

MARKETING ESSENTIALS

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Component A marketing plan

Introduction

The marketing plan helps an organisation to develop a business strategy to acquire new customers and sell more products and services. It also allows a business to analyse how successful the marketing efforts have been for the business to gain a competitive advantage in the market. In this current study, the hotel brand **Moxy hotel's** marketing plan will be analysed to identify the opportunities of this hotel in the competitive Marketplace. Apart from these opportunities this hotel as an energetic and stylish Hotel brand for young customers to get new experiences will also be elaborated on in this study. Different theoretical frameworks such as the Bowman clock, 4 Ps of marketing mix SWOT analysis and PESTLE analysis will be demonstrated in this study to create and analyse the marketing plan.

Situation analysis

5 C's

Company:

<i>Strength</i>	<i>weaknesses</i>
• Known brand of Marriott. • Strong brand image. • Friendly and vibrant Hotel environment. • Price per value.	• New brand and low awareness in the market. • Increasing competitive rivalry • Not being able to monetise Marriott segment experience (Demirel, P. and Kesidou, 2019).
<i>Opportunities</i>	<i>Threats</i>
• Increased tourist demand all over the world. • The international membership of Marriott with different countries. • Implementation of new technology.	• High price. • Economic recession all over the world. • Does not attract older customers.

• Growing Gen Z population	
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Table 1: SWOT analysis

Collaborators: The interior design was done by Yabu Pushelberg, the TAO group Looked after the food and beverage programs and the Rockwell group designed the restaurant and bar spaces. Moxy Hotel is owned by Marriott International Inc which is a world-renowned brand.

Customers:

Demographic	This hotel attracts customers who are within the age group of 25 to 35 both male and female. People who belong to the middle class and upper class and environmentally aware and educated people normally book this hotel.
Psychographic	People who like to travel and enjoy fun activities normally book this hotel. They are usually tech-savvy and follow an energetic lifestyle.
Geographic	People from all over the world book this hotel irrespective of their language. However, the urban population from different parts of the world who know about this hotel only book the facilities (Jin et al., 2019).
Behavioural	People who are on different social media platforms know about this hotel and identify the vibrant and energetic nature that this hotel wants to provide. They have a positive spending habit and like to travel. As a new brand of Marriott, this hotel needs to increase brand loyalty among the customers in a more positive way (Eckhardt et al., 2019).

Table 2: Customer segment

Competitors:



Figure 1: Perpetual map

(Source: Self-created)

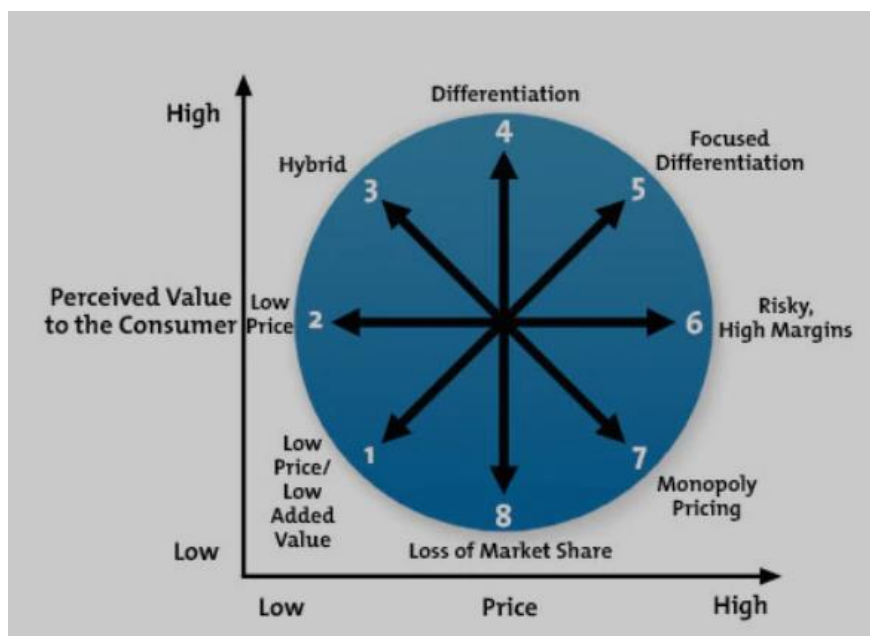


Figure 2: Bowman strategy clock

(Source: Fahy and Jobber, 2019)

