

Hôtel Square Louvois Consultancy Report

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Hôtel Square Louvois

09/06/2023

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Executive summary

Consulting was asked to write a report on the issues that challenge the hotel and propose strategies to combat this problem. There are several challenges being faced, such as: the absence of halal and kosher food, bad infrastructure and technology, limited availability of rooms, an unhelpful user interface and concerns on sustainability. Furthermore, the hotel has not pushed the fact that they are 5 stars to

the public and target audience. The main issue is the competitors, InterContinental – Le Grand, have a better reach globally compared to the hotel if reach is good there occupancy rate will be high (Jain, 2022)

The halal and kosher food being absent can be fixed by partnering with ORIENTHAL MARKET as it's gained popularity for the "authentic and halal" food products. For kosher food, local kosher certification firms can be negotiated with (like Kosher Check) - this helps identify local kosher suppliers, these food options will attract, broaden and invite Jewish and Muslims in their audience. This allows the hotel to focus their sales and marketing efforts. (Waida, 2019).

Sustainability practises are seen as vital for the long-term success of the hotel. Sustainable management must be implemented to respect the world by focusing on 3 pillars, the environmental, the socially responsible, and the economic. The hotel needs to follow the vital recommendations communicated in the study "The Role of Performance and Environmental Sustainability Indicators in Hotel Competitiveness" published by Grey and Bebbington (2001). The hotel needs to minimise energy consumption via green energy use for lighting, HVAC systems, gym machines and VoD machines. Additionally, the hotel can lower its carbon footprint significantly. Adopting the environmentally friendly transportation for the raw materials and resources, sustainable storage of food and drink (preserving it as it will help sellers get more profits. (Chomba, 2020)), streamlining inventory management and sustainable packaging will elevate the sustainable efforts as operate more efficiently and have lower overhead costs (Eliot Partnership, 2022)

Infrastructure and technology issues need to be addressed in specific rooms to guarantee positive experience for the guest leading to positive reviews leading to more overall good reviews which influence bookings as well as raise expectations on higher room rates (www.bookingsuccess.com, n.d.) which is a positive multiplier effect. A major problem could be noise problems in different rooms, the firm must invest in noise free glass or utilise soundproof materials like sound – deadening rubber sheets which minimise the transmission of noise. By recruiting the specialists in this field via collaboration with contractors, this issue can be addressed well. The hotel should also consider the disposal of AC safely and replacing it with PTAC units. These units offer better comfort and ease of maintenance – this shows that they are a suitable choice of the improvement of guest experience. The ambience of the rooms can be enhanced by the LED energy efficient lights which cycle through colours in one mode. These lights are more attractive, and they are good for romantic settings, they also only consume about 10 watts (Marsh, 2022) whereas normal is 60 (info found in same blog).

To promote the 5-star status of the hotel to the media and the public, a marketing strategy is needed as it helps them align their employees (Carpi, Douglas and Gascon, 2017). The hotel needs to capitalise on this and its special offerings like the dazzling location, good bars, delicious breakfast and its proximity to key sightseeing locations like the clear view of the Eiffel tower. Additionally, the emphasis of the amenities like VoD services, range of board games, very good gym as half of respondents (46 percent) said they planned to use the gym at some point during their stay (www.travelpulse.com, n.d.) Wheelchair accessibility will enhance its appeal. The five-star status needs to be shown in promotional materials by showing

the experience and how its good. This will attract travellers and tourists which want luxury and elegance. A range of marketing efforts which range from in person to digital must be taken as that enables reach of right customers at a much lower cost (www.nibusinessinfo.co.uk, n.d.)

The website UI is crucial as a good UI can raise your website's conversion rate by 200%. (Leadpages | Website & Landing Page Software Small Businesses, n.d.). This needs to be done as it needs to attract to French speaking, English speaking and international languages. The hotel NEEDS to hire professions in this industry to streamline the usability and additionally adding additional language options. Online bookings are essential as your online reach increases (Team, 2020). This leads to another positive multiplier of capturing the potential guest's attention and enabling them to book their rooms seamlessly as it has freedom of taking bookings 24/7. (queueme.io, n.d.)

The hotel has a limited reach, which gives the competition the upper hand. A triple stage model called Lewins model is recommended as it increases the chances to implement change as 70% of all change initiatives fail (Bodell, 2022) and this model gives the upper hand. In the unfreezing stage, the sense of urgency needs to be communicated as meaningful organizational change cannot occur without the cooperation of the affected stakeholders. (Tanner, 2022). This is across all departments, which will highlight the crucialness of this. The changing process needs to involve effective communication between all the employees to stop the fear created by change and increase a sense of adaptability and the management of skill – this is important as it helps them to work seamlessly, make sound decisions, and respond appropriately to immediate change (www.hcareers.com, n.d.). Operational processes, reservation systems, customer service protocols and partnerships with relevant businesses like OTAs are needed in this stage. The final stage of refreezing needs to focus on the change recognition and rewarding the employees which hold initiative dear as it gives employees a greater connection to their organisation. (Workplace from Meta, n.d.) , policies and procedures need to be updated and KPIs need to be tracked.

