

**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  |

5. Various brands range from attainable to aspirational
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<b>Weaknesses</b>
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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     |

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

4. Indian and as well as global hospitality sectors are looking at a boom
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<b>Threats</b>
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| 1. Entry of several international brands along with the strong hold of long standing, well established Inc |
| 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

