

**Ritz Carlton**

**Parent Company**

**Marriott International**

**Category**

Hotels and Resorts

**Sector**

Tourism & Hospitality

**Tagline/ Slogan**

Let Us Stay With You; It's Our Pleasure

**USP**

Employees are empowered to use their creativity and company's funds to devise new and better ways

**STP**

**Segment**

Business Travelers, Corporates, Families from Upper-Upper Middle Class Economic Background,

**Target Group**

Upper class urban business executives

**Positioning**

Ritz Carlton Hotels is a luxury hotel group that looks at creating memories for the customers instead of

**SWOT Analysis**

**Strengths**

1. Empowered employees, hence top notch service

2. Global presence - Over 70 hotels and resorts worldwide

3. Goodwill from Employees and customers

4. Rewards programs are increasing repeat sales

5. Parent company adds to brand value

6. Logo, tagline, communication to potential and existing customers has been very well received so far

7. Aspirational and High brand loyalty

8. Over 33,000 employees working across 25 countries

### **Weaknesses**

1. The brand name comes with a perception of being expensive

2. Current economic status is bound to take a toll on spending power

3. Declining bottom line

### **Opportunities**

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|--|
| 1. Increase clientele through special packages and corporate tie-ups |
| 2. Expansion of the global tourism market                            |
| 3. Travelers looking for novel destinations                          |

**Threats**

- |  |
|--|
| 1. Increasing costs for operations indirectly affecting hotel rates            |
| 2. Decline in tourism industry due to natural disasters, terror activities etc |
| 3. Intense competition globally from renowned as well as local hotels          |

**Competition**

**Competitors**

- |                                |
|--------------------------------|
| 1. Four Seasons Hotels         |
| 2. Starwood Hotels and Resorts |
| 3. Hyatt                       |
| 4. Hilton                      |