Assignment 1 – Conduct a SWOT Analysis

Marriott International

AMC Marriott International, Inc. is an American multinational company that operates, franchises, and licenses lodging including hotel, residential and timeshare properties. It is headquartered in Bethesda, Maryland. The company was founded by J. Willard Marriott and his wife Alice Marriott

Sources: <https://www.google.com/finance/quote/MAR:NASDAQ>

The Challenge: <https://www.cnbc.com/2020/09/13/marriott-built-its-airbnb-before-coronavirus-crash-did-it-help.html>

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**SWOT**

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|  | **Internal Factors** | |  |
| **Positive** | **Strengths**  **Brand Recognition**: For those planning travel, the Marriott brand will be familiar because it is widely recognised within the hospitality industry. This makes users more likely to trust the app.  **Diverse Offerings**: Villas and homes are offered on the app along with other, more luxurious accommodations, for tourists on different price ranges.  **Quality Control**: Marriott has standards for its properties worldwide that users can expect to have met. This is one reason why it is not peer-to-peer like so many others.  **Technology Infrastructure**: Marriott has invested in a superior technology infrastructure to enable the bookings and customer service to take place on the app, which improves the user experience of going through the app. | **Weaknesses**  **Limited Inventory**: Marriott Homes Villas doesn’t offer as many listings as other hospitality networks such as Airbnb.  **Higher Price Points**: conventional hotel pricing models might not rival lower rates that are often being seen on Airbnb making your hotel less appealing to budget travellers.  **Transition Challenges**: It can be hard for large companies to integrate a new business model so, while this looks like a good idea, it would be a challenge for Marriott to market and manage this app. | **Negative** |
| **Opportunities**  **Digital Transformation:** Investing in technology that can enhance the customers experiences and efficiency.  **Unique Accommodations:** they could offer a wide variety of options. Anything from low-cost properties to high-cost villas.  **Partnerships and Collaborations:** Working with local businesses and tour operators and cruises could be increased not only by mixing nature tourism with industrial heritage, but also by increasing the value of the properties and demand. | **Threats**  **Intense Competition**: The competitors in the vacation rentals space especially incumbents like Airbnb and Vrbo – are well-established, have strong brand loyalty and are challenging to compete with.  **Regulatory Challenges**: Ability markets may be severely limited.  **Market Volatility**: Economic recessions, rising fuel prices and changing travel behaviours could have an impact on occupancy and demand in the travel industry both in hotels as well as in holiday homes. |
|  | **External Factors** | |  |