

Marketing scheme addressing possible improvements for the morgans

Leo luke

this marketing scheme is going to cover and evaluate the current marketing scheme of the morgans hotel and what they could do to improve it . The morgans hotel is located near the marina in swansea and stands as one of the oldest buildings in the city surviving the war bombings which adds a symbolic tone to establishment (Woolley, 2016) .this report is going to be a study on how they can improve there marketing with a strategic approach to bring more revenue to their establishment and stand out from other hotels in the quadrant surrounding it . This essay will go in depth on the morgans current marketing plan and show what they are doing to compete with others around them while also showing a scheme and selection of possible sustainable marketing pitches for them to take away certain cracks in there system of marketing

This study report is based for the marketing team of the morgans hotel to highlight what strategies they are already using to bring in revenue while also showing and displaying different methods they can implement into there scheme using a logical and sustainable method . This report will analyse the morgans hotel using the 4ps of marketing which is also called the marketing mix it go in depth on what a buisness must do to boost and maintain revenue and also use the 5c model which stands for Company, collaborators, customer, competitors, and content (Chapman, 2020).

Company –analyse the internal capabilities of the business and also get a scope of the resources available to them

Collaborators –this goes into the relationships the buisness may have with other companies ,suppliers and stakeholders

Customer- focuses on understanding the target audience that the business has and what theyre needs are

Competitors- this evaluates competition against other establishments and identifies key competitors

Content- considers what 'the external environment is like this touches on the economic, the social and cultural factors this can provide insight that can drive growth and profits by critically analysis the impact on the business

This will also have the use of SWOT analysis methods which will highlight the strengths and weaknesses of the establishment and also have pestle analysis to confirm and highlight any queries that could be displayed in the strategies of the morgans hotel (Wood, 2024).

S.W.O.T analysis - PESTLE analysis

The morgans hotel and methods using a SWOT STANDPOINT- strengths, weaknesses, opportunities, threats (Dunne, 2024)

Morgans hotel has many strengths and weakness to their establishment

Strengths –

morgans hotel is a historic building

It can cater to large parties or events that come through hospitality

It has strong ties to other business like au vokda and the football stadium

It has a secondary building called the georgan for any overflow that may arise

Weakness -

The morgans only caters for breakfast and events

Low amounts of fresh product brought in to cut down on costs

Lack of diversity in customers

Many staff members result in lots of profits going on wages

Short service hours limit revenue from catering and relies on room bookings

Opportunities –

The morgans has a very solid foundation with partnerships and is recognised for large events like Beaujolais day

Very loyal customers

Large kitchen to do special events with other companies

Very active website

Threat -

Lack of revenue means cut backs on product

Not alot of young people go there

Quite a weak social media footing and not very constant posts

by serving Frozen food allows local competitors who source locally and purchase fresh produce, to become one step ahead of the restaurants which unfortunately includes the Morgan's hotel for only purchasing frozen, pre-made produce/dishes. This is due to the quality of produce; the quality of the dishes is much greater when fresh produce is used. As frozen food lacks nutritional value, as well flavour (Team, 2025)

Looking at the morgans using a swot analysis it is seen that while they seem to have quite a lot of strengths the issues they have could start taking a dire effect i the future with gaining profits and revenue as there is lack of engagement from taking involvement with trends and engaging with the younger generations . While the morgans caters for many of these large events like beauteous day and weddings it only caters for breakfast Aswell which then results in customers going other places for lunch and dinner and due to that they are losing revenue and even popularity (Straight, 2007).

The marketing mix - the 4P's of marketing

The marketing mix also known as the 4P's this shows and highlights the different categories of marketing used to gain in a business and can be used to evaluate the issues and weak points of the business (Jake&James Accounting s.r.o, 2024). To give an insight onto what the 4ps are first of there is product then price, place and promotion (Ellie, 2020).

Product –the product refers to the goods and services the morgans offers to its customers this includes historical views of the building , luxury bedrooms and the catering they offer this leads to a successful product and that is something that fulfils a specific need in the market providing a good and functional value to customers (Lumen, 2020).

Price – this is the amount customers are willing to pay for the products they have. Pricing strategies include doing discounts to returning customers, it also covers

payment terms and overall pricing models they offer. This price must be competitive to other establishments while also having room to bring in profits (Bjelobrk, 2023).

Place – this involves the building of the morgan's itself with the distribution of products and services they make available to the customers. It includes decisions about what they offer and what is sold. This can be through in physical areas or through the website they offer on social media platforms or direct sales. Effective placement ensures the products they offer at the hotel are accessible to the target audience (Mailchimp, 2022).

Promotion- this basically encompasses all the activities that communicate the products they offer and what they do to try and persuade customers and the target audience to purchase what they offer. Promotion includes advertising, public relations, social media marketing and sales promotion. The goal is to create awareness and a need for people to come and generate interest in their establishment (Cambridge Professional Academy, 2021).