Introduction

The purpose of this report is to correct the issues of accurately identify and define the problem(s) faced by the hotel via a broad analysis and evaluation. These will be used to propose recommendations on how to fix the problems and how to implement strategies to fix it. A consultancy is also a good document to track the hotels

progress in the future. It is beneficial as it offers an accurate analysis of your clients' business-related problems through data (Editorial Team, 2021). SWOT (strengths, weaknesses, opportunities, and threats) will be used to analyse the problem at hand. This has been used as it uses internal factors of the firm to improve it. PESTLE (Political, Economic, Social, Technological, Legal, Environmental) will be used to analyse the environment and how this can be streamlined to fix problems, this is effective as it allows a strategic and systematic evaluation of a business's prospects, risks and opportunities in a new environment (Gerts, 2023). TOWS (Threats, Opportunities, Weaknesses, Strengths) will also be used to analyse the issue. This helps create strategies for the problem as negative aspects have been looked at with the positives and allows you to gain a better understanding of the strategic choices that you face (MindTools, n.d.). Many more strategies will be used to evaluate the performance of the company. The problem of Hôtel Square Louvois is that they are unable to provide any halal or kosher food for their customers. This is detrimental as it means that its unable many customers to meet religious requirements. This then means that they are unable to cater to a diverse audience: this degrades their reputation, brand image, guest satisfaction, less economic opportunities as the halal market is worth over two trillion U.S. dollars (Amna Puri-Mizra, 2023) and kosher is like this.

Scope and Analysis

Hotel Square Louvois is located in Paris, near the Opéra Garnier and Boulevard Haussmann. It has 5 floors, 50 rooms and is 70 sq. m with 2 meeting rooms holding 58 people (www.meetings-conventions.com, n.d.). The hotel's opening date is not publicly available, but the first review on TripAdvisor was published in August 2016. Recently, on this platform, incredibly positive information has been posted, such as "Wonderful stay at this clean and stylish hotel! Would for sure come back to this hotel!" (Palmer S, 2021), many review of similar nature can be found, meaning that the hotel has a positive brand image and reputation. The only problems that are serious are halal and kosher food which are not available. The traffic in the area is also poor but this is not in their control. This hotel has received lots of positive media coverage from outlets such as the luxury editor, as they believe that it is good for a stay where French-style charm plays the leading role. (Ross, 2016) and the hotelier academy claims that it guarantees an aesthetic consistency throughout the property, while making an important revenue (S. Morantis, 2017). It is also an optimal area for meetings due to its large space discussed earlier in this essay. This is also a particularly good space for family getaways. as there are rooms for up to five people. It also offers a range of amenities, from multilingual services, honesty bars, pets allowed board games and gym. It has 18 in total. The fact that it has a Parisian style increases the attraction which makes a good impression (admin, 2018)

Political	The absence of kosher and halal food could be viewed as discrimination towards certain religious groups, this could damage reputation and lead to public criticism. Social media activism if these concerns are raised before addressing it could lead to public outcry. The absence of these food could also lead to ethical concerns of religious freedom, which could reduce tourism revenue of the hotel. The hotels pricing may not enable all classes to access it as economic disparity was created by the French revolution (happened due to gap between rich and poor). This problem in France is still present today. The hotel needs to be wary of all terrorists who claim to be tourists as targets of these people are the international luxury hotel industry (Anon, 2010), this can be seen in the 2015 terror attacks.
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Economic	The economic effects are that if kosher and halal foods are not present, they are losing out on catering money and people will spend \$175 million next year on Passover-related travel alone (Buchanan, 2014). This means that they are losing out on a portion of this money. The hotel must also be prepared for an economic recession, this is as France suffered two recessions in the span of four years (Frue, 2019). France also has higher taxes, meaning that the hotel business tax is higher – this also means that the hotel must cautiously avoid spending without reason. The hotel could have more agriculture and technology related services as these bring the most money for France.
Social	The absence of halal and kosher foods could lead to dissatisfaction between Muslim and Jewish guests as they may feel excluded and may lead to customer dissatisfaction. This may also lead to cultural sensitivity and inclusivity as hotels are hubs that bring numerous cultures together globally and the absence of this may be insensitive to certain groups. This could also mean that they have less social responsibility and corporate citizenship as hotels are expected to demonstrate social responsibility and positive community contributions. The hotel is also expected to strengthen their security measures as the youth crime rate is a concern in France, if a crime is committed on property it could lead to a loss of customer trust and loyalty (Creedon, 2023)
Technological	No halal or kosher food could lead to negative online reviews, reputation, social media impact and less digital marketing opportunities. Strong ADSL (prominent connection in France) Wi-Fi connections must be implemented as it increases guest satisfaction, online entertainment, facilitate meetings taking place and makes better reviews online. It is essential in the current digital age

