



# Hotel Shotel

Your client is a large hotel chain that wishes to enter the Indian market. How would you advise them to go about it?

CASE TYPE  
Market Entry

COMPANY NAME  
Kearney

DIFFICULTY LEVEL  
★ ★ ★

# Hotel Shotel

Are low priced goods the key to higher profits?

## Problem Statement

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## Case Overview

### CASE TYPE

Market Entry

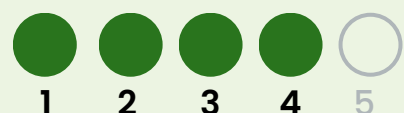
### COMPANY NAME

Kearney

### ROUND

Partner Round

### DIFFICULTY



## CLARIFYING QUESTIONS ASKED

What are the loctions that they are considering?

Does the client plan on setting up multiple locations or just one?

## Case Approach

1

### STEP 1

Begin by evaluating the size of the market and whether the entry would be profitable

2

### STEP 2

Examine the size of the business that they intend to set up and the clientele that the chain caters to.

3

### STEP 3

Identify potential cities to set up a hotel in and the locations that the client is considering.

4

### STEP 4

Delve into demographic preferences, investigating the types of hotels preferred. Look at possible partnerships or alliances with local businesses such as real estate developers and hospitality companies,.