

A PROJECT REPORT ON

The Branding Strategies of Hotel Shams Plaza



March 01, 2020

UNITED INTERNATIONAL UNIVERSITY

DHAKA, BANGLADESH

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The Branding Strategies of Hotel Shams Plaza

Prepared for

Dr. Khandoker Mahmudur Rahman

Associate Professor

School of Business & Economics

United International University (UIU)

Prepared by

Abdullah Al Mamun

ID: 111 151 530

School of Business and Economics

United International University

Date of Submission

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Letter of Transmittal

March 01, 2020

Dr. Khandoker Mahmudur Rahman
Associate Professor
School of Business and Economics
United International University

Subject: Submission of the Project Report

Dear Sir:

You will be glad to know that I have recently prepared my project report on “The Branding strategies of Hotel Shams Plaza”. To briefly state the brand strategy, it is actually an action plan that The Hotel Shams Plaza uses to differentiate its competitors' products, services, and identities. In essence, the brand strategy is a long-term resource or asset that helps to determine the type of image that Hotel Shams Plaza wants to build for its customers.

Throughout the report, there is a descriptive analysis of Hotel Shams Plaza and have analyzed the branding strategy of the hotel in exploratory measures. Furthermore, I want to ensure you that I have followed all the format and advice you have suggested to me for the betterment of the report. All the information utilized in the report is collected from valid sources and shared in the methodology part. Moreover, all the information used in the report is valid and relevant to my report topic.

I therefore, pray and hope that your honor would be kind enough to grant my project report and oblige thereby.

Sincerely yours,

Abdullah Al Mamun
ID: 111 151 530
School of Business and Economics
United International University

Acknowledgement

First of all, I thank my Almighty Allah for blessing me and supporting me to complete this project report. No one can achieve lofty achievements without the help of others. I would like to thank several people for their kind instructions, cooperation, suggestions, and collaboration.

I would like to sincerely thank the honorable faculty, as well as my project supervisor **Dr. Khandoker Mahmudur Rahman**, Associate Professor, School of Business and Economics, United International University, for his generous cooperation and his consistent suggestions. It really makes me feel confident, regarding the expected results of my project.

I would like to thank **Mohammad Noor Ali**, manager of Shams Plaza Hotel, Cox's Bazar, Bangladesh, for his valuable support and suggestions for making my study a success.

I would especially like to thank the entire team at Hotel Shams Plaza for their support, inspiration, and cooperation, otherwise, I would not be able to complete the research and prepare this report.

Declaration

Myself, ***Abdullah Al Mamun***, a student of School of Business and Economics (Marketing) of the United International University of Bangladesh, and I declare that the project report for "The Branding strategies of Hotel Shams Plaza" is an original work and has not yet presented anywhere except my project purpose.

Abdullah Al Mamun

ID: 111 151 530

School of Business and Economics (SoBE)

United International University (UIU)

Table of Contents

Chapter One: Background of the problem

1.1 Introduction	4
1.2 Topic of the report	4
1.3 Origin of the report	4
1.4 Background of the Report	5
1.5 Objective of the Report	5
1.5.1 General objective	5
1.5.2 Broad Objective	5
1.5.3 Specific Objective	6
1.6 Scope of the report	6
1.7 Methodology of the report	6
1.7.1 Primary sources	6
1.8 Limitations	7

Chapter Two: Organization Part

2.1 Organization overview	9
2.2 Organizational details	9
2.2.1 Mission	9
2.2.2 Vision	9
2.2.3 Core values	9
a. Excellence	10
b. Realization	10
c. Innovation	10
d. Teamwork	10

e. Integrity	10
2.3 Organizational Organogram	11
2.5 SWOT Analysis	11

Chapter Three: Current Branding Strategies of Hotel Shams Plaza

3.1 Current Strategies of Hotel Shams Plaza.....	17
3.1.1 Leaflets/brochures:	18
3.1.2 Online Branding and room reservation services	18
3.1.3 Branding on Social Media	20
3.1.4 Word of mouth	21

Chapter Four: Recommendations and Conclusion

4.1 Recommendations.....	23
4.1.1 The ways to establish the hotel from 2 star to 5 star	23
I. Start with amazing architecture	23
II. Luxury equipment and appliances.....	23
III. Provide on-site services	23
IV. Define Premium price for superior service.....	23
V. Hire very friendly and helpful staff.....	24
4.1.2 The ways Shams Plaza can meet customer needs compared to its competitors. --	24
I. Develop knowledge and management skills.....	24
II. Listen to the guests	24
III. Look at your competitors.....	25
IV. Save and collect data in real-time	25
V. Introspection.....	26
4.2 Conclusion	27

References

Key Words

Bachelor of Business Administration (BBA)	Internship or Project study
United International University	Branding Strategy
Hotel management, tourism and hospitality industry	Improvement strategies for Hotel
Hotel Shams Plaza	SWOT Analysis on Hotel

List of Charts

Charts Name	Page Number
Chart 1: Core Values of Shams Plaza	9
Chart 2: Organizational Organogram	11
Chart 3: Current Branding Strategies of Shams Plaza	17

List of Images

Image Name	Page Number
Image 1: Leaflets of Hotel Shams Plaza	18
Image 2: Online Room Reservations strategy	19
Image 3: Website of Shams Plaza	20
Image 4: Facebook Page of Hotel Shams Plaza	21

Executive Summary

The project study is conducted as a pre-requirement of achieving the Bachelor of Business Administration (BBA) degree from United International University. The objectives of the study are to describe the Hotel Shams Plaza as tourist hotel in Cox's Bazar, to conceptualize the branding strategy concepts from the marketing prospects, to analyze the current branding strategies of the hotel, to recommend several new branding strategies that Hotel Shams Plaza may take hold of to improve its existing branding strategies. The study contains four broad chapters where the first chapter provide overview of the project study. The second chapter is made of an overview of Hotel shams Plaza and the third chapters analyses the current branding strategies of the hotel. The last but not least, fourth chapter concludes the study with several recommendations such as how the hotel can transform into a five star hotel and how it can serve better from its competitors in Cox's Bazar District.

