

Forest Of Arden

by losif Stan

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WELCOME

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Marriott facts and history

Marriott has over 6400 hotels throughout more than 125 countries.

The company was founded by J. Willard and Alice S. Marriott in 1927.

Arne M. Sorenson is currently Marriott's President and CEO

Marriott's heritage traces back to a root beer stand that was opened in 1927. The core values of Marriott and the fundamental beliefs are spirit to serve the community...associates...and customer. They are recognised by the Sunday Times "Top 100 Best Big Companies to Work For"



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Forest of Arden Hotel Marriott History



Planning permission for a 120 bedrooms hotel with a leisure club, conference center plus an 18 holes championship golf course was granted in 1987 by North Warwickshire Borough Council.



The Forest of Arden Hotel opened for business on 1st September 1989-it was the eight hotel in the Country Club Hotels group. The development cost 13.5 million pounds.

At the ceremony was Lord Guernsey (son of Lord Aylesford) and Norman McIndoe, the Managing Director of CCH

The second 18 holes course opened in September 1991. It was named the Aylesford and was designed by Donald Steel, one of the country's leading golf architects. Was constructed by Brian Pierson.

In 1992 the original Arden Course was closed for a 1million pound's redevelopment in order to meet the rigorous standards .Improvements were made to the Zest Restaurant and Cast-Iron Bar and Restaurant was extended and the new Arden suite was built.

The extension was opened on the 11 May 1996 and another 60 bedrooms were added in August 1997 bringing the total of bedrooms to 214.

The hotel celebrated its 10 anniversary in the autumn of 1999. In its first-year revenue was 3 million pounds and this is constantly growing.

