

MARKETING MANAGEMENT

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PROJECT
REPORT

MBA-IV

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Acknowledgement

With immense gratitude and regard we would like to thank our respected Instructor Mr. Tanwir for giving us the opportunity of preparing this project. Through this project we have explored the new horizons pertaining to the giant player of the hospitality industry i.e. 'Pearl Continental hotel' Rawalpindi. This activity was a value addition to our prior knowledge as it has given us a snapshot of how things work in the real world. Finally, we want to extend our thanks to our respected instructor for his sheer guidance coupled with intellectual curiosity and unquestioned intelligence who have helped us in the accomplishment of the said project.

PERSONA OF INTERVIEWEES

We have interviewed two respectable personalities in Pearl Continental, Rawalpindi. These personalities are holding senior designations like Public Relations Manager and Director Sales in PC. The personal profiles of the interviewees are as follows:

ASSAD UL HUSSEIN SHAH

- **Designation: Public Relations Manager**
- **Responsibilities:**
 - Dealing with all types of cliental including foreigners, ambassadors, diplomats, supplies, customers and all government officials.
 - Responsible for effective public dealing for having long lasting relationships with them.

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KH. FAWAD - UL - HASSAN

- **Designation: Director Sales**
- **Responsibilities:**
 - Responsible for New Product development
 - Product modifications are also an integral part of his responsibilities.

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EXECUTIVE SUMMARY

This document is designed to unfold the subtle aspects pertaining to the marketing activities of “Pearl Continental” Rawalpindi. The said document open up the discussion by arresting reader’s attention to the new horizons in the hospitality industry, followed by the strengths which make PC to break the clutter. Document further progresses by unlocking certain marketing techniques which PC use not only to harvest its current target market but also to venture upon the untapped horizons. The resonant, vibrant and high pitched marketing efforts of PC help said hotel in becoming the local legend. PC reinforce the idea of perfection by raising the slogan of “Making things better not bigger”. Despite of the aforementioned facts there is still much room for improvement. PC should better on venturing new projects accompanied with focusing on those market where it goes unobserved.

HOTELING INDUSTRY IN PAKISTAN

(SANA AFZAL)

Since 1947, the hotel business has been present in Pakistan. This industry contributes a large percentage in country's economy and revenue. There were not many hotels at first but as time passes, the country saw a rapid establishment of local and international hotels. The hotel Mehran is an example of early local hotels. In late 80s, the greatest growth in Hotel Industry was seen and then some in early 90s. The number of hotels in the country increased in 1991 by showing a growth of more than 26% with the fastest growth in the number of hotels seen in 1993. And which tapered off to 2.4% in 1995 before picking up again in 1996.



ABOUT HASHOO GROUP

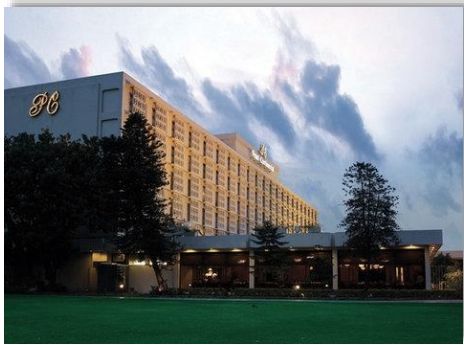
Under the leadership of **Sadruddin Hashwani**, Hashoo group of companies was established. In a time of three decades, he transformed this group into a leading industrial group of Pakistan by his single handed dedication and commitment to the profession.

Starting with Cotton Trading, Hashoo Group of Companies today enhance the only chain of Five -Star Hotels in Pakistan like The Pearl Continental Hotels chain and the Karachi Marriott and the Islamabad Marriott Hotels with presence in all the provincial capitals and the Federal Capital except one. Today, Hashoo Group of Companies besides hotel industry includes oil and gas exploration, mining, ceramics, pharmaceuticals, travel and tourism. It also has large investment in real estate. Mr. Sadruddin Hashwani is now guiding the Group to enter the field of Information Technology (IT).

The Group is constantly on its progress. Some examples of it are: The construction of Pearl Continental Hotel Bhurban in the picturesque Murree hills, Construction of new wing called Atrium Wing of The Pearl Continental Hotel Lahore equipped with the most modern amenities, continual up-gradation and modernization of Pearl Continental Hotels and Islamabad as well as Karachi Marriott Hotels.

Mr. Hashwani's Vision knows no bounds and it will be difficult to predict as to what will be his focus of attention tomorrow. For him time is short and the Art is long. Therefore, his philosophy is that each moment of life should go towards advancement of cause of humanity at large.

