

Premier Inn

El Maski Khadija

Student number: 1818675

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Mr. MD Kalam

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Executive summary

The report consists of an analysis of Premier Inn hotel chain and my role within the organization. In this report I would like to analysis and explain this field well through a company known by a very famous name in the industrial hospitality sector. Explain in which sector this organization is concerned, the structure, its objectives, and goals, to identify its customers of the organization to understand how the service works. Explain how training and development are organized within the company. The report also concludes SWOT analysis and explains all the points. Explain the role of employees in the organization to make them reach the established goals. Explain what skills are needed in this organization. At the end the conclusion of all the arguments that I have mentioned.

Introduction

Premier Inn is a popular chain of hotels in United Kingdom (UK) and around all over the world, it has approximately 804 hotels and 76.171 rooms where more than 35.000 employees are working. (Whitbread.co.uk 2019). The hotel sector is industrial hospitality. The industrial hospitality service and a wide world that provide services to customers, it is about serving and satisfying customers in a specific part (samoszuk, 2019). Premier Inn offers: hotels, room service, family-friendly restorations in UK and beyond. (Whitbread.co.uk 2019).

Premier Inn was founded by Whitbread in 1987 as a rival of the strong Travelodge brand, at the beginning it was called travel inn, after the success it had in recent years in June 2007, Whitbread decided to announce an investment of £ 21 million to name him Premier Inn. (Whitbread.co.uk 2019).

For them it is very important to communicate with the customer to get constructive feedback, they are working to get 100,000 rooms in the UK in 2020, in fact, 4,000 rooms open each year offering 3 hotels a month. (whitbread.co.uk 2019)

In recent years they have created a new way of compact hotel Hub by Premier Inn in the centre of the city with high technology with an excellent location at the best price has had great success. (www.whitbread.co.uk 2019).

Whitbread presents another type of hotel at the beginning of 2019. Zip by Premier Inn consists of compact and functional rooms excellent technology, the price, and the strongest point for a night costs £ 19. (whitbread.co.uk 2019)

Focus of International market. Now they are focusing abroad especially in Germany, their goal is to grow steadily. To create, develop they have made a structure (whitbread.co.uk 2019) to create growth, they have made a structure, have created a four-point structure:

Efficiency: that of succeeding in 5 years to save 150 thousand for this project. (Whitbread.co.uk 2019).

Property: have modern properties. (Whitbread.co.uk 2019).

Technology: use high technology to facilitate services. (Whitbread.co.uk 2019).

Organization: excellent administration for a clear goal. (Whitbread.co.uk 2019).

Discussion

The role of the employees within the organization is very important in Premier Inn every role in the company, it is important.

Starting from housekeeping is fundamental in this sector especially for cleaning rooms, they keep customers looking at the neat and clean room to feel good, have competent personnel in this area is fundamental, having a good organization also makes work easier.

The employees on the ground **Floor Team member** are the face of the company for the guest which are divided into five parts:

Manager: Managers manage all staff and departmental operations within the hotel and day to day activities and customer queries. To deal with the situation's managers need expertise in their relevant areas. (Report Whitbread 2019)

Reception: The receptionist welcomes the customer for any information they need and to check-in and check-out. Therefore, the workers must have the skills for this position, because they must be ready to welcome the customer in the best way. This role is always 24 hours a day for every need. **Bar:** is part of the hospitality, where customers can find all the drinks for children and adults including the coffee bar as well... (Report Whitbread 2019)

