

# Example of the ritz- carlton hotel company article review

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The Ritz Carlton range of hotels basically sells services. In their early history as a company, they first decided to focus on offering height, light, and views to the market in order to achieve higher profit margins. They offered a substantial premium for these infrastructure-related factors. Due to some restrictions on infrastructure (e. g. construction of high-rise apartments were restricted in Washington in the past), the management decided to shift their focus on services. They used various strategies but the real essence of this company' service is its excellent personalized hotel services.

Ritz-Carlton takes the control of the quality of their services seriously. Before the opening of a hotel, every employee is required to take Seven Day Countdown training—a standardized training procedure designed to solidify and improve the employee's grasp of what excellent personalized hotel services the management wants them to deliver. The seven day training involves staff orientations, departmental vision sessions, and skills training sessions. One of the senior management officials' philosophies suggest that the hotel staff are ladies and gentlemen, just as the guests are, who they also respect as ladies and gentlemen. Meaning, even though the goal of the entire team is to meet the clients' expectations, the element of mutual respect should never go missing. Every employee is also expected to act professional in all types of situation such as when entering a room or doing anything that involves interaction with the clients. The company values its human resources just like how it values its customers.

With regards to changes in the training duration of employees, McBride is yet to know whether there really is a need to lengthen the duration of the training which is currently set to seven days. Before taking any action

towards change, the first thing they should ask is whether there is really a need to. Are there any recent client complaints about the type and quality of services being facilitated by the staff? Should there be any, then that could be a good sign for change. Otherwise, it would be safer to retain the current duration of the training.

The hotel is performing better than ever. All that the upper management is worried about is the time it would take for the hotel to reach their target occupancy rates. Other than that, the hotel is good. Overhauling hotel opening processes poses a significant risk because they could potentially disrupt an already-excellently placed chain of orders and turn something or even everything into a fiasco. Business experimentations will always be better and safer when done in minute increments. So if there is something that McBride could change for experimentation and ultimately, improvement purposes, he could start by changing the data of the start of the seven day training program and increasing the length of the program little by little, and according to the results of the evaluation, do the necessary adjustments.