

# Analysis

Business



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Competitive Analysis Introduction to San Francisco Marriott Hotel San Francisco Marriott Hotel, the second tallest hotel after Hilton within San Francisco, is one of the chains of eight Marriott International Hotels. The 39-story skyscraper is located within the city in the financial district of San Francisco in California. The hotel is situated at the intersection of the mission and fourth streets and the building is very outstanding due to its distinctive postmodern look and its high rise tower. The building contains up to one thousand five hundred hotel rooms. San Francisco Marriott Hotel also offers a number of products including accommodation for meetings and events, weddings, business meetings, conventions with deals and packages such as timeshare ownership offers, hotel and flight packages, all-inclusive vacations, cars, tours and parking (Sheinman, 20133). Clients are also eligible to earn points depending on how they spend after which they would redeem. Introduction to San Francisco W-Hotel San Francisco W-Hotel is situated at the centre of SoMA district consisting of 31-floors. It is located next to San Francisco Museum of Modern art opposite the Moscone Center in San Francisco, California. This hotel is commonly referred to as luxury boutique hotel due to its clientele base and the products offered and contain four hundred and four hotel rooms. The target market for San Francisco W-Hotel includes art exhibitions, fashion and music events, and film screenings (W-Hotels Worldwide, 2014). This is event not only from the structure itself but also the panoramic views of the city Skyline and Bay Bridge. The hotel targets none executives who want to mingle, taste, relax, explore and share in San Francisco. Analysis of San Francisco Marriott Hotel Analysis of front desk-San Francisco Marriott Marquis Figure 1 Analysis of front Desk for San Francisco Marriott Marquis hotel The data for front office of San Francisco

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Marriott Marquis hotel can be summarized as follows: Check-in positive: 49 & Negative: 13, Check-out positive: 49 & Negative: 13, Manner positive: 42 & Negative: 12 and Knowledgeable positive: 43 & Negative: 5. These findings shows that the strengths of San Francisco Marriott Marquis hotel's front desk lies on check in and check out. However, mannerism recording 42 positives and 12 negatives should worry the management of this hotel. It is important to note that mannerism plays vital role in customer relations and as the first people making contact with the customer at the hotel, they plays key role in attracting guests. The negatives in terms of percentages standing at 20% for check in, 20% for check-out, 22% for manner and 10% for Knowledgeable also tells a lot about the hotel. This can be interpreted to mean the percentages of guests who visited but would not come back. In this regard, the hotel should organize training for the front office team not only to improve their individual performance, but also to improve the overall performance of the hotel.

Analysis of Customers from Different areas for San Francisco Marriott Marquis

Figure 2 Analysis of San Francisco Marriott's Customers from different areas

San Francisco Marriott Marquis hotel reported 27 positives and 10 negatives for local travels, 30 positives and 7 negatives for international travels and 24 positives and 7 negatives for business travel. These data shows that San Francisco Marriott Marquis hotel is most preferred by the international customers compared to the local and business. This could be attributed to its main target customers who travel for conventions, business meetings among other events. This is also ideal for this hotel due to the nature of activities offered by the hotel. However, in the ever increasing competition in the hospitality industry, San Francisco Marriott Marquis hotel could consider diversification in terms of products in

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order to increase the number of guests. The hotel should not only focus on executives, corporate and conventions by international customers.. Analysis of San Francisco W- HotelFront desk-W hotel San Francisco -competitor analysisFigure 3 Analysis of front desk-W hotel San FranciscoThe following findings were derived from San Francisco W-Hotel's front desk: Check-in positive: 48 & Negative: 15 Check-out positive: 48 & Negative: 15, Manner positive: 64 & Negative: 7 and Knowledgeable positive: 57Negative: 12. San Francisco W-Hotel exhibit strengths in the mannerism and knowledge ability more than check-in and check-out. This has been demonstrated by the highest positives for manner and knowledge and highest negatives for check-in and Check-out. This presents a serious threat to the hotel since customers always form opinion from the first contact with a service or product. These findings show that the services offered by the hotel at the front desk are very poor. The hotel could lose many customers and exhibitors which may affect the company's profitability. The hotel top management should consider introducing effective performance management strategy. While training would be important for all employees at the front desk, it is important to conduct effectiveness of these trainings. A positive corporate culture is always good for business prosperity since it ensures employees are always focused on the goals of the organization.

Analysis of Customers from Different areas for San Francisco W-HotelFigure 4 Analysis of San Francisco W-Hotel's Customers from Different areasFigure 4 shows the number of positives and negatives from different customers. Local travel recorded 34 positives and 9 negatives, International travel recorded 27 positives and 3 negatives and Business recorded 21 positives and 7 negatives. This data shows that the majority of customers visiting San

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Francisco W-Hotel are mainly local artists and exhibitors, followed by international customers; however, the business customers recorded the least visit to the hotel. ReferencesSheinman, A. J. (2013). San Francisco Marriott Marquis. Meetings & Conventions, (11)Solaimani, A., & Gritt, K. (2014). In Focus: San Francisco Hotel Market - Best Of The West. H Global Hospitality Report, 1-10. W- Hotels Worldwide: W San Francisco. Retrieved October 3, 2014 <http://www.wsanfrancisco.com/>