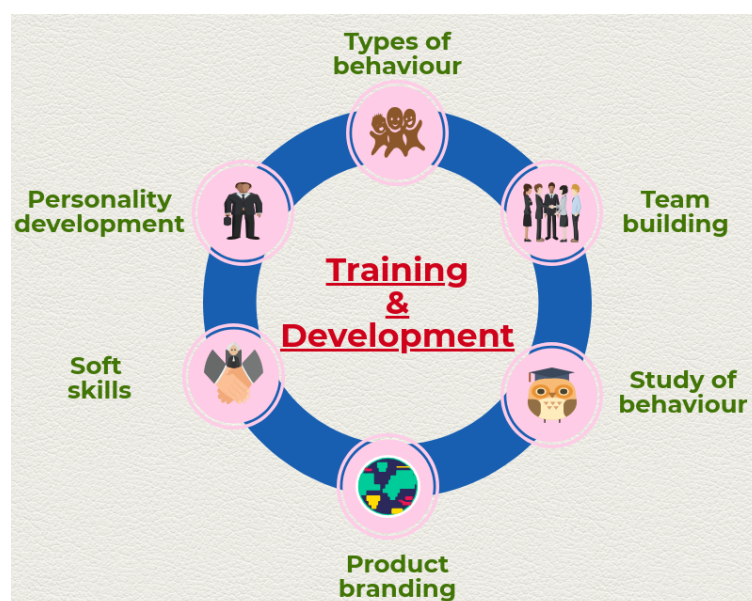
Restaurants: Beefeater is the restaurant of Premier Inn to open the first restaurant over 140 years known of various choices fresh and excellent steaks and grilled meat and excellent hamburgers and delicious desserts. Have 165 restaurants in UK, (Whitbread 2019) The staff must know

everything about the menu and satisfy the customer, and also great for families there are also games to involve the children and a suitable menu for them.

Kitchen: the hidden part that takes care of satisfying customers with good fresh food, this role is challenging. (Report Whitbread 2019)

Every role the employees is important for the company to form a winning team. The good team that makes the difference in the service for that each member must be chosen very carefully. If the team trusts the customers for every time they travel for work and or holidays they know where to go. Because if the service is excellent, the customers are increasing more and more... Even technology does its part for every customer has the right to evaluate the service in an instant, and to see various points of view of customers who have used this service of the company. (Report Whitbread 2019)

Training and development



(Tekshapers.com)

Training

Training is important because it helps employees to grow to have other skills for a determined job. Which provides you with all the training practical and online course that is for every employee. Training for a particular job and short period. (gyrus 2019)

For example, I am doing training for this company in group-floor team member first what the bureaucratic part explained to me my training consists theory and practice. The theory I'm doing online with a program called "Academy online" I find everything starting from safety at work, in the event of fires the staff that responsibility has how to evacuate customers in a safe way, the programs you need know by the reception, the part of catering know the menus and allergies etc...

instead the practical part where I started working with a team that makes me learn how it works every day, I learn new skills to pass this path in the best way.

training for disabled people

premier Inn also disabled trainees come from Derwent College to develop their knowledge and their skills to work after they finish this course. (www.theguardian.com/society/2015)

Development

The Premier Inn philosophy is to encourage employees to always grow their level within the company. The positions that are opened before are published inside and then outside.

Development at Premier Inn this means a lot of exercise for a long time. (gyrus 2019)

Why is important training and development?

Important because it helps the employees to grow in the tasks. Help the company to grow.

Improve the quality of the service offered by Premier Inn. Capital increases (talentlyft 2019)

Chosen role

My chosen role is manager. The manager in Premier Inn is a figure professional lots of experience in the sector or similar position to guide staff and give a good example to follow. The knowledge of all the bureaucratic part of the hotel and know all the relevant laws. . (workable 2019)

The manager must be informed and involved of all the operations that are in the hotel, he and the point of reference for the employees the guest and outside. (workable 2019)

Responsibilities

- ☐ Oversight work at all levels (receptionist, Restaurant waiters, kitchen, manage cleaning staff, internal laundry) have clear goals with all the staff. (workable 2019)
- ☐ Communicate with customers when necessary (find solutions if there are problems, be kind to welcome them). (workable 2019)
- ☐ Responsible for hiring staff and managing the training of new employees. (workable 2019)
- ☐ Manages employees shifts. (workable 2019)
- ☐ Responds to reviews online responds in a polite manner ever for negative. (workable 2019)
- ☐ Manage staff problem. (workable 2019)
- ☐ Also handles things outside the hotel such as travel agencies, with other managers of the chain. (workable 2019)

- ❑ Run maintenance that there is do at the hotel, lack of staff etc... (workable 2019)

The skills that are important for a good manager:

- ❑ excellent communication with employees and guest, communication is fundamental in this role. (workable 2019)



Pinterest.co.uk (2019)

- ❑ knows how to handle situations calmly. (samoszuk, 2019)
- ❑ Know more about language an interesting advantage. (samoszuk, 2019)
- ❑ Leadership: being able to be the leader to manager staff in the best way. (samoszuk, 2019)
- ❑ Flexible: adapt new situation and always ready for new experience. (samoszuk, 2019)
- ❑ Teamwork: work in group to archive the same goal to satisfy the customer. (samoszuk, 2019)
- ❑ Time management. (samoszuk, 2019)
- ❑ Have a well-made organization for the team. (samoszuk, 2019)
- ❑ Give the right motivation for a team that carries out the hotel (samoszuk, 2019)

PEST analysis

Political Factors: Minimum wage-good raising positive for employees as room rates less customer.

