Project Report Template

ANALYSING THE PERFORMANCE & EFFICIENCY OF THE RADISSON HOTELS USING DATA VISUALIZATION TECHNIQUES

1. INTRODUCTION

1.1 Overview

Radisson Hotel Group is one of the world's largest hotel groups with nine distinctive hotel brands, and more than 1,600 hotels in operation and under development in 120 countries globally. We are many minds, with one mindset.The group overarching brand promise is every moment matters with a signature YES I CAN! sevice ethos.

1.2 Purpose

Their aim is to bring positive benifits to the communities in which we operste through their high quality services, economics growth and employment opportunities, environmental protection initiatives and community involvement.Their commitment to ethical excellence is our heartbeat, and we are recognized as a trusted global leader and a responsible business.

2.PROBLEMS DEFINITION & DESIGN THINKING

2.1 Empathy map
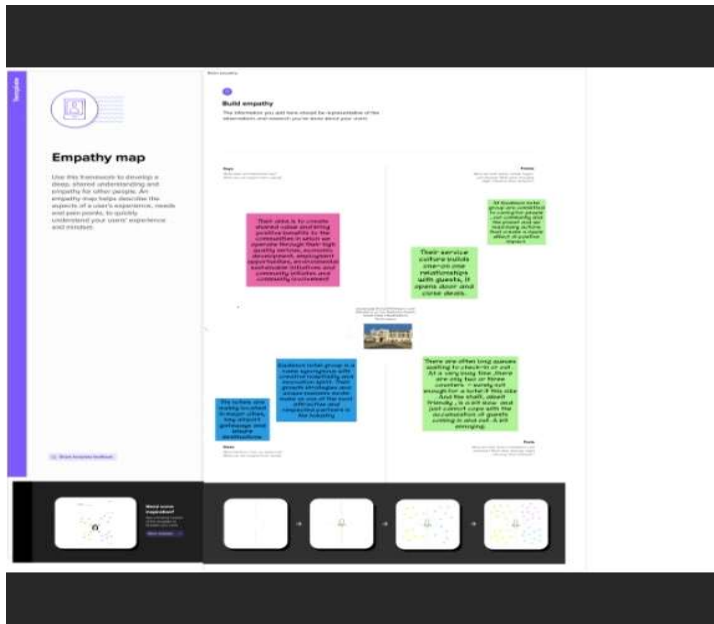
2.2 Ideation & Brainstroming map
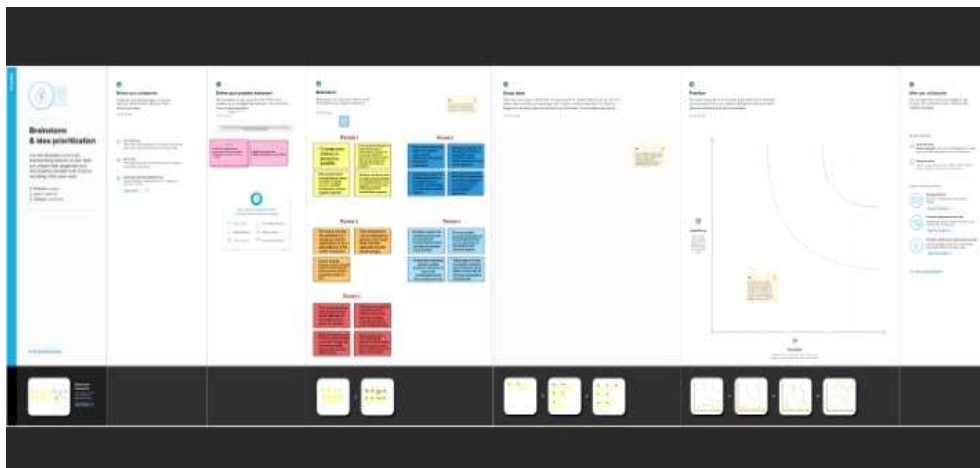
3.RESULT

Radisson features solutions that are empathetic to the challenges of modern travel, including the 100% GUEST STATISFACTION GUARANTEE.Our hotels are in suburban and city settings, near airports and

leisure destination.

4.ADVANTAGES & DISADVANTAGES

Advantages:

Some important factors in a brand's strengths include its financial position, experienced workforce, product uniqueness & intangible assets like brand value.Their long-term vision is to be the company of choices for guests, owner and talent.Whenever a guests plans a trip, or an investor or owner is thinking of a partner, or whwnever someone is looking for a career in the hospitality industry, they will all think of Radisson Hotel Group first.

Disadvantages:

The weakness of a brand are certain aspects of its business which are it can improve to increases its position further.Certain weakness can be defined as attributes which the company is lacking or in which the competitors are better.The brand name comes with a perception of being expensive.Current economic status is bound to take a toll on spending power.Still trying to established itself in the emerging economics.

5.APPLICATIONS

Their code of business ethics enables all RHG team members to take positions on key issues of business ethics with a single voice.It's a commitment to do what is right and ethical.The code applies to every person who works for us, and every one of our companies.It is distributed to all team members.All team members are trained in the code of business ethics, its implication and reporting process.The training part of immersion training for new starters in the group, is mandatory for all team members and includes a references to the RHG's ethics platform.The code of business ethics is conforming with the EU's GDPR regulations and other policies.

6.CONCLUSION

As the conclution, the hospitality industry provides the good service for their client with their variety service.This system keeps the records of hardware assets besides software of this organization.

7.FUTURE SCOPE

Their long term vision is to be the company of choices for guests, owners and talent.

8.APPENDIX

Source code:

We respect the law.

We show respect for all persons in all situations.

We think ethically.