



# Starwood Hotels: Innovation Through Marketing

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starwood



Hotels and  
Resorts

STRATEGY ANALYSIS

(CASE STUDY-STARWOOD HOTELS AND RESORTS)

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PREPARED BY:

NUR AMIRA NASUHA HASSAN	2010209768
NUR ATIQA BAHARIN	2010250966
NUR FALINI SAMSURI	2010434242
NUR HURUL NAJWA SAMSUDIN	2010219348
NUR NAJMEEN ASNAN	2010462572

## COMPANY BACKGROUND

- One of the leading hotel and leisure companies in the world
- 1,000 hotels reaching across nearly 100 countries through nine world-class brands
- Brands: St. Regis, The Luxury Collection, W Hotels, Westin, Le Méridien, Sheraton, Four Points by Sheraton, and the recently launched Aloft and Element
- Owns Starwood Vacation Ownership

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**MISSION**

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"A global, branded Life Style  
Hospitality Company that delivers  
branded consumer products and  
services in ways that are different,  
better and special."

**VIS**

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*"We succeed only when we meet and exceed the expectation of our customers, owners and shareholders. We have passion for excellence and will deliver the highest standards of integrity and fairness. We celebrate the diversity of people, ideas, and cultures. We honour the dignity and value of individuals working as a team. We improve the communities in which we work. We encourage innovation, accept accountability, and embrace change. We seek knowledge and growth through learning. We share a sense of urgency, nimbleness, and endeavour to have fun too."*