CHAPTER ONE: BACKGROUND OF THE PROBLEM

Backgroud of the Problem



1.1 Introduction

For modern travelers, hotels are not just one night on the road, but commercial competition has led many hotels to an unproductive price war to attract as many potential customers as possible. This method is actually implemented during certain periods of the booking season, however, this method can be harmful to everyone involved and should not be part of the hotel's brand strategy. First, hotel owners should not be called the least downtown locations first. They also note that there will always be someone who wants to weaken their hotel, which can further lower their prices.

For branding, hotels need a strategy that links the commitment of the hotel brand to the needs of customers. Today's hotel guests not only want a hot tub, movies, and a comfortable bed, but they also want a whole new brand experience that will at least capture the unique charm of some unique brands. The unique travel experience highlights the hotel's brand strategy and unique product offerings. This is what makes hotels special: it is the hotel's brand strategy.

1.2 Topic of the report

Panorama of the current hotel industry is working hard for hotels to differentiate their brands and promote their services. In addition, the brand allows hotels to seize opportunities arising from business alliances, pricing structures or product expansion. Understanding the branding requirements of a hotel, the title was chosen to prepare the report, which is “the branding strategies of Hotel Shams Plaza”.

1.3 Origin of the report

Academic education and theoretical knowledge are not enough for students to perform their full potential and achieve their goals without experimentation in the outside world. This relationship of knowing comes from the determination of the company defined by marketing strategies for the accountant to achieve organizational objectives. To make a student capable, United International University offers its BBA students to join in an organization as an intern or observe any company or sector for three months so that students may learn the practical working culture and earn some real-life experiences from there. Moreover, students are required to prepare a project report based on their organization where most students have to apply their academic knowledge into a practical scenario.

1.4 Background of the Report

The project program at the United International University is a pre-condition of under-graduation for BBA students. The main objectives of the project program are to fulfill and the student can also learn to earn some practical work experiences. The study was the result of my three-month project at the Hotel Shams Plaza and it was also necessary to prepare to complete my BBA program. The study is mainly based on the "Marketing" department of Hotel Shams Plaza. The report also includes information about other parts of the business and a general description of the organization. As a student in business school, my course professor & project supervisor **Dr. Khandoker Mahmudur Rahman**, Associate professor, School of Business and Economics, UIU, helped me in each step of this study to theoretically summarize my real work experience into a real-life study.

1.5 Objective of the Report

The objectives of the report are separated into three parts that are describing in the following three parts:

1.5.1 General objective

The overall goal of this study is to complete the report. Obviously, the report will lead us to the information based on branding strategy of hotel industry. Therefore, it is important for me to share my own goals to achieve the relationship in order to provide appropriate guidance.

- a. To cultivate my marketing knowledge, which will help me develop my career as a marketing department in the future.
- b. To analyze the hotel industry and try to understand the hotel's business strategy.
- c. To know how to work in the real world and face to face interaction with brand managers.
- d. To realize the relationship between academic education and practical areas of practice.

1.5.2 Broad Objective

The broad objective or aim of this comprehensive study is to formulate a comprehensive planning and development framework of branding strategies and standards for more efficient and comprehensive understandings for different planning levels for the Hotel Shams Plaza,

based on which conceptual plans for any reader of the report, will be ready to evaluate and conceptualize the wider impact and application of branding strategy.

1.5.3 Specific Objective

The specific objectives of the report is listed below:

- a. To describe the Hotel Shams Plaza as tourist hotel in Cox's Bazar.
- b. To conceptualize the branding strategy concepts from the marketing prospects.
- c. To analyze the branding strategies of Hotel Shams Plaza.
- d. To recommend several new branding strategies that Hotel Shams Plaza may take hold of to improve its existing branding strategies.

1.6 Scope of the report

The report is prepared based on my own observation in Hotel Shams Plaza. Throughout the project period, I have observed the application of several marketing concepts that I have learnt as theoretical concepts in my under-graduation courses at United International University. By reading the report, the manager and other personnel of Hotel Shams Plaza may be benefitted by several ways as a branding strategy is a long-term plan to achieve specific goals for building a successful brand. A well-applied and executed brand strategy influences all aspects of the business and is directly linked to the consumer's needs, emotions and competitive environment. The marketing students and faculties of any university may understand the practical application of branding strategies into an organization and improve their academic learnings.

1.7 Methodology of the report

The study method of the report describes a problem that has not been studied more clearly, following the method of exploration, with the goal of establishing its priority, operational applications using qualitative and quantitative data. The research is conducted on the basis of practical observation and experience and there are two data sources that help to provide conceptual information in the study.

1.7.1 Primary sources

The primary sources of data collection are listed below:

- a. Through practical observations.

- b. Through face to face communication with manager and other personnel of Hotel Shams Plaza.
- c. Conducting several marketing and branding activities as an intern.

1.8 Limitations

The study limitations are those characteristics of research or methods that influence or impact the interpretation of my study results. These are the usefulness of the study that initially chose to design the study or the methodology used to establish the internal and external validity of the result of unexpected challenges that arose during the study. During preparing the study, I had faced the following limitations.

