

# [Create a visually effective bcg matrix for your company (not in excel). you do no...](https://assignbuster.com/create-a-visually-effective-bcg-matrix-for-your-company-not-in-excel-you-do-not-have-to-show-all-of-your-calculations-but-should-create-a-table-showing-the-main-elements-that-go-into-the-matrix-segmen/)

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Strategy development of Affiliation PR4: Strategy Development To increase the competitiveness of Starwood in the industry, various strategies need to be developed to ensure that, the organization is at bar with the other players. Some of the development business strategies embraced includes the expansion and acquisition, innovation and product creativity and increased focus franchise business and management. Consider the following table that indicates the requisite elements for a BCG matrix.   
BCG Matrix Starwood & Resorts   
Class   
Brands   
Top Competitors   
Starwood and Resorts   
Competitor Rooms   
Market Size   
Upscale   
Cambria Suites   
Hilton World Wide   
468, 000   
680, 117   
811, 200   
Ascend Hotel Collection   
4, 500   
Upper Midscale   
Comfort Inn   
Marriot International   
106, 000   
697, 000   
934, 405   
Comfort Suites   
59, 400   
Clarion   
36, 200   
Midscale   
Quality Inn   
International Hotels Group PLC   
200, 487   
710, 000   
845, 340   
Sleep Inn   
65, 403   
Mainstay Suites   
9, 500   
Classification   
Brands   
Choice Hotel Market Share   
Competitor Market Share   
Upscale   
Cambria Suites   
1. 47%   
15. 34%   
Ascend Hotel Collection   
1. 35%   
Upper Midscale   
Comfort Inn   
1. 34%   
6. 79%   
Comfort Suites   
1. 34%   
Clarion   
1. 21%   
Midscale   
Quality Inn   
1. 35%   
3. 35%   
Sleep Inn   
0. 45%   
Mainstay Suites   
0. 68%   
?   
0 0. 5 1   
Recommendations   
Ascend Collection- The Ascend Collection has less little rooms when compared to their competitor and market size. This implies that if Ascend is moved to a dissimilar grouping it may increase its market niche and propel it towards the star level.   
Comfort Inn- Comfort Inn is in a potential spot, which is positioned just above source of income in the star category. This should remain in this category and more resources and management strategies should be applied to ensure that other brands move to this level.   
Comfort Suites- If the Comfort Suites and Clarion are put together, it will move it to the Star group. As from the chart, the Comfort Suites perform relatively better compared to the Clarion. This implies that the brand Comfort Suites will be kept.   
MainStay Suites- these should be joined with other midscale properties, however the Quality Inn should be maintained as the brand name   
Clarion- Merge Clarion and Comfort Suites. They are both upper midscale brands within the same region in the market. Combining them will improve relative market share.   
Quality Inn- This is Starwood’s source of income. Revenue from Quality Inn’s, can be used to improve other properties in the dog and question mark category   
Cambria Suites- Cambria has the prospective to become a star, however close monitoring is requisite to establish its growth ability. Despite the fact that it is utilizing a lot of money, its growth is rapid. This implies that if consistency is sustained then this class will be able to move to the star class   
Rodeway Inn- the Rodeway is almost similar with the Suburban Extended Stay Hotel, and it is good to merge them together in a bid to improve the market share   
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