Legal	If the hotel wants to implement halal and kosher foods, they need to have certificates and meet industry standards. Certain training may need to be implemented to do this as they need to comply with the rules to be recognised as certified.
Environmental	France is the most visited country as 66.6 million tourists visiting it in 2022 (Rahman, 2023) - this has led to environmental problems adversely affecting the country such as air and water pollution. The VoD service, indoor pool and the extensive lighting and chandeliers consume lots of energy which may be bad for the environment at an excess. The hotel should implement sustainable energy and provide satisfaction to the customer by gaining a green key certification or LEED. They should evaluate the energy efficiency of the HVAC systems in their rooms and large conference rooms.

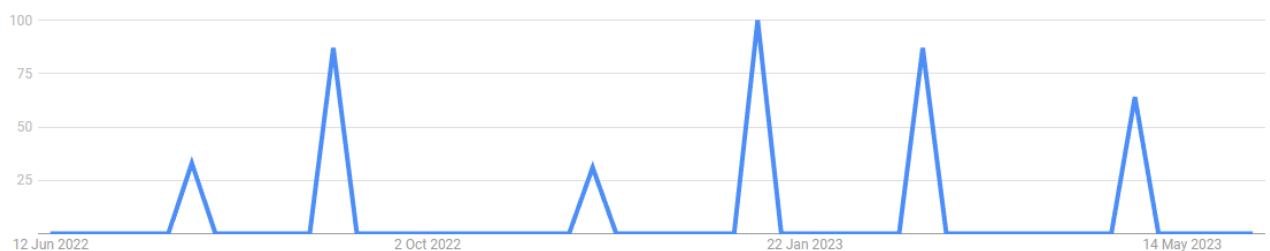
Strengths	One of the key strengths of the hotel is its wide range of amenities. The multilingual staff will aid the tourists from all sides of the world. This is effective as this means that they will have an international reach as if the service is good the word of mouth will spread internationally, and tourists may come to the hotel as France is an international tourist hub. The indoor pool, conference area, high speed Wi-Fi is also a strength as it gives a VIP brand image. The gym is state of the art (advertised on booking.com) as the equipment there is for weightlifting, HIIT and endurance. This also creates a VIP brand image, extended guest stays and guest satisfaction. The hotel is also located near lots of restaurants and 10 shopping centres
Weaknesses	This hotel has numerous weaknesses, such as the numerous negative reviews featuring the noise externally due to the location being near the city centre.

	Another prominent problem is the untimely check ins due to lots of people coming at the hotel. There are also complaints of rooms with faulty AC and no AC in the bathroom. Another problem is the dim, old lights. Some other weaknesses are the small investment on marketing and heavily relying on the location of the hotel. They also have no halal or kosher food in their menus.
Opportunities	There are many opportunities, one of them being marketing online as they have a limited presence online even though they have Instagram and Facebook – they should advise on TikTok (another innovator in social media). They could also create exclusive packages by collaborating with the close museums, shopping centres and opera. On their existing social media, there is not enough advertising on their meeting and conference rooms, if there is more of this, they may attract investors as France ranking 32 (out of 191 countries) in ease of business (SK Patodia, 2022).
Threats	There is lots of competition in France as it is a tourist hub and there are 17,056 (Stipp, 2017) hotels in France. Another threat may be OTAs. Even though they can promote the hotel and assist international booking, they can also take charges and significantly cut profits. The demand from season to season also fluxuates, this could mean that they may financially struggle in some months more than others.