- a. Organizational confidentiality, lack of cooperation in the delivery of information.
- b. Websites are not high enough to provide information
- c. Insufficient information provided by the organization
- d. High organizational constraint to reveal information
- e. Limitation of the duration of the project (only for three months).

Chapter Two: Organization Part



2.1 Organization overview

The Shams Plaza Hotel is an excellent choice for travelers visiting Cox's Bazar, which offers many useful services designed to enhance the experience of its customers. Since its customers live far from the hotel, the hotel's small rooms offer a flat-screen TV and a sofa, and online connection is easy, with free Wi-Fi available. While staying at the Shams Plaza Hotel, guests have access to the 24-hour front desk, room service, a canteen, and a gift shop. Additionally, Shams Plaza Hotel offers an on-site restaurant, which will help make its customer's trip to Cox's Bazaar even more rewarding. Furthermore, for convenience, free parking is available for guests. When the customers are hungry, they can visit to the Salt Bistro and Cafe, which is a popular restaurant among the locals and foreigners.

2.2 Organizational details

2.2.1 Mission

To ensure the highest level of customer satisfaction by maintaining world-class facilities and services in harmony with Bangladesh's culture and tradition.

2.2.2 Vision

The vision of Hotel Shams Plaza is to be the market leader among the other hotels situated in Cox's Bazar and to deliver the most attractive offers to its customers through superior quality service in the hotel and hospitality management industry.

2.2.3 Core values



Chart 1: Core Values of Shams Plaza

The Branding Strategies of Hotel Shams Plaza

a. Excellence

The Shams Plaza Hotel goes out of its way to do everything they do, striving for professional excellence by exceeding expectations and distinguishing ourselves for superior performance.

b. Realization

The Shams Plaza hotel is constantly looking for better ways to achieve personal and hotel goals. Hotel Shams Plaza is committed to providing training, support and growth opportunities to its team members to ensure a satisfactory and secure future.

c. Innovation

Hotel Shams Plaza promotes a culture in which independence of thought and personal strength is valued, in which team members are recognized for their creativity, motivation, tenacity, and passion. It encourages innovative thinking that promotes positive change for the individual and the company.

d. Teamwork

Hotel Shams Plaza works as a team at all levels, recognizing that each player contributes to the team's success in terms of skill, preparation, determination, and commitment.

e. Integrity

Hotel Shams Plaza promotes integrity through respect for people, communication of expectations, consistency, and fairness in its actions. This integrity permeates everything they do.

