

MODULE CODE:

M4X01916 MARKETING ESSENTIALS

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CONTENT:

Introduction***P 1**

MIS for marketing***p 2**

MIS for Information Gathering ***p 3,4**

MIS for Communication***p5,6**

Conclusion ***p 7**

Reference***p 8**

INTRODUCTION:

Explain consumer prefer your product because it's better than rival, with good skills of communication sell idea or service as well as convince purchaser is marketing. It is including innovation of new plan, target buyers, advertise, knowing your creation to possible punches are primary goal. It is very challenging and complicated matter to convince consumer accept their product, so not only advertisement, promoting is enough for business.

This study is taken from Hilton hotel group and their marketing Information systems, which is based on potential customer needs and wants to focus future commerce. Web information system going more useful, so our economic power depends utility mordent technology about consumer behaviour, hospitality industry can accumulate market information, make future information system is going to more useful, so our economic power depends on this utility and understand about consumers behavior. Company can collect about market information for future blueprint to advance for buyer desire.

In 2007 when became president and CEO of Hilton group Mr. Christophe Nassetta there are big change, from decline marker it become profitable.(Posted on August 28, 2016 by John Dudovskiy)

COMPANY HISTORY:

Conrad Hilton found Hilton hotel in 1919 (USA) and worldwide 2014. Now a day's company has leader in hospitality industry for innovation, modern product, amenities and services. They open first air-condition hotel room in 1927 with cold water facilities and 1947 in New York open (**Roosevelt Hilton**) introduce TV in guest room. Most of Hilton Are based in USA but in global wide thy controlling exposition such as Asian country like China, Japan, India, in Europe Germany, Italy, France, UK, Russia, and Latin America in Brazil, Middle east, also in Hawaii. More than 3000 goods suppliers in worldwide and 100,000 people are involved for this great luxury industry. In 1987 introduce loyalty program for client (Atkinson & Brown 2001), they also popularise using green energy (Eng,2009).

Marketing information system:

Hilton Hotel has 572 branch and resort worldwide across 85 nation in six continent and partnership with other thirteen premium level name as Embassy Suites, Canopy, Conrad, Curio, Double Tree, Hampton and Waldorf Astoria. They have more than ten thousand possessors and most of their client are regular visitor, because report say it was 76%. In 2015 company transformed 14,000 room in modern version and the result industry earn approx. 11.2 billion United State dollar. It was 13% then previous year; the firm also lunch in January 2016 new project for middle class people so they can increase new consumer.

Information gathering from marketing information:

Assemble data most important but also authenticity, for this reason they use govt. publication, renown statistic firm document, educational article, research journals, books, in the last case credibility of the writer is important. All the report serves for improve quality.

Specific inquiry with 4 P'S:

Recent company policy is mix marketing idea following 4 P's (Kotler & Armstrong, 2004)

Promotion:

- Publicity
- Personal selling
- Seles promotion

Place:

- Channel
- Area
- Communication

Product:

- Variety
- Quality
- Assistance

Price:

- List price
- Discount
- Payment period

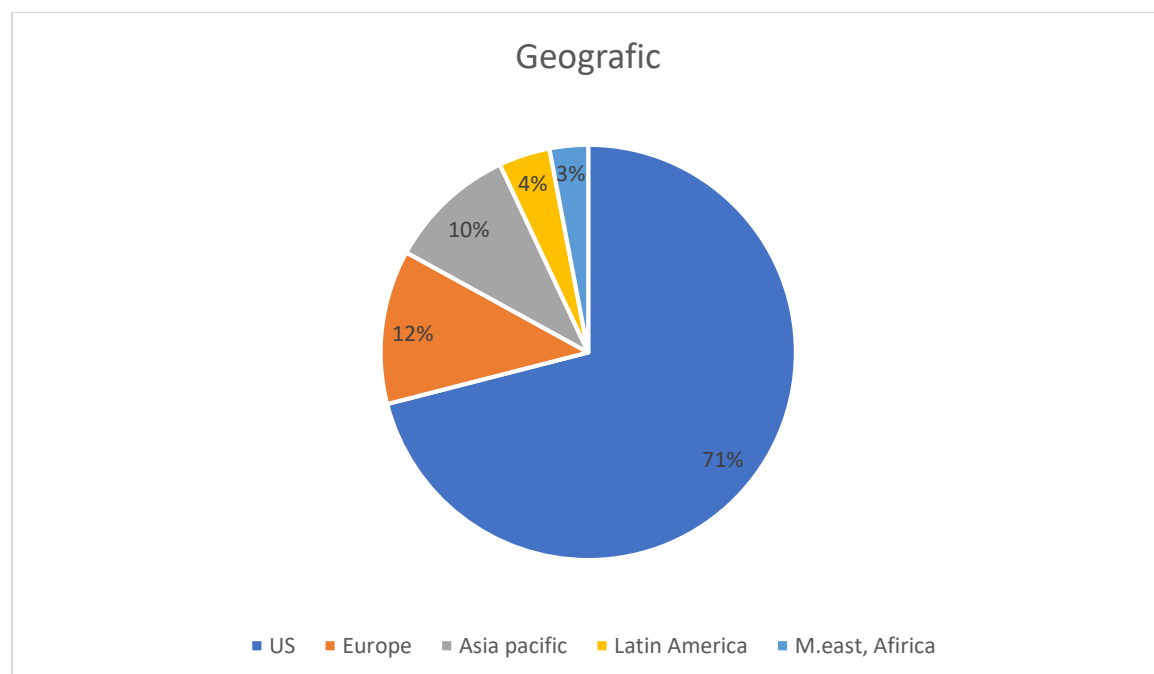
Among the five-star hotel in the world, Hilton one of them for excellence services, customer satisfaction, and high quality services provide, they rent meeting room, banquets hall, pharmaceutical representative group, cultural, legislative or political group, personal, political party, union, club also individual with pre booking system.

