

# Problem case study sample

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



## **Analysis and Recommendation**

### Analysis and Recommendation

The English Bay Hotel has been in the business for quite some time, and from this case it is among the oldest hotels to be put up in Vancouver. In the past, the hotel did tremendously well for a period of about two decades when it was independent before being affiliated with Wing West Hospitality. It is important to note that before being affiliated, the hotel was doing well. However, it is noted that it did well only for a decade after the affiliation and things started going wrong. The current general manager of the hotel Pat Patrick has been in management for a period of only ten years, and under his leadership the hotel continues to experience declining performance. The sales person Steve Stephens who has worked for the hotel for over twenty years is doing great in terms of marketing and cultivating good relationship with the business community. The problem in the case is a possibility of losing business and failing to realize group targets in terms of revenue generation, market growth and customer retention.

### **Analysis**

The GM seems to embrace vertical style of leadership where one person wants to be in charge of everything. This kind of leadership style does not apply to all contexts. Stephens who is the senior salesperson has done a good job; however, the time that he spends out mostly with the financial community is too much at the expense of trying to resolve the problem within. It is understandable the reasons for this might be because of the GM leadership character. Marketing as a concept seems has not been fully

embraced by the hotel management from the case since its inception, and the industry has changed a lot over that time.

## **Conclusion**

Stephens seems to have realized this, and this might be the reason as to why he spends most of his time cultivating relationships with financial partners. This is healthy for the hotel because good relationship with the financial partners makes it easy to expand and grow in business because accessing finance becomes easy. Another aspect that is of concern is the impact, at all if any, that was realized as a result of going to affiliate. The Wing West Hospitality that runs several chain of hotels gives room for the management to relax in the sense that the broad base of revenue collection make it become less aggressive to expand in the business.

Recommendations

## **References**

- Brown, J. F. (2007). *The Global Business Leader: Practical advice for success in transcultural market place*. Basingstoke, Hampshire: Palgrave Macmillan.
- Gallos, J. V. (2008). *Business Leadership: A Jossey-Bass reader*. San Francisco: Jossey-Bass