

# The ibis hotel introduction



Ibis is Europe's leading budget hotel with more than 950 hotels in 55 countries; ibis offers its customers the highest level of service and ultimate comfort in its category at the best market prices. The ibis standard guarantees its customers around the world offer homogeneous: a modern room, connected and soundproofed bedding to innovative comfort, breakfast from 4am to noon and a varied cuisine.

In this ultimate comfort the ibis room: became modern, comfortable and fully equipped, all hotels in the network, the ibis room is designed to offer its customers a happy sleep and the ability to work calmly: soundproof, connected to the Wi-Fi hotel, with a flat-screen LCD TV, a spacious bathroom and a work desk.

New bedding to comfort Ibis, happy sleep specialist, has developed a concept of innovative and revolutionary bedding. The pillows are generous, welcoming duvet and mattress adapts perfectly to your body for a deep, restful sleep. And the secret weapon of ibis a mattress 7 cm more comfort for soft sensations. Unprecedented in the economy segment, the new ibis will change your bed nights.

The highest level of service in its class is to enjoy your stay cloudless day and night, our teams are at your disposal. Our teams live to the rhythm of your needs and your desires: Front 24h/24, small kitchen ibis at all times and a bar service open continuously.

### **A commitment to quality service**

Ibis is the first hotel brand to receive economic since 1997, the ISO 9001 quality certification. This International Standard deals with the quality

service day and night reception, accommodation, small kitchen ibis, and breakfast from 4am to noon and bar service. Today, 758 ibis hotels in 21 countries are certified ISO 9001 or 84% of the network.

### **The contract Satisfaction 15 minutes**

“ Contract Satisfaction 15 minutes” is a unique example of this demanding process. If a cloud disturbs the residence of a client, ibis teams give 15 minutes flat for a solution, day and night, and if they cannot hunt that little cloud in the allotted time, the client is invited by the hotel.

### **Ibis pioneering environmental commitment**

Ibis registered its commitment under PLANET 21, the program of Accor’s sustainable development. Ibis is the first global chain engaged in the environmental certification ISO 14001 which installs a continuous progress via: a recent on-going compliance regulations continuous improvement: hotels certified are regularly audited to set new goals. Already 420 hotels in 18 countries have achieved ISO 14001 environmental certification.

### **SEVEN P S**

**PRODUIT:** The ibis standard guarantees its customers around the world offer homogeneous: a modern room connected and soundproofed bedding to innovative comfort, breakfast from 4am to noon and a varied cuisine, Attentive and efficient.

**PRICE:** According the price of ibis is one of the major determinants of the profitability of the hotel, and the price also depends on which city the hotel is situated, so Ibis Greenwich is little be expensive because of the activity and the advantage that the around him.

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PLACE: Ibis Greenwich is located in a very charming and cute town, and is located in the heart of Greenwich, near the Maritime Museum, Cutty Sark, and Royal Observatory and the train station

PROMOTION: regarding the promotion hotel ibis create a new concept where you reserve 2 nights with Ibis styles every Tuesday and you pay for just 1 night, you can book to in last minute. com you will have possibility to get 50% every week end Friday and Saturday.

PEOPLE: The Ibis Greenwich has a very friendly receptionist staff and very harsh reception of this profession the qualification requires is GCSE or LEVEL and is depend for which brand or star are you working if you don't have any qualification but you have a motivation for the trade of the Ibis hotel industry hotel will propose you evaluation of training to evolve a team leader to manager.

**PROCESS: all Ibis customer use internet to book or do they are rooms reservation or, send of Email or calling the line reservation for and all our reservation agent will reply to the customer by email, fax, or post.**

**PHYSICAL EVIDENCE: the hotel is clean, the rooms are clean, quiet, well heated hotel, the staff are presentable and pleasant**

**[http://books.google.co.uk/books?id=zFfo2MGH90gC&pg=PA41&source=gbs\\_toc\\_r&cad=4#v=onepage&q&f=false](http://books.google.co.uk/books?id=zFfo2MGH90gC&pg=PA41&source=gbs_toc_r&cad=4#v=onepage&q&f=false)**

**analysis of the Micro and Macro Environment of hospitality marketing**

## **THE MACRO ENVIRONMENT**

Economy: Consumers spending on hospitality services are discretionary spending. The share of household budgets spent on food away from home declined slightly during the recession of the early 1990s (Putnam and Allshouse 1999).

