

Marketing essentials

Student - Mihaela Georgeta Nistor

Student ID - 2210499

Tutor - Gayathri Senanayake Mudiyanse

Marketing Essentials BMIH4005

Component-2

Introduction to business plan

Marketing plan refers to those plan of organisation under which the management of company reflects different types of strategies which is used by them for marketing and advertisement of their products and service in market. Marketing refers to the activity of stimulating the demand of product and service in market along with the usage of different types of tools and techniques which helps to make them more effective in market. Component two of this report helps to explore effective business plan and their attractive presentation. This report helps to explore different types of internal and external analysis which makes business plan more effective and attractive. This particular report focus on attraction of customers towards the organisation due to which different types of strategies are recommended to the organisation. It is important for management of company to have effective and valuable marketing plan so that it becomes easy for them to have effective and valuable role about different types of organisation in market. It is important for management of Premier Inn to have attractive locations which helps to attract the number of customers towards the company. The location choose by company is Dubai which is an important destination for tourist. The purpose for preparation of this marketing plan is the attraction of customers towards the company.

Marketing mix

Products- Premier inn offering different type of accommodation services around the globe Dubai is the popular destination of travel industry, there is huge scope of growth, Premier Inn management can take advantage by developing its products as per atmosphere of Dubai.

Place- It is very essential that Premier Inn setup its hotel in popular locations near Dubai international airport, near Burj Khalifa etc. Collaborating with third party companies like booking.com, last-minute, etc. can help untargeted customers as well to use Premier Inn hotels.

Price- Hospitality industry of Dubai is mainly dependent upon foreigners, if Premier Inn offer the dynamic pricing to customer, it will allow the management to charge the price as per the requirement of clients.

Promotion- Premier Inn can take the advantage of social media marketing targeted on the travellers in the country, it will save the cost of hotel operations as well conversion rate will increase. It is also important for management that its offline promotional methods should be strong so it can attract the customers as well as create brand awareness.

Target customers

Hotel premier Inn's target customer is group of individuals who is having same needs, income and age. Basically now they only attract the group of customers who belongs with high income group. For attracting more customers, they drop down their price than earlier. For expanding their business, they try to attract more clients some of them are mentioned below:

Price Sensitive Customers: These are the customers whose choices are affected by the changes in the price. Before dealing with these customer's management of hotel need to understand that money they are putting in is more beneficial for them. For attracting such clients need to provide services in better way.

Tourist: For increasing their customer's hotel needs to make their strategies that attracts tourist more. They gain such customers by opening their hotel where there is easy availability of transport. Hotel Premier Inn link their offering by local tourism because local guests promote more than outsiders and they are also great source of indirect marketing. If their location is little far from the city than this gives locational advantage because now a day's people wants to like to enjoy theme based place.

SWOT Analysis

A detailed SWOT analysis of premier Inn will examine the strength and weakness and also aims to explore available opportunities that a hotel should think for further development and threats too on which attention is required to design appropriate strategies.

Strength: Premier Inn has the bang-up market share as company covers the different regions which makes their profitability stable. It trades in every section of accommodation services like upscale, mid-scale and economy lodging, covering a wider market segment. Strong marketing strategies makes the Premier Inn all-powerful as it helps company in getting of competitors to build more varied function and unique offering.

Weaknesses: Hotel revenue depends on the volume of bookings by guests otherwise hotels bear the operational cost which affects in ultimate loss. This can cause problems to Premier Inn when the demand and bookings decrease. Weakness can be get the better of by selecting market enlargement strategies in various geographical locations, it will help them to generate revenue from different locations.

Opportunities: There are immense opportunities for growth in hotels industry. As changing consumer behaviour after covid-19, travel has become more. Hotels are trying to offer unique services and charging impulsive pricing as per requirement of guests like high prices for better view and other luxury experiences. It will help the Premier Inn hotel to attain the competitive advantage and accomplish business objectives effectively.

Threats: Global Covid-19 pandemic impacted the most of industries. Hospitality industry is the most negatively affected sector of the economy by this global crisis, because travel activities came down due to global limitation and fear. The hospitality industry is still facing the issues in operations due to global recession. Other companies are direct threat for Premier Inn hotels, due to which Premier Inn facing the operational issue which affects its business objectives.

Marketing environment

Political: - The government of Dubai is one of those government which are always influenced towards promotion of different types tourism. It becomes positive for management of Premier Inn to use different strategies without any obstacles.

Economic: - All the factors of economy are impacted due to COVID pandemic which negatively impacts the hospitality sector. It is very important for management of company to have effective strategies which helps to deal with situation.

Social: - The management of Premier Inn are positively impacted due to positive social factor of Dubai.

Technological: - The management of company are having positive and huge investment in technology which helps to attract the customers.

Legal: - The laws and regulations of Dubai are very strict which becomes threat for management of company.

