

ROSEWOOD HOTELS & RESORTS



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Problem Statement

How can Rosewood Hotels & Resort increase its brand awareness and recognition?

Situational Analysis

Strengths	Weaknesses
• Established brand name • High quality service • Strong financial performance • Diverse portfolio of properties	• Limited brand awareness • High competition • Limited marketing budget • Limited social media presence
Opportunities	Threats
• Growing demand for luxury hotels • Increasing focus on sustainability • Expansion into new markets • Partnerships with airlines and travel agencies	• New entrants in the market • Economic downturn • Changing consumer preferences • Increased regulatory requirements



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Situational Analysis

Strengths

1. Adaptability to culture & customer service
2. Differentiation through one of a kind properties
- "Sense of Place"
3. Use of CRS programming
4. Expertise in the industry
5. Highest RevPAR

Weaknesses

1. Rosewood branding
2. Low brand awareness
3. Current brand positioning limits the market
4. Low cross-property usage (5%)
5. Internal resistance to change in corporate branding

Opportunities

1. High growth potential
2. Cross-property usage
3. Number of guests enrolled in the frequent-stay program is increasing

Threats

1. Strong competition in luxury hotels
2. Loss of market share and money if brand strategy does not work
3. Risk associated with implementing the new brand strategy