

Essay on is english bay star hotel age attracting or discouraging clients

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



Introduction

English Bay Star Hotel is a hotel which has been a successful one for years. Nevertheless, in the recent years it has declined in its level of performance due to global events combined with increasing competition in the Vancouver market place. This hotel is a 4.5 star property located in downtown Vancouver. It has 400 rooms with a fine dining room, a coffee shop and a lounge. English Bay Star hotel holds conferences and has full conference facilities. In the recent years it has declined in its performance, which is worrying the owners. A solid plan is needed to move the hotel back on solid financial footing.

The age of English Bay Star Hotel doesn't matter. This is because every business becomes old and people do not close their business after years. Many clients like the old things that remind them of history. In this case, English Bay Star hotel embodies a rich tradition of elegant living, fine dining and gracious services which have seen this hotel encouraging client's day in day out. All that English Bay hotel needs to do is refurbish this hotel into elegant rooms, and stick to its culture. Many customers feel honored to taste a little bit of history.

Question 2

The management should be concerned with the level of financial where the cost of running a business is becoming higher. English bay star hotel management needs to put into fact the financial level of the hotel and try to minimize expenses. Many companies fall out of the business mainly due to

financial mismanagement. English bay star started declining due to financial problems. As level of global changed and competition from modern luxurious hotel in the market emerged, Hotel bay financial position could not cope with the competition. The current financial should be one of the major priorities for the English Bay Star Hotel.

Question 3

Hotel English Bay Star Hotel may have got so benefits by signing an agreement with Wing West hospitality. Nevertheless those agreements in future may have brought negative effects to this hotel. It is in most cases difficult to foresee the number of conflicts that could occur with an international contractor. In this case the hotel should be very cautious while signing with Wing West hospitality in area concerning, suppliers, discount, price changes. English Bay hotel should avoid Wing West manage competitors or clients in the hotel. When these conflicts start arising, Wing West should provide a legal way out to English bay hotel management. International chains may have some exemption rules that may be not in favor with a business among its competitor. This might have brought English bay star hotel to its fall in the market.

Question 4

Considering that this hotel has been for years reluctant in expanding their market, their level of competition cannot sustain this business in the market. English bay hotel management is supposed to keep in mind that this is the best time to use marketing strategies for them to peak up with the level of market. Pat the manager did not take interest in marketing the hotel. They

were so cold in marketing that they never took the possible courses of action to correct the situation. Business has gone global leading to high competition among businesses. Level of technology is changing daily . The hotel management should be aware of this and create much of it time marketing English Bay Star Hotel.

Question 5

There are impacts that new hotel development bring to the star. Many new hotels have changed in many aspects from management to fabrications. New technology has been introduced in hotels. Flat screens have been introduced; the rooms are furnished in modern designs. Handling of clients has changed to professionalism. Hotels are located in cool environment for the clients. Managers in the old model hotels should learn ways to compete with new hotels. They should be ready to adopt new level of management and technology. Of course it's hard to be in the same level with the new modern hotels but these old hotels like the star, can use the advantage of being in existence for many years to attract customers.

Question 6

General Manager of this star hotel should take marketing seriously as it is the backbone of any business. The general manager should use 50% of his time and money to attract more customers and investors in this hotel. It is in this case that the manager is not reasonable.

Question 7

Steve Stephens is not doing the right thing as he should also diversify globally. Nowadays a sales manager should find markets in all parts of the country for search of potential customers, investors and suppliers.

Question 8

Promotion marketing strategy should be utilized by the star as it has been identified to yield more sales, attract customers and make business known globally

Solution

English bay star hotel is a historical hotel and has gained historical values because it has lasted for years. According to the case study, the management should look keenly on the legal issues before contracting with Wing West. Marketing should improve to the level best as the level of competition is stiff in the market. The hotel should adopt with the level of technology, for instance it should provide wireless internet in the rooms and screens to attract more clients. The old furniture should remain unmoved since they are advantageous as it's mainly a tourist hotel, also, refurnishing the hotel will help and rebranding it a bit. Customer handling should also be a priority as clients get attracted to friendlier staff. The hotel rooms should always be well maintained and the compound clean. Finally, when the level of professionalism is encouraged in this hotel, English bay star hotel will get back to its place (Hessler, Martina, and Zimmermann, 2008).

Conclusion

All the stakeholders of star hotel should observe all these resolutions to make so as to go back in its level in the market as earlier.

Work Cited

Hessler, Martina, and Clemens Zimmermann. Creative Urban Milieus: Historical Perspectives on Culture, Economy, and the City. Frankfurt: Campus Verlag, 2008. Print.