

Radisson



**ASSIGN
BUSTER**

RADISSON BLU LIMFJORD HOTEL AALBORG ? INTRODUCTION ? PORTER'S

FIVE FORCES Radisson Blu Limfjord Hotel Aalborg is a luxurious 4-star property conveniently located near the centre of Aalborg. Radisson Blu Limfjord Hotel Aalborg is a business-friendly hotel within walking distance of Jomfru Ane Gade, Osteragade, and Gammeltorv. Additional points of interest include Aalborg Congress and Culture Center and Jens Bangs Stenhus.

PORTER'S FIVE FORCES Values Values include the things that the firm gives high priority. This can either be the firm's service, relationship with the environment or the attainment of goals.

The company's values service to clients and relationship with the environment. The company wants to make sure that proper service is given to clients and they maintain a good relationship with the clients. The company is doing well in showing how they value the clients and the environment. Hotel Rooms Hotel customers are offered the following room facilities: fax machine, direct-dial phone, in-room safe, coffee/tea maker and climate control. Rooms are equipped with iron/ironing board as well as trouser press. In addition there is minibar in the rooms. Beds: Rooms are also equipped with extra towels/bedding items.

Hypoallergenic bedding is also available. Guests of the hotel may request a crib/cot (infant beds). Bathroom amenities include complimentary toiletries and hair dryer. Entertainment: The in-room entertainment facilities at this welcoming hotel include cable television service and pay movies. Internet connection options: Guests are sure to appreciate television Internet access (complimentary) and high-speed Internet access. An additional charge is

applied for Internet access. Housekeeping services and complimentary newspapers are also offered. Environmental scanning Opportunities

An opportunity for The Radisson Blu Limfjord Hotel Aalborg is to find out more ways to give a distinctive look and features to the hotel. By doing this the company will have competitive advantage over other firms. This will help the company have unique identity in its various markets among their competitors. An opportunity for the company is to improve the features of the leisure amenities they currently have. By doing this it can attract more markets and it will help them attract tourists that will come to the country they operate in. Hotel Amenities Food options at Radisson Blu Limfjord Hotel Aalborg include a restaurant.

A complimentary breakfast is served daily. Room service is also available. Our hotel provides a 24-hour front desk service. ATM/banking and currency exchange facilities are also offered. Public areas of Radisson Blu Limfjord Hotel Aalborg are air-conditioned. Leisure amenities: Guests can also enjoy the following spa/wellness facilities: sauna. Other available services: tours/ticket assistance, television in lobby, safe-deposit box - front desk, roll-in shower, on-site car rental, laundry facilities, express check-out, elevator/lift, dry cleaning/laundry service, concierge desk, complimentary newspapers in lobby.

Business & Internet: Guests at Radisson Blu Limfjord Hotel Aalborg can use a well-equipped business centre and meeting room(s). Radisson Blu Limfjord Hotel Aalborg Internet options: wireless access; dial-up access in public areas; high-speed connection in public areas; access in public areas is available for an additional fee. Threats The main threat to the Radisson Blu

Limfjord Hotel Aalborg is the competitors. The competitors like BEST WESTERN Hotel Scheelsminde and Hotel Hvide Hus try various tactics to make it difficult for Radisson Blu Limfjord Hotel to maintain its standing in its various markets.

The threat to the company includes the laws in the country they operate in. Another threat to the company is the tariffs and taxes that the company has in its various market, each countries has its own rate of taxes and tariff that creates additional expenses for the company. Lastly a threat to the company is the culture of some clients in the market. Resources Resources The Radisson Blu Limfjord Hotel's resources come from reliable suppliers and manufacturers. The materials used in the hotel are made of the best kind of raw materials and come from reliable suppliers.

Another resource for the company is its personnel that provide the best kind of service to guests and clients. The personnel make sure that clients receive the satisfaction they need. Human In providing excellent service to the clients, a company needs to have a dedicated staff that performs well and knows that the service they give to the client can help The Radisson Blu Limfjord Hotel have a positive or negative image. The staff of the company is well trained to ensure that the best service can be given to the clients. The company makes sure that it hires promising individuals that can assist in the company's task of reaching their goals.

It makes sure that the personnel have a distinct skill that matches the company's goal. Skill The Radisson Blu Limfjord Hotel's capabilities include its use of sophisticated technologies to provide the best kind of services. The Radisson Blu Limfjord Hotel has a set of production regulations that makes

sure that every stage in the company's operations will minimize any waste on time and effort. The Radisson Blu Limfjord Hotel has made use of advanced technologies to provide services to the personnel and give them complete security. It also makes use of better security systems to rooms, hallways and other vital places.

The Radisson Blu Limfjord Hotel makes sure they are updated to what is happening and they can adjust to these changes. Capabilities The main capabilities of the company are on the well trained personnel. The personnel serves as the arm of the firm and they show how the company meant by total customer satisfaction. The personnel of The Radisson Blu Limfjord Hotel are well skilled in assisting the clients and giving them excellent service. The company makes sure that they hire individuals who are skilled in management, human relations, fine dining and other qualities that a member of a hotel business needs.

Radisson Blu Limfjord Hotel also looks for various activities, seminars, and symposium that will help the personnel improve their skill. Competencies Distinct Competencies The company makes sure that the employees are paid accordingly but the personnel are expected to provide a good kind of service. The company makes sure that clients receive a good service based on themoney paid by the clients. The company also makes sure that the personnel are compensated well. The company's distinct competency is embedded on its efficiency of service. The company also makes sure that the best lodging and assistance will be given to the clients.

Developing operation strategy Competitive priorities The priorities for the operation plan are the cost of the strategy, the personnel that will be

involved, the time that will be used and the effect of the strategy. The cost of the strategy should not be too high; it should be reasonable enough and should be worth it. The personnel that will be involved should be properly briefed before they take part in the endeavor. The personnel that will be involved should know why they are chosen to take part in the training and what is expected of them.

The time that will be used should be limited to days that the personnel are off. It should not hamper the delivery of service. The whole process of training should not exceed one year from the start of the endeavor. The strategy should make sure that it will have imminent effects to the personnel. The result of the strategy should be evident in the way the personnel will serve the clients. Supporting production requirements The structure requirement includes the use of the various facilities where the training process will take place.

The various facilities would be the rooms in the hotel that have no immediate schedule and would be available for the firm to conduct trainings and seminars. Another structure requirement would be the different instructors who will facilitate the training/seminar. The instructors would be experienced in their field. The infrastructure requirement includes the quality measures that will focus on making sure that the whole endeavor would result to a positive thing for the company. Process flowchart The first thing that happens is the Hotel receives inquires from the clients.

The inquiry can be in the form of personal correspondence, by phone or by email. In this part the client asks for any available room. The company then checks for the availability of a room. If there is no room available, the

company informs the client about the situation and ends the transaction. If there is a room available, the company will then inform about the rooms that are available. The company will then ask the client if they would want to rent the available room, if they choose not to rent they will be given another room that is available.

If the client chooses to stay in the room the hotel will book the client to the available room and provide the service the client needs. REFERENCES: Aharoni, Y. & Nachum, L. Globalization of services: Some implications for theory and practice. London: Eds. ; Routledge, 2000. Brewster, C. , Harris, H. & Sparrow. Human Resource Management . New York, 2004. Burke, R. J. & Cooper, C. L. Reinventing Human Resources Management: Challenges and new directions. New York, 2004. <http://radisson-limfjord-alborg.h-rez.com/index.htm?l=ggI-en&gclid=COLQ0ci8zLYCFbMQtAod8FUA-Q>