

RADISSON HOTEL

INTRODUCTION:

- **Overview:**

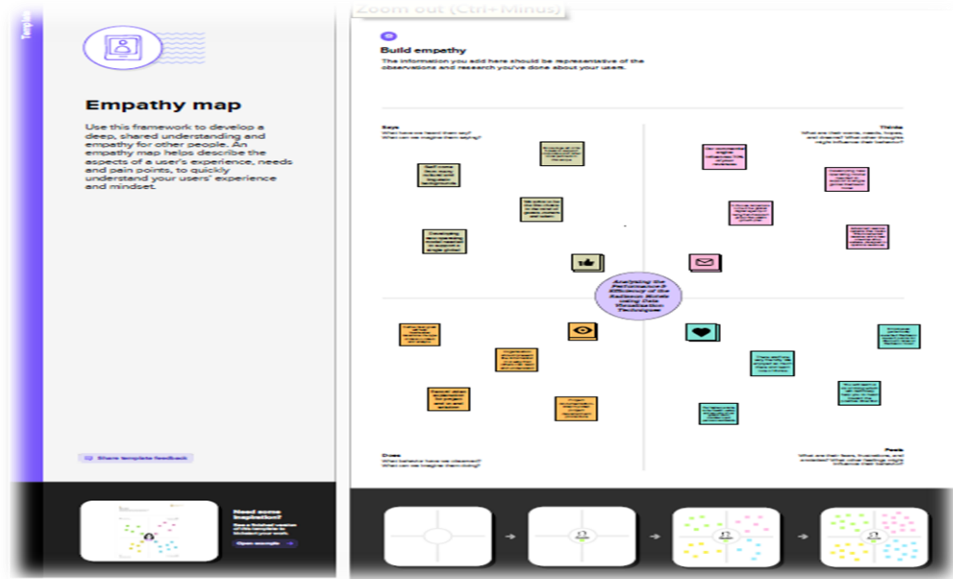
- ❖ Radisson hotel is an international chain of upscale Hotel. It has roots dating back to the opening of the Royal Hotel in Denmark in 1960.
- ❖ Radisson hotel is the world's first designer hotel. It is known for its creative hospitality and innovative spirit.

- **Purpose:**

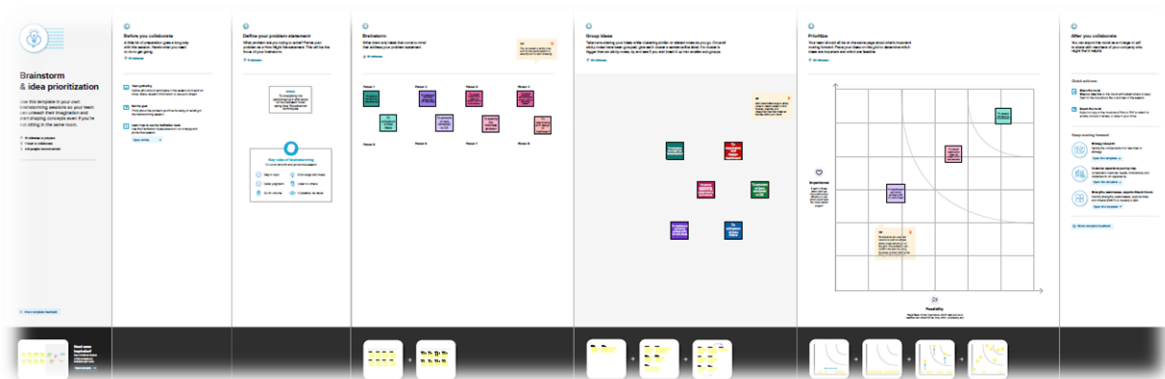
- ❖ At Radisson Hotel they strive to be the first choice in the mind of guest, owners and talent.
- ❖ The Radisson Hotels are more comfortable and relaxing.
- ❖ They mainly concentrate on satisfaction of each individual guests.

