

Marketing Plan for Crown Plaza Hotel

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Marketing Essentials

Chris Wilkin

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Introduction

The Marketing plan assessment is based on the purpose of attracting a range of new customers. The marketing plan is being prepared with the aim to propose new facilities to the customers like Take away breakfast, Minimalising food waste etc. with the objective to improve the marketing operations of the chosen organisation 'Crown Place' situated in London. The location '100 Cromwell Road in London' is very suitable for the hotel business, as this location has major Multinational organisations around it. This specific location can be counted as the hub of commercial business spaces. Demographically, it is the ideal place for the hotel and restaurant business, as the majority of the target audience for the business is located near the address of the hotel.

Marketing Mix analysis of Hotel crown plaza

Product: Currently the hotel crown plaza is offering a complete English breakfast on the breakfast menu. Indulging in the delicious hotel buffet breakfast with continental-specific treats and fresh fruits. It includes different dishes of Beef, Chicken and Eggs.

Place: The hotel crown plaza will use its outlets as the key channel for distribution. As it will be really helpful for the potential and targeted customers of the hotel crown plaza to reach the hotels (Aksu and Bayar, 2019).

Price: As per the assessment of the marketing environment analysis of the chosen location and keeping the aspect of customer value in mind, the hotel crown plaza will follow the price penetration strategy. The price penetration strategy will help the hotel crown plaza to strengthen its marketplace. Apart from this, the price points will be shown based on different offers on the menu keeping the occasions, festivals, and trends into consideration.

Promotion: The hotel will be advertised by targeting its new facilities such as takeaway breakfast services. Alongside the hotel crown plaza will use digital marketing strategies for the promotional and marketing aspect. As digital marketing promotional module will be cheaper for the hotel crown plaza as well as it will be more effective than traditional marketing.

SWOT analysis of Hotel Crown Plaza

Strengths	Weaknesses
• Wider geographical and demographic presence with a focus on the chosen and prioritised market. • Ideal Customer relationship and experience. • Occasion-focused portfolio of the brand.	• No economically specified hotel brand. • The parent organisation of hotel crown plaza 'IHG' has slipped to 3rd position internationally.

• Ideal digital implementation and outlook (Cheah, HO, and Li, 2018).	
Opportunities	Threats

• The fragmented specific hospitality market • Increment in global tourist travel after the COVID-19 pandemic • Technology-oriented bookings and registration.	• Impact of the pandemic of COVID 19 • Increasing dependencies on the key intermediaries
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Techniques to capitalise on the strengths in marketing strategy:

- Better communication with customers will turn the good customer relationship aspect into a better customer relationship aspect for the hotel crown plaza.
- Product innovation will help the hotel crown plaza to attract customers and it will also improve the portfolio of the brand (Delpechitre, Beeler-Connelly and Chaker, 2018).

Weaknesses to address in the strengths of marketing strategy:

- The hotel crown plaza should try to make its economically specified identity a prestigious hotel. It will be possible by collaborating with big brands and investors.
- The parent organisation of the hotel crown plaza 'IHG' needs to work on its market reputation and should improve communication as it affects its key subsidiaries such as the hotel crown plaza.

Ways to take the advantage of the opportunities:

- The company should improve the aspects of its offering as the hotel industry is observing an increment in tourists after the COVID-19 pandemic (Widardi et al., 2020).
- Due to the Fragmented specified market, the hotel crown plaza should not be worried about monopoly threats.

Key threats to address:

- The company should focus on service setting, technology and contracting to get less dependent on intermediaries.
- The hotel crown plaza should take care of all necessary precautions guided by the government of the United Kingdom towards the COVID-19 pandemic. As it reduces the spread of the COVID-19 virus (Foroudi, Gupta and Foroudi, 2019).

PESTEL analysis of Hotel crown plaza

Political	• Needs an ideal and politically stable environment. • Not included in politically specified activities, and focus on dealing with governmental bodies (Wahyuntari, Sutarma and Antara, 2020).
Economic	• Global economic recessions • To reduce disposable income.

Social	• Focus on combining the services with the customers' requirements. • To align the chosen customers by demographic aspect (Melović et al., 2020)
Technological	• Online key activities in hotel operations. • Particularly investing in an environment where technology is ideally available (Seyitoğlu and Ivanov, 2020).
Environmental	• Significance of local climate • Impact of seasonal differences on pricing the rooms.
Legal	• Truth-in-menu laws • Innkeeper laws.

