

**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**

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

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| 4. Cultural heritage and diversity of India |
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**Weaknesses**

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

**Opportunities**

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| 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**

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| 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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