2.3 Organizational Organogram

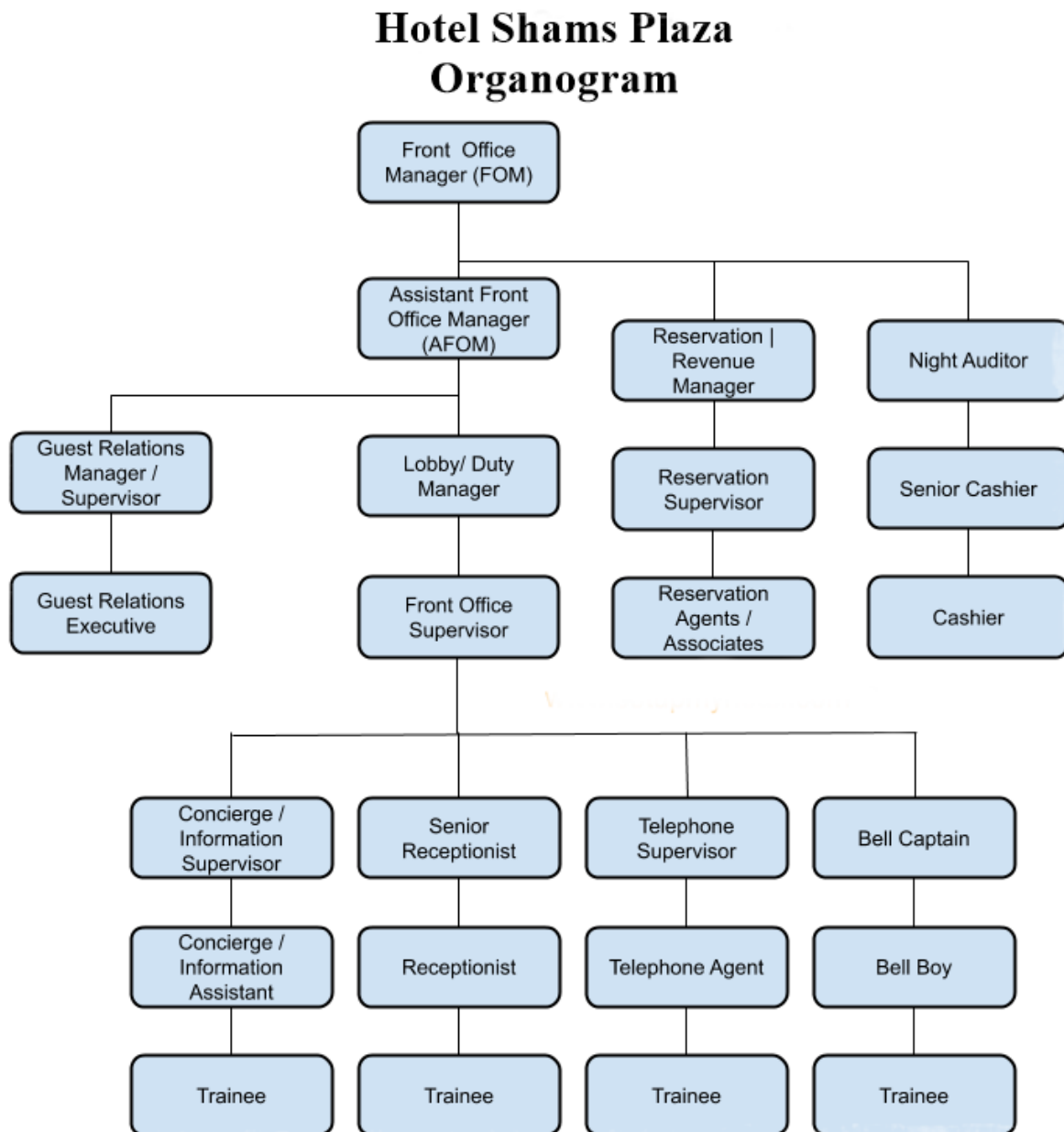


Chart 2: Organizational Organogram

2.5 SWOT Analysis

The SWOT analysis is a strategic forecasting method used to help organizations or individuals analyze the strengths, weaknesses, opportunities, and threats associated with the business competition or project planning. Its purpose is to determine the goals of a company or business project and to identify internal and external factors that are favorable and not conducive to achieving these goals. While preparing the SWOT analysis of Hotel Shams Plaza, I had collected information through oral communication with the personnel of the hotel

to generate meaningful information for each category and made the tool useful to analyze the Hotel Shams Plaza's internal and external environment.

a. Strengths:

- I. **Acquire land in the ideal location:** Hotel Shams Plaza has acquired land for the renovation and construction of several hotels and resorts in the country. Most of the land is acquired in Cox's Bazar and in other major tourist cities. This is a city with less pollution compared with the Capital City, Dhaka where urban pollution has become an environmental threat (Rummana et al., 2008).
- II. **Dynamic marketing team:** The Hotel Shams Plaza's marketing team has established a solid foundation by standing out from the best ads in the market. Numerous interviews and conferences are being conducted to select the best ones to work with the Shams Plaza sales team. Because the selected people have to manage their specific work, the number of vendors is limited, so the team is small but efficient.
- III. **The priority is the best in the market:** in a sense, the people involved in the work in the company have extensive experience in the field and, therefore, are very popular. Followers, including hotel designers and builders, have a reputation in their respective fields. In general, they have experience in working with many companies in the field and have built and developed a large number of hotels locally and internationally.
- IV. **Good administration:** one of the biggest strengths of the Hotel Shams Plaza is the administration, which manages the company's policy. Management agencies are well known in the field of real estate companies, and the company's general determination is to strengthen the tourism industry and its ability to build hotels and resorts in accordance with international standards in the country.

b. Weakness:

- I. **Lack of entertainment products:** Entertainment is an activity performed primarily for entertainment. They can help improve physical and mental health, relieve stress and help you rest. The hotel lacks recreational activities such as swimming, horse riding, playground, etc. Compared with competitors.

- II. **The rising number of competitors:** Many companies in the real estate sector have competed with Shams Plaza in this particular area. Companies that build buildings and apartments are not considered competitors to the business, but companies focused on the hospitality industry, primarily tourism, are considered competitors. There are more than 10 companies engaged in the tourism industry, so it is a weakness for businesses.
- III. **Fewer employees:** There are fewer employees working in the company, so the company has fewer operating activities compared to other large hotels. Companies with fewer employees will face difficulties in ensuring overall company management and customer management. The Hotel Shams Plaza has approximately 21 employees, so the number of customers is huge compared to internal and external customers, so customer operations face issues related to the reduction in internal and external visits to its employees.
- IV. **Small operations operating Dhaka:** Although it is a large operating company that needs to handle a large number of entities, the Hotel Shams Plaza Hotel is first and foremost a new company with the limited scope of activity right now. Dhaka's business is usually performed by the marketing team. In general, Dhaka has more customers than customers in other cities.
- V. **Small recognition:** As an emerging new business, Hotel Shams Plaza has its limitations in terms of recognition among customers. So far, a lot of marketing has been done to reach the brand value the company is looking for, but at a slower pace than expanding marketing channels and gaining good recognition. Customers still have difficulty identifying the brand, but the company is working to increase its brand value.

c. Opportunities

- I. **Expand the hotel through strong commercial experience:** When there is an urgent need to develop the tourism sector in the country and promote the development of this particular area in order to entertain and provide services to people, the commercial

experience is highly appreciated for having such a strong managing committee at the top level.

- II. **Diversify through expert Managers:** The managers of the Shams Plaza hotel have been established and experienced in this area. Thanks to their experience, the company has the advantage of obtaining good results on the market and of achieving its sales objectives. The top-level department maintains good relationships with its competitors to avoid creating further tension. In addition, the chairman of the Hotel Shams Plaza is a well-known person with rich experience in the country, which makes the company reliable and positive.
- III. **Strong demand for investment opportunities:** nowadays, people have a higher demand, they want to invest in specific areas to guarantee their future plans and ensure that their future has adequate plans and benefits. They are looking for areas to invest, mainly in hotels that have huge returns and a better future (Dwyer & Forsyth, 1994). The most requested customers are interested in investing in these areas because they can guarantee that they can benefit from many of these opportunities and can guarantee their future in a safe environment.
- IV. **Green Tourism:** The company may approach green tourism by following eco-friendly approach and branding based on environmental aim. Some researchers suggest that green products usually attract customers to pay higher prices as customers are willing to pay more for eco-friendly products (Laroche et al., 2001; Rahman & Haque, 2011). Therefore, this is a marketing opportunity for the company as green tourism is rising globally (Jarvis et al., 2010).

d. Threats

- I. **Increasing pressures of international standards:** Although the Shams Plaza is a new brand on the market, it offers a higher payment option for customers who can invest in luxury hotels and resorts. The company insists that it is mainly due to international standards, which means its prices have risen more than other local real estate companies. As a local brand, the company is affiliated with many international brands to ensure that the hotels it builds are created. Most hotels

have international brands and are treated by these special standards, which must be respected by the customers themselves. These hotels have a desired way that can lead to a higher standard of management facilities to maintain specific programs in the area.