PROBLEM DEFINITION AND DESIGN THINKING:

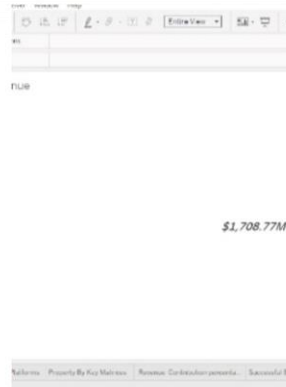
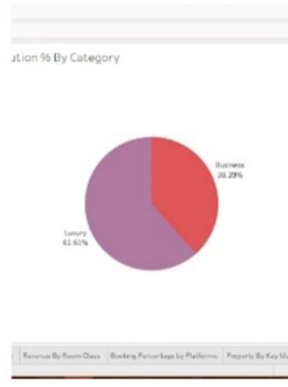
- **Empathy:**



IDEATION AND BRAINSTORMING MAP:

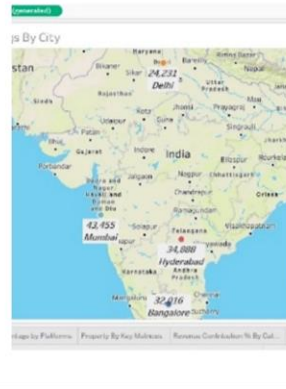


RESULT:



Property By Key Matrices

Property Name	Property ID	Revenue	Capacity	Success
Property 1	18562	58,448	9,016	6,870
Property 2	18562	61,928	7,624	8,424
Property 3	18562	69,209	13,332	7,333
Property 4	18562	62,448	8,832	5,812
Property 5	18562	57,939	6,726	4,425
Property 6	18561	73,509	7,825	6,183
Property 7	18561	58,549	5,844	6,458
Property 8	18561	77,909	10,764	6,736
Property 9	18560	84,939	8,740	4,893
Property 10	18560	88,009	13,334	6,033
Property 11	18560	64,928	10,028	6,828
Property 12	18560	65,869	9,338	5,979
Property 13	18559	118,408	14,132	7,336
Property 14	18559	94,009	9,792	6,142
Property 15	18559	47,849	13,776	6,284
Property 16	18559	60,029	8,740	4,708
Property 17	18558	36,069	4,704	3,153
Property 18	18558	74,729	9,294	5,126
Property 19	18558	46,209	9,312	4,415
Property 20	18558	54,409	9,844	4,372
Property 21	18563	85,148	10,764	7,147
Property 22	17563	101,838	9,838	6,337



ADVANTAGES AND DISADVANTAGES:

- **Advantages:**

- ❖ Visualized Data is processed faster.
- ❖ Data Visualization dashboards support visual learners.
- ❖ Examine previous booking patterns to help increase future company rates.
- ❖ Compare pricing with competitors to develop an effective pricing strategy.
- ❖ Analyse guest spending behaviour to identify your most profitable segments.

- **Disadvantage:**

- ❖ Rooms on the street side are quite Noisy, there are often long queues waiting to check-in order.
- ❖ Radisson Hotels are overpriced.
- ❖ There is lack of in-room technology.
- ❖ Not economically friendly for poor and middleclass family.
- ❖ There are poor online reviews so that guests may have negative feedback.

APPLICATIONS:

- ❖ To provide the best service and a flawless experience to customers from start to finish.
- ❖ Provide best quality of service to increase guest satisfaction.
- ❖ Best quality of food.
- ❖ Reasonable price.
- ❖ Provide room service facility.

CONCLUSION:

- ❖ Our growth strategies and unique business model make us one of the most attractive and respected partners in the industry.

FUTURE SCOPE:

- ❖ Radisson plants to add too Hotels into by 2025: CEO pedri Gonzalez.
- ❖ The authentication has been provided by the science tangents initialize (SBTI) a partnership Between experts such as CDP and united business.