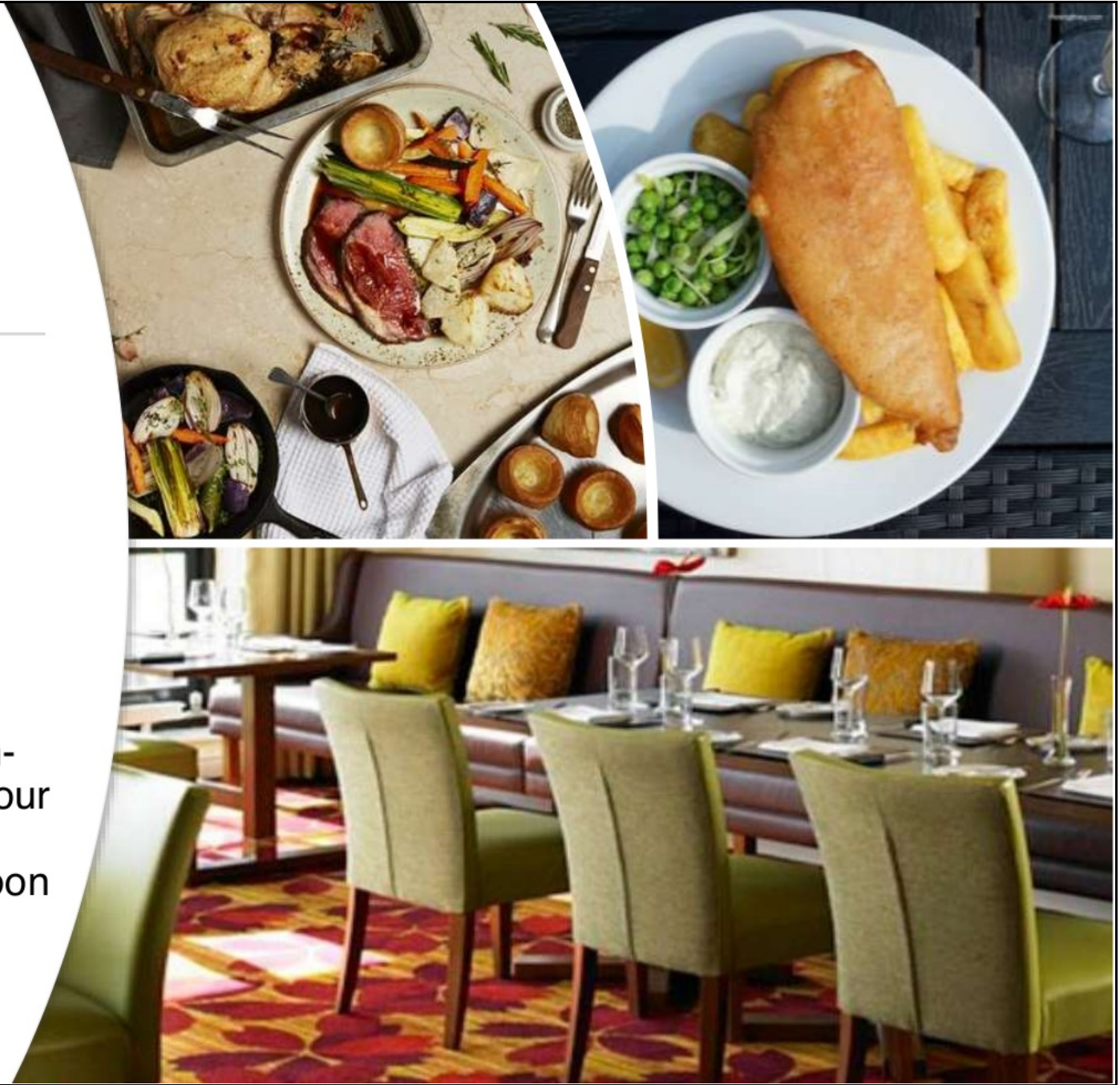
Type of Operations

- Full-service Spa
- Fitness center
- Pool
- Golf-two Championships golf course
- Events
- Meetings
- Conference
- Room service
- Luxurious bedding
- Restaurants



Food and Beverage Operations

- Dining Services
 - Room service
- Breakfast
 - Buffet breakfast ,fee from 16.50 GBP
 - Continental breakfast, fee from 12.00 GBP
- Cast Iron Bar & Grill (Grill)
 - Enjoy fresh, sourced locally, best of British dishes at Cast Iron Bar & Grill, our stylish on-site restaurant. Order a succulent steak, try our new Sunday lunch carvery menu or experience a scrumptious, traditional afternoon tea.
 - Open for breakfast, lunch and dinner



Type of Meals and Products

- Afternoon Tea
- Availability: Mon, Tue, Wed, Fri, Sat 12:00 till 16:30
- You can Treat yourself to a truly delicious Afternoon Tea experience. It is located in a beautiful part of the West Midlands country-side, guests enjoy a relaxing Afternoon English Tea dining experience which overlooks the superb golf course and fantastic designed grounds. Take advantage of the traditional afternoon tea featuring a mouthwatering range of sandwiches and sweet deserts plus a large choice of teas from their Twining's Selection. You may also treat yourself to lovely glass of Prosecco, Champagne or a cool Pink Gin Spritz!
- [Cast Iron Bar & Grill - A La Carte Menu](#)
- [2 Course Lunch Menu £12.95](#)
- [3 Course Dinner Menu £25](#)
- [Cast Iron Bar & Grill - Dessert Menu](#)
- [Cast Iron Bar & Grill - Drinks Menu](#)
- [Cast Iron Bar & Grill - Bar Menu](#)
- [Cast Iron Bar & Grill - Kids Menu](#)



Types of kitchen

- **The hotel has a main kitchen and** is located at the **center** of the **hotel** where food is received and stored, food is prepared, served and clearing are properly managed.
- Bar and grill this is a spacious area where clients can relax and can eat anytime from midday till evening. Where be a snack or and main meal
- Types of food varies from english, continental and european. There are vast choices to be made.



How to Market

- There are several ways to market your products
- Social media
- Advertising
- Seasonal events
- Digital marketing
- Email marketing
- Word of mouth

CUSTOMER
ANALYSIS
ADVERTISING
MARKET
SALES
PROMOTION
PRICE
INTERNET
TARGET



Health and Hygiene Food and Beverage

- • Maintains the highest standards of purchasing. high levels of receiving and food storage controls.
- high standards of quality checks of raw and cooked foods to ensure that all standards meet the highest qualities.



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