Emirates Palace Hotel in Abu Dhabi

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Introduction

* Explain the rationale for change
* Why improve the quality practices within the company?

Company Background

Brief Company History

It is a luxury hotel in Abu Dhabi, United Arab Emirates. It was created with the aim of showcasing Arabian culture. It offers luxury hospitality. It is located on 1.3 km of private beach. 85 hectares of lawns and gardens surround the hotel, as well 114 domes that are 80 meters high. It contains 394 residences. The Corniche runs from here all the way north. It is situated along West Corniche Road - Ras Al Akhdar - Abu Dhabi - United Arab Emirates.

This hotel is home to 8 onsite restaurants, perfect for a quick bite to eat. Savor a meal from the comfort of your room with 24-hour room service, or get a quick energy boost at the coffee shop/café. For your convenience, a full breakfast is available for a fee. The 394 air-conditioned accommodations feature balconies and afford space to spread out with sitting areas. LCD TVs come with digital channels and pay movies, and guests can stay connected with free Wi-Fi. Beds sport premium bedding and bathrooms offer hair dryers and designer toiletries. Free minibar items, free newspapers, and free bottled water are also standard.

Emirates Palace Abu Dhabi features a private beach, a marina, and a full-service spa. Free valet and self-parking are available, and there's also limo/town car service. The 24-hour front desk has multilingual staff ready to assist with dry cleaning/laundry, concierge services, and luggage storage. Other amenities at this beach hotel include 2 outdoor pools, a nightclub, and a lazy river. Some of the amenities that are offered in the restaurant include Free Wi-Fi in rooms and public areas, Free valet and self-parking, Onsite dining and Marina.

* Vision

To be a local landmark and provider of services to VIPs and huge corporate conferences above all else.

* Mission

Mission the aim of showcasing Arabian culture. The Hotel’s Mission is also to provide “Unique” Experiences for “Unique” Individuals. We have a passion for exceeding the expectations of our guests through personalized service accented by the cultural values of both the East and West. We aim to meet the highest standards in location, accommodation, service, dining, spa and wellness, as well as sports and leisure activities, while incorporating the charm, history and customs of the local destination.

* Other Company information: -
  + - * Strategic Objectives: To grow market share by penetrating new markets in all parts of UAE. Open Multiple chains in Abu Dhabi and in different nations in the UAE.
      * SWOT analysis
      * Competitors
      * Competitive Strategy
      * Competitive Advantage – Special Strength: Owned by the Government. Security in terms of finance and political influence. Can raise funds from public through shares.

Quality Culture

* Role of quality culture in the company + its effectiveness
* How the quality culture was introduced. Was it easily accepted by employees? Why? Two Reasons.

**Culture** is **defined** as the shared beliefs, values, attitudes, and behavior patterns that characterize the members of an organization

Quality Culture

Quality culture characterizes the values, behavior patterns, attitudes as well as shared beliefs that are employed by the members of an organization. Quality culture is remarkably important to an organization because it is directly proportional to the effectiveness and performance of the institution. In the Emirates Palace Hotel, the quality culture was introduced by retailing all the institution’s products and services at a remarkably high price. This is because, the establishment was created as a five-star hotel with a target market of high-end clients in the UAE. In order for such wealthy clients to pay high amounts of cash for the hotel’s products and services, the entity had to produce products of very high quality.

The quality culture in the Emirates Palace Hotel was easily accepted by the hotel’s employees. This is because all the staff members are offered high compensations in terms of their salaries and wages. Also, prior to being employed in the hotel, all employees are mandated to sign an agreement stating that they will offer high quality services to all customers. As such, all employees are obligated to promote the quality culture in the hotel. Failure to offer high quality services results to retrenchment of the concerned staff members.