

Marketing plan written for

Premier Inn

Student Name

Marian Iulian Ciobanu

Student ID number

2207886

Marketing Essentials BMIH4005

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Introduction

This essay will show how Premier Inn hotels are effective at marketing and managing their inner corporate environments. It will also examine external factors that affect the hotels. Additionally, it is crucial to show how the business uses digital marketing and engages with clients in order to optimize sales and increase profits. Premier Inn is one of the most well-known and quickly growing hotel chains in the UK. The United Kingdom and Ireland, it has budgeted for more than 590 hotel units and more than 42,000 hotel stays. Many people consider it to be among the top resorts in the United Kingdom due to the excellent caliber of the services provided. There are Premier Inn hotels spread over several nations. There are three companies in Dubai in addition to one plant in India. They are performing remarkably well as a result on a worldwide scale.

Situation Analysis

5 'C's

SWOT analysis (Micro analysis)

The internal elements that impact a business's operations include its issues, assets, advantages, and dangers. In the present market, Premier Inn has a large client base, a variety of goods, and many potential consumers, all of which are positive aspects. The firm can expand what it offers and make its goods more consumer because it has a large selection of items. The market will adjust to satisfy consumer demand if more individuals choose to purchase a goods with premium features. One issue with the business is that not all locations carry its items, and there have been occasions when consumers have complained that its consumer service is subpar (Lund & Jóhannesson, 2018).

Strength: The essential business elements that provide Premier Inn a competitive edge are examined in light of the resort's benefits. The integrity of a company may be attributed to a variety of things, such as its economic sustainability, intellectual resource, the distinctiveness of its products, and intangible qualities like brand value (Lund & Jóhannesson, 2018).

Weakness: The operational components of a business that may be improved to raise its profile are considered to be its shortcomings. Some flaws can be described as traits that the business is lacking or in which the competition excels. The company's margins are restricted as a result of its intense competition. It is simpler to compare global reach to local resort network (Lund & Jóhannesson, 2018).

Opportunity: Every business has the ability to implement specific adjustments in order to grow its customer base. A company may have chances for local growth, product enhancements, improved communication, etc (Lund & Jóhannesson, 2018).

Threat: Due to the entry of rivals, political unrest, and alternate low-cost services offered by competition, the hotel industry is under a lot of pressure. the same target market as the rivals ACCOR, DAYS INN globally Inc., and Travelodge hotels ltd (Lund & Jóhannesson, 2018).

Customer: Any company has the capacity to expand in order to increase the number of customers it serves. A company may have the opportunity to expand internationally, increase its offerings, improve its communication, etc. Competition in the hotel business has low shifting costs and costs

associated with product development. Because of this, company development outpaces changes in the rate of company (Khalayleh & Al-Hawary, 2022).

Competitors: The hotel sector is renowned around the world as a premium investment enterprise. Thus, there aren't many new players in this market. The power of labor skilled co - workers and employees has a high requirement in this industry, but the power of supply is likewise low. Due to the fact that the services used have alternatives, purchasers often have more power than providers (Khalayleh & Al-Hawary, 2022).

Collaborators: Two or more hotel companies working together can offer better facilities than working on their own. In B2B Connections, Agreements, and Blockbusters, the name of a recognized firm might do this (Khalayleh & Al-Hawary, 2022).

Climate

The policies, regulations, economics, community, and environment (PESTLE) around the hotel will be studied in order to determine how Premier Inn hotels could function more successfully in the neighborhood. As a result, elements like these have an impact on achieving goals. When making choices for the company, management needs to make ensuring that each of these considerations is considered into account (Khalayleh & Al-Hawary, 2022). The hotel will lose clients and money if these areas are unsteady since it won't be able to meet the several requests that have been made of it.

Political: Brexit and immigrant restrictions have hurt the Premier Inn. Due to more stringent traveling limitations, the hotel is experiencing a decline in desire for its services (Ianioglo & Rissanen, 2020).

