to carry out a successful plan, it must continuously identify the market in which its unique talents will provide it a competitive advantage. Strategic management, on the other hand, ensures that the firm's initial position ultimately results in a stable position due to its gradual and adapting character.

The corporate strategies of Holiday Inn have been effective in utilising strategic management to remain competitive in the global market. I believe that Holiday Inn's competitive position in the hotel industry is largely attributable to the management's strategies and leadership philosophies.

Flexibility is still necessary even though Holiday Inn is a leader in the hospitality sector. The way the business is run can alter even with minor market changes. They should innovate and be ready for any future uncertainties rather than depending on past success.

Services are given more weight by Holiday Inn Corporation than actual lodging. I firmly believe that the company's biggest asset is its staff. Due to their exceptional services, the Holiday Inn hotels are renowned for its staff. Therefore, it is critical to make sure that the workforce is consistently satisfied with the behavioural integrity of the workplace. Holiday Inn's corporate strategy has been effective in defending the company from dangers and opportunities that develop in the market environment in order to keep its competitive edge. As a result, I think the management of the company should keep using the strategies they have been doing to motivate the workforce and advance the company.

This research demonstrates how Holiday Inn's marketing methods allowed it to grow internationally and in various locations. Additionally, this project demonstrates how Holiday Inn has grown its clientele outside of Europe by adding business and affordable hotels.

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