This organisation is in position 4 which is differentiation and it offers customers high perceived value. branding is important for this company to provide appropriate services to the customers

so that they want to book the rooms and other amenities of this hotel. It is known to sell its rooms and other services at high quality and premium prices.

Climate:

Political: Political stability in the UK is one of the positive aspects to develop the business and attract new customers.

Economic: The economic recession all over the world, and the Ukraine-Russia war impact the economy negatively. Apart from this the after-effects of the covid-19 and Brexit referendum are some of the negative economic impacts that can affect the business of the hotel (Fahy and Jobber, 2019).

Social: The exciting and fun activities offered by the hotel attract young customers from all over the world.

Technological: The implementation of Advanced technology to attract customers and provide them according to their needs and demands is one of the key benefits of this hotel.

Legal: This hotel follows environmental laws, employment laws and human rights according to the UK and EU legislation.

Environmental: Reduction of food water and energy wastage is one of the important aspects of this hotel which helps to reduce pollution and increase the demand for recyclable products.

Objectives

The SMART Target of this hotel is to attract new-generation customers and provide them with appropriate products and services to create a long-term and loyal customer base within the next two years.

Strategy

- Implementation of Advanced technology helps this hotel to communicate with the customers and ask them to review the hotel and what benefits this hotel has compared to its competitors like Virgin Hotels and Canopy by Hilton.
- This company uses its official websites and social media to communicate with customers regarding the value proposition.
- The value proposition is delivered to the customers with a clear message and the company promises unique value such as an exciting fun environment within the hotel.

- By using the STP model the business identified the most valuable customer segment which is Gen Z customers and using social media and other digital marketing activities Moxy connects with the customers. It helps to create engaging personalised marketing campaigns and attract potential audiences (Rajavi et al., 2019).

Tactics

Product: *Moxy Hotel* can be treated as one of the most recognised luxury chains of hotels across the UK. The concerned organisation is highly engaged in providing relevant services such as hospitality management, hotels, lodgings, resorts, and many more for its consumers around the world (Khalayleh and Al-Hawary, 2022). The concerned hotel in terms of a product can be further sub-categorised into various brands including *JW Marriott, Renaissance Hotels*, and many more over there UK.

Price: The price of the hotels within the Moxy Hotel has significantly varied with various locations, consumers and hotels. The primary motive of the present hotel is to offer accurate products at a reasonable price with adequate services respectively. The prices of the hotels can be significantly determined by the Moxy hotel by keeping the value with the satisfaction of quality framework along with maintaining the price strategy in such a manner in terms of maximising their revenue extensively (Samatovich, 2021).

Place: Moxy Hotel can be evaluated as a location-specific hotel that can be helpful for the concerned hotel to extract an advantage for attracting consumers such as business individuals in acquiring hotels near the airport. It can also be helpful for travellers that love to stay the night in hotels near highways along with providing easily accessible services to the tourists in the city near the market effectively. A mixed channel strategy has been adopted by the concerned hotel that contains both the third-party channel and direct channel in an effective manner.

Promotion: Digital promotion regarding the products and services has been effectively focused on by Moxy Hotel (Koc and Ayyildiz, 2021). The promotion of the respective products and services through conducting various videos and campaign advertisements on several social media sites has been performed by the organisational manager of Moxy Hotel to improve its level of brand image.

