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New York Bakery (A) Case Solution

SWOT ANALYSIS

Strengths

1. Superior design, good ambience and great location for the building
2. Good management personnel
3. Well-qualified employees

Opportunities

1. Effective marketing of the bakery
2. Many of their customers are business members
3. Customers that are looking for a quiet and romantic place to stay are easily attracted to the bakery's language advertisements

ALTERNATIVE COURSES OF ACTION

1. The most desirable marketing services
2. Alternative courses of action

TheCaseSolutions.com

Recommendation

IMPLEMENT A BAKERY INCREASE WHILE REIMPLEMENTED BAKERY TRAINING PROGRAMS AND REWARD SYSTEM

Summary

A full-service bakery located in New York City, established by a former baker, restaurant, and hotel owner. The bakery is a well-known and competitive one. It has relatively high sales, a good reputation, and a loyal customer base. The bakery's success is due to its superior design, good ambience, and great location. The bakery's management personnel are well-qualified, and its employees are well-trained. The bakery's marketing is effective, and its customers are loyal. The bakery's success is a result of its superior design, good ambience, and great location. The bakery's management personnel are well-qualified, and its employees are well-trained. The bakery's marketing is effective, and its customers are loyal.

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The
ROCCO
ROCCO
New York Hotel

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Summary

- a full service, 30 story boutique hotel with 305 rooms
- surrounded by corporate buildings, restaurant, shopping and theater district
- has two main competitive sets
- four relatively large competitors, the Sheraton, Crowne Plaza, Guest Suites and Millenium Properties
- had approximately 250 employees
- a non-union property in market where 96% of hotels are unionized
- occupancy level where much greater in weekdays
- customer retention rates had been consistently dropping over the past few years
- hotel's former HR manager had implemented sizeable budget cuts for employee training and hiring practices

1996 - 19

Hotel in New York
products,
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Vision
The Roccoco Hotel aims
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1996 - 1998

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Mission

The Roccoco Hotel aims to be the preferred hotel in New York by providing high quality services, innovative products, inventive amenities, superior room service and giving an elegant and relaxing atmosphere to its customers.

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Vision

The Roccoco Hotel aims to become the number one hotel in New York that delivers high quality services that surpass expectations in every aspect of customer services while retaining its affordable rate.

<http://www.pdf-tools.com>

SWOT ANALYSIS

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- 2. Good management personnel
- 3. Well-qualified employees

Opportunities

- 1. Effective marketing of the bakery
- 2. Many of their customers are business members
- 3. Customers that are looking for a quiet and spacious place to stay are easily attracted to the bakery's luxurious facilities

ALTERNATIVE COURSES OF ACTION

1. The most desirable marketing services

2. Alternative courses of action for promoting the bakery's products

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Recommendation

IMPLEMENT A BAKERY INCREASE WHILE REIMPLEMENTED BAKERY TRAINING PROGRAMS AND REWARD SYSTEM

Summary

A full-scale strategy for the bakery with all the necessary components for a successful business plan and financial statements. The bakery's success is dependent on its ability to attract and retain customers, and to manage its operations effectively. The bakery's success is dependent on its ability to attract and retain customers, and to manage its operations effectively. The bakery's success is dependent on its ability to attract and retain customers, and to manage its operations effectively.

New York Bakery (A) Case Solution



Statement of the Objectives

- IMPROVE COMPETENCY by providing better and quality services to their existing clients as well as to those potential clients.

Central Problem

How could Roccoco New York Hotel keep up with the growing competitions by improving their services without sacrificing too much cost?

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(Note: A yellow sticky note is attached to this section.)

Opportunities

1. Effective marketing of the bakery
2. Many of their customers are business travelers
3. Customers that are looking for a quiet and romantic place to stay are easily attracted to the hotel's boutique restaurants

(Note: A yellow sticky note is attached to this section.)

Alternative Courses of Action

1. The most desirable marketing services

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Alternative Courses of Action

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Summary

(Note: A small map of New York is attached to this section.)

- A full-service, 10-story hotel with 100 rooms
- Located in a prime location, restaurant, shopping and theater district
- Has been a competitive force
- Has relatively high occupancy, the standard, Greater Hotel, Guest Suite and 1000 Rooms Property
- Has experienced a decline in occupancy
- It has some employees in a hotel who are considered
- Occupancy has been relatively dropping over the past few years
- The hotel's manager has implemented several budget cuts to improve occupancy and profitability



(Yellow sticky note with text: 'The hotel's manager has implemented several budget cuts to improve occupancy and profitability')

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SWOT ANALYSIS

Strengths

1. Eloquent design, good ambiance and good location for the building
2. Good management personnel
3. Non-unionized employees

Weaknesses

1. Poor customer service because of inadequate employee training
2. Poor financial condition
3. Lack of business facilities

