Kempinski Hotel is one of Europe’s oldest luxury hotel groups; it manages a total of 75 five-star hotels in over 30 countries in different continents, namely Europe, Africa, Asia and Middle East. Also, Kempinski name is borne from an upcoming collection of distinguished properties all over the world. They are one of the prestigious hotels that give memorable journeys and meaningful experiences to their guests, which is inspired by the exquisite European flair. Bringing a story to life is one of the key aims of Kempinski hotels, this is done through the historic building with the most avant-garde of modern architecture. They have hosted some meetings between world leaders and celebrities.

The Management Board is responsible for the smooth running of the Kempinski group of hotels regarding financial, operational, legal and business development matters, which includes investment and strategic initiatives that concern the Kempinski group portfolio. It is seen as one of the most successful hotels because they can manage responsibly and positively both their local economic and social impact. Having employed 22,500 staff in over 30 countries, they are seen as a channel of employment; this has seen them get over four million guests per year. Kempinski hotels not only dedicate themselves to their guests and employees but also to the communities which they operate within, by coming up with a corporate social responsibility program, they can meet particular needs of their local community.

They have participated in bring up a healthy society, embracing of arts and cultures through the young artist program which was founded in 2009, where cultures define and emphasize different societies and civilization in the community. Also, Kempinski takes into consideration simple ideas which can have enormous impact on energy usage in its hotels.

There are several strategic management theories used in the hotel industry, some of these are; corporate strategy, business strategy, and functional strategy. Under the corporate strategy, Kempinski has outdone itself by emphasizing critically on the importance of using corporate strategy; this is a definition of what the business entails and all of its business as a whole. Corporate policies are established by the management at the highest levels of the business organization. It is the participation, acquisition and allocation of resources.

Kempinski has put in place a fully integrated reporting platform for all hotels around the world and made it centrally available; it has brought about the elimination of multiple versions and manual errors. All the Kempinski's hotel reports have been collated within the same database, and at the same time, they are providing a system platform for the Kempinski's hotels budgeting and planning. This has occurred through the introduction of the Infor Corporate Performance Management, which was implemented in 2010.

A huge number of users can access the system with an easy-to-use Infor Corporate Management Website. For managers, the outline of functions in the Infor Corporate Performance Management provides relevant information in real time. It is easy to access the overview of overall business from a single page, information from various departments such as finance or purchasing is easy to find and the general situation of individual hotels, or information. Also comparing the current data to the budget and plans by the executives is a walk in the park since the integration of this system. Infor Corporate Performance Management involves forward-looking processes such as forecasting and planning. Therefore, Kempinski

Hotels can now test and compare a variety of "what if" scenarios, find out about assumptions made, model their business to meet individual goals and objectives. Various combinations of objectives, forecasts, and drives can be tested very fast to evaluate attainable and realistic financial goals. Kempinski Hotels also outline the data sources that the system uses for future planning. Detailed analysis of each region is now possible, as well as group-wide benchmarks. How satisfied the performance management is, is being defined the day in day out changes faced from are compliance, audit and controls which therefore calls for more detailed information on international accounting reporting, standards and corporate governance. Infor Corporate Performance Management has been able to manage the Kempinski hotels under one roof. Kempinski Hotels has an added advantage, thanks to Infor Corporate Performance Management.

Business strategy, which involves how each department will be able to achieve its mission, emphasis on each transaction boundaries and the operational links to corporate strategy. Kempinski has introduced the essential training initiative (e! training), this has seen Kempinski achieve strong internal essential marketing and sharing of the quality management results among the different branches of Kempinski hotels. To motivate the teams, the effects of this program to their employees is that they become loyal by ensuring they receive necessary, frequent and the ongoing training. It also gives motivation to the staff members this is seen when there is visibility within the company, employees are given travel opportunities, being part of a new opening and their efforts recognition. Therefore, there is a quality improvement, and business performance moves up. In return, this gives Kempinski a satisfied guest results which reflect on their revenue growth.

All hotels are measured individually according to the department and its sub-departments for instance, the front office is an overall department, and the sub-departments are check-in, check-out, porter-in, porter-out, switchboard, rooming, concierge among others. The hotel results also include the essential master trainers’ results. After each team has undergone thorough training, they are expected to deliver quality services which see an increment in the Kempinski hotel’s revenue. Kempinski has mystery shoppers who ensure that the hotels are tested several times a month, so as to increase quality, which leads to a higher satisfaction of their guests and more revenue income opportunities. This is done through the Reservation Mystery call program.

Since the introduction of the E! Training program Kempinski has seen a growth in different departments business wise. The number of reservations made overall from 72.2% in the year 2009 has improved to 87.3% in the year 2011. The front office department has improved from 74.9% in the year 2009 to 85.4% in the year 2011; housekeeping has improved their services from 71.2% in the year 2009 to 85.1% in the year 2011. The other income generating activity for Kempinski are the meetings and events. They have a broad range of conference rooms and facilities such as lecture halls, seminars, and purpose built training rooms, which are thoroughly equipped with the latest technology. Therefore, it is easy to hold private meetings or larger events such as weddings or exhibitions at an affordable price, which also makes Kempinski be the perfect venue for your event and your first Hotel of choice.

The functional strategy is another move made under strategic management; it focusses on supporting both the corporate and business strategy and under this plan for each particular functional unit within a company that is the operations, finance, marketing, and the personnel. Kempinski hotels services are enhanced through various programs as illustrated in our discussion earlier; these programs include the Infor Corporate Management Program, Essential Training program among others. Services run in the front office department, housekeeping, and reservations department among others.

Kempinski is not only a luxurious hotel, but it also gives the best of service to its employees. Developing their employees’ talents is one of their priority this has led to the top management team coming up with a more strategic and sophisticated approach. This is required to support the group’s ambitious growth plans; the luxury hotel specialist already employs over 17,000 people across the globe. In the fast-growing hospitality industry, job opportunities are typically high and particularly in the top management tiers.

Retaining the best people and developing a pipeline of talented managers who will manage to meet the organizations’ needs and business growth is good for the company. Kempinski foster innovative and multi-cultural people management, they believe that their employees are their primary asset. This is the person who delivers their brand as promised to their guests, therefore looking after people is a strategic importance. Ful0ly exploiting the potential of their current employees is crucial, keeping in mind that there is a strong emphasis on value-driven approach to leadership in Kempinski.

One of a unique management style is found in Kempinski among all the leading hotel chains where they need people who have a good culture fit. Therefore, the Cezanne Software has worked in conjunction with the Kempinski hotels enabling them to understand their requirements. Some employees have given feedback on the experience they had at Kempinski, here are some of them. They enjoyed serving the VIP people like presidents; the environment is a conducive climate, and people work as a team.

In conclusion, Kempinski hotels are moving at a first rate, and they will soon be renowned as hoteliers that offer hospitality in a luxurious and European style. They are geared to serving their guests who expect excellent individual service from them. Kempinski is not among the publicly listed hotels, but it’s under private ownership, and they enjoy support from their shareholders. As a Hotel Management Company, which is under hospitality, their highest priority is to have unique operational value propositions. Embedding these strategic levels of management makes Kempinski become one of the dominant brands, which brings distinctive heritage and embracing the diverse culture. Kempinski is wholeheartedly committed to providing perfect moments for their guests everywhere. Which can be something as life changing as a simple wedding celebration, which is made unforgettable by the they pay attention to detail and provide excellent services which ensure your special day works out well with no hiccups. At Kempinski, each person’s responsibility is to create an unforgettable rich and memorable moments for their guests.

**References**

[www.kempinski.com](http://www.kempinski.com)

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