

Taj Hotels

TEAM - 3



Siddhi, Hetal, Rishabh, Mayank, Sanchit



OUR PURPOSE

“To create value by operating the best-in-class portfolio of hospitality brands in India and select overseas destinations”


“We value the Indian feel Taj gives to its service, combined with its strong set of Standard Operating Procedures.”

Mario Habig Managing Director, Le Passage to India


115
YEARS LEGACY

Marketing Activities


Marketing initiatives
Our marketing initiatives this year were designed to drive demand growth while regaining market leadership across product categories and enhancing our reach




Nearly 35-40% of the total marketing budget is spent online



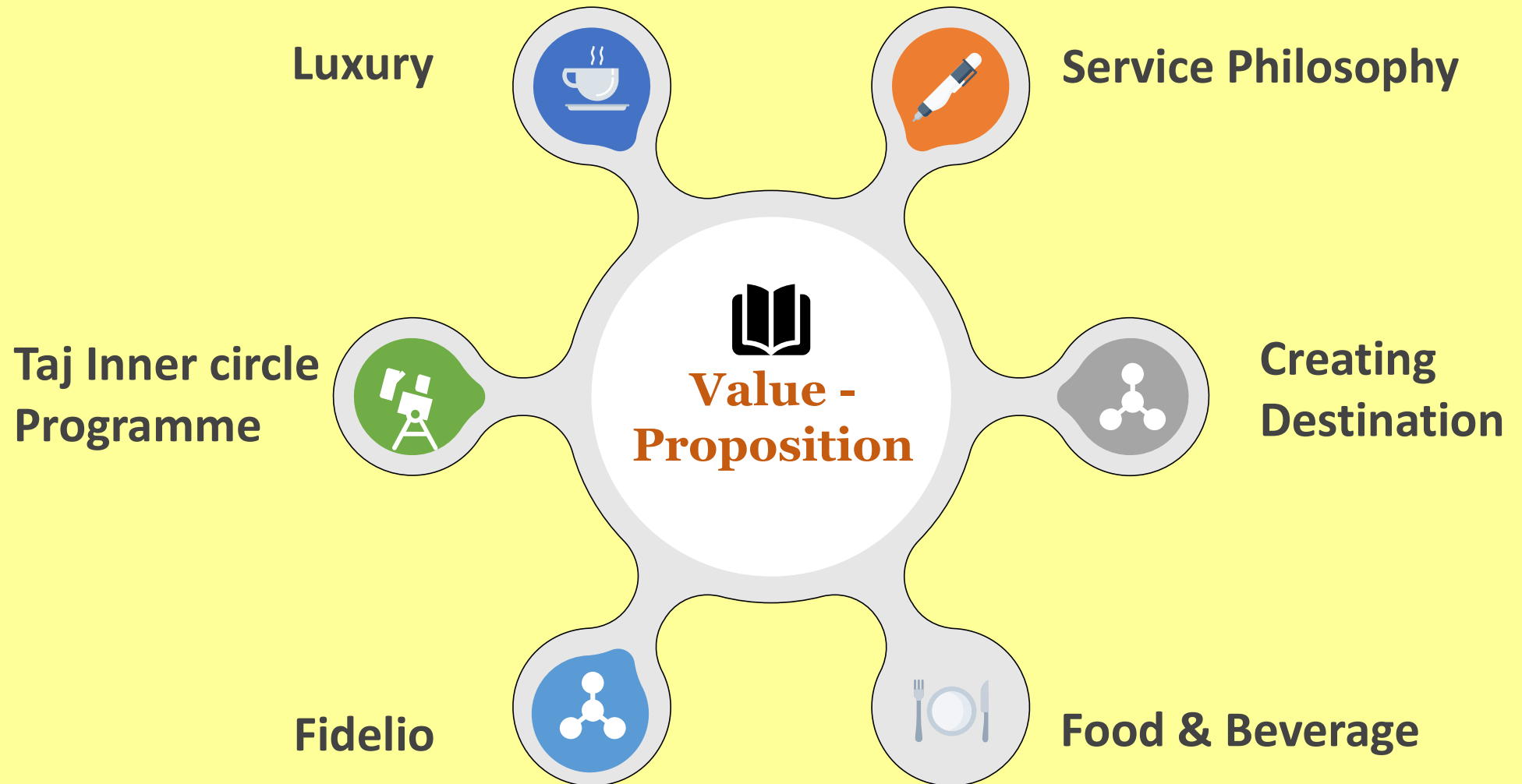
Indian Hotels Company invested Rs. 3,000 crore on brand expansion