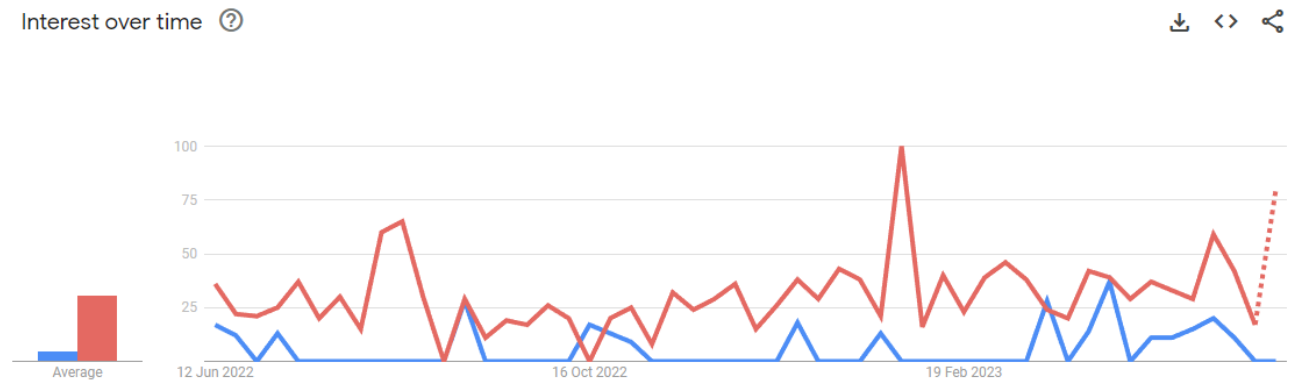
Main Body

This report aims to help predicting the effects of possible emergent events and building strategies for preparation and remediation (www.ascopower.com, n.d.). The problems must be identified first. There are a few issues that this hotel faces, one being the absence of halal and kosher food. Another may be the sustainability of the hotel. Another being some of the infrastructure of the hotel in specific rooms and the technology inside these rooms. The hotel was previously only 4 stars, and this is a con as 56 (Anon, 2020) hotels have higher stars than them in the city that they are in before. Now that they have 5 stars (this is good as over 440 (Condor Ferries, n.d.) have this privilege), they have not yet pushed this fact to the public so there may be misconceptions. The website also has a difficult user interface for English speaking customers and especially customers that do not speak French or English this means that there was irrelevant or low-quality (careerfoundry.com, 2020). They also have extremely limited availability, and their pool is cold according to lots of reviews. They also have a non - helpful chatbot. The main issue the hotel faces is the regional drops and rises, this is a problem as they are unable to carry the exceptional revenue of some periods onto other periods. A google trend graph shows the interest over time. Data source: Google Trends (<https://www.google.com/trends>)

Interest over time ?

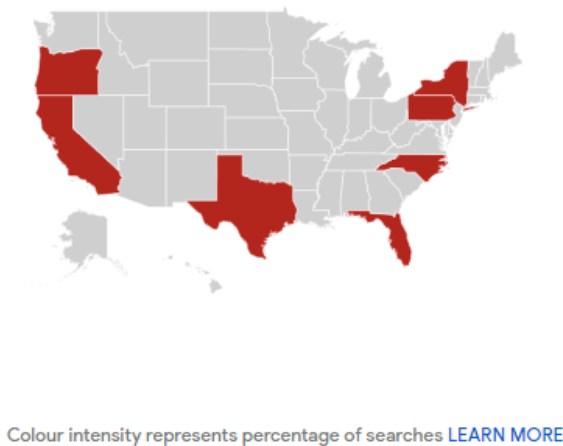


Their competitors are outperforming them as most of the popularity is going to their competitor (InterContinental Paris - Le Grand, an IHG Hotel). This is seen here (red – competitor, blue is the hotel which is the subject to this report). Data source: Google Trends (<https://www.google.com/trends>)



Their reach is limited to Netherlands, as it shows most interest in the hotel. Whereas their competitors have a reach in the United States and England. Data source: Google Trends (<https://www.google.com/trends>)

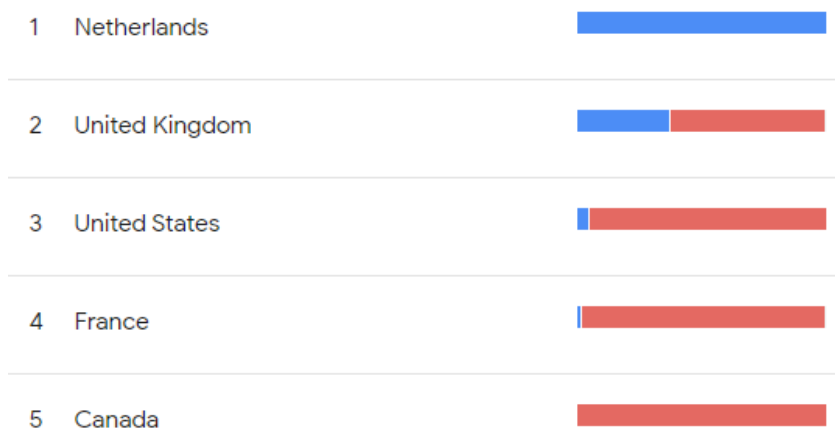
● Hotel Square Louvois ● InterContinental Paris



This is showing United States.

