

Investigation of boots and marriot



**ASSIGN
BUSTER**

I will be investigating about two contrasting business organisations named Boots and Marriott, illustrating the aims, objectives, purpose, activities and the main competitors of each of the two businesses. These businesses contrast very well and my interest in Boots Plc led me to research about this flourishing business in more detail. Marriott Heathrow is a private limited company with Marriott and two other private investors as owners whereas Boots is a Public Limited Company. Boots belongs to the secondary sector as well as the tertiary sector. This is because through the time Boots have created and manufactured successfully and famous brands such as No. 7, 17, Soltan and also things like medicines. Marriott hotel belongs to the tertiary sector as it provides a service to the public.

Define Aims and Objectives

Aims:

Guest Satisfaction Superiority - Marriott aims to be the world's leading hotel offering the best service in hospitality. In order to reach it Marriott have to provide guests with a comfortable and secure environment with high quality service.

'Wow factor' - Marriott is known as a 'wow' factor because of its designs, atmosphere, associates, and facilities. This fundamentally means going beyond a level to make guests feel welcome at the hotel. And in order to do this Marriott has to know what the customer's needs, expectations and desires are. They aim to keep providing the services and facilities to make their stay unforgettable.

Customer focused – Marriott focuses on providing better customer service by using IT proactively and through the facilities on offer through its website.

Marriott's another aim is to be 'trust worthy' and not just make the stay comfortable but unforgettable with the quality accommodation and to serve their customers beyond their expectations, be the most profitable company, invest in projects that increase shareholder value and be eco friendly.

Marriott to satisfy the customers, it needs to know their needs, desires and expectations are. This includes the way Marriott's staff talks to them.

Objectives

Sales turnover of £20m – Sales revenue for this hotel – There is a great amount of Sales turnover of £20 million. The cause of this is the five restaurants, Allie's American Grille, Atrium Lounge, Bar Hemia, Costa Coffee, and Tuscany Ristorante, the services that Marriott provides and the profit is also made from funds and tips from people who stay in their hotel.

Labour turnover – 35% – For the month of September 2010, the HR dept have achieved a labour turnover of 10. 1%. There are a total of 225 associates. Assessors evaluate employees for teamwork, showing leadership courage, influence others, remain positive when challenged, demonstrate active listening skills, welcome feedback, respecting each other's views, show they care, and high passion and energy. Aim is to stay below this figure. If Marriott can have a low level of turnover then they care more likely to facilitate the customer's needs as the trained associate that have been in the business for long would definitely have their experience and therefore they will know how to satisfy their customers.

The restaurant dept aim to have a green zone goal to minimize (food) costs to 26% monthly.

For the month of September they (the restaurant) have achieved 23. 9%.

GSS (Customer Target) 86% (satisfied with overall service) Guests encouraged to complete form - 86% of the guests at the Marriott hotel are satisfied with the overall service at the hotel, these results are obtained by the survey taken from the GSS forms filled by the guests at the London Heathrow Marriott.

Aims and Objectives of Boots

To strongly compete against Superdrug, M&S and Tesco.

To provide their product and service to world-wide communities.

To expand their business worldwide.

To make their sales as high as possible in order to make more profit.

To always make sure their product is high in quality than it already is.

Diversify into new markets by developing innovative products.

To give significance to its shareholders. The aim of the business is to maximise return on investment to shareholders this can be done through by giving dividends to its shareholders. Boots intends to do this by being more modern, efficient and competitive.

Boots Objectives

<https://assignbuster.com/investigation-of-boots-and-marriot/>

To open at least one more store world-wide every year.

Improving customers' in-store shopping experience by consistently providing best in class customer care and service. This being achieved by operating efficient walk-in prescription services staffed by friendly, knowledgeable and accessible pharmacists, and faster till service

- Continuing to provide customers with excellent value by providing trusted ranges of Boots branded products, executing strong promotional offers and rewarding customer loyalty with Boots Advantage Card points.

- ' Making Boots a more convenient and accessible place for customers'. Boots are re-branding over 1, 000 outlets and relocating Boots stores to improved locations and places where their target audience would be.

- To offer customers with the Boots advantage card- -Boots loyalty is the Europe's largest scheme with over 11 million card holders. 91% of the cardholder are women.