- II. **High sales goals generates dissatisfaction:** Higher sales goals ultimately lead to reduced employee satisfaction. If employees feel the pressure to continuously increase sales goals, the company will fall into a state of low reputation, in addition, employees' work motivation will be weakened, which will lead to frustration and reduce the achievement of goals. . Sales. Therefore, the sales team must always be motivated, and the company must carefully address its personal issues and treat them with sincerity. Therefore, the sales goal should be set to the limit so that the seller can and can achieve the corresponding goal.
- III. **The fast expansion of Rival companies:** other companies in this space are strong because they have been more or less established in the field for many years. On the other hand, the Shams Plaza Hotel is less stable than its active years. The company has been rewarded for improving the tourism industry and has done well so far, but it lags behind other competing companies compared to years of experience. The competitive situation is a threat to the business enterprise (Salvioni, 2016).

Chapter Three: Current Branding Strategies of Hotel Shams Plaza



3.1 Current Strategies of Hotel Shams Plaza

The Hotel Shams Plaza has identified itself as a brand before entering the market as a 2-star hotel. The hotel has partnered with several international brands to take over the hotel's operations and oversee its interior design and other facilities. The hotel is basically a development in progress and its structure is very sincere and clear. The client's satisfaction is important at all levels of this hotel, so customers can enjoy excellent service installations and good customer value. The hotel aims to provide a variety of leisure facilities to customers in the industry.

Based on customer satisfaction and amenities, San Plaza Hotel provides most of the services in the best locations in the country. Cox's Bazaar has quality hotels in the market to ensure customer satisfaction, but for hotels like San Plaza, it is the best place in the entire sea area. As a stock market, this hotel has many shareholders who invest in this hotel to enhance and maintain the personal interests of customers.

Therefore, the Branding strategies Hotel Shams Plaza is utilizing to make the hotel a two star one in important to analyze. To create awareness among the consumers Shams Plaza used to promote the brand through four ways. They are:

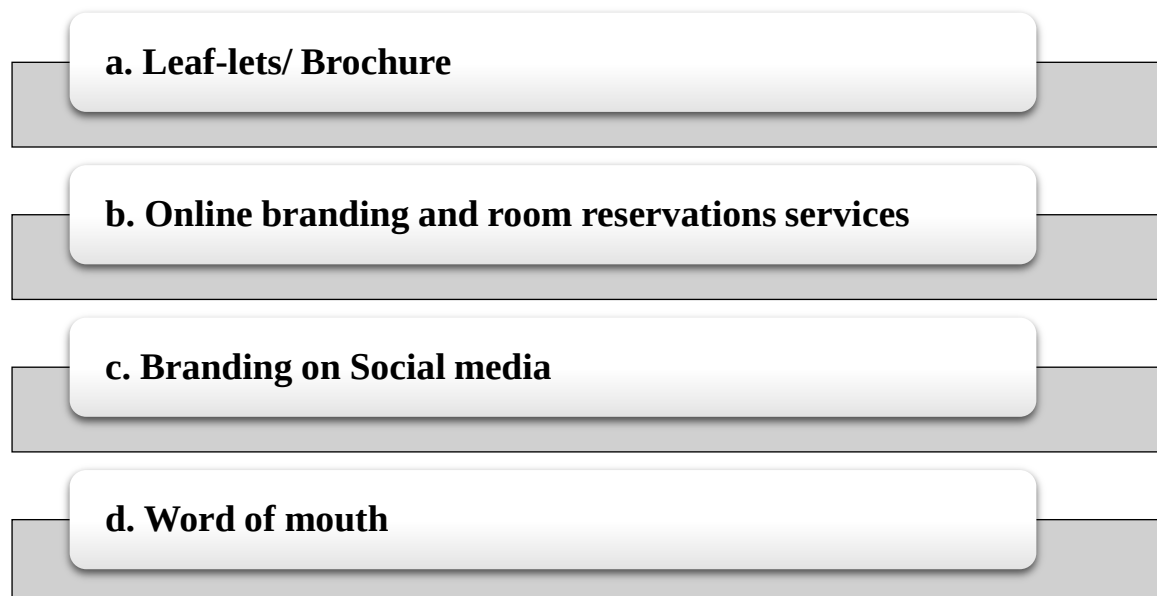


Chart 3: Current Branding Strategies of Shams Plaza

3.1.1 Leaflets/brochures:

It is difficult to get people to stay in a hotel for a day or two, as there is stiff competition at Cox's Bazar. Small and large hotels and properties are struggling to gain recognition and employment in the market because they are forced to compete with competitors with good service and efficient customers.

To stand out from the competition, San Plaza hotels often use various promotional tools to organize and promote results-oriented marketing campaigns that can help hotels spread their brand to the public. One of these tools is the well-known booklet that contains information about the San Plaza hotel, which is usually published in a hotel room or in the Cox's Bazar, with convenient services and lots of traffic.