Society and culture: As social and culture values, beliefs, and opinions change, opportunities are created for new products, services, and concepts. As people become more concerned about second-hand smoke, more restaurants, even in states where a complete smoking ban is not required, have become completely smoke free, Hotel also provide non-smoking rooms or floors in response to the contemporary climate of the social environment.

Political: the restaurants restaurant industry continues to experience pressure from the government, to improve nutritional labelling or menus. at the state and local levels, destination marketing agencies, such as state

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tourism offices and convention and visitors, play an important role in building sales for the hospitality industry.

Technology: the greatest impacts of technology on hospitality operations are in the area of communications and the amount and quality of information available for example computers are used to keep track of a guest's history on spending, Hotel offer automatic check in and check out etc...

Environment: Many hospitality organisations have implemented environment friendly programs like many restaurant serve water only on request, and hotels ask guests to keep towels on the rack if they will be used again so that they will not be washed unnecessarily.

### **The micro environment**

Competitors the market place for independent operations is much more competitive than it was just a few years ago. The high degree of competition in both the hotel and the restaurant segments affects pricing strategies and all other elements of the marketing mix. And the relatively fragmented nature of the industry means that the environment will remain highly competitive and unpredictable.

### **Customers: families are important to hospitality marketers for two reasons**

### **PESTEL POLICAL ECONOMIC SOCIAL TECHNOLOGY environment legal**

Political The political scene has an enormous influence on the regulation of businesses, the purchasing power of buyers, as well as related companies for

this reason, we had to take a look at many criteria policy so that companies can grow and perspective is rather a healthy atmosphere.

Economical Marketers need to consider the state of a trading economy in the short and long terms. This is especially true when planning for international marketing.

Social and cultural the social and cultural influences on businesses vary from one country to another. It is very important that such factors be considered. What is the dominant religion, what are the place of men and women within the society, what are the reactions when coming to foreign products and services? In the hotel industry the sociological aspects of UK have not really affected the business; UK is a rather open minded country and therefore is easy going for the hotel business.

Technological Technology is vital for our competitive advantage, and is a major driver of globalization technology offers companies a new way to communicate with their consumers. With development of internet, most of the bookings are made via internet. Finally technology allows for products and services to be made more cheaply and to a better standard of quality.

Environment: PLANET 21 is our 21 commitments to sustainable development. Health, nature, carbon, innovation, local development, employment and dialog: 21 commitments to help the world run a little more smoothly.

Legal: these are related to the legal environment in which firms operate. In recent years in the UK there have been many significant legal changes that have affected firms' behaviour.



## **Opportunities**

**Development of skills, career opportunity Evolution of poste to another like (the manager at reception), possibility to travel around the world**

## **IBIS HOTEL SWOT**

### **STRENGTH**

**Located in the heart of Greenwich**

**Near the Maritime Museum, Cutty Sark,**

**And Royal Observatory**

**And train station.**

**The rooms offer satellite TV and internet access.**

**Relax at the bar with a coffee or a glass of wine**

**Let your self be tempted by the snacks and light meals that are offered.**

**Increase the twin rooms**

### **Threats**

**There is strong competition in the market, opening of smaller hotel, and client requests a very high qualification**

### **Weaknesses**

**The hotel charged me for twice for the same room on the same night, claiming I did not show up for the second of the...**

**I could not park at the hotel, the two extremely miserable receptionists offered me the £10 parking permit which would enable me to park...**

## **Tiny rooms uncomfortable beds**

### **PORTERS FIVE FORCES**

According to Porter (2001) the internet is an enabling technology that can be used within the context of a good business strategy in any industry. The five forces that impact competitiveness which are outlined in Porter's 1980 work are: barriers to entry, threat of substitutes, bargaining power of buyers and sellers, and the rivalry among existing competitors. The most important determinant of a marketplace's profit potential is the intrinsic power of buyers and sellers.

