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**Executive Summary**

In this assignment, we can see what we studied in this module. Marketing refers to a series of activities organized by an organization to satisfy a customer. However, the good customer relationship is one of the important resources that organizations can survive and develop. The focus of marketing is on how to use this system to discover and create profits that meet the target market demand by delivering value. In first of the assignment, I will briefly explain about marketing in hospitality and the importance of hospitality marketing. Secondly, I will be explaining the difference between marketing and customer service, at the same time also explain the ethics of marketing and customer service. In third part I will be describe about marketing strategies and how you can apply your studies in hospitality management. In the end will be explain in detail on customer service skills and characteristics and explain the importance of hospitality customer service.

**Introduction**

Marketing refers to a management process that represents the organization of individuals or groups through the creation and exchange of products and values to achieve goals and needs. Marketing is often professionally responsible for a department, and the advantage is that it allows the department to focus more on training in marketing to achieve higher water quality. The downside is that marketing should not be done only by a department, but rather based on all the elements that are part of the marketing to create higher returns.

Marketing the most important goal in the pursuit of maximizing the benefits. Marketing can be divided into several parts before we sell the product need to develop a market plan, the questionnaire survey, field investigation and the like and then the beginning of the market plan to set the beginning, continue to try new things to achieve higher returns. After you have a marketing plan, you can start to sell the product in advance, you can use the market plan to promote the product to improve sales. And then an important part of the customer service will affect the future customers will come back, a good customer service can effectively grasp the customer's heart so that customers more trust the organization's products, which can expand the organization's sales.

Three roles will appear in the marketing, for example, on behalf of the product salesman, the product itself and the market target person. In the relationship between the three will appear 7P is a product, price, people, place, promotion, process and physical evidence.

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**Assignment Questions**

**Question 1**

Briefly, explain about marketing in hospitality and the importance of hospitality marketing

Marketing in this world is indispensable, from ancient times to today's people are using different ways to achieve their own interests. However, as the times change, marketing changes are different, but one of the important pillars is impossible to change. The first is to identify opportunities, just look at the needs of the market, so that your products make all ages of customers, make your products stand out in many products. Again, is the new product development, which is the first point, the link is to understand the needs of customers to create new products, because the same customer has been compared with new products, causing curiosity, curiosity is the focus of marketing. Curiosity can attract customers, link to another link in marketing, so to achieve the target organization often launched a lot of promotional activities. In addition, to retain customers, the organization will spend on customer service. Sales promotion products, provide a good service, you can sincerely and interest to strengthen the customer's products. And sales of products also need to ask the customer feedback, which is necessary for the success of marketing, is to enhance customer confidence in the product, improve customer retention rate.

Marketing idea is based on the needs and aspirations of consumers, he is the main factor in the establishment of marketing, from the past to the present use, but with the changing times gradually changed the marketing. Then the provision of consumer demand for the target market is more cost-effective and expensive. In addition, the marketing department will use marketing tools to fully meet the needs of consumers. Is a variety of advertising to establish the overall product concept, to stimulate new product development, diversification to meet the market? Everything is based on consumer demand for organizational benefits. To the final marketing department has become the organization of the entire production and operation of the command and coordination.

Then the need to explore is the importance of hospitality marketing. The first is to solve the contradiction between production and consumption, the accumulation of time in the accumulation of time and space and time on the separation of the two sides of the product and the price of information asymmetry and other contradictions. The task of hospitality marketing is to make production and consumption of different needs and desires to adapt to each other, to achieve a unified balance of production and consumption. The second point is to achieve the value of the product and value-added. Marketing through product innovation, distribution, promotion, pricing, service and accelerate the mutual satisfaction of the transaction relationship, making the product more to get the market recognition and trust. The third point is to avoid the waste of social resources and business resources. Because the marketing needs of the customer to find the starting, the amount and in accordance with the preferences of customers and products, to minimize the product cannot be sold situation, a waste. The fourth is to meet customer needs, improve the social life of water and technology. The progress of the times is relying on the people to continuously improve the demand, the marketing department is also trying to meet, continuous innovation and continuous improvement of quality, creating social development.

**Question 2**

Explain the difference between marketing VS customer services.

