

# Feasibility of hotel to implement changes in strategy

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FEASIBILITY OF HOTEL TO IMPLEMENT CHANGES IN STRATEGEDY In the hotel industry things are dynamic depending on fads and trends in the society; they are a lot of shifts in roles and competencies in the business. Whenever management practices fail or seem to fail they are changed to suit the current situation of need. A British scientist Charles Darwin wrote that survival does not belong to the strongest, but rather those that adapt more easily to change. For change in strategy to be implemented a feasibility study has to be taken. Change in strategy at hotel Penang Mutiara is visible due to these factors; The flexibility of the management is possible because this can be attested to the fact that the hotel can cope up with unexpected requests by customers this is evident from the fact that a hotel can have someone look for camembert cheese when asked by a guest since they don't have it. This assures the guests of dependable services and satisfaction. (Gregory, G., Lumpkin, G.&Marilyn, L04). The strategy of the hotel to cope with influx of guests is feasible because the hotel has already moved to a system of having multi-skilled works to cope up with the needs the hotel has proved this also by having them call stuff from other hotels and restaurants to the do the job. This is the flexibility that is needed for the management to work effectively and efficiently. This proves that the hotel can have a better system which is more effective by having a on and off system of hiring labour and retraining the current workers to be multi-skilled or rehiring multi-skilled workers. Changes to make sure Quality of services are there is necessary to be in place; in the case for this hotel the guest can lose their luggage on transit to the hotel. The irritation maybe transferred to the hotel, to tame and attend the guests can be hard thus a change of strategy can be

implemented which allows the hotel receive their customers goods from the airlines and other transport services and being well connected with this transport networks to help tracing luggage's and easy retrieval, this can tame the guests to allow them enjoy the services of the hotels. The atmosphere of the hotel plays a major role in satisfaction of the guests since this creates the impression of luxury and class. This call for change of the hardware of the place to be stylish have test of class. Designs traced to current meaning of class should be present. Say adoption of the latest trends in hotel management should be prioritised. In-case of vintage, the designs can have some touch of old is gold and maintained to the current technicality to maintain its relevance. Some guests fancy sophistication this has to be in place also according to the current fashions. This should encompass all the available guests and expected guests. Change of the basics also is feasible to ease the customers thought of getting bored, some formalities can be compromised for this sake of customer needs. According to hotel management of the Penang Mutiara instead of putting the frequent visitors through the formalities they can compromise this despite the maintenance of class. Because irritation of the guest can cause loose of a regular guest. This proves the viability in change of strategies by the hotel to ensure a good customer base and secure top class nature of the hotel. Change of strategy in this Hotel is possible and rewarding (Gregory, G., Lumpkin, G.&Marilyn, L04). In managing any hotel it requires a detailed overview of the ranks and tasks to be performed, these tasks are diverse but ensure that the business is done smoothly. This ranges from the basics of the hotel like reception to the housekeeping and catering, marketing and

administration. The information is always required to be accurate to identify the tasks to be carried out and ensures the smooth running of the Hotel. If a realisation is made that a certain section of the hotel management is not up to standard or out-dated this calls for a change in strategy. This is for the smooth running of the Hotel. In the case study of this hotel there is need of change of the strategies both long term and short term. The short term strategies call for flexibility of the management and innovation. The guests always expect to be thrilled by vintage or sophistication which can be basically the simply the simple to use system which makes it easy for hoteliers to manage all critical areas of their business, all from one central, consolidated system, removing the need for separate, unconnected software solutions(Gregory, G., Lumpkin, G.&Marilyn, L04). The Hotel industry has become more and more competitive, differentiation is the key element in positioning in times of product development which plays an integral position in restructuring of the hotels system for marketing the brand which places it an overall position to create an overall experience that is absorbed by all the human senses. In order to be in this position changes in strategy is a necessity. In reference to this case study change is viable because of the need of marketing the brand of the hotel and be distinct with dynamism of top class sophistication. For this Hotel to be distinct from the rest it has to be dynamic because other hotels may want to be like it and it may lead to it losing its brand face of distinction(Gregory, G., Lumpkin, G.&Marilyn, L04). The Hotel must provide food and drinks of all kind requested by the guest, this is seen in the case of this hotel and this prompts for late physical response. This can be avoided by change in the procurement strategy of food and

drinks up top class level to avoid such unexpected rush which may doom to fail in the eleventh hour if the available source are not accessible. In conclusion Penang Mutiara is viable for change in strategy in order to achieve smooth Running of the system to achieve a top class brand face of hospitality with close monitoring of the trends in Hotel management. ]

Reference Gregory, G., Lumpkin, G.&Marilyn, L.(2004)Strategic Management: Creating Competitive Advantages. McGraw-Hill College.