### **Threat of Substitute Goods**

In the hotel industry there is usually another hotel just around the corner. They appear in all price ranges, with varying levels of service and amenities.

The constant challenge will always be to get the guest to choose your hotel over the competitor. The internet makes the overall market more efficient while expanding the size of the potential market and creating new substitution threats. Given the potency of this threat a superb internet presence is vital.

" Bargaining Power of Buyers Business persons choosing a hotel for business travel are savvy consumers and they are comfortable with computer technology, It has become very simple for them to go online and book a hotel. They no longer need travel agents, corporate travel consultants or middle men of any kind to determine where they will stay. Porter's model predicts this elimination of intermediaries.

## **Rivalry among existing competitors**

The rivalry among competitors in the hotel industry is fierce. When potential customers can learn about a hotel on line, the internet reduces the differences among competitors. People tend to seek the best price for the best experience and the tendency is to reduce price to be competitive. The internet covers wide geographical areas so the market is widened increasing the number of competitors.

## **Barriers to Entry**

The initial investment in the hotel industry creates quite a barrier to entry but certain barriers to entering the hotel market are reduced by the internet. A presence on the internet reduces upstart marketing costs somewhat, and gives the new competitor access to potential suppliers and resources..

## **Bargaining power of suppliers**

While this is not a substantial threat in the hotel industry it can have impact especially in the area of labour. With an aging population, there are fewer people to fill service industry jobs and hotels which can attract excellent staff have a greater chance of providing excellent and exceptional experiences to their clientele. As part of their internet strategy all hotel chains should have a section on recruitment for employment.

**<http://themarketplaceoflife.blogspot.co.uk/2011/02/porters-five-factor-model-and-hotel.html>**

## **Segmentation and positioning**

According to the Ibis website the SEGMENT AND DESIGN is International standardized brand. ROOM SIZE 16/17sqm - Can be customized according to

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market requirements. **BEDDING** the bed comfort is one of our utmost priorities. We will be launching a new ' Ultimate Comfort Bed'. **QUALITY** Most of the hotels have been ISO 9001 certified.

**ENVIRONMENTAL FRIENDLY** Over 400 hotels in 17 countries have obtained ISO 14001 Environmental Certification. Since its creation in 1974, ibis has expanded continuously and has a network of 957 hotels, 117, 171 rooms in 55 countries\*\*\*. This strong global positioning is the result of an ambitious expansion plan launched in 2007.

**[http://www. accor. com/fileadmin/user\\_upload/Contenus\\_Accor/Franchise\\_Management/Documents\\_utiles/Developpement/ibis\\_megabrand\\_developpement\\_brochure\\_022012. pdf](http://www.accor.com/fileadmin/user_upload/Contenus_Accor/Franchise_Management/Documents_utiles/Developpement/ibis_megabrand_developpement_brochure_022012.pdf)**

**<http://www. accor. com/en/brands/brand-portfolio/ibis. html>**

## **Branding**

**An ultimate comfort offer the ibis room: modern, comfortable and well-equipped in every hotel of the network, the ibis room is designed to offer to its guests a happy sleep and the possibility to work calmly: soundproof, connected to the hotel Wi-Fi, with a flat screen LCD TV, a spacious bathroom and a desk.**

**Brand new bed, brand new comfort Ibis, the good-night's-sleep specialist, has developed an innovative and revolutionary bedding concept. Pillows are fluffy, the duvet is super-soft and the high-tech mattress aligns with the density points which provide your body, so your sleep will be deep and refreshing. And the ibis secret weapon is a 7cm topper of extra comfort for a soft and welcoming feel. Unique in the economy hotel segment, the new ibis bed will transform your nights.**

Recommendation Ibis hotel must focus more on business segment and individual travelled, must change they are design room, also enlarge the lobby space.

Conclusion The success in the tourism sector is not within the reach of everyone, the trade of the hotel industry and catering require certain qualities very Particular. First of all, and contrary to what we tend to believe

that carriers are not easy, they are certainly travel, leisure, pleasure, but the majority of jobs are sedentary serious or stressful.