**Marketing**

-The goal of marketing is to create customers, acquire new customers and maintain good customer relationships

-Marketing from the long-term point of view to consider how to effectively overcome the competition, standing on the favorable side

-Marketing needs to focus on market research, try to focus on the market trend, the collection and analysis of many information, the only way to change the market at this moment to make the right decisions and contingency

-Marketing needs to be actively innovated, piling out new products that change with the times to elicit consumer curiosity and interest, but its degree and effect need to be proportional

-Marketing is changing in decision making, requiring its decision makers to have a strong ability to have the same insight, recognition and decisiveness as entrepreneurial -Customer service the first point is reliability, products and services must be highly accurate, the product needs to meet the terms of the agreement between the company and the customer or in line with the commitment between the two. Both inside and outside including the provision of services on time delivery

**Customer service**

-Customer service is the second point of credibility, which is the company employees to deal with product awareness and professional attitude, which allows customers to improve the company's products trust. In addition, the company's staff experience, professional standards and courtesy have a great influence

-The third of the customer service is tangible, the company's products and stores have a very high-quality tangible, meaning that customers see and feel the authenticity of the customer to link the trust, help improve the customer's Satisfaction and loyalty

-The fourth point of customer service is empathy, which is the company's customer care mentality, the company back to understand and contact customers to make customers and the company's relationship is more good.

-The fifth point of customer service is responsiveness, which requires an efficient feedback on the needs of the customer, the rapid provision of customer needs, and the adjustment of better plans and services with the customer's permission

Explain the ethics of marketing and customer service.

Marketing ethics refers to the sum of the benign competition between enterprises and enterprises, and is another factor that restricts the behaviour of enterprises outside the objective economic law and the legal system. The first element of marketing ethics is the moral problem in product strategy, providing customers with real quality products is the most basic marketing ethics. The second is the ethical issues in the pricing strategy, which requires companies to develop prices based on product costs, consumer affordability and competitor status, and provide real prices to consumers. The third point is the moral question in the channel strategy, which is derived from the relationship between the business and the channel of the product, such as the execution and commitment of the contract. The fourth point is the moral issues in the promotion strategy, the responsibility of the promotional activities is to let the product real delivery to the customer, which does not exist to cheat. The fifth point is the unethical behaviour in the marketing research. The marketing research often involves three aspects: the relationship between the researcher and the client, the researcher and the interviewer, the commissioner and the researcher.

Customer service ethics is also a key to complete the transaction, the service staff need to have patience and tolerance to become a good customer service staff, which is a virtue. Really good customer needs to be based on the customer's own preferences to make him like, but also have a strong tolerance heart, inclusive customer unreasonable, inclusive of some of the stingy customers, because this is your job. In the next is not easy commitment to the customer, said it must be done. A competent customer staff cannot casually have promised customers in their own ability outside of things, casually promised customers, this will cause harm to their work because once the customer's staff promised things cannot do customers will reduce the trust of enterprise products. The next is the courage to take responsibility, customer service is a direct face of the customer so often have some mistakes and responsibilities. In the event of the problem, the customer service staff needs to do is to assume and solve the problem rather than to avoid the responsibility. The fourth is a sincere treatment of every customer, whether it is efficient consumers or inefficient consumers as a customer service is the need to come up with their best service spirit. Then is modest, modest is one of the elements of doing customer service work. Have a modest heart is not only as a customer service staff responsibility, it is a virtue of life. Customer service staff has a professional knowledge, in the face of customers need to be humble to explain to customers because the customer may be lack of knowledge about the product.

**Question 3**

Describe about marketing strategies and how you can apply your studies in hospitality management.

Marketing strategy is based on customer demand as the starting point in hospitality, according to experience, access to customer needs and purchasing power of information, business expectations, planning business activities, through a consistent product strategy, price strategy, channel strategy and promotional strategies to provide customers with satisfaction of the products and services, to achieve business goals in the process.

In the current strategic planning report, SWOT analysis should be a well-known tool. SWOT analysis includes analyzing strengths, weaknesses, opportunities, and threats. Therefore, SWOT analysis is a way to integrate and summarize the content of various aspects of internal and external conditions, and then analysis the advantages and disadvantages of the organization, the opportunities and threats. The analysis of strengths and weaknesses is mainly focused on the firm's own strength and its comparison with competitors, while the opportunity and threat analysis will focus on changes in the external environment and the possible impact on the enterprise. In the analysis, all internal factors should be brought together, and then use external forces to evaluate these factors.

**Strength:**

List the internal advantages of the enterprise:

◎ talent has what advantage?

◎ What are the advantages of the product?

◎ What's new?

◎ What are the successful strategies?

◎ why can attract customers to the door?

**Weakness**

List of internal weaknesses:

◎ What is the lack of the overall organizational structure of the company?