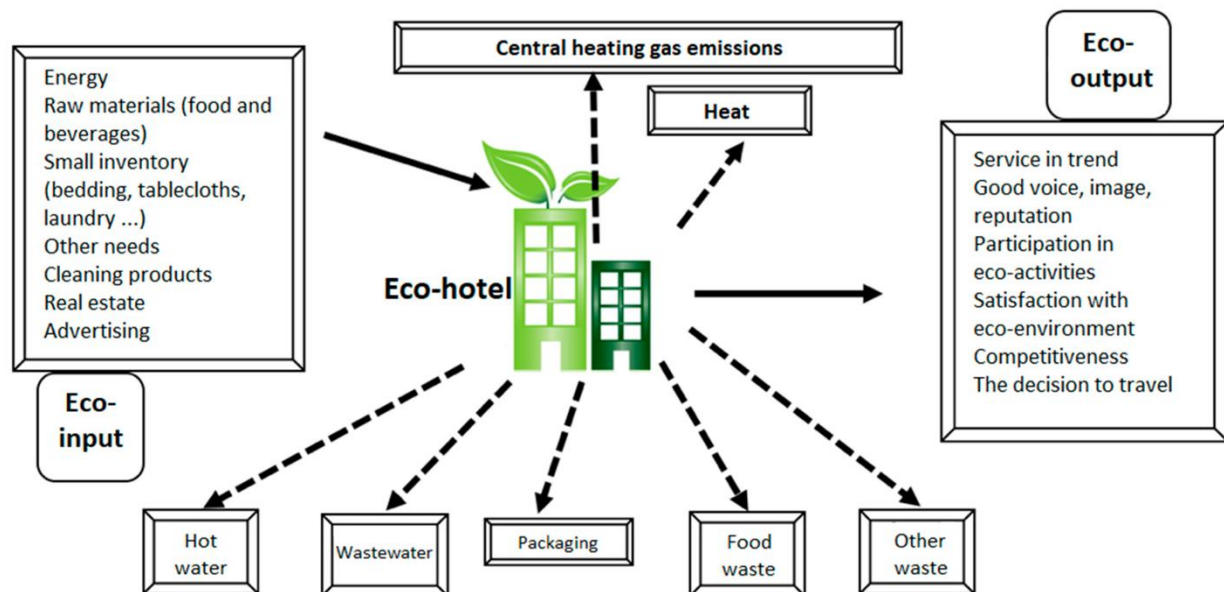
Compared breakdown by region

● Hotel Square Louvois ● InterContinental Paris



These are worldwide. They also have numerous positives, such as the 4-star review, this places them higher than most hotels. They also have majority complimentary reviews, particularly boasting its convenient location, good bars, appetising breakfast, sightseeing locations – especially the loft with an unobstructed view of the Eiffel tower, VoD services, board games, gym, conference area and wheelchair access. The small problems will be addressed first in this report then the major ones. The absence of halal and kosher food can be fixed by ORIENT'HAL MARKET as it is “Authentic & Halal” (www.europages.co.uk, n.d.) with a good supply of halal foods. The people who need kosher food can be satisfied by contacting kosher check to get the nearest kosher supplier. The Muslim population estimated to be 10% (Ümit Dönmez, 2023) and the Jewish community is the third biggest community in the world (Congress, n.d.) of Jews. This means that the hotel may be able to broaden its target audience. The hotel also struggles with sustainable practises. They should implement more sustainable management which is to respect the socio-economic needs of hotel staff and the local community and are operated for the profit of the owners and operators while lowering their environmental impact. (Autin, 2020).

While providing the best possible experience for your guests (admin, 2022) This can be done by following the eco – input of this table.



(Gray and Bebbington, 2001). The energy input can be reduced by using more green energy for the lighting, HVAC systems, gym machines and VoD machines. The raw materials (food and beverages) must be brought using an environmentally friendly vehicle. They must be kept in a sustainable way and presented using sustainably made cutlery. The small inventory can be reduced by implementing strategies like optimizing procedure practices reduce environmental and waste impact. Forecasting demand also helps, this is ordering in small quantities and sourcing locally. Efficient inventory management systems need to be implemented to control and track inventory levels, reducing food spoils and preventing overstocking. Sustainable packaging for the items provided by concierge and all items given needs to be sustainably packaged. The promotion of sustainable culture helps. Cleaning products need to be sustainably sourced. The wastewater can be reduced by implementing measures like low flow fixtures, sensor-based faucets, and dual flush toilets. On – site wastewater treatment needs to be invested in and people could be employed who are specialised in this. Some systems could be greywater recycling, blackwater treatment and primary treatment as it removes about 60 percent of suspended solids from wastewater (water science school, 2018). Staff must be educated on water waste practises and sustainable practises, staff training on this is needed as it educates executives to conduct business while managing competing interests of shareholders, the planet, and society as a whole. (Margerita Merler, 2021). This is good and the products of this are shown in the eco – hotel model. Wasted resources must also be recycled via recycling bins which should be placed in every room. Sustainable hotel practises increase the brand exposure and may push the fact that it is a five-star hotel. It is important to implement these practises as hotels must reduce more than 90% of its carbon emissions per room by 2050 (Oakley EN, 2022). The infrastructure and technology in the hotels must be fixed to ensure an overall positive review rate as most reviews are positive apart from the ones complaining about these issues. This can be helped with the McKinsey 7S model. There are hard and soft elements. This model is effective as the framework can be

used to examine the likely effects of future changes in the organization, or to align departments and processes during a merger or acquisition (Cascade Team, 2023)