Economic factors: helping Premier Inn expand keep prices as the economy is stronger more.

Socio-cultural factors: value for money, fastest growing brand UK with 804 Budget hotels more than 76.171 rooms. (report Whitbread 2019)

Technological factors: system electronic rather than manual access on more devices helps success rate. (Writepass, 2013)

Swot analysis

Strengths	weaknesses
❖ Relationship between quality and good price. ❖ Popular chain with 804 hotels and around 76,171 rooms. (howandwhat.net) ❖ Is a well know brand in the UK and the word. (howandwhat.net) ❖ the simplicity of communicating with customers is very simple online. (howandwhat.net) ❖ Whitbread is a very strong company because a solid commercial base has an important image since 1742 this commercial group. (Whitbread) ❖ premier inn is working to remove all forms of plastic from containers of various sauces, packaging etc... millions of useless plastic containers by 2025 want to eliminate them all. (Premier Inn)	❖ The competition between other hotels in the same level. (howandwhat.net)
opportunities	threats
❖ The change in online prices. (Premier Inn) ❖ Make new projects to grow international, such as I Germany. (Premier Inn) ❖ Invest money for new technologies to be included in the company. (howandwhat.net)	❖ Negative customer feedback. (howandwhat.net) ❖ Reservation decrease. ❖ fires was one in the past in Bristol very large. (BBC)

analysis of Premier Inn

Based on the table I made. Premier hotel has various strengths over its competitors one of the major strengths of the hotel chain are affordable prices and good quality atmosphere as the hotel can be booked by lower to elite class at different prices. Their approach is to put the customer at the centre of attention and provide all the comforts to feel at ease. They also interact with customer to get constructive feedback to provide better facilities. with everything that happens it always remains solid and is trying to grow internationally, it has a remarkable popularity. (Writepass, 2013)



By now these days the hotel industry is developing rapidly, either because of globalization or because of the greater availability of tourist and commercial routes, and in this area the UK is considered one of the most popular markets. On the other hand, in an inversely proportional manner to economic development, the purchasing power of tourists is actually decreasing, as a result the target customer set by my analysis is in full recession, which leads to different spending patterns, which are evolving and transforming, by now the insistent request is of economic product, but of high quality, from classic economist, the maximum, with the least effort. Premier Inn in this area works to expand its competitive pricing to good quality, to be able to become a leader among low-cost hotel chains. From my analysis it is clear that the fundamental objective would be the development beyond the borders of the UK, with a targeted expansion of its hotel chain in areas such as South Asia, exploiting its enormous economic growth, the Middle East, and in the EU , this in my opinion is necessary for the reasons I explain.

It is in the ropes and possibilities of Premier Inn to undertake this path, consolidating the base currently present on the territory, and exploiting a wide-ranging "recipe".

The investment would not be so disadvantageous, as it is carried out, especially in the East, on markets in strong growth, with investors ready to try their hand at a fervently modified environment. It should also not be forgotten that the UK is encouraging the development of the hotel sector with growth policies and then further attracting commercial and tourist movements on the national territory and beyond for local companies.

As mentioned above, the South Asian market is booming, but it is not yet exploited, so what better time for hotel chains as premier inn, if not to invest in this sector, with the participation of competing companies, maybe that would lead to the benefit of the industrial district. South Asia is made up of countries in strong development, but with target customers with very low purchasing power, exactly what corresponds to the average user group for premier inn.

In conclusion, with this type of expansion outside the national districts, premier inn could be said to become a leader among cheap hotels, exploiting the name, the brand, exporting it to the countries listed, having a secure loyalty of the client of the United Kingdom in the new offices of expansion. (Writepass, 2013).

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