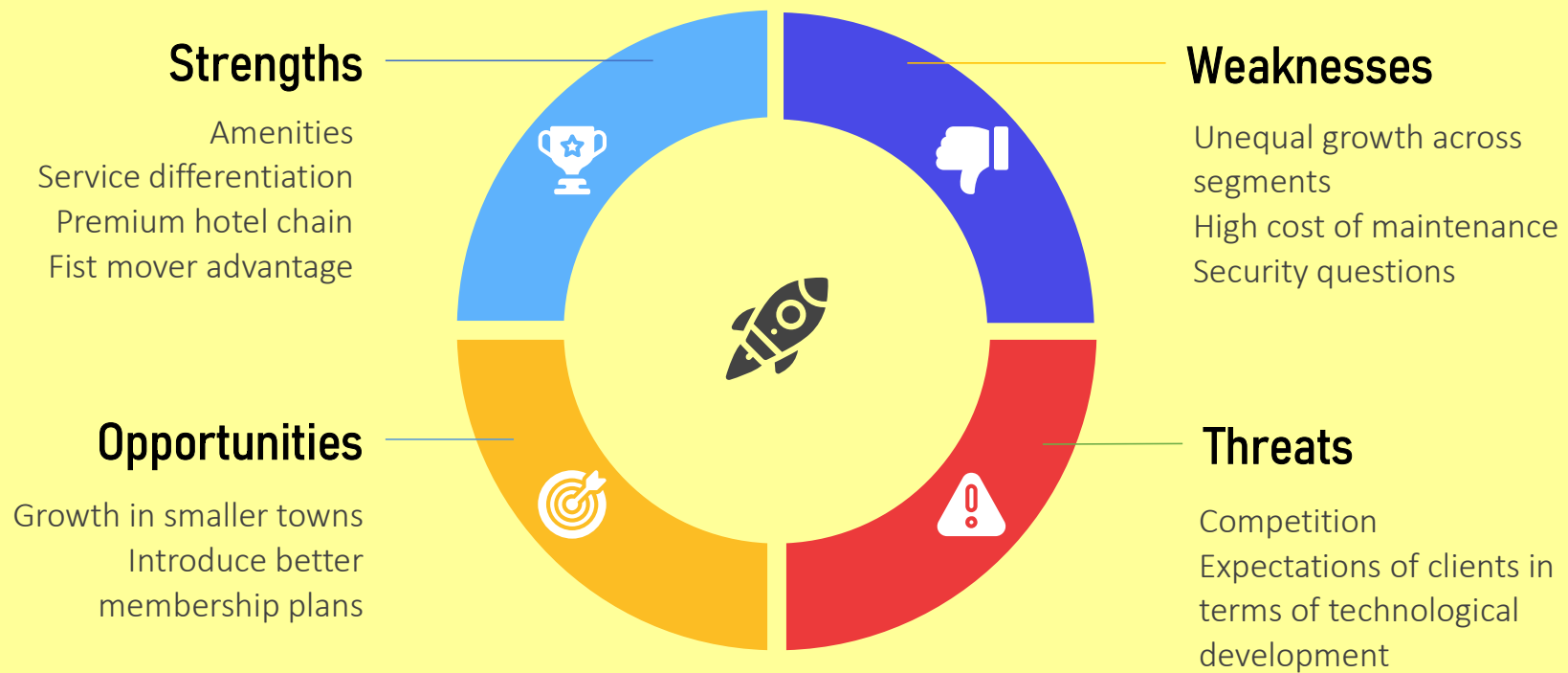
Prior to 2015, only about 15% of the total marketing budget was allocated to digital and online.



Marketing expenditure - ₹ 4,386 crore.



SWOT Analysis



Buying Decision Stages

NEED RECOGNITION



A consumer realizes the need for hotel when:

- Visiting a new place
- Going on a vacation
- Business meetings
- Celebrations

SEARCH FOR INFORMATION



The consumer will search for alternatives based on duration of one's stay

EVALUATION OF ALTERNATIVES



A consumer will make his final choice on the basis of :

- Affordability
- Amenities
- Customer service
- Distance from airports
- Prime Location

PURCHASE



Based on the final evaluation ,the consumer will book his stay.