Image 1: Leaflets of Hotel Shams Plaza

4.1.2 Online Branding and room reservation services

Online hotel booking is not really a new system all over the world, but as Bangladesh's seaside resort at Cox's Bazar, online hotel booking sites are increasingly popular with tourists

The Branding Strategies of Hotel Shams Plaza

Bangladeshi. Travelers used to choose hotels when they personally arrived at Cox's Bazar, but travelers can now use online security to secure rooms on their computers to protect their privacy and financial information and use different online travel agencies to compare prices with other hotel facilities.

The Shams Plaza Hotel also offers travelers the opportunity to book a room before arriving at Cox's Bazar. To provide this service, Shams Plaza promotes its brand on many travel and tourism websites, such as:

- I. Booking.com
- II. Tripadvisor.com
- III. Agoda.com
- IV. Bindu365.com

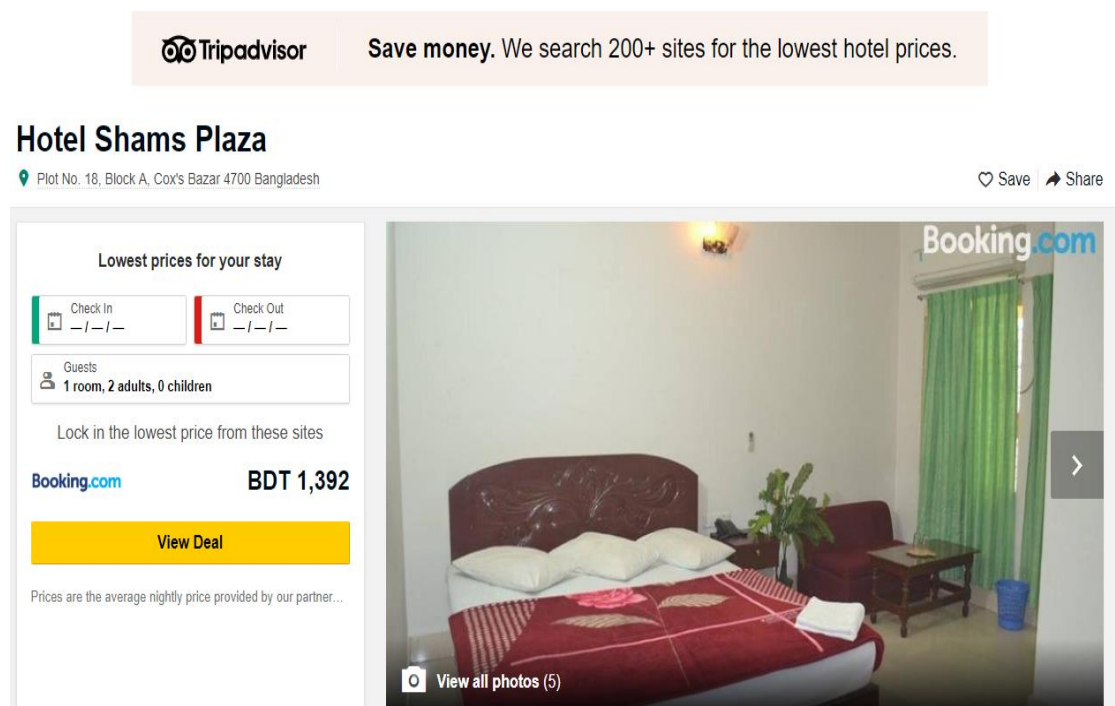


Image 2: Online Room Reservations strategy

In addition, the Shams Plaza Hotel has its own website, which can provide consumers with all the information they need. Most of these sites offer customer to compare the hotel with other hotels situated in Cox's Bazar and decide whether to book or not.

