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# *Rosewood Hotels and Resorts*





# *Introduction*

**Rosewood Hotels & Resorts is a hospitality management company that has first-class full-service luxury hotels worldwide; they are famous for customised service and environment-sensitive structures. The company faces a critical decision regarding its branding strategy**





# *Problem Statement*

The principal focus of the case extracted from the book concerns with the conflict of integrating the concept of homogeneity with that of variety. The Rosewood hotels and resorts have their specific character, and guests value this concept but there is no common brand image, which can help the company to build customers' loyalty across the properties.





# *Financial Implications*

The costs of adopting corporate branding include overall costs in the scheme of rebranding and promotions as well as costs in the employee education. However, the benefits may be long term, how much more revenue one stand to benefit when customers are loyal and have a tendency to Stick to that particular company.





# *Conclusion*

**Through analysis of Rosewood Hotels and Resorts identifies issues of branding that are at play in luxury hotel business. A good branding plan can help augment the customer bond and be profitable for the company thus helping it to continue doing business successfully.**





# Resource

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