Evaluation of positive and negative impacts on basis of PESTLE analysis

Positive impacts: As per the social factors analysed above, the hotel crown plaza should keep working on combining its key services with the requirements of customers, as the new services i.e. Breakfast take away fulfil the key requirements

- of the customers as well as seem very effective for the marketing strategy of the hotel (Nioroge, Anderson and Mbura, 2019).
- **Negative impacts:** The business of the hotel crown plaza can be affected by the entity of economic specified changes. The hotel crown plaza is one of the most ideal and susceptible to getting impacted by it. It can go through the economic cycles first and will also come out as first. Whether it proceeds to come out ideally depends on different factors, involving the travel spent, growth of jobs and rate of unemployment.

Customer engagement and value

Techniques to create customer value:

Improvement in buying procedure: The hotel crown plaza should understand that the entity of the value can exist outside the service or product. The improvement in the

buying process can be done by improving the offerings of the company such as enhancing online purchasing options. The hotel crown plaza should also focus on providing incentives for the customers such as free shipping, responsive customer service and fast delivery as it is directly related to the new facility of the hotel i.e. Take away breakfast facility (Odey, 2021).

Providing a positive experience: It is important to value the customers. Alongside giving ethical value to the customers who visit the hotel will be even better. As it is directly linked with the marketing strategy of the company. The company should create a campaign on Minimising food waste. It will be counted in positive marketing aspects in the industry.

Benefits to creating customer value

- Increases the customer satisfaction (Serova, Vorobyey and Fainstein, 2019)
- Enhance positive customer experience
- Works in benefitting the price aspects
- Increases loyalty, efficiency, market share, and prices (Pan, Chen and Zhan, 2019)

Methods to develop visitor engagement

- To increase engagement with customers on social media.
- To hugely promote the key offerings and special servings of the hotel.
- Strengthen the communication on the website of the hotel.

Marketing channels: The company will use four key marketing channels i.e. Traditional, digital, free and paid. It will involve paid ads, influencers, social media and similar techniques and tools (Purwanti, 2021).

Efficient usage of Digital Marketing

Operations of digital marketing in marketing activities of the hotel: Digital marketing will help the Hotel crown plaza in maintain and build the presence of the hotel on the internet. It will involve the social media platforms such as Instagram, Twitter, and Facebook alongside managing the online reputation of the website of the hotel on Google and other similar search engines.

Management of digital marketing: It will be handled by the Digital marketing team of the Hotel crown plaza. The team will be filled with the designations of an SEO executive, Social media manager, PPC manager and Paid marketing executive.

Theme to attract new customers: The company will promote its new services of breakfast takeaway to attract a range of customers (Roy and Chowdhury, 2021).

Conclusion

As per the analysis of the report, it is recommended to the hotel crown plaza seek help from digital marketing. As the digital marketing technique will play the ideal role in the aspect of promoting the brand portfolio and new services of the Hotel crown plaza more cheaply, as compared to traditional marketing. Alongside the digital marketing will also provide the facility to target the audience of the Hotel crown plaza regarding running the marketing and promotional campaigns.

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Communications Plan

Company Name Crawn Plaza Hotel

Project Lead

Project Start: vember 2021-October 21

					November	December	January	February	March	April
4	Amanioei Eliza Andreea									
5	TASK	Metrics	START	END						
7	Advertising									
8	Tv	How many views.	March	August						
9	Radio	Promotional code	Novemeber	November						
10	PPC	Click rate	November	November						
11	Activity/Channel		Month	Month						
	Activity/Channel		Month	Month						

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Communications Plan

Company Name Crawn Plaza Hotel

Project Lead

Project Start: vember 2021-October 21

					November	December	January	February	March	April
4	Amanioei Eliza Andreea									
5	TASK	Metrics	START	END						
13	Personal selling									
14	Instagram	Like/Share	December	March						
15	Facebook	Like/Share	November	February						
16	Twitter	like/Share	June	October						
17	The Sun Newspape	Distribution	Month	Month						

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2 Company Name Crawn Plaza Hotel

3 Project Lead

4 Project Start: vember 2021-October 2

5 Amanioaei Eliza Andreea

6 TASK Metrics START END

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8 Leaflet Distribution Month Month

9 Sales promotion

10 Loyalty points Discounts December June

11 Dinner Cupons Bookings March April

12 Promotional bookin Bookings November February

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Communications Plan

Company Name Crawn Plaza Hotel

Project Lead

Project Start: vember 2021-October 2

Amanioaei Eliza Andreea

TASK	Metrics	START	END	November	December	January	February	March	April
Public relations									
Food Marketing	Sales	August	Decembre						
Tourism Agency	Package Sales	January	April						
PR Events	Website visits	March	June						
Activity/Channel		Month	Month						