Opportunities

1. Effective marketing thru the web
2. Many of their customers are business travelers
3. Customers that are looking for a quiet and convenient place to stay are easily attracted to the hotel's boutique orientation

Threats

1. Resistance to rate increases
2. Low employee satisfaction for the staffs
3. Vacancies in middle management positions due to competitors providing better opportunities

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2. Many of their customers are business members
3. Customers that are looking for a quiet and romantic place to stay are easily attracted to the bakery's luxurious decorations

1. The great diversity of marketing services

ALTERNATIVE COURSES OF ACTION

1. Implementing a new strategy to attract more customers

2. Attracting business members by providing better services

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Recommendation

IMPLEMENT A BAKERY INCREASE WHILE REIMPLEMENTED BREADS TRAINING PROGRAMS AND REWARD SYSTEM

Summary

A full-service bakery located in New York City, established by a former baker, restaurant, and hotel owner. The bakery is currently facing a decline in sales and is struggling to compete with other bakeries in the area. The bakery's management team is looking for ways to increase sales and improve the bakery's overall performance.

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2. Attracting business members by providing better services

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New York Bakery (A) Case Solution

**ALTERNATIVE
COURSES
OF
ACTION**

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1. Increase the rate of providing services

ADVANTAGES

- ability to provide quality services

DISADVANTAGES

- May result in decrease in market share

ALTERNATIVE COURSES OF ACTION

2. Reimplementing budget training programs and reward systems

ADVANTAGES

- Improve employee performance
- Increase in customer satisfaction thereby increasing the future sales
- Increase in employee satisfaction

DISADVANTAGES

- Costly

3. Implementing a rate increase to accommodate budget training programs and reward systems

ADVANTAGES

- Improve employee performance
- Increase in customer satisfaction thereby increasing the future sales
- Ability to provide quality services
- Increase in employee satisfaction
- Benefits exceed costs

DISADVANTAGES

- May result in decrease in market share
- Costly

<http://www.pdf-tools.com>

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<http://www.pdf-tools.com>



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Strengths

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ALTERNATIVE COURSES OF ACTION

1. The most desirable marketing services
2. Alternative courses of action to improve the bakery's performance

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Recommendation

IMPLEMENT A BAKERY INCREASE WHILE REIMPLEMENTED BREADST TRAINING PROGRAMS AND REWARD SYSTEM

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Summary

(Note: A small map of New York is included.)

- A full-service bakery located in New York City, established by a former hotel, restaurant, and food service manager.
- Has been very competitive since.
- Has relatively high sales, the bakery, Great Place to Work and other accolades.
- Has experienced a decline in sales since the manager's departure.
- It has some employees who are very experienced and have been with the bakery since its inception.
- The bakery's manager has implemented several budget cuts to improve profitability and efficiency.

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New York Bakery (A) Case Solution

Recommendation

**"IMPLEMENT A
RATE INCREASE
WHILE
REIMPLEMENTING
BUDGET TRAINING
PROGRAMS AND
REWARD SYSTEMS"**

Plan of Action

1. Increase the rate gradually
2. Proper recruitment of employees
3. Proper training for the employees
4. Establishment of a good employer-employee relationship through reward systems.

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Recommendation

IMPLEMENT A BAKERY INCREASE WHILE REIMPLEMENTED BAKERY TRAINING PROGRAMS AND REWARD SYSTEM

Summary

A full-service bakery located in the heart of the city, surrounded by modern buildings, restaurants, shopping and leisure activities. The bakery is well-located and has a high reputation for quality. The bakery is well-located and has a high reputation for quality. The bakery is well-located and has a high reputation for quality.

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Potential Problems

1. Unwillingness of the customers to avail another try on the hotel's services.
2. Rejection of the existing customers in the increase in rate.
3. Inability to hire motivated employees.
4. Inability to provide adequate and sufficient trainings for the employees
5. Inability to establish harmony between the employer and the employees due to poor employee satisfaction

Contingency Plan

If the implementation of the rate increase and budget training programs and reward systems at the same time is too critical and costly for the Roccoco New York Hotel,

- choose to put into action first the implementation of a rate increase
- subsequently reimplementing budget training programs and reward systems

Eventually, step by step procedures can still achieve their desired targets.

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Summary

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- A full-service, 300-room hotel with 100 rooms
- Located in a prime location, restaurant, shopping and theater district
- Well-known competitive area
- High relative edge in location, the location, Great Place, Great Beds and Value Proposition
- Good administrative (Management)
- It has some employees in a hotel who are not considered
- Management level staffs are not in a hotel
- Customer retention rates had been gradually dropping over the past few years
- Hotel's former GM manager had implemented overall budget cuts for employees training and development



(Note: Several yellow sticky notes are attached to this section.)

- Implement a bonus increase while reimplemented bonus training programs and reward systems
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