Most of the hotel room price are fix with different cost for consumer affordability but conference or event hall customer rate may different. Food cost always various, there are no limited rule, it depends kitchen manager and client mediation.

Price policy base with season when high volume of consumer wants to use the facility like festival time or tourist season, the reason is maximum profit, on other way poor time they reduce price just for marketing. Loyalty card holder also have discount value. Future possible consumer gets special offer even fifty percent discount in weekend, so they motivated to stay more days.

In UK Hilton are centre of the city with good communication toward airport for commercial purpose, in worldwide they recruit local people not only cost also nearby community offer best assistance to traveller and brand image. All the resorts are visible based location, major important airport accommodation facilities even casino hotel.

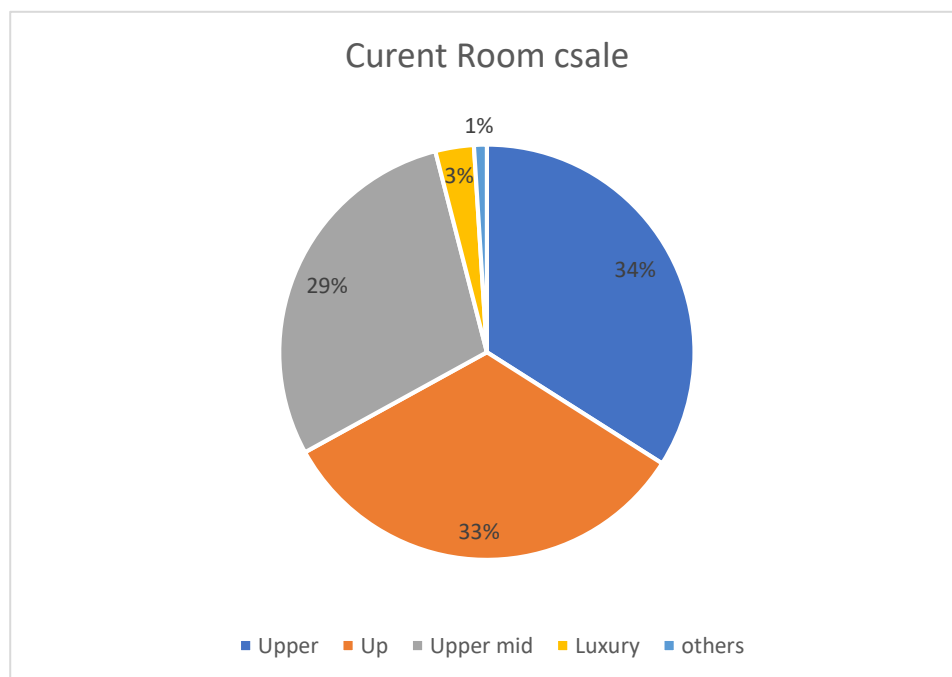
Web is main publicity mechanism although hotel magazine, gadget, newspaper with attractive picture, periodically ad, sales department choose potential client for meeting, wedding ceremony, individual group meeting also dealing company business. Membership card help consumer discount also easy access so they no need to que for paperwork. Worldwide strong advertisement catches well off buyer and attract big event organizer



Data taken from Hilton Hotel annual report 2016 provided EBITDA

MARKET SEGMENT:

Any association being fruitful for how they assist the extension market, segmentation developed real field being consumer desire to ensure a huge level comfort. Hilton in UK are expensive, but they fulfil client desire and satisfaction. Company too applies territorial segmentation to point enterprise located, they use world powerful business, or important traveller well known area. Here territorial segmentation for Holton worldwide-



Statistics taken from Hilton Hotel annual report 2016 provided EBITDA

PESTLE FOR HILTON:

financial, political, legal background in UK are sustainable for business and hospitality industry.

* Although current political stability not good but it not threats like luxuries establishment sector.

* Economic situation for United Kingdom is one of the best positions in the world base of that reason ongoing condition are strong, Government investment in social structure for communication help this production.

* Recycle energy, solar system, plastic less policy made a major social cultural change for consumer, psychological impact ensure client Hilton do rather better future nature.

* Govt. is a big contributor for communication and faster internet services, that secure hospitality industry better because now a day's technological information with buyer along with host get strong relation.

UK HILTON HOTEL SWOT:

Buyers positive vision, fruitful impact for team member, variety of food, strong portfolio, good location, brand name, regular consumer, are positive part.

Weaknesses are like not target middle class, marketing only for luxurious customers, most of there establishment in USA, less flexibility due to big structure and Hilton around the world more than 10 billion debt.

Target not only major expenditure, more flexibility, upcoming emerging middle-class buyers, investment research and technology, establish mid-level budget hotel may be good opportunities

Threats are political instability, radicalism intimidation, skilled worker unavailability, increasing taxes and maintaining cost.

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CONCLUSION:

Collecting information from web and Hilton Hotel article we develop their latest strategies introduction for marketing idea, all the information after accumulating they use it is aimed at future and examine it to change next step for improvement modern competitive hospitality industry (Bryman & Bell, 2007) After investigating UK Hilton Hotel current policy, they need ensure middle class consumer and extend low budget establishment for upcoming potential mid income people, adopt new policy for developing country's less income purchaser. Present competitive market not only for rich, regular client but new challenge is segmentation base of global economic condition, relationship other group of industry and fell them are part of the management. Studies shows global demand in hospitality zone depends developing middle class earner. Statistical analysis shows loyalty customer travel certain time but tourists' transit throughout the year, so the guarantee fix turnout.

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