Looking at the 4ps and using spark to it is visible to see that the morgan's hotel seems to struggle with the promotion and the product side of their marketing scheme as their target audience is a high amount of customers being over 50 and with this it brings limited revenue as it doesn't seem to have adapted to the different trends to draw in younger customers and bring a more flowing revenue whether that comes from doing events at the bar to gaining popularity by doing certain dishes that are trending

Ways the morgan hotel could improve its marketing

It seems like online presence in the morgan's is quite good they take aspects of advanced search engines to engage different customers that access the website but they seem to lack in the social media side of things as they do not maintain an active social presence which would be a good standpoint to get people to engage with them

Targeted advertising – it is well seen that the morgan's has a more elderly audience this could be used to utilize more online ads to reach more demographics of people and interests

Content marketing- this goes back to the very laid back approach of social media presence they could start doing blog to show off what the establishment offers and what is in the surrounding areas to draw in potential guests

Email marketing is something that the morgan's is very good at and has a very active email market presence keeping customers up to date with the latest deals and offer they have in store

Partnerships – while the morgan's has many partnerships with alcohol brands and the stadium it seems that they don't have any partnerships with stores opposite or on wine

street this could be a benevolent factor to them as if they had linked deals with the hospitality venues or activities around them it could bring a higher influx of wider audience instead of only targeting a specific variant

More availability- while the Morgans always has rooms on offer it lacks in doing other services that people are more likely to dine out for if they maybe opened for dinner they would have a whole new spectrum of customers and the building has significant historic value and people would come from all over to experience food in such a place that they can also stay .

What this shows

It is very visible that due to low engagement from different demographics they have had to make shortcuts on different things when it comes to produce and different events like cutting out lunch and dinner service as usually these are hubs for place to rain in profits but due to them not getting good revenue it has caused people to go and venture to different establishments for these things which is making a non positive effect on dining popularity

What does that result in ?

This results in more of there customers spending at different establishments that they are not partner shipped with as wine street is full of a wide variant of dining options and due to Morgans not providing thse services it causes people to only look at it is a hotel instead of a place to dine and this causes a effect on the profits of the building and the resources they cant maintain .this is shown from certain shortcut made by there business

Reference list

Bjelobrk, M. (2023). *Why Is Price So Important In Marketing Mix*. Price2Spy® Blog. Available at: <https://www.price2spy.com/blog/price-the-most-important-p-in-the-marketing-mix/> [Accessed 26 Jan. 2026].

Cambridge Professional Academy (2021). *Marketing Theories the Marketing Mix from 4 Ps to 7 Ps*. www.professionalacademy.com. Available at: <https://www.professionalacademy.com/blogs/marketing-theories-the-marketing-mix-from-4-ps-to-7-ps/> [Accessed 26 Jan. 2026].

Product Marketing Alliance. Available at: <https://www.productmarketingalliance.com/how-to-conduct-a-5c-analysis-2/> [Accessed 26 Jan. 2026].

Mindtools.com. Available at: <https://www.mindtools.com/amtbj63/swot-analysis/> [Accessed 26 Jan. 2026].

Ellie (2020). *The marketing mix strategy makes the difference*. Ketchup Marketing. Available at: <https://www.ketchup-marketing.co.uk/blog/marketing-mix-strategy/> [Accessed 26 Jan. 2026].

Jake&James Accounting s.r.o (2024). *What is and what is the purpose of the 4P marketing mix*. Jake-james.com. Available at: <https://www.jake-james.com/blog/what-is-and-what-is-the-purpose-of-the-4p-marketing-mix> [Accessed 26 Jan. 2026].

Lumen (2020). *Reading: Defining Product | Principles of Marketing*. Lumenlearning.com. Available at: <https://courses.lumenlearning.com/clinton-marketing/chapter/reading-defining-product/> [Accessed 26 Jan. 2026].

Mailchimp. Available at: <https://mailchimp.com/marketing-glossary/marketing-mix-7ps/> [Accessed 26 Jan. 2026].

Straight Dope Message Board. Available at: <https://boards.straightdope.com/t/how-do-lunch-only-and-breakfast-only-restaurants-survive/409773> [Accessed 26 Jan. 2026].

Team, M.F. (2025). *Fresh vs Frozen: Which is Best for Your Restaurant?* - MIC Food. MIC Food. Available at: <https://micfood.com/fresh-vs-frozen-which-is-best-for-your-restaurant/> [Accessed 26 Jan. 2026].

Wood, A. (2024). *What Is a PESTLE Analysis? Why Do I Need it?* Onstrategy. Available at: <https://onstrategyhq.com/resources/pestle-analysis/> [Accessed 26 Jan. 2026].

Woolley, M.J. (2016). *A Forgotten History*. [online] marcustravelhomepage. Available at: <https://marcuswoolle5.wixsite.com/marcustravelhomepage/single-post/2016-1-21-a-forgotten-history> [Accessed 26 Jan. 2026].