Environmental: - The management of company focuses on environment which helps to promote the attraction of customers towards the organisation.

Creation of customer value and attraction

The management of company uses competitive pricing policy in their new business plan which helps to attract large number of customers. This strategy of company are very beneficial not only for the customers but also helps to promote the tourism strategy of government. The customers of company get the services in competitive pricing.

Effective use of digital marketing

The management of company plan to use different types of social media channels which helps to promote their products and services. Management of Premier Inn uses Instagram post for advertisement of their products. There are different types of threats are present which can be faced by organisation such as online frauds and data privacy

Recommendations

- It is recommended to management of company to use effective technology so that customers can be attracted.
- It is recommended to management of company to have effective approach towards usage of digital marketing so that it becomes easy for them to attract large number of customers.

CONCLUSION

It is concluded from this report that marketing plan helps the organisation to achieve their goals and objectives. This report concludes different types of internal and external analyses which helps to consider the business competitiveness.





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Introduction

- The hotel Premier Inn is planning to expand its operations which will be accessible to new customer group in their budgets.
- Dubai, a popular tourist destination, is the choice of location for Premier Inn. The prices for services will be affordable to new customers segment and will satisfy their needs and wants.



Marketing Plan



- Premier Inn is having a good brand image and is providing various accommodation services to public around the world.
- The marketing plan comprises of combining those ideas which can be used to accomplish objectives of organization.
- The organization is targeting new customers segments which cannot afford expensive services.

Marketing Strategies

- Promotion will be done through various social media techniques so as to reach more number of customers in a short span of time.

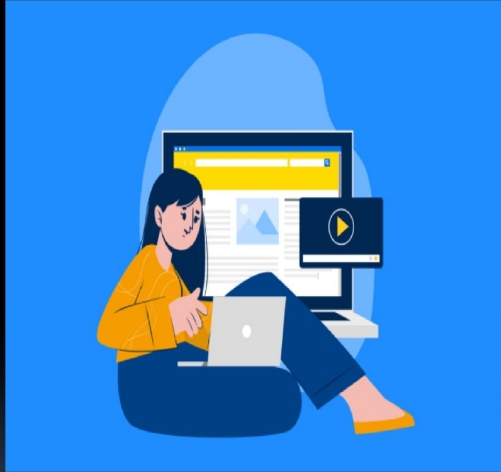


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- **Leverage social media:** Social media has many methods which can be used to communicate with customers in a effective manner.
- The photos as well as videos of rooms and premises can be shared on different social media handles.
- Posting photos and videos will effectively describe about services of Premier Inn. People are more attracted when they have a clear vision of services offered.



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- **Creating blogs:** A blog provide content which assists customers in making a purchase decision.
- Websites of Premier Inn will be refreshed day to day or week by week, contingent upon the objectives of the methodology, and posts in a perfect world make worth and construct authority.

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- Maximizing search engine optimization: A search engine is used to locate a specific topic or provide an answer to a question by entering keywords or phrases.
- Web browsers are made to look for those words or phrase in articles or websites and show the user the results.



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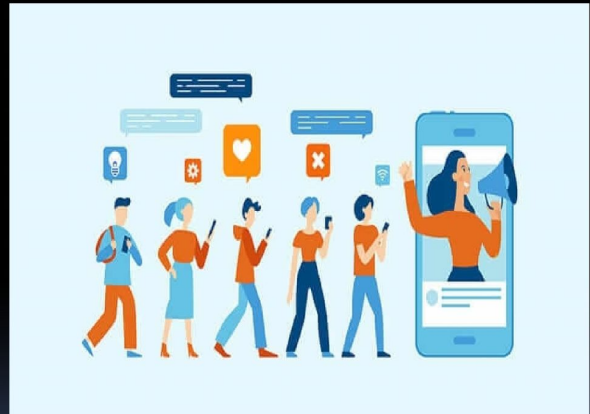
- **Hosting webinars:** Typically, webinars are informational or learning sessions that take place online.
- Webinars can be used to introduce a new customer to Premier Inn or as an on boarding tool for new employees.

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- **Partnership with influencers:**

Social media influencers are mostly people who have built a following or an audience they appeal to.

- Influencers who align with Premier Inn's business strategies or goals may form partnerships.



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- **Building mailing list with email marketing:** A mailing list can assist a business in offering incentives to its clients or re-engaging them.
- While Premier Inn can segment lists to target specific customers, email marketing will keep the business in front of customers.

Conclusion

- From the above information it is understood that Premier Inn is going to expand its operation in Dubai post covid. The prime motive of expansion is to attract a new segment of customers to services of organization. The organization will promote their services through different social media channels. The channels which will be used are social media leverage, creation of blogs, maximizing search engine optimization, hosting webinars, partnering with influencers and building mailing list with email marketing.

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THANK YOU!

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