

Marketing plan written for

Hotel Bareiss

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Introduction

The success of a marketing plan depends on various factors. In this report, we discuss the geographical area of the business organisation which has much influence on the marketing plan. This report discusses the marketing mix of business, how to create client value and engagement, and the effective use of digital marketing. This report also discusses various macro and microenvironments for the “Hotel Bareiss” Company. This report provides a complete overview of the marketing plan in “Hotel Bareiss” company (Singh, 2012).

An overview of “Hotel Bareiss” company

“Hotel Bareiss” is one of the most popular hotel of Relais & Chateaux hotels groups. “Hotel Bareiss” is in Germany. The “Hotel Bareiss” company can compete with the large corporation through using digital marketing. The use of digital marketing can facilitate real-time results in the company (Thorat et al., 2013).



Figure: The logo of “Hotel Bareiss” (Thabit et al., 2018)

The Marketing Mix of “Hotel Bareiss”

The marketing mix refers to the set of tactics or strategies which are used by the company to promote or brand its products and services. The marketing mix describes various stages and various steps which are developed by the higher authority to describe how products and services are marketed. The marketing mix consists of 4 P's, and these are described below:

Figure:

Marketing mix- 4P's



The Marketing Mix (Westwood, 2013)

The marketing mix of “Hotel Bareiss” includes the place, products, price, and promotion. These four steps have answered the question of the whole marketing plan of the “Hotel Bareiss”.

1. Marketing Mix

Product – The products are criteria are related to the features of the products, quality of the products, branding of the products, packaging of the products, services facilities, and the warranties with the products in the “Hotel Bareiss” company.

Price - The price criteria in the marketing mix of “Hotel Bareiss” includes price selection strategy, the pricing model of the products, the allowances related to products, the discounts related to products, and the payment terms of the products and services.

Place – The place in the marketing mix refers to the channels, market coverage, assortment, location, inventory management, and transport facilities. These are the basic requirement of the place section criteria. The organisation selects the place from where the consumer can buy the products easily (Matic et al., 2019).

Promotion – The promotion criteria related to sales promotion strategy, advertising model of the products and services, the model and medium of public relations, and the

process of direct marketing in the “Hotel Bareiss” company. This strategy designs the marketing plan of the products and services (Gajic, 2012).

2. The Marketing Environment (Macro)

The macro-environment refers to the external environment of the organisation. To analyse the Macro environment of the “Hotel Bareiss” company use the PESTEL analysis. The political environment refers to the environment which focuses on the government, political policies, and political stability of the area where the “Hotel Bareiss” company exists. The economic environment refers to the inflation, deflation, and economic policies of the “Hotel Bareiss” company.

Social factors refer to demographic characteristics, social norms, and thoughts of the people who live in the society. The technological environment refers to the environment which includes technological and technical supports. The environmental factors are the factors that directly influenced the business from the environment. The legal factors are the business policy, business law, and the business procedures set by the government of London. These factors directly influence the “Hotel Bareiss” company operations both positively and negatively (Thabit et al., 2018).

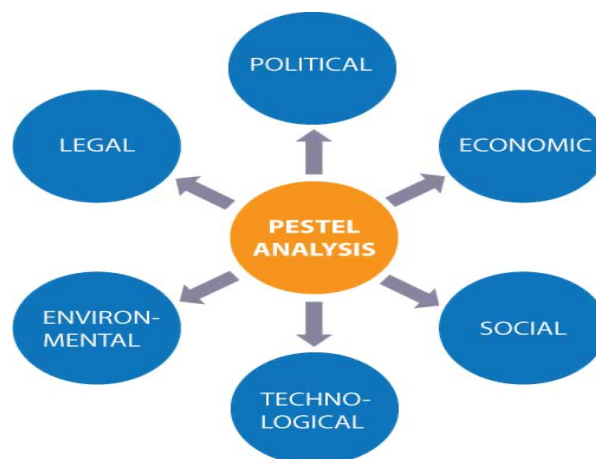


Figure: The PESTEL analysis for Macro environment (Matic et al., 2019)

3. The Marketing environment (Micro)

The micro-environment for the business organisation refers to the internal setting of the company. The micro-environment of the organisation focuses on the internal environment and internal function of the organisation. The microenvironment can use various analyses to analyse the elements of the macro environments. To analyse the macro environment in the “Hotel Bareiss” company we use the SWOT analysis. The SWOT analysis consists of the Strength, Weaknesses, Opportunities, and threats of the organisations.

The strength of the business focuses on those things which derive comparative advantage for the organisation. The weakness of the business organisation focuses on the weak point of the business which creates an impediment to compete with another business. The opportunities of the “Hotel Bareiss” company focus on the possible outcome which creates more revenue for the business. The threats of the business are those things that create impediments and obstacles to sustain in the business (Pride et al., 2021).