The Website of the hotel is: Shams-plaza.bangladeshhotels.net

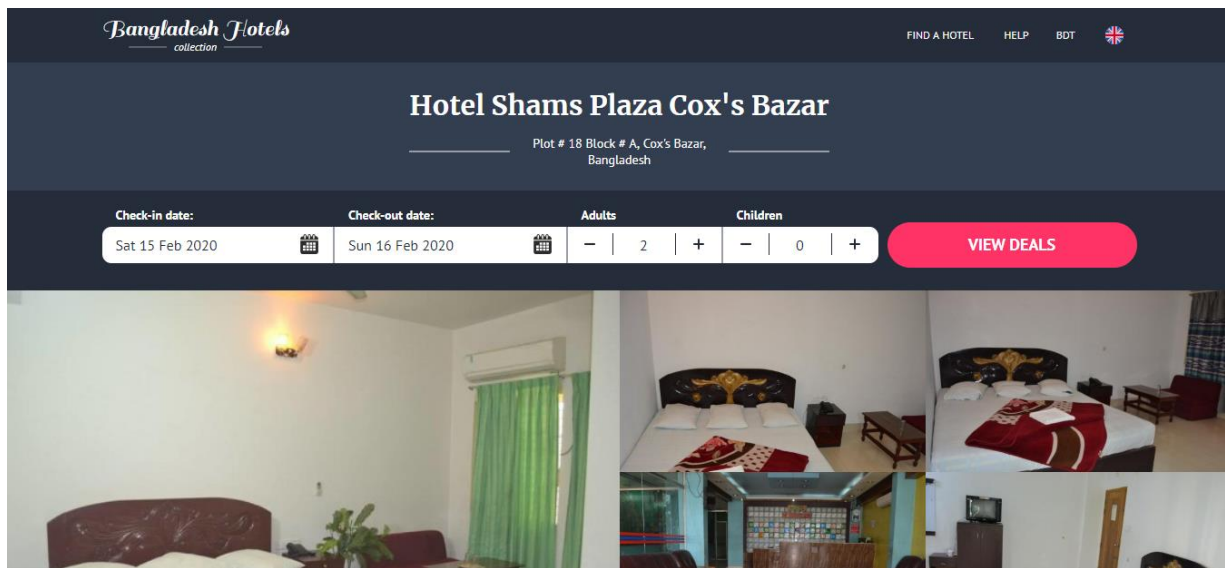


Image 3: Website of Shams Plaza

3.1.3 Branding on Social Media

Today, hotel social media strategies have shifted from natural games to paid games, and hotel brands are improving their social media strategies to predict competitions. Marketing of hotel content is still the most important, but hotel brand managers have not tried new marketing concepts. Hotel Shams Plaza has also established brand communication channels through different types of social media platforms, which follow the latest trend of matching content with platforms, rather than sharing the same content between channels.

In general, the social media account of the Shams Plaza Hotel has the following features that helps the hotel to directly communicate with its customers and branding the services of the hotel.

I. Youtube

Although they publish original content less frequently on this platform than on other platforms, Hotel Shams Plaza does a good job of showing new travel-related ads displayed most of the Cox's Bazar related videos.

II. Facebook

The Hotel Shams Plaza's Facebook homepage has more than 45,000 likes and does an excellent job of solving problems related to similar problems that customers see in other

The Branding Strategies of Hotel Shams Plaza

accounts, but getting more details on this platform. By sharing unique and long Facebook videos on these shared themes, they provide a coherent feeling to all social media packages, respecting the best performing social media strategy from platform to platform.

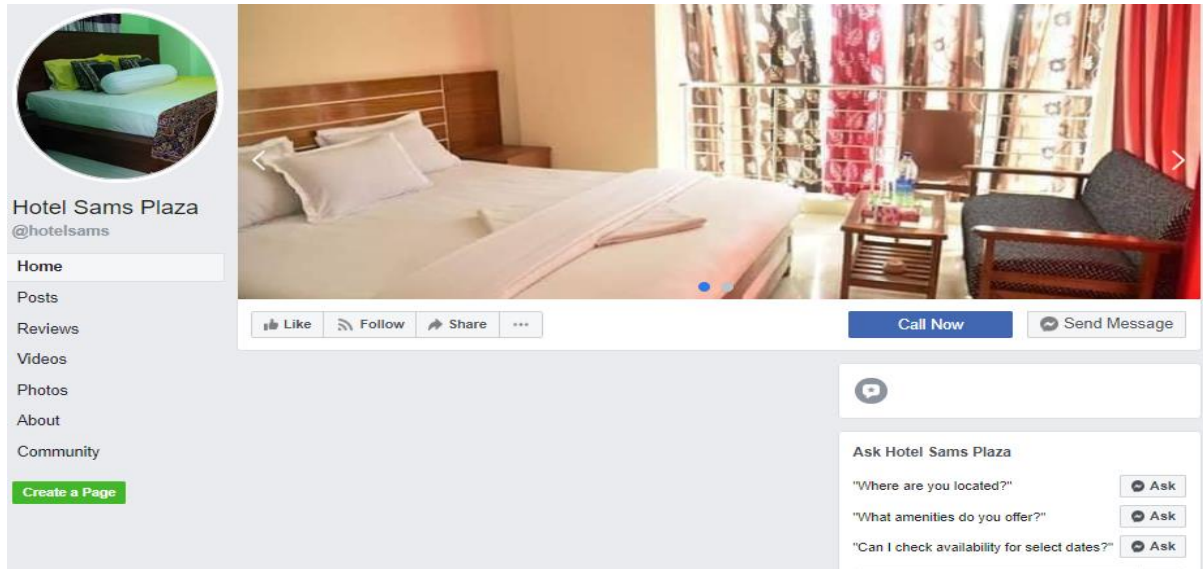


Image 4: Facebook Page of Hotel Shams Plaza

III. Instagram

The Hotel Shams Plaza's Instagram page is not just another real estate account, it is also designed as an editorial office that represents all its offers, discounts and services to attract consumers.

3.1.4 Word of mouth

Word-of-mouth marketing is an important part of any hotel because every satisfied client has the ability to attract many new clients. If they are satisfied, then "new" customers can spread information about their social networks and attract more customers. Hotel Shams Plaza knows that word-of-mouth is an effective marketing tool, and every time a customer makes a recommendation, they must build a reputation in the ranks. After all, consultants can only tell others about the incident. Therefore, the hotel always seek to meet the clients demand so that their clients recommend to their friends and relatives to visit Hotel Shams Plaza.

Chapter Four: Recommendations & Conclusion



Recommendations

4.1 Recommendations

The report's analysis and findings indicate that Hotel Shams Plaza is using four methods to communicate the brand with its consumers. This chapter presents recommendations so that the hotel can improve its brand strategy to maintain its position in the current competitive tourism and hospitality industry.

4.1.1 The ways to establish the hotel from 2 star to 5 star

Building a hotel that will qualify as a five-star stay can be a big challenge, especially when Hotel Shams Plaza starts considering all the steps to launch a campaign of licensed local brands and create a luxurious atmosphere. For the Hotel Shams Plaza, a 2-star hotel in Cox's Bazar, there are five tips the hotel should try to implement to make the hotel an international venue:

I. Start with amazing architecture

The luxury of each hotel begins with the architectural design of the building itself, as this will be the first important decision you must make during the development phase. Working with a team of experienced design experts designing luxury hotels in the Cox Bazaar district is an ideal approach.