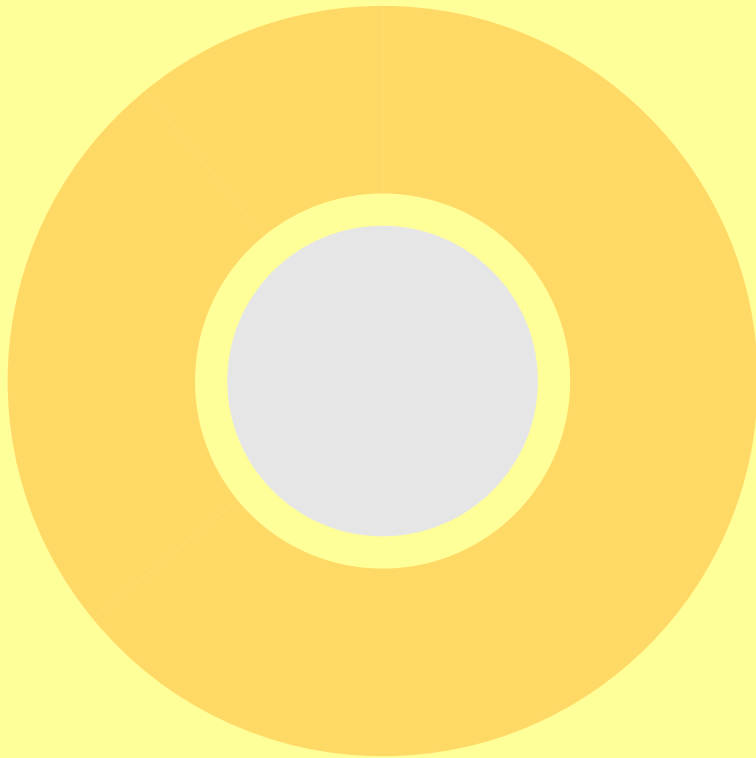
POST - PURCHASE



Post – Purchase decisions depend on the expectations and fulfillment of the same



Factors influencing consumer behavior



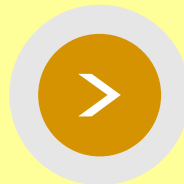
Cultural factors

Based on the way one is brought up, what class of family he/she belongs to and their attitudes.



Social factors

Based on one's interaction with social groups like friends, family, colleagues, etc.



Psychological factors

Taj being a royal and luxurious brand helps attract its target customers.

STPD STRATEGY

Segmentation

Basis:

1. Frequency of travelling
2. Social class: upper class, middle class, lower class
3. Occupation: service, business
4. Locality: urban, rural



Targetting

High end customers
(primarily)
Business class, Economy class,
Middle class



Positioning

Located in prime areas
High end luxury hotel chain
Royalty
Tajness



Differentiation

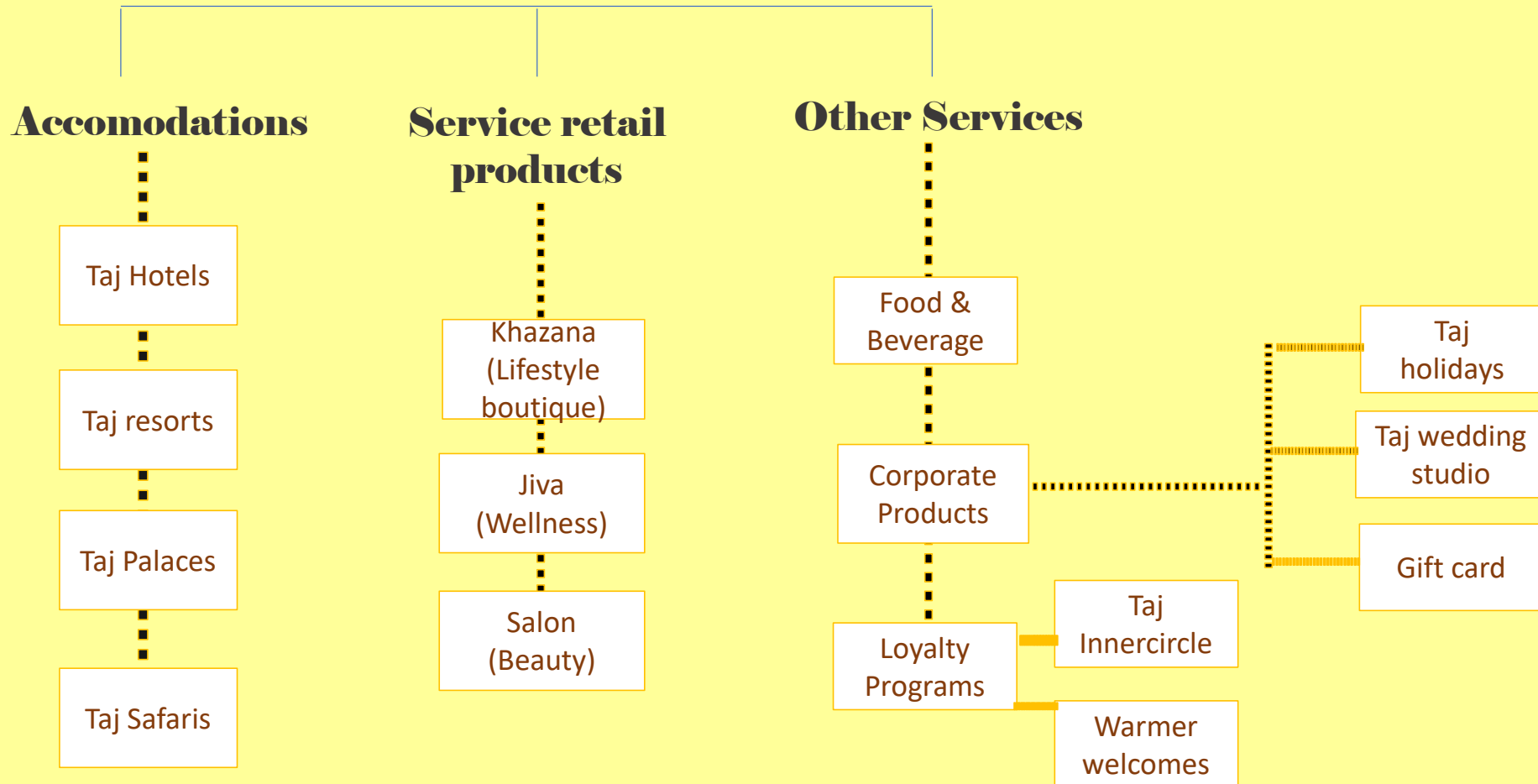
Combination of the luxury of
Indian royalty with a dash of
classic British sophistication



