

Opportunities to increase profit

[Business](#), [Marketing](#)



Hotel business al Affiliation: Introduction The business of my choice is hotel services for a conference. The business offers catering services and has modern conference rooms that are will accommodate the various needs of the companies. The hotel will seeks to find companies as customer with the aim of making more profits and building long term relationships for business.

Main body

The first step in setting up a business is to acquire the legal registration documents required to operate. It should adhere to the set guidelines for hotels to ensure cleanliness and care of customers

As the marketing director, the hotel business is required to come up with a business proposal and a portfolio that will be presented to the potential clients. The business proposal contains the services and products offered by the hotel business to companies. It also includes the charges that accrue from the services and products rendered (Enz 2010). Currently, the business will primarily target the local organizations and companies and as it grows, it will consider opening up branches in other countries as food and beverages is an indispensable part of human beings as people have to eat for them to perform.

Hotels are business of fast moving goods as food is made to be consumed the same day. The business offers delivery of food to the office premises on calls. It aims to get a contract so as to increase the returns.

Selling products globally is a decision that will be made at a later date since the business in at the developing stage. Producing goods in the United States of America is very expensive. So the company as it grows will aim at

buying the raw food from countries with low production cost hence low prices for the raw foods.

For profits to be maximized, the business will need loyal companies that will be multiple and repeat customers to the business (Enz 2010). For the hotel business to acquire a competitive edge in the competitive business, the business needs to have knowledge on the potential companies. It should also know the credibility of the company to make sure it does not run into bad debts.

Once the information is sought, the next step is approaching the company with the business proposal (Enz 2010). The marketing director should be an individual who can convince clients and seal the deal. Once the contract is signed, the business ought to hire qualified and experienced staff to process the orders from the client. The employees need to be well remunerated as treat them ethically. The cookers, warmers and equipments to be used will be modern technology so as to reduce the workload of the staff and also to reduce the number of individuals hired.

The hotel business will make sure that it collects data and information from the customers to evaluate their level of satisfaction from the goods and services supplied. This will help the business to improve the customers' satisfaction and hence ensure a healthy business relationship that leads to loyalties.

Having a company as a customer, that means more profits. The business should come up with an after sale appreciation strategy (Enz 2010). This will improve the relationship between the buyer and seller. To maintain a competitive edge in the hotel industry, the business should come up with

creative and attractive strategies to make sure it has completely won the clients. They need to make sure that the packaging is good and attractive and constantly upscale so as to remain relevant in the industry.

Conclusion

The hotel business will continue to be relevant as food is a basic need to the growth and development of human beings. If the business can set up the paper work structure right, and sell the ideas to the companies and seal some deals, it will be in business, make profits and create employment opportunities hence improving the economy of the country in the long run.

References

Enz, C. A. (2010). Hospitality strategic management: Concepts and cases. Hoboken, N. J: John Wiley & Sons.