◎ technology, equipment is inadequate?

◎ What is the reason for the failure of policy implementation?

◎ What is the company cannot do?

◎ cannot meet which type of customer?

**Opportunity**

List of corporate external opportunities:

◎ What are the new business opportunities?

◎ how to strengthen the market segment of the product?

◎ What new technologies and services are available?

What are the favorable opportunities for political and economic changes?

◎ What is the development of the next 10 years?

**Threat: Threats**

List the external threats of the enterprise:

◎ how has the environment changed recently?

◎ What is the recent trend of the competitor?

◎ cannot keep up with changes in consumer demand?

◎ What are the changes in the political and economic situation?

◎ What factors will change the threat of business survival?

Advantages can be listed in the core competitiveness of enterprises, the inferior part of the enterprise can consider what the weak level, the external environment, the opportunity part can be carefully considered in the market environment will be what favorable conditions Help the development of business operations, the threat can be observed part of the competitors or government financial policy changes, which may threaten the survival of enterprises. Disadvantages are that you can see the current observation can be found. The defects of this profession, the shortcomings. And the threat refers to the future may harm the industry, Or the future of the industry may be the shortcomings

Table 1 Service Marketing Portfolio (7Ps)

|  |  |
| --- | --- |
| Element | content |
| Product | quality, level, brand, service items, guarantee, after - sales service |
| Price | discount, payment terms, customer cognitive value, quality and price ratio, differentiation |
| Place | Location, accessibility, distribution channels, distribution scope |
| Promotion | advertising, staff marketing, publicity, public relations, image promotion, business promotion |
| People | attitude and behavior, reliability, responsibility, communication, customer participation |
| Physical Evidence | Environmental design, equipment and facilities |
| Process | employee decision, activity process, customer participation |

In the original 4Ps marketing mix, Product, Price, Place and Promotion add the three elements of People, Physical Evidence and Process. 7Ps also constitute the basic framework for service marketing.

**1, Product - Product strategy**

Service is an important part of the product, in addition, the establishment of the service brand or not, the quality of service is excellent or not, the service is complete or not, the service is timely or not the main content of the product.

**2, Price - price strategy**

Price is one of the important factors affecting the marketing effect, many marketing in the process have been caught in low-cost dumping, price competition errors, the result is worth the candle. Scientific prices should take full account of market conditions, product quality, customer awareness, regional price levels and other factors. In terms of pricing strategy, it can be divided into three methods: cost-oriented pricing, demand-oriented pricing and competitive pricing.

**3, Place - distribution strategy**

As one of the main factors of marketing, should be clever use of regional sales, sales agents, online sales and other distribution channels, to maximize sales, accurate knowledge and use of market segments technology is also very important, such as specific to each hotel Words, individual, team and conference type of guests such as the proportion of division.

**4, Promotion - promotion strategy**

Promotional content and form is very rich, to carry out various forms of advertising, the use of various opportunities for corporate propaganda, sales staff to follow up the service, sales staff face to face sales of products and all public relations activities are promotional content the concrete manifestation.

**5, People - people this strategy**

People-oriented strategy is divided into two meanings, one is guests-oriented. Customers are the survival and development of the hotel is the fundamental, the market competition is to attract the guest’s competition, therefore, the purpose of marketing is to cultivate loyal guests, loyal guests believe that enterprises respect them, can provide them with the greatest consumer value, Maximum profit of the main group. Reflected in the marketing of the "people of this", should be highly respected trust guests, to provide guests with preference for products, services and commitment to allow guests to enjoy the satisfaction of the service, and eventually become the hotel loyal consumers. Second, the staff-oriented, specifically the hotel staff-oriented, right to inspire people, cultivate people, select people, retain people, mobilize the creativity and enthusiasm of the staff, the overall marketing for the hotel to create the greatest force.

**6, Physical evidence - tangible display strategy**

The hotel's tangible display can be divided into physical environment, information communication and price. Material environment and by the surrounding factors, design factors, social factors such as air quality, environmental cleanliness, staff dress etiquette, corporate image logo design. Information communication in general there are two forms: the tangible services and information technology, the specific approach is in the service and information exchange and services linked to emphasize the tangible things to achieve the best service results. Price and environment, information, is also a show of services to strengthen the tangible display of the price, but also the implementation of tangible display strategy of the important content, in addition to the price level and value in line with the key but also enhance the transparency of the price, increase the guests to the hotel the trust.