S	W	O	T
STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS
• Things your company does well • Qualities that separate you from your competitors • Internal resources such as skilled, knowledgeable staff • Tangible assets such as intellectual property, capital, proprietary technologies etc.	• Things your company lacks • Things your competitors do better than you • Resource limitations • Unclear unique selling proposition	• Underserved markets for specific products • Few competitors in your area • Emerging need for your products or services • Press/media coverage of your company	• Emerging competitors • Changing regulatory environment • Negative press/ media coverage • Changing customer attitudes toward your company

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Figure: SWOT analysis for the micro environment (Singh, 2012).

4. Creating Customer Value & Engagement

The main target of marketing activities is creating customer value and building strong customer engagement. The model of customer engagement and value for the employee in the “Hotel Bareiss” company consists of several activities. This model is given below. The first step of creating customer value and customer engagement is to comprehend the marketplace and client needs and wants, design a customer-driven marketing plan that will be effective for the business organisation, construct an integrated marketing program for the products and services of the “Hans “Bar & Grill” company.



Figure: Creating Customer value and engagement (Luan et al., 2010).

The fourth step of creating customer value and engagement in the “Hotel Bareiss” build a profitable relationship and create delight with the customer of the company. The final step of creating customer value and engagement is to imprisonment value from clienteles to create profit and purchaser equity. In this stage, the “Hotel Bareiss” company trying to focus on capturing feedback from the customer and based on this feedback company can redesign its plan to build a strong commitment with the customer (Sahir et al., 2020).

5. Effective Use of digital Marketing

Digital marketing refers to the marketing by which use digital media to promote the branding of products and services. Digital marketing uses various technology mediums to brand company products and services. The use of digital marketing is blessings for the organisation in today's business world. The effective usages of digital marketing in the “Hotel Bareiss” company as the use of digital marketing derive higher income for the “Hotel Bareiss” company.

The use of digital marketing is more cost-effective than the old-style marketing model in the “Hotel Bareiss” company. The effective use of digital marketing makes people's trust and builds a brand reputation for this company. The content performance and lead generation can be easy through using this model. The “Hotel Bareiss” company can compete with the large corporation through using digital marketing. The use of digital marketing can facilitate real-time results in the company (Thorat et al., 2013).



Figure: The effective use of digital Marketing (Bennet, 2010)

Conclusion

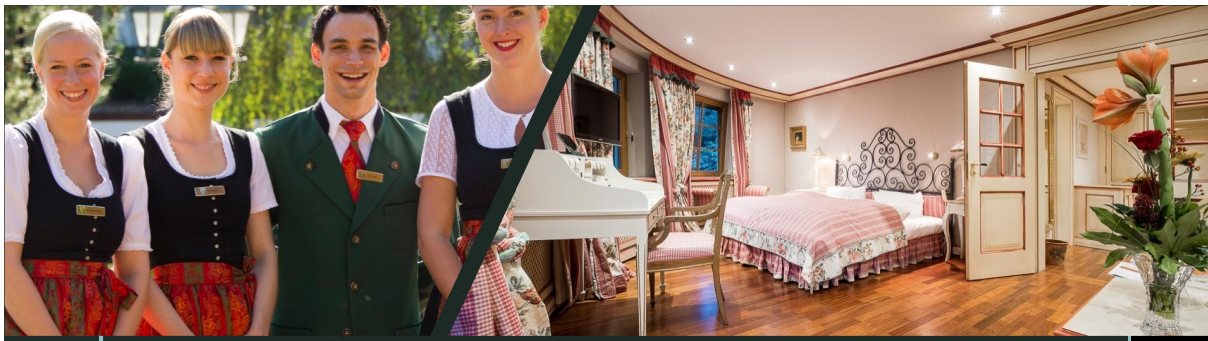
This report discusses the various impacts on the marketing plan in business. The marketing plan requires various factors of production and focuses on the fulfilment of the customer's needs. The marketing plan is influenced by both macro and microenvironment. The macro and microenvironment of the "Hotel Bareiss" are analysed using SWOT and PESTEL analysis. The marketing mix of the "Hotel Bareiss" company is satisfactory to endorse its products and services. The use of digital marketing in the "Hotel Bareiss" company is more satisfactory for the organisation (Sahir et al., 2020).

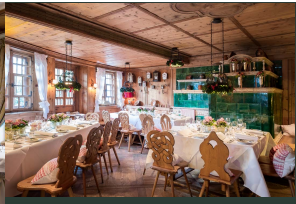
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