Hard Elements	Soft Elements
Strategy	Shared Values
Structure	Skills
Systems	Style
	Staff

These elements will help to implement the tech and infrastructure as the infrastructure changes are major and the technology changes may take lots of strategy. The first infrastructure change is the noise, the shared values are that they are a shared problem in lots of rooms, so it needs to be addressed by noise free glass or sound proofing/deadening rubber sheets. The strategy to build this takes less time, the structure of the company (staff etc.) could add this if they have appropriate staff but if not then could lease professionals in this. The system of getting this work done is placing this after a guest leaves and the room is free, then during the cleaning process this can be added. The skills needed are people that are specialised in the noise cancellation industry, they could be leased if the staff can't do this. The leadership style must be open book management will all the designers to ensure that the attractiveness of the room is the same or better. The AC could also be replaced in the same way and in the same time intervals but implement PTAC air conditioners instead of normal ones as from guest comfort to ease of repair, PTACs offer a heating and air conditioning solution for these spaces that traditional ducting systems simply can't (Reed, 2021). The old dim lights need to be replaced in the same way, but additionally also implementing the LED strip lights – this is as they are more attractive (especially for romantic situations, could be added as an additional fee in their romance package) and they use 90% less energy and last up to 25 times longer than traditional incandescent bulbs. (Energy.gov, n.d.). The small room problem can be fixed the next time renovation happens. The fact that they are a five-star hotel can be pushed by excessive marketing mentioning the five-star point. For example - “Incomparable luxury is what you'll find at our 5-star hotel. Enjoy luxurious lodgings, top-notch cuisine, and first-rate service. Enjoy amazing views of the city while unwinding in our opulent spa and swimming in our dazzling pool. We give discerning travellers a once-in-a-lifetime experience with rigorous attention to detail. At our 5-star sanctuary, experience the height of luxury and elegance”. The interface of the website must be improved by leasing professionals as in Las Vegas (one of the most hotel heavy cities in the US where the competitor is taking over) 68% of visitors used Internet to book their trip (tAN c, 2015). Lewins model is efficient as it has three stages: unfreeze, change and refreezing, a study found that that readiness for change (unfreezing) creates satisfaction with change (moving) which then fosters employee engagement (refreezing) (Memon, Shah, S., & Khoso, I. U.2021).

This model will be used to address the main issue of less engagement worldwide and the competitor gaining an advantage. The first stage is unfreezing, a sense of urgency must be communicated across the hotel departments which highlight the lack of global reach as online paid ads account for 82% of bookings. (Delgado,

2023). The opportunities, advantages and benefits must be highlighted as well. A dedicated team must be created which communicate with all departments who will cooperatively drive the global expansion initiative. This is important initiative as 187,000 hotels in the world as of 2023 (Zippla , 2023) This team must also collect relevant data to aid their initiative. In the changing process, all employees must be consulted to prevent fear of change. Fear of change refers to when employees feel psychologically insecure and cannot see the direction that is not shattered (Cornescu & Adam, 2016). To reduce this, effective communication is needed and the reason for changes pros and cons must be articulated. Involving employees in this process would also make them embrace change and make them feel a sense of ownership. It may also increase creativity and work drive. Training must also be increased to foster a sense of adaptability which comes with the skills developed. Processes and systems must be adapted like operational processes, reservation systems, customer service protocols etc. Partnerships must be established with travel agencies and OTAs across the globe. A strategic plan must be developed, this can be developed using the Ansoff Matrix model, this looks at the existing and new markets (market development and penetration) and products (development and diversification). Diversification is especially important as the hotel bookings must be diversified.

		PRODUCTS	
		Existing	New
MARKETS	Existing	Market Penetration	Product Development
	New	Market Development	Diversification

(Joe Weller, 2019). The refreezing stage must reinforce the change by recognising and rewarding employees embracing global expansion and good at delivering customer experiences. They could be rewarded by a customisable gift voucher offered on their website or employee programs. Policies, employee handbooks and procedures must be updated. KPIs must be tracked, and the business should adjust. Change must be institutionalised as institutionalizing successful change programs involves reinforcing them through feedback, rewards, and training. (iEduNote, 2019). TOWS must also be analysed to ensure an overall positive change. Threats are competition, OTAs and seasonal demand. The strengths of multilingual staff could spread word and customers could directly book and the hotel could be renowned of its amenities if it marketed more, this eliminates seasonal demand. The weaknesses of lights, AC, untimely checks could be reduced to reduce threats. The strengths

mentioned above could increase opportunities of global reach and market offers (if there is less seasonal demand). These opportunities could reduce weaknesses of negative reviews and dim light (could invest in them).

