

Create a visually effective bcg matrix for your company (not in excel). you do no...

[Business](#), [Management](#)



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

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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

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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

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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

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Stay Hotel, and it is good to merge them together in a bid to improve the market share

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