

**Trident Hotels**

**Parent Company**

**EIH Limited**

**Category**

Hotels

**Sector**

Tourism and Hospitality

**Tagline/ Slogan**

At Trident, you're sure.

**USP**

Interiors and Luxury

**STP**

**Segment**

Leisure and business travelers

**Target Group**

Upper class, business travelers, expats, celebrities

**Positioning**

Great service and luxurious living

**SWOT Analysis**

**Strengths**

- 1. Quality of man power
- 2. Well defined hierarchy within the group
- 3. Opportunities through OCLD (PG program in Hotel Management)

- 4. Cultural heritage and diversity of India

**Weaknesses**

- 1. Limited market share due to tough competition from international and domestic players
- 2. Lacks of global vision leading to stagnant growth/expansion

**Opportunities**

- 1. Improve working hours for staff to increase satisfaction levels
- 2. Upgrade to better methods to improve work ethics
- 3. Availability of resources to expand their group of hotels

**Threats**

- 1. Competition at F&B level from various other competitors
- 2. Competition on price points by other groups

**Competition**

<b>Competitors</b>
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1. Taj Group of Hotels
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2. Hyatt
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3. Accor Group
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