Recommendations:

The brand needs to adapt to the evolving scenario by revamping its image through technology and loyalty programs, as this will not only help retain its loyal clientele who love the old-world charm but attract the next generation of discerning customers

Product Mix



Product mix length – 30 Product Mix Width – 3

Product Mix depth – 4 in accommodations, 3 in Service retail products and Other services.

Product mix consistency - Moderate

Recommendations for managers in future

01

**Reserve the Taj brand
for luxury segment**

02

**Distinct brands for
other segments**

03

**Manage the use
of taj name**

04

**Rename the
corporate entity**

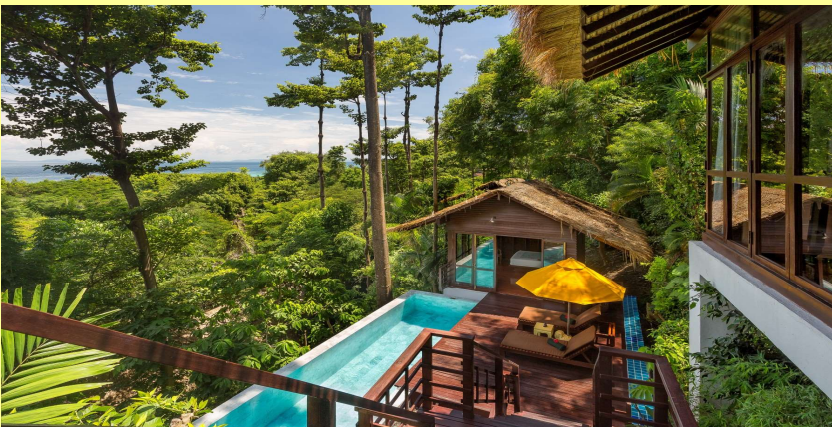
05

