

Marriott International

Parent Company

Marriott International Inc.

Category

Hotels and Resorts

Sector

Tourism & Hospitality

Tagline/ Slogan

A World of Opportunity; Your home away from home; Live Like a Local

USP

Global market leadership

STP

Segment

Leisure travelers , business travelers, premium travelers

Target Group

Upper class, honeymooners, corporates, families

Positioning

Prime location and luxury living

SWOT Analysis

Strengths

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| 1. High brand recognition and recall |
| 2. Technical innovations to improve customer experiences and Constant upgrade of business process |
| 3. Good employee retention with a total workforce of 150,000 |
| 4. Has over 3700 hotels and resorts in over 70 countries |

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| 5. Various brands range from attainable to aspirational |
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Weaknesses

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| 1. Competition from long established hotel chains means limited market share |
| 2. Global expansion and high number of hotels may lead to brand dilution |

Opportunities

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| 1. High potential in emerging markets |
| 2. Innovation in customer services |
| 3. Better interiors/Well done renovations |

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| 4. Indian and as well as global hospitality sectors are looking at a boom |
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Threats

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| 1. Entry of several international brands along with the strong hold of long standing, well established Indian brands |
| 2. Competition on price points |
| 3. Stagnated growth |

Competition

Competitors

1. Hilton

2. Hyatt

3. Ritz Carlton

4. Starwood Hotels

5. Shangri-La Hotels

6. Radisson Hotels

7. Oberoi Hotels

8. Taj Hotels

9. Accor Hotels