Findings and results

After a comprehensive search and hotel analysis, we have found its challenges and opportunities. Numerous findings have been alerted if. These findings show where the hotel needs to improve via implementing strategies to increase its competitiveness and net performance. This is the results.

There was an absence of kosher and halal food. A colossal issue that needs attention is the void of halal and kosher foods that are available in the hotel. With partnering with ORIENTHAL MARKET – which boasts its authentic and halal food, the hotel is able to address the needs of the guests which follow Islam. Furthermore, the collaboration with kosher certification agencies like Kosher Check can help find local kosher suppliers which will broaden the audience while catering to a wider dietary requirement. This aids you reach out to prospective guests and promote your business. (GuestJoy, 2022)

The hotel lacks sustainability protocols therefore this requires adequate attention. This can be done by the implementation of sustainable management like green energy when lighting is used, HVAC systems and gym machines all contribute to less energy consumption. Inventory management optimisation, locally sourcing food and beverages, sustainable packaging use all contribute to the minimisation of waste. Water conservation is essential, for example low – flow fixtures, wastewater treatment can reduce the negative consumption of water that can be used better elsewhere. By implementing these strategies, the environmental impact is lowered which proportionally increases brand reputation. This is good as more than 93% of people look at online reviews before booking a hotel (hospitalityinsights.ehl.edu, n.d.)

Infrastructure and technology issues need to be addressed to improve the satisfaction of the guests and the rating of the hotel via reviews. The installation of glass which is noise free or materials which eliminate sound and migrate problems need to be implemented. The upgrade of AC systems is also vital, this is as PTAC units re much more energy efficient and a consumer favourite. The addition of LED strips will also increase guest satisfaction. These upgrades in infrastructure will lead to a happier customer and help raise the bar of the average guest experience, this is important as its business's main indicator of quality service (www.hotelminder.com, n.d.)

The hotel's marketing and branding activities require advancement. Using its newly acquired five-star status, the hotel should emphasise its lavishness, unique products, and great service in advertising materials. The hotel may increase its reach beyond the Netherlands by using effective digital marketing methods such as upgrading the website's user experience and investing in online advertising. Targeting markets where rivals have a bigger presence, such as the United States and England, will assist boost the hotel's appeal and attract foreign tourist and this is beneficial as strong influence on the business performance of the hotel (Mucharreira, P.R., Antunes, M.G., Abranja, N., Justino, M.R.T. and Quirós, J.T., 2019.)

An integrated strategy is essential for enacting effective organisational changes and elevating employee occupation. Using Lewin's Change Management Model, the hotel should unfreeze the existing situation by instilling a feeling of urgency and

explaining the advantages of global involvement. Employee involvement in the transition. TOWS:

Threats – Competition is a major threat, there is one key competitor and there are numerous others due to the density of hotels in France, Paris. The competitors must be analysed, and efforts need to be made to become better. OTAs take commission decreasing profit margins so direct booking channels must be developed.

Opportunities – Global reach needs to be developed to increase global expansion beyond countries like Netherlands and the UK. Partnerships with OTAs need to be made. Market segments need to be explored and target markets need to be targeted to get a bigger reach of guests.

Strengths – Multilingual staff leverage the advantages of enhancing customer service and additionally spreads word of mouth which attracts more guests. The 5-star rating also must be utilised as an advantage as it can be used to highlight that quality of the range of services that it offers.

Weaknesses – There are numerous issues in infrastructure in technology, from room size to AC to the noise levels externally. These need to be improved to overall improve the satisfaction. There is also limited availability of the hotel – this is a positive and a negative as potential customers are put off on the booking part.

Action Plan

The consultancy fees have been agreed as £25,00

Number	Problem	Solution	Desired Outcome	Time Scale	Completi-on Date	Planned budget
1	Halal and Kosher Meat having no presence in the hotel	Get a firm supply of halal and kosher foods by ORIENT MARKET and contacting the nearest kosher supplier. Contracts need to be negotiated	Having Halal and Kosher meat	2 months	09/09/2023	€2000 per annum
2	High amount of energy output	Implement ing green lighting, technology and HVAC systems. Using more green gym machines.	Reducin g the energy output	5 months	09/11/2023	€1000
3	Raw materials brought in unsustain ably	Contacting sustainabl e vehicle transportat ion by arranging contacts with local business	Reducin g carbon footprint	1 month	09/07/2023	€200