Economical: Recession, a weaker currency, and hyperinflation.

Social: By addressing consumers' issues on a humanist level, Premier Inn complies with moral corporate standards and satisfies their demands (Ianioglo & Rissanen, 2020).

Technological: Premier Inn has grown up with innovation when it comes to keeping in touch with consumers online, creating consumer databases, and advertising new businesses on social networks. The marketing plan of the firm is based on this plan. Utilizing cutting-edge technology and producing high goods adds value to the business's services (Ianioglo & Rissanen, 2020).

Environmental: The Premier Inn only offers electric car rentals to visitors and gets the majority of its energy from solar panels in an effort to reduce emissions and the effects of climate change (Ianioglo & Rissanen, 2020).

Legal: The business must understand how to abide by the nation's new tax and immigration regulations. The business is required to uphold the contracts it has with each worker (Ianioglo & Rissanen, 2020).

Objectives

The 5% improvement in Premier Inn's profitability is the SMART aim of the advertising strategy. The goal may be achieved because of the industry's strong brand image. This target can be attracted by using effective advertising techniques. Therefore, it is important to increase Premier Inn's operating income by 5%. Within a year, this goal may be reached (Carlo, 2021).

Strategy

In order to attract more clients, the facility must be superior to what is offered by competitors in the marketplace. Premier Inn Hotels must be conscious of their product offering. They could offer an easy-to-use online booking method that takes up the least amount of time. The diversification of various services offered to the intended clients would be the fundamental value. For instance, a traveler can receive a reduction for reserving two or more accommodations in a year (Carlo, 2021).

Tactics

Marketing Mix

Product: Among the many services provided by Premier Inn are accommodations, amusement, dining, and shipping. They can maintain clients for all of their services since they provide a vast variety of them. This also helps consumers delighted. Premier Inn markets itself as the greatest affordable hotel in the UK and places a lot of focus on the quantity of rest that customers will enjoy while resting there (Carlo, 2021).

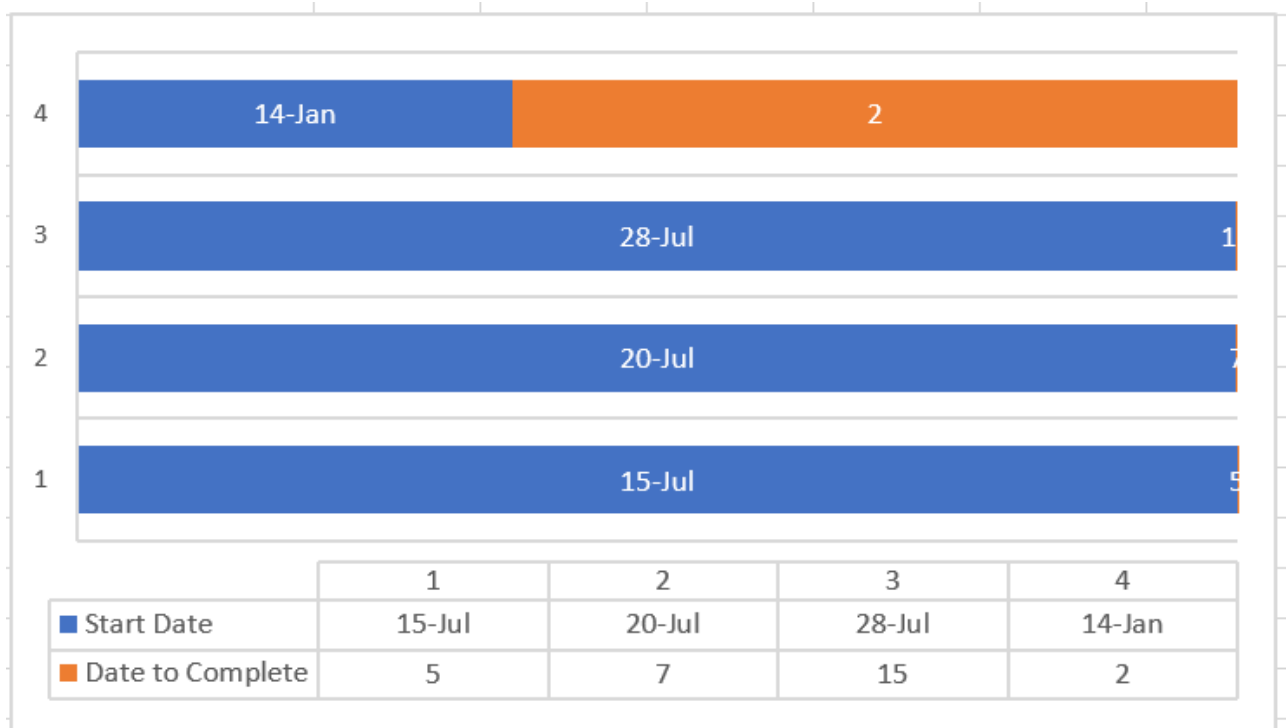
Price: Because Premier Inn is dedicated to providing its clients with a low-cost choice, the hotel's rates are not competitive. You may get goods that are not only practical but also beneficial to your health at a reasonable price. Deals can be found at specific seasons of the year (Carlo, 2021).