**Process - process control strategy**

In the implementation of the marketing plan, the inevitable changes in the market due to unexpected circumstances, the hotel must do the whole process of supervision, regulation and control, to achieve the best results of marketing. In short, process control can be divided into planning control, efficiency control and strategic control. To sum up, in the hotel marketing mix, in addition to "People" that human factors are not control, the other factors are highly controllable. In the current information age, the changing needs of consumers, changes in the external changes, but as a hotel practitioner, we must not because of the marketing mix of external, objective factors of the variability of its research, on the contrary, passive passive to actively adapt to the external environment, the hotel can be in the ever-changing, complex and big in the world to survive, the development of plans.

**Question 4**

Explain in detail on customer service skill and characteristics.

Customer service management refers to a management system of enterprise and customer relationship. It aims to build and improve customer satisfaction and loyalty, to maximize the retention and development of customers. There are five tips in customer service management:

**Respect customers**

Respect customers can make customer service staff have a good impression, which first customer staff first with a positive body language and always keep eye contact so that customers gradually into the conversation. Always keep a pleasant tone to drive the customer's mood, a careful explanation so that customers can feel sincerity.

**Listening skills**

In the customer's conversation content can not only service personnel, need to listen to the views of customers, the first thing to do is to introduce and explain the contents of the product, listen carefully to the customer's comments, confirm the customer for the product, Topic back to the product and the customer to explore.

**To overcome the objection**

Customers in the new product is always a lack of trust, but we asked the customer's opinion to concentrate on listening to not interrupt, and then summed up the customer's view of the problem. If necessary, ask questions to get more information. Explain how the problem occurs, which steps can be corrected and test the customer response. Take the appropriate steps and follow the results.

**Maintain and improve self-esteem**

When the service staff can once again see the customer to take the initiative to recognize and call the customer which allows customers to have a sense of belonging. Some small details such as remembering and calling the customer's name may be able to improve the customer's retention rate. But in this one to avoid the use of the term because the customer can feel more real, and vice versa will feel hypocritical. The final treatment of the client's colleagues to the same attitude even if he did not consume, which will have a chain reaction to the customer's colleagues also have a good impression

**Can respond to angry customers in a timely manner**

When the service staff aware of customer sentiment began to be unstable when the need to promptly apologize, a good understanding of the reasons for the matter and take responsibility to provide a solution. But need to pay attention to is not self-blame at the same time do not blame others to solve the problem.

In a business, customer relationship management represents the company's source but also represents part of the enterprise income. As for the customer relationship management, including the centralized characteristics, the first is to collect the internal dispersion of the original customer data to form a correct, complete and unified customer information for the various departments to share. However, customers can get information from any department of the company, because the internal information processing is a precise integration so customers can choose a variety of ways such as; e-mail, telephone, fax, and business contact and can get a satisfactory answer. As the customer and the company can be a variety of information on the other side of the data can be reflected, so to maximize the customer to meet the individual needs. Then the company can also take full advantage of the customer relationship management system, accurate customer needs to determine the characteristics to carry out targeted customer service, improve customer loyalty.

Explain the importance of hospitality customer service.

The existence of customer service management is indispensable for a deal, no matter how advanced and professional the enterprise's products, no matter how sales of business sales skills, no matter how good the business plan, but ultimately or with the market changes and changes in the preferences of consumers. However, with the consumer has the closest contact is the service staff, so customer service management in the system played a huge role. Service personnel standing on the front of the Enterprise, representing the facade of the enterprise. The current customer service is a long process of a continuous process, and the return is very low, but maintaining good customer relationships can bring business stability. The customer is the origin of the enterprise, is the foundation of the enterprise to maintain, for example, how easy the enterprise's products how advanced the professional but no consumers all this will become a fatal injury. Through the provision of quality services, customers can win the trust and support to ensure that the existing customers to retain each other, and continue to open the potential customers for the enterprise to bring continuous benefits.

**Conclusion**

The conclusion of marketing is that the two sides or one of them through a certain behavior and means to facilitate the transaction to meet the needs of both parties to meet the needs. Another way to say is the business for consumers to create the value of each other, to establish and maintain relations to get the return process. The main purpose of marketing is to enable individuals or groups to meet their desires and needs. The core of marketing is with the transaction, because there is an exchange where marketing is born. Everything that is done in marketing is to revolve around the transaction, from the need to identify the market and then to develop new products, production, packaging, distribution and control of production, to the final sale, and even the birth of the final customer service is Because to complete the transaction.

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