Action

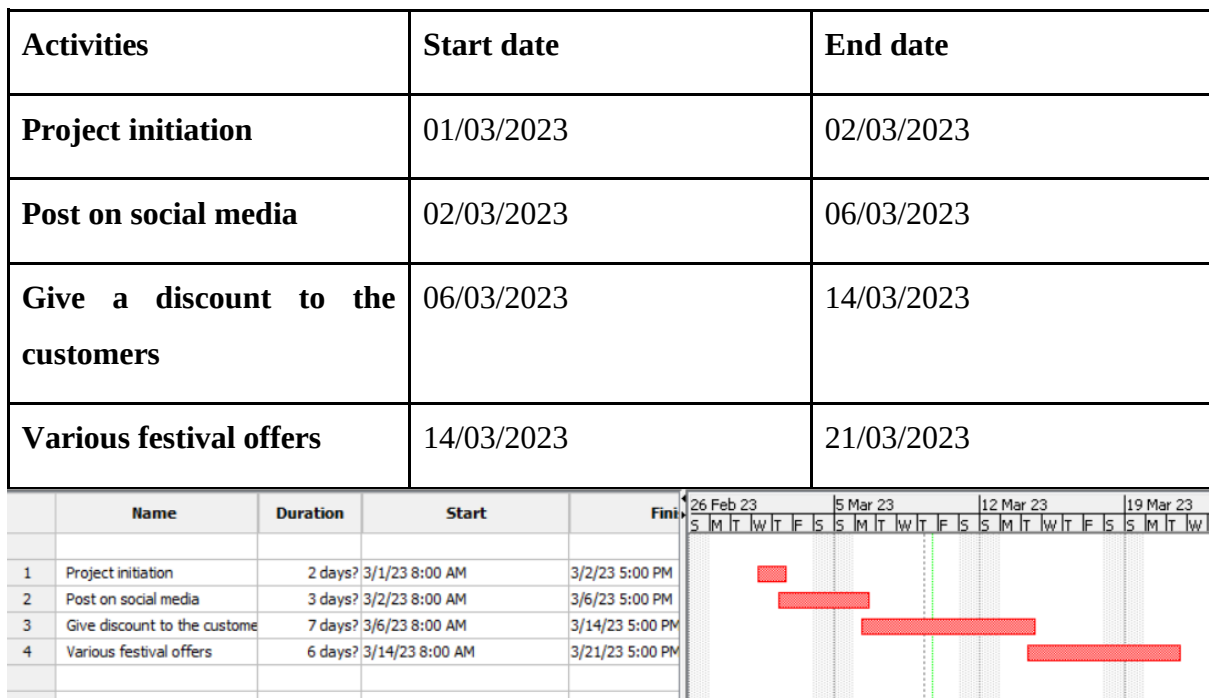


Figure 3: Gantt Chart
 (Source: Self-created)

Control

It will be important for the business manager of Moxy Hotel to provide an effective upgrade to its guests immediately before the stay of the respective guest within the concerned hotel in an effective manner. As a result, it will be demonstrated as a potential technique to provide effective satisfaction to the guest in terms of an upgraded room that will ultimately enhance the revenue of the concerned hotel extensively (Ashton and Klinhom, 2020). It will also be essential for the concerned hotel to offer a consistent experience to the guest from the pre-booking stage to the post-stay marketing along with following up to enhance its level of productivity over the respective industry.