Place: In the United Kingdom, the Premier Inn brand operates more than 800 properties, among which are situated on airport lands. As a result, their company's high-quality accommodations and services are available at all of their locations (Bojanic, 2018).

Promoting: Bonuses and exclusive offers are given to long-term consumers of Premier Inn to entice them to keep. They offer details about where to go, what to see, traveling advice, and tourism attractions in the area. They successfully advertise their hotel on sociocultural networks (Bojanic, 2018).

Actions

Task	Start Date	Date to Complete
Preparation	15-Jul	5
Survey	20-Jul	7
Marketing Channel	28-Jul	15
Feedback	14-Jan	2



Gantt chart of marketing activities: The Premier Inn marketing campaign will be ready in 4 to 5 days. Utilizing main and indirect data, a study of the targeted audience will be carried out. The target audience's data will need to be gathered over the course of seven weeks. A marketing campaign will

be established depending on the data. It will last for fifteen days. After that, comments will be made. The required corrections will be made in light of the input (Bojanic, 2018).

Control

The characteristic or benefit that sets the goods of the top inn firm apart from comparably priced competitors on the marketplace is known as the distinctive selling strategy . For example, a goods may use tiny manufacturing as compared to its competitors. If the company offers a services instead of a goods, it can determine that its USP is that it travels to the customer rather than expecting them to come to its office. Also interchangeable are the words "USP" and "unique selling position declaration" (Bojanic, 2018).

Conclusion

In conclusion, Premier Inn hotels have a fantastic marketing strategy that effectively disseminates information about their goods, costs, offers, and places. They also have a lot going for them, which accounts for their popularity in the UK tourism industry. The economics and governance are highly uncertain, which might lead their sale to continually decline if they are not prepared, therefore they want to address their vulnerabilities and risks. The business is highly adept at ensuring that its goods have value and that a consumer's visit in one of its hotels will be peaceful and problems when it regards marketing. Due to the fact that they use social media and a website with a lot of popularity, their digital marketing is also incredibly effective at attracting and maintaining clients. The marketing plan's outlined methods and approaches are pricey and time-consuming in certain cases. However, over time, these are anticipated to generate income and be profitable. In order to secure the stability, efficiency, and expansion of its company as well as the involvement and pleasure of its consumers, Premier Inn needs make an investment now.

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PESTLE ANALYSIS



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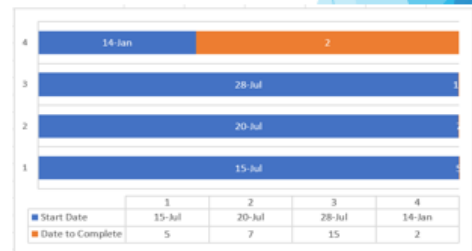
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