**Luxury brand vs
Corporate entity**

06

**Improvements in
technology**

Green Marketing



CSR and Sustainability Policy



Green initiatives



Water Conservation



Zero Single-Use plastic Hotel

Social marketing



Promotion of the artisan culture

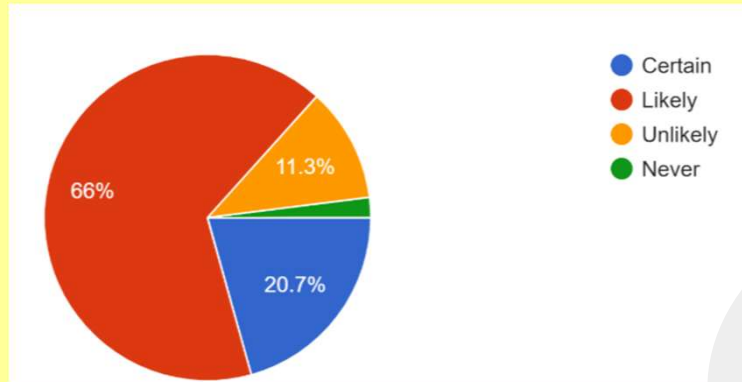


CSR's policy reaching out to the society's fringes

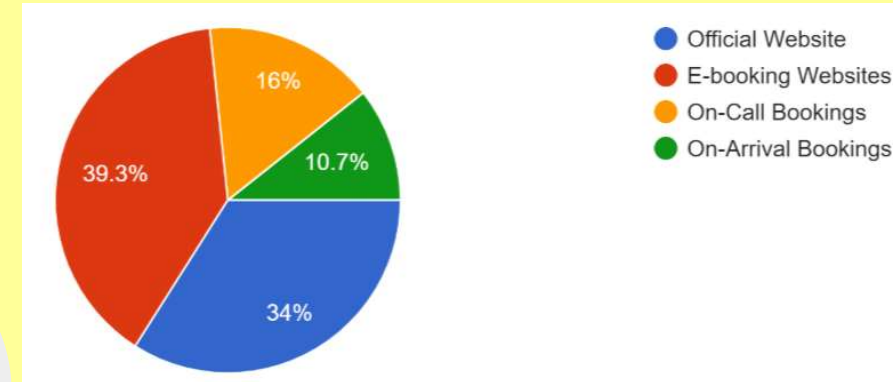


Offering help during the pandemic

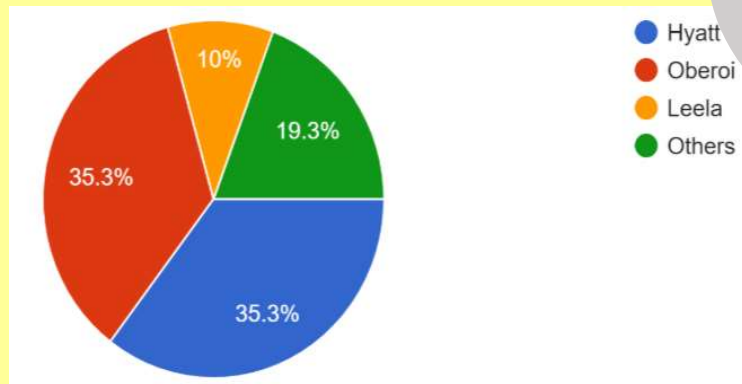
Probability of customers choosing Taj over other hotels



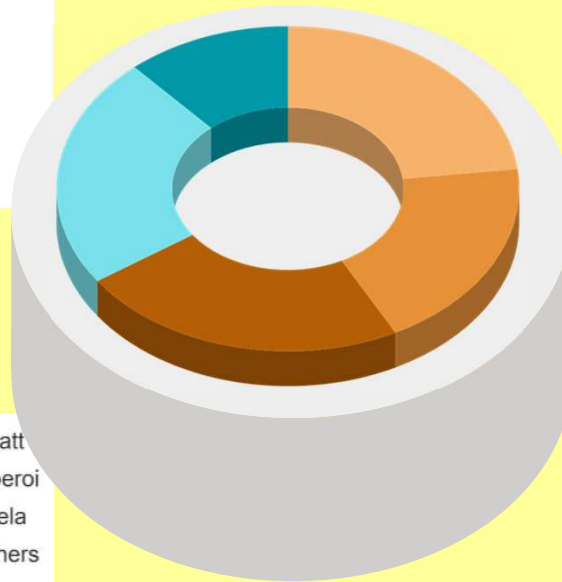
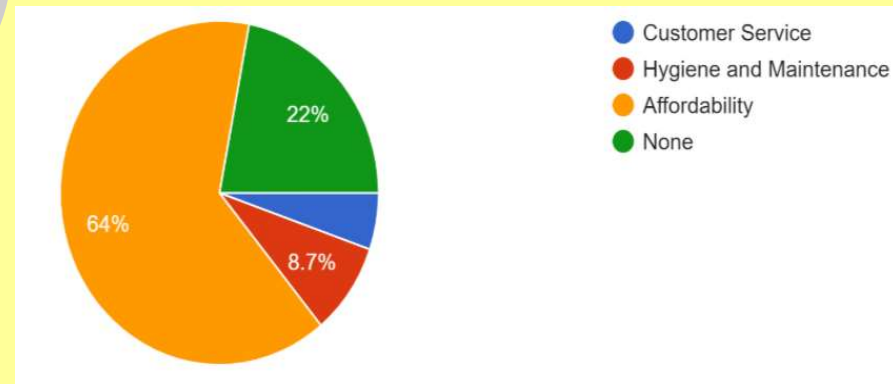
Which option do you prefer to book your stay?



Substitutes of Taj



Which area needs improvement?





**THANK
YOU**
