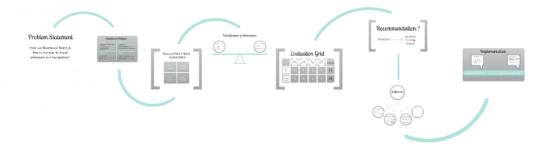
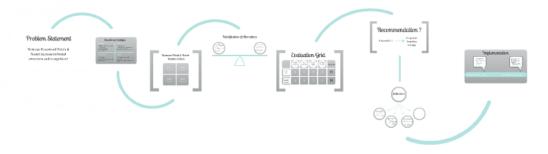
# ROSEWOOD HOTELS & RESORTS



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#### **Problem Statement**

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



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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

#### Opportunities

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

### 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

#### 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