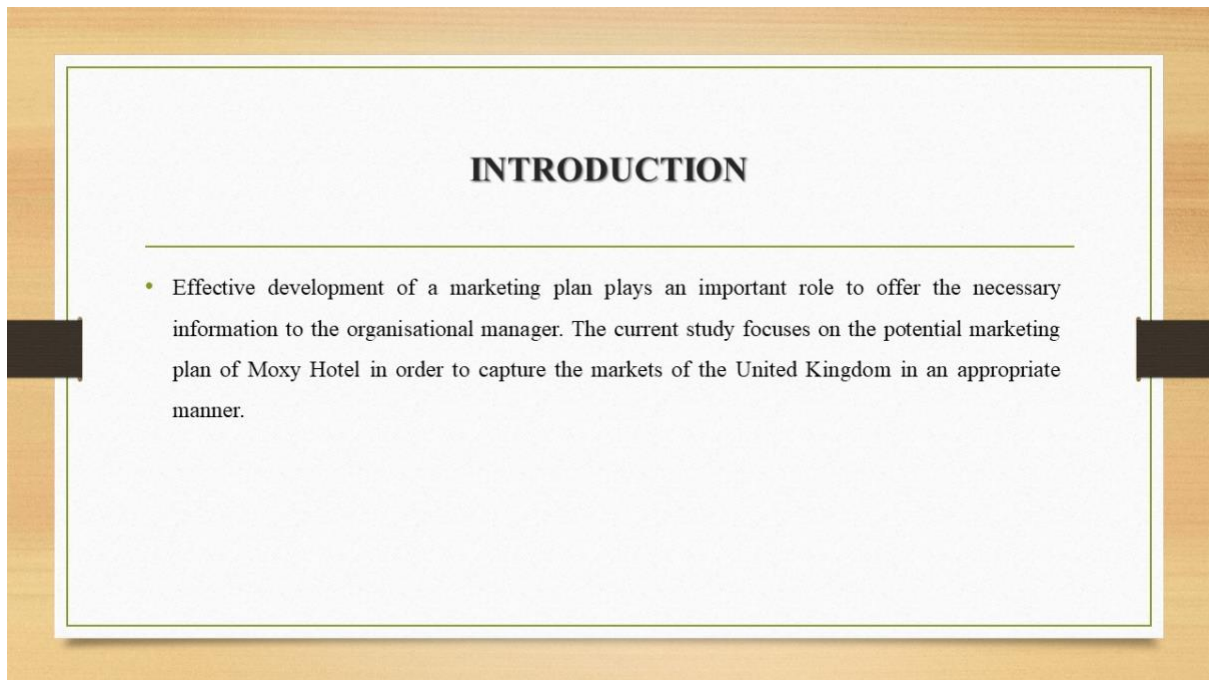
Conclusion

The above study reflects on the potential marketing plan of Moxi Hotel that is important to be utilised by the organisational manager to improve its level of productivity and efficiency across the respective market of the United Kingdom. The relevant frameworks such as marketing mix, SWOT analysis, and many more have been reflected to determine the internal and external environment of the concerned hotel accurately. The concerned frameworks play an important

role to provide effective guidance towards the situation of the respective market in terms of developing necessary strategies to capture the concerned market for the respective hotel appropriately.

Component B: Presentation

Introduction



Effective development of a marketing plan plays an important role to offer the necessary information to the organisational manager. The current study focuses on the potential marketing plan of Moxy Hotel in order to capture the markets of the United Kingdom in an appropriate manner.

Situational Analysis

SITUATIONAL ANALYSIS

- The strong brand image of Moxy Hotel can be treated as a major strength to provide tough competition towards its competitor across the competitive market.
- Enhanced competitive rivalry across the competitive market forces the organisational manager of Moxy Hotel to develop relevant competitive strategies to maximise its revenue effectively (Burak, 2020).



- The strong brand image of Moxy Hotel can be treated as a major strength to provide tough competition towards its competitor across the competitive market.
- Enhanced competitive rivalry across the competitive market forces the organisational manager of Moxy Hotel to develop relevant competitive strategies to maximise its revenue effectively (Burak, 2020).

The implementation of advanced technology within the concerned hotel can be helpful to enhance the level of productivity and efficiency of organisational tasks in an accurate way.

Objectives and Strategy

OBJECTIVES AND STRATEGY

- The major objective of the concerned hotel is to attract consumers to provide high-quality products and services at a reasonable price across the respective market.
- A higher level of brand loyalty among consumers can be effectively created by the concerned hotel by providing necessary discounts and offers over its social media platform in an accurate manner.



- The major objective of the concerned hotel is to attract consumers to provide high-quality products and services at a reasonable price across the respective market.
- A higher level of brand loyalty among consumers can be effectively created by the concerned hotel by providing necessary discounts and offers over its social media platform in an accurate manner.

An improved level of customer satisfaction can be treated as a potential strategy for the concerned hotel in order to maximise its level of competitive advantage over its competitors (Qurtubi et al., 2019).