Comparison of the Aims and Objectives between Boots and Marriott:

To be a successful business and attain the overall aim, the objective set have to be SMART. At present Boots advantage card is the Europe's largest scheme with over 11 million cardholders. 91% of the holders are the women. This objective on marketing is SMART because they know how many people have got the card already and know they need to appeal for the other 9% to be more competitive. It is also realistic as Boots can achieve this 9% by being more organized, providing good quality products and also by using

associate skills to influence customers about the benefits they could get from the loyalty cards. However on the other hand it is not time scaled as it does not have a precise time in which they would like to reach its objective in order to maximize profits. Similarly, Marriott's objectives are also SMART. Their objective is to reduce food costs to 26% monthly. This objective is SMART cause Marriott have given a specific description on their plan and have provided a percentage that they aim to reach, it is also measurable, achievable, realistic and time scaled as they aim to reduce it monthly. The aims and objectives of Boots and Marriott differ for example: Marriott aims to provide the best service to their customers whereas Boots gives more priority to expand their business globally making more profit and diversify with new innovative ideas. Marriott is more determined about providing customer service while Boots wants to make profit and expand their business internationally. Furthermore, Marriott focuses on decreasing the Labour Turnover and the food cost whereas on the other hand Boots aimed to make the company a more reachable and a convenient place for the customers, it also has an objective to open one store internationally every year. The two businesses operate in different sectors: Boots belongs to secondary and tertiary sector whereas Marriott belongs to the tertiary sector; the difference in sectors is one of the factors that makes the aims and objectives of these businesses dissimilar.

Define Purpose and Activities

Purpose and Activities of Boots

Boots vision is to be the ' world's leading retailer of products and services that help make our customer look good and feel good'

Boots carry out activities like:

Healthcare

Perfumes and Sprays

Optical Service

Electrical things e. g.: batteries, digital photo processing.

Baby care

Dental care

Pharmacy services

Skincare

Beauty products and toiletries.

Purpose and Activities of Marriott

Marriott Vision is to be the world's leader in hospitality services and it achieves that through its spirit to serve culture. This source of information was given by the HR Manager Anna Furley through the interview.

' What is the purpose of Marriott? Could you tell us about the mission statement?

Anna Furley: Our mission statement is simple, Marriott's Vision is to be the world's leader in hospitality services and it achieves that through its spirit to serve culture.

Some of the activities of Marriott include:

Hotel rooms

Gym

Conference facilities

Parties/Weddings

Restaurants'/ Coffee bars

Comparison of the Purpose and Activities

Both the businesses have a similar purpose to become a ' leader' in their business category another similarity included would be that they both have the vision to become the leader by providing their customers with the best of the services. Marriott activities are different to Boots as they fall into different business categories. Boots activities include providing cosmetics, toiletries and other body care products whereas Marriott's activities include offering Hotel Rooms, parties, restaurants and conference facilities.

Define Competitors

The map shows the main competitors of Marriott the locator in orange represents the London Heathrow Marriott. The competitors that are shown around in blue include large businesses such as:

**Holiday Inn London – Heathrow Ariel Radisson Edwardian
Heathrow Berkeley Park Apartments By Bridgestreet
Premier Inn London Heathrow Park inn by Radisson
Heathrow easyHotel London Heathrow 0-star hotel**

**Arora Hotel Heathrow Sheraton Heathrow Hotel Novotel
London Heathrow Airport Crowne Plaza Hotel London
Heathrow**

<http://www.booking.com/hotel/gb/marriott-hotels-resorts.html?aid=303948;label=airport-LHR-gb-2ms49BlaxCMee7xm3UnWnAS4013573241;sid=a293d9d8eb6d0b72dc9dc4e9849261ae>

Boots Competitors

The main competitors of Boots PLC include:

Superdrug, Lush, Marks and Spencer's, The Body Shop, Avon. A new law allowed supermarkets to operate their own pharmacies to provide prescription medicines this made Tesco and other supermarkets as their competitor.

The table above shows that Boots are the market leader in Cosmetics and Toiletries products as they are the customer's first choice after their main rival Superdrug. Of the specialists, According to the 2008 statistics Boots were the market leader, with around 25% of their share, followed by Superdrug with over 7%, then Lloyds Pharmacy and Body Shop with between 1 and 2%. The rest 44% was taken by the grocers such as Tesco, Asda, etc. Comparison of the Competitors: Boots and Marriott both have successful and tough businesses as their competitors. The competitors of Boots are on

<https://assignbuster.com/investigation-of-boots-and-marriot/>

strong retailers of the same products as Boots whereas Marriott competitors are hotel groups which provide high class service to customers

How well does Marriott achieve their aims and objectives?

“ Fab Hotel with good service” – ‘ I stayed with my husband and son for a legoland break and was very happy with it. Lovely decor and all staff were friendly and efficient.’ This is an opinion of one of the customers that has stayed in Marriott.

Guest satisfaction is an important factor to the Marriott; currently they have achieved their aim by paying extra attention to the service and taking pride in their physical looking surroundings and by using customers’ creativity to find new ways to meet its needs and expectations.