ProjectSchedule

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Communications Plan

Company Name

Crawn Plaza Hotel

Project Lead

Project Start:

November 2021-October 2

Amanioaei Eliza Andreea

November

December

January

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Marketing Plan

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Take Away Breakfast

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Marketing Mix

Product

Price

Place

Novotel manages 559 hotels in 65 countries (2021)

It was inspired by American motels with comfortable rooms, a restaurant and parking

Can vary between 50£ and 300£ depending of area

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2 Slide About Breakfast
3 Accounting data
4 **Smart Target**
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Situation Analysis

Competitors

The essential competition within the finance/midscale area for Novotel is the Mercure Hotel, a French midscale hotel brand specialized in traditional hotels managed by committed hoteliers.[2] and owned by Accor. Created in 1973 in France, the brand was acquired by Accor in 1975. The Mercure brand appears on 899 hotels in 61 countries (2021)

Collaborators

Those from Novotel have a completely Well-described collaboration with those From EuropCar, Thalys, AirMiles.

Climate

The Novotel Melbourne on Collins as well as Accor Hotels is also committed to acting sustainably and in ways that are respectful to the planet. Even as the Novotel chain grows and expands, there is a concerted effort to do so responsibly. The goal is shared value and sustainable hospitality with no sacrifice of the environment. The Novotel Melbourne and the rest of the chain are part of the Planet 21 program, an eco-aware strategy of development and innovation.

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Smart Target

- The hospitality industry is responsible for significant amounts of waste, more than one-third of which is food waste.
- In the European Union (EU), more than 88 million tons (Mt) of food waste is generated each year, representing approximately 20% of the food produced in the member states and accounting for over €143bn in terms of associated financial costs (European Commission, 2019)
- EU declared food waste as one of ten major indicators of the Circular Economy Monitoring Framework and targeted the decrease food losses as one of the Sustainable Development Goal's priorities, adopted in Agenda 2030, in terms of sustainable production and consumption.

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Situation

Food waste isn't just a social or humanitarian concern—it's an environmental one. When we waste food, we also waste all the energy and water it takes to grow, harvest, transport, and package it. And if food goes to the landfill and rots, it produces methane—a greenhouse gas even more potent than carbon dioxide.

Objectives

1. Take an inventory. Take stock of your pantry, refrigerator and freezer before going to the store to prevent overbuying.
2. Create a meal plan. ...
3. Save and eat leftovers safely. ...
4. Store food appropriately. ...
5. Buy "ugly" foods. ...
6. Compost. ...
7. Use leftovers creatively.

Strategy

Preventing food waste and keeping food and other organics out of landfills mitigates climate change, as an estimated 8% of global greenhouse gas emissions come from wasted food

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Tactics

↓

•Plan ahead
•Consider cooking with more sustainable ingredients
•Plate up in the kitchen instead of at the table....
•Repurpose foods that are reaching expiration....
•Donate extras to those in need.

↑

Action

1. Take an inventory. Take stock of your pantry,
2. refrigerator and freezer before going to the
3. store to prevent overbuying.
4. Create a meal plan. ...
5. Save and eat leftovers safely. ...
6. Store food appropriately. ...
7. Buy "ugly" foods. ...
8. Compost. ...
9. Use leftovers creatively

↑

Control

Objectives



- My idea to minimize the amount of food waste it's the take away breakfast idea.
- For example in business hotels , take away breakfast it's solution for this problem.
- Most of the customer in business hotels are business mans and they are always on rush and most of the time they don't have time to take it .
- Most of the business accommodation rates they have breakfast included.

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SWOT Analysis

Novotel Strengths
The Novotel Strengths looks at the key aspects of its business which gives competitive advantage in the market

Novotel Weakness
The weakness of a brand are certain aspects of its business
Which they can improve to increase its position further. Certain weakness
Can be defined as attributes which the company is lacking or in which the Competitors are better.

Novotel Threats
The threats for any business can be the factors which can negatively impact the business. Some factors like increased competitor activity, changing government Policies, alternative services from Competitors can be a threat.

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Conclusion

Novotel Hotel must invest in the quality of services in order to attract new customers, there are a lot Of negative reviews regarding certain services, which can only reduce the image of the hotel.

My idea for promoting a new strategy of reducing food waste by offer the alternative of take away Breakfast, the hotel can be seen in a brighter light.
This idea will significant reduce the budget, working staff as a job and can be friendly with the environment.
This service will add an extra image to the hotel and attract more customers.

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