Marketing Mix

MARKETING MIX

- Adequate products and services based on hospitality management, lodging, resorts, and many more can be efficiently provided by Moxy hotel.
- The concerned products and services have been provided by the current hotel at a reasonable price as compared to its competitors such as Virgin Hotel (Alzoubi, 2021).



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- The concerned products and services have been provided by the current hotel at a reasonable price as compared to its competitors such as Virgin Hotel (Alzoubi, 2021).

Digital marketing campaigns can be executed by the organisational manager of Moxy hotel in order to promote its products and services to its consumers across respective markets.

Controlling Factors

CONTROLLING FACTORS

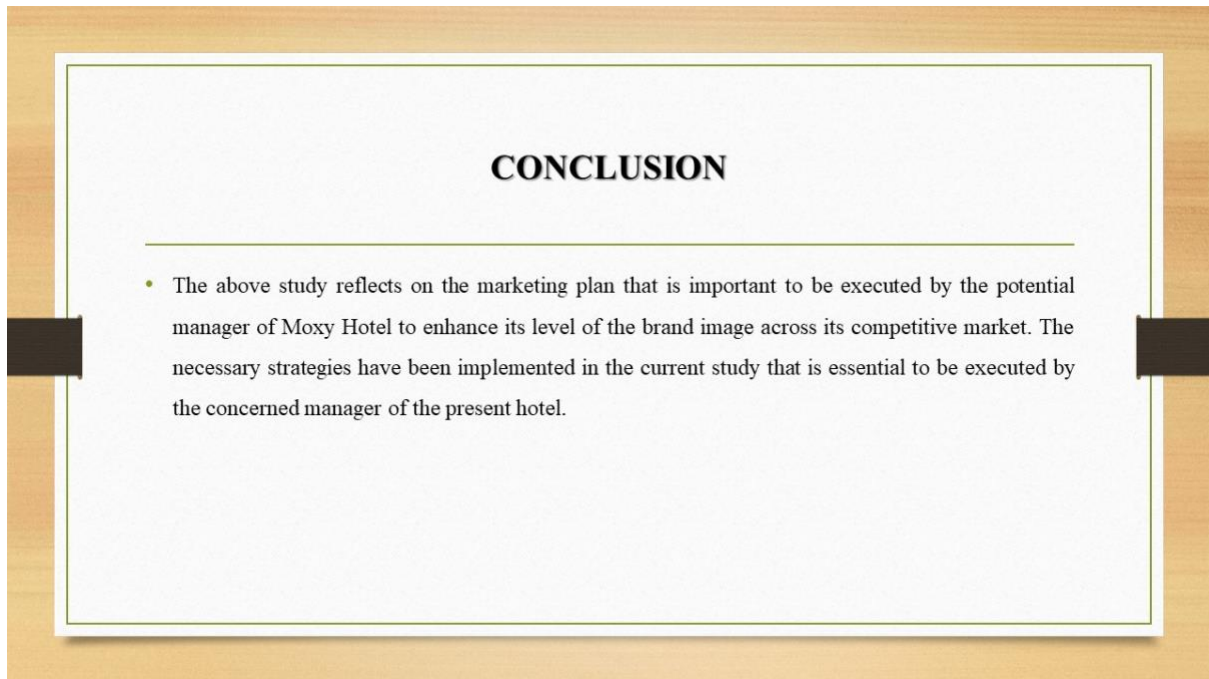
- It is important for the potential manager of Moxy hotel to provide effective services to its guests in order to improve customer satisfaction.
- Effective upgrade room stays can lead to attracting a higher number of consumers at reasonable prices to the respective hotel.



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It can be demonstrated as a vital factor for the concerned hotel to enhance its level of competitive advantage over the competitive market in an appropriate way (Burak, 2020).

Conclusion



The above study reflects on the marketing plan that is important to be executed by the potential manager of Moxy Hotel to enhance its level of the brand image across its competitive market. The necessary strategies have been implemented in the current study that is essential to be executed by the concerned manager of the present hotel.

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Component B

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