4	Overordering	Forecasting demand by ordering small quantities locally	Less product waste/misuse	1 week	16/07/2023	€0
5	High inventory levels reducing storage space	Efficient Inventory Management Systems	Lowering Inventory Levels	1 month	09/08/2023	€40000 per annum
6	Unsustainable Packaging	Sustainable Packaging	Sustainable Packaging	1 month	09/08/2023	€100
7	Excess of wastewater	Wastewater management via low fixtures, sensor-based faucets, dual flush toilets, grey water recycling, blackwater treatment, primary treatment, staff training)	Less wastewater and wastewater being used efficiently	6 months	09/12/20203	€20000
8	Less recycling	Recycling via staff training and bins around site	Recycling	2 weeks	23/06/2023	€200
9	Lots of noise	Noise free glass, sound proofing/deadening rubber sheets	Noise cancellation	2 years	09/06/2028	€1000 per room

10	Less awareness of the 5 stars	Marketing	5-star awareness so more customers	1 month	09/07/2023	€1000
11	Competitors having a global advantage	Data needs to be gathered, a dedicated team must be created, communication systems need to be made, staff need to be trained, partnerships need to be made, planning must be invested in, gift incentives must be giving to enthusiastic employees, markets need to be entered and products need to be made.	Upping the competitor and achieve success On a global scale	5 years	09/06/2028	€20000

Recommendations

- Contact companies like ORIENT MARKETS and local suppliers and contract with them to get halal and kosher food
- HVAC (Heating, Ventilation and Air Conditioning) systems need you be implemented
- Green lighting and technology need to be implemented.
- Gym machines need to be replaced with eco-friendly alternatives.
- Sustainable vehicle transport needs to be arranged for bringing in/out different resources.
- Small quantities of resources need to be resourced locally.
- Packaging needs to be more sustainable
- Sensor-based faucets need to be implemented.
- Low fixtures need to be implemented.
- Dual flush toilets need to be implemented.
- Grey water recycling needs to be apparent.
- Blackwater treatment and primary treatment of wastewater, staff need to be trained for maintenance
- Recycling bins which are colour coded need to placed around site.
- Staff need to be trained on recycling measures.
- Noise free/cancelling glass needs to be in rooms
- Sound proofing or deadening rubber sheets need to be in rooms.
- Marketing pitches need to be increased, boasting the fact that they are 5 stars with state-of-the-art amenities.
- Data needs to be gathered on all parts/departments with staff allocated for this purpose
- A dedicated team must be created on pushing the hotel worldwide and upping the competitors
- Communication systems need to be made between **staff and staff, customers and staff** and **business to staff**
- Staff need to be trained to streamline the systematic planning in the system to streamline it.
- The planning must be invested in.
- Gift incentives must be given to staff who are exceptionally well performing
- Markets need to be analysed and entered to get a global approach
- Social media usage must increase.
- The website must be redesigned for a customer friendly UI.
- Local businesses must be contacted with to increase sustainability
- Procedures, systems and protocols must be developed
- Staff need to be trained in all aspects

Conclusion

In conclusion, this consultancy report has identified several key challenges faced by hotel, ranging from the absence of halal food to sustainability concerns, infrastructure and technology issues, limited global reach and competition from rival establishment etc. The most important ones are how to solve the problem and which investment proposal to choose to its future development to increase the occupancy level for all departments. To overcome the lack of halal and kosher food, the hotel can form alliances with authentic and halal food providers such as ORIENT'HAL MARKET and work with organisations such as Kosher Check to find nearby kosher vendors. The hotel may extend its target demographic and cater to a more diversified group of customers by addressing the dietary preferences of Muslim and Jewish communities. Another crucial topic that demands consideration is sustainability. The hotel may lower its environmental impact while serving the socioeconomic demands of its employees and the surrounding community by applying the sustainable management practises suggested above. Green energy use, sustainable raw material procurement, effective inventory management, encouraging sustainable packaging, and training personnel on water and resource conservation may all help to the hotel's environmental sustainability initiatives. Improving the hotel's infrastructure and technology is critical for improving visitor experiences. The McKinsey 7S model allows the hotel to solve infrastructure concerns such as noise, obsolete air conditioning, and inadequate lighting. Noise-cancelling glass, PTAC air conditioners, and LED strip lighting may all considerably increase visitor comfort and satisfaction. Staying competitive in the sector necessitates expanding the hotel's worldwide presence. The hotel can create a sense of urgency, communicate effectively with employees, adapt processes and systems, establish strategic partnerships, and reinforce the changes to institutionalise global expansion efforts by using Lewin's three-stage approach of unfreezing, changing, and refreezing. This will assist the hotel in increasing its market share and attracting international customers. Finally, by resolving the identified difficulties and applying the proposed measures, the hotel may improve overall performance, guest happiness, and market competitiveness. To create good change and guarantee long-term success in the ever-changing hospitality business, hotel management must prioritise these areas and spend resources wisely.

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