II. Luxury equipment and appliances.

The goal of building a five-star hotel is to create a heavenly atmosphere in which people can enjoy their time in the most luxurious way. This means having cozy comforts in the lobby, excellent furnishings, and first-class amenities (such as exotic bathrooms and balconies) and the best and best TVs and appliances in the room.

III. Provide on-site services

To become a five-star hotel, other facilities and services are usually provided, such as salons, spas, restaurants and massage rooms. Some hotels also offer childcare services. Similarly, the quality of room service must be outstanding.

IV. Define Premium price for superior service

To create a 5-star image, the Shams Plaza Hotel applies a 5-star price. It makes no sense to try to be competitive in terms of price, as hotels are never seen as "a cheaper option".

V. Hire very friendly and helpful staff

Most importantly, appearance is not often everything, because the quality of hotel customer service will play an important role in how to evaluate and evaluate travel websites. Therefore, hiring the right people to represent the brand will be very important, especially at the beginning, a negative review can seriously damage the score.

Finally, although 5-star hotels may appear in all areas where scenery and tourism are good, geographic location is always a factor to consider when considering moving a hotel to a 5-star state.

4.1.2 The ways Shams Plaza can meet customer needs compared to its competitors.

As hotels find it difficult to attract similar types of guests, the local hotel market can often be a fierce battlefield. Maintaining healthy profits can be very difficult, especially if the destination is very crowded and competitors are working as hard as the Shams Plaza Hotel to maximize the average daily room rate. The Shams Plaza Hotel must try to ensure that its offer is the best, most comparable or better among similar hotels in the area. Here are five ideas that Shams Plaza Hotel can succeed in the growing hospitality industry.

I. Develop knowledge and management skills.

The more Shams Plaza Hotel knows about their profession, industry and local market, the easier it is for them to make successful strategic decisions. There are many ways to better understand Shams Plaza Hotel, including:

- I. Understanding the knowledge gap
- II. Follow important related people on social networks.
- III. Regular contacts with other professionals in the field.
- IV. Subscribe to Industry News

II. Listen to the guests

Customers often clearly list the advantages and disadvantages of their property so that Shams Plaza Hotel knows where improvements can be made. They can also provide a good indication for the Shams Plaza hotel to show how the hotel compares to local competitors.

Moreover, the feedback Shams Plaza Hotel receives from customers is very important. They have to work hard to get great reviews online because if they do, they have a reason to trade currencies to increase the exchange rate.

Ensure that frontline staff at Shams Plaza Hotel are constantly receiving comments and reports. Satisfied customers will become free brand ambassadors, so please invite as many participants as possible.

III. Look at your competitors

In previous surveys conducted by well-known research institutions, it seemed that only 47% of hoteliers were actually monitoring competitors, while 49% were less alert and 3% were not worried. Although you can rely on Shams Plaza Hotel's business plan, some of it should be based on competitors' activities. This means that Shams Plaza Hotel must be careful about prices and promotions so that the hotel can respond quickly and appropriately. For example, if Shams Plaza Hotel sets the price to the same price as its competitors, but the price is slightly higher, then Shams Plaza Hotel can still attract those who are looking for high prices without completely sacrificing their high-income opportunities.

Consider how Hotel Shams Plaza can add more revenue to customers. Keep in mind that in the eyes of travelers, ongoing promotions or discounts can devalue Shams Plaza's assets, so it's important to have a strategy for hotel plan.

This is how Hotel Shams Plaza keeps up with competitors:

- I. Configure alerts and notifications for prices with price intelligence tools
- II. Sign up to receive your email
- III. Follow them on social networks.
- IV. Analyze and improve SEO

IV. Save and collect data in real-time

When the market and competitive prices may change immediately, Shams Plaza Hotel must receive the information it needs immediately. Use any price analysis tool available on the

internet to get this data instantly. It also allows Shams Plaza Hotel to follow competitors and be notified when rules change.

V. Introspection

Maximize the service level of Hotel Shams Plaza to ensure that travelers become long-term customers. This keeps direct bookings high, which will give Shams Plaza more revenue and therefore the flexibility to enjoy room rates. The increase in direct bookings will reduce distribution costs at the Shams Plaza and increase brand awareness.

It's important to be cautious with competitors, but copying competitors doesn't do any good. Focus on what makes Hotel Shams Plaza's own unique and stand out in its marketing, creating points of difference for potential customers.

If newcomers arrive, resist the temptation to instantly match their prices. Their offer is not necessarily more attractive, and if they attract more travelers to the area, Hotel Shams Plaza can make plans to get part of the cake.

4.2 Conclusion

The study focused on to analyze the branding strategy of Hotel Shams Plaza and to recommend how the hotel can improve itself among its competitors in Cox's Bazar District. The analysis and findings has shown that Hotel Shams Plaza currently communicate its brand through four major ways. They are through leaf-lets/ brochures, through online branding and room reservations services, through branding on social media, and through word of mouth. Unfortunately, to compete in this fierce competitive market, these strategy have become backdated and a lot of new strategies are there that Hotel Shams Plaza need to be accepted. The recommendation part contains a lot of suggestions that can help Hotel Shams Plaza to improve its branding strategy such as the ways Shams Plaza can improve its hotel to a Five Star one and the ways it can better serve its customers among its competitors. All that suggestions were made from my academic marketing based knowledge for the betterment of Hotel Shams Plaza.

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