

Perceived Benefits

- To compare we used TripAdvisor's reviews of these hotels in India.
- Novotel was rated as good as 4.61 based on higher score.
- Location, Design and Guest Amenities was the best results for Novotel.

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Perceived Benefits

To compare we used TripAdvisor's reviews of these hotels in India.

Hotel	Score	Reviews
Novotel	4.61	1,234
Hotel A	4.20	567
Hotel B	4.10	890
Hotel C	4.00	1,100

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Costs

Category	Novotel	Hotel A	Hotel B
Room Rate	120	100	110
Food & Beverage	150	140	130
Utilities	80	75	85
Maintenance	60	55	65
Staffing	90	85	95
Marketing	70	65	75
Other	50	45	55
Total	520	460	510

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NOVOTEL
HOTELS, SUITES & RESORTS

ACCORHOTELS

GENIA MARGALETTI
FRANCESCO PICCOLI DE CAROLIS
EDWIN FILAT

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Potential Changes

ROOMY OF SOLUTIONS

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Potential Changes

NEW PLANT - PLANT 11 (2020)

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Potential Changes

SPACE MANAGEMENT STRATEGY

CHANGE

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Innovation

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Conclusions

- Novotel is a high performing hotel.
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NOVOTEL
HOTELS, SUITES & RESORTS

YOUREKA HOTEL, AMRITSAR

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HOTELS, SUITES & RESORTS

ACCORHOTELS

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EDWIN FILAT

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Potential Changes

BODY OF SOLUTIONS

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Potential Changes

KEY PLAYS - PLAYST 13 POSSIBILITIES

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Potential Changes

SPACE MANAGEMENT STRATEGY

CHANGE

Conclusions

- Novotel is the best choice for the client.
- Novotel has a strong brand and a good reputation.
- Novotel has a good location and a good design.
- Novotel has a good staff and a good service.
- Novotel has a good price and a good value.
- Novotel has a good overall performance.

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NOVOTEL

HOTELS, SUITES & RESORTS

YOUREKA HOTEL, AMRITSAR



NOVOTEL

HOTELS, SUITES & RESORTS



ACCORHOTELS

Feel Welcome

GIULIA MARCALETTI

FRANCESCO PICCIOLI DE CAROLIS

EDWIN PILAT

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Costs

	Accor	Hilton	InterContinental
Employees	706* mln \$	584 mln \$	537 mln \$
Taxes	175* mln \$	101 mln \$	174 mln \$
Total Liabilities	\$4 993 433 200,00	\$20 362 000 000,00	\$3 686 000 000,00
Number of rooms	570000	804097	742000
Liabilities/ room	\$8 760,41	\$25 322,82	\$4 967,65

- We consider data from our group and its biggest rivals
- Accor Group has the highest costs
- Taxes of Accor are deferred into future
- Accor Group achieved 10.3% growth of net profit
- The highest Liabilities/Room ratio has the Hilton Group
- Each of the groups posses their hotels in each market segment

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Perceived Benefits

	Weight	Novotel	DoubleTree	NH
Location	20%	90	70	90
Design	5%	85	75	75
Cleaning Service	10%	70	80	80
Restaurant	5%	70	60	90
Staff Availability	10%	80	70	90
Parking	10%	70	50	50
Transport	10%	60	60	60
Attitude	10%	85	90	90
Equipment	15%	80	90	80
Wellnes	5%	50	50	50
PERCEIVED BENEFIT	100%	76,75	71,75	77,75

To compare we used TripAdvisor's reviews of these hotels in Madrid

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Perceived Benefits

- To compare we used TripAdvisor's reviews of these hotels in Madrid
- Novotel was almost as good as NH hotel with highest note.
- Location, Design and Staff Attitude was the best results for Novotel

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Potential Changes

COST OF EMPLOYEES



Accor Hotels has the highest cost of employment in 2016 from their competitors even if their number of rooms is smaller.

As It could be considered as an advantage from the employee point of view, then for the company it is a big source of expenses. The data collected from the competitors prove that keeping this number of hotels and rooms can be maintained with lower costs with simultaneously keeping the same high level as midscale hotel.

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Potential Changes

MKTG PLANS - PLANET 21 PROGRAM

Higher investments in marketing plans focused on promoting their commitment to environmental sustainability in order to attract those clients who also share these ideals.



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Innovation

innovation

From the very beginning of this story, Novotel was centered around Innovation which is a component of the brand estimated value.

- First hotel brand in France to introduce bedrooms including a bathroom and a color TV.
- Invented the concept of the breakfast buffet and introduced contemporary art in every bedroom.
- They adopted an internal communicator for all employees called Yammer, which has evolved into a real social network only for employees of the Accor hotels group that allows to get work done smarter and faster.
- The group is involved into investing and developing start-ups. Lately they invested into the company that creates ecosystems for introducing new ways of lifestyle.

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