PEARL CONTINENTAL



Pearl Continental Hotels is the first Pakistani chain which has achieved remarkable international standards of quality products and services. It was established in 1960 by young and innovative Mr. Sadruddin Hashwani, the Hashoo Group in starting was operated as a trading enterprise. Pearl continental chain in Pakistan is owned by the Hashwani group under the hold company Pakistan Services Ltd (PSL) a Hashwani Hotels ltd correspondingly. The Pearl chain was acquired by the group in 1985 the company has seven branches in seven different cities of Pakistan; Karachi, Lahore, Rawalpindi, Gawadar, Peshawar, and Muzaffarabad, Bhurban. Mr. Sadruddin Hashwani is the chairman and Mr. Murtaza Hashwani is the chief executive officer. Pearl Continental chain of hotels has enjoyed being the symbol of ultimate luxury in Pakistan. With the launch of Pearl Continental Dubai, they have entered in to the international arena with the goal of making Pearl Continental a global name in hospitality and comfort.

Only ten minutes' drive from the airport and near to the down town shopping centers, the PC Hotel is the city's only deluxe hotel, which deals to local and foreign travels in style. The hotel's 200 guest rooms, with the exclusive suites, deluxe suites and the presidential suite, have been decorated and provide the guests with all the facilities and comforts, such as 30 satellite channels, 24 hrs in-house movies, international direct dialing, mini bar and exclusive electronic safes to name a few. All these go a long way in marketing the guests stay in the hotel most pleasant and satisfactory.

The hotel boasts of a number of excellent restaurants while the Banquet Halls, all of which can be partitioned into three sections each, are equipped with the latest audio visual facilities, which include video projection system, overhead projectors, slide projectors, and audio recording equipment, which aid in making the meeting/seminars a complete success.

To meet all the needs of the guests, some more facilities are also provided like for example, a mosque, airport pickup services on request, laundry, concierge, flower shop, travel agency, car rented service, valet parking, house doctor, authorized money changer, beauty salon for ladies & barber shop for men. The guest can also avail the hotel's recreational facilities such as the swimming pool, tennis court & the exercise room.

Corporate Profile:

<u>Board of Directors</u>	<u>Audit Committee</u>	<u>Human Resource and Recruitment Committee</u>	<u>Compensation Committee</u>	<u>Company Secretary</u>	<u>Chief Financial Officer</u>	<u>Auditors:</u>	<u>Legal Advisor</u>	<u>Bankers Auditors</u>
Mr. Sadruddin Hashwani (Chairman)	Mr. Sadruddin Hashwani	Mr. Sadruddin Hashwani	Mr. Sadruddin Hashwani	Mr. Mansoor Akbar Ali	Mr. Mansoor Akbar Ali	Taseer Hadi Khalid & Company Chartered Accountants	Liaquat Merchant & Associates	Habib Bank Limited
Mr. Murtaza Hashwani (Chief Executive)	Ms. Sarah Hashwani	Ms. Sarah Hashwani	Ms. Sarah Hashwani					Mr. Shiraz Noordin
Ms. Sarah Hashwani	Ms. Sarah Hashwani	Mr. Vazir Ali F. Mohammad	Ms. Sarah Hashwani	Mr. Mansoor Akbar Ali	Mr. Shiraz Noordin	Taseer Hadi Khalid & Company Chartered Accountants	Liaquat Merchant & Associates	PICIC Commercial Bank Limited
Mr. Vazir Ali F. Mohammad	Mr. Vazir Ali F. Mohammad	Mr. Sadruddin Hashwani	Ms. Sarah Hashwani					Mr. Vazir Ali F. Mohammad
Mr. Syed Sajid Ali		Mr. Murtaza Hashwani						
Mr. Mansoor Akbar Ali		Mr. Vazir Ali F. Mohammad						
Mr. Shiraz Noordin		Mr. Mansoor Akbar Ali	Mr. Vazir Ali F. Mohammad					Union Bank Limited
		Mr. Shiraz Noordin						

Vision Statement

“We are committed to dynamic growth and service excellence built upon our heritage of traditional hospitality. We strive to consistently meet and surpass guests’, employees’ and other stakeholders’ expectations. We feel pride in making efforts to position Pakistan in the forefront of the international arena.”

Mission Statement

Secrets to our sustained leadership in hospitality are Excellency and Dynamism through offering competitive and innovative high quality value added services to our guests and business partners.

To meet the challenges of modern business, we constantly upgrade our operations and services in line with the latest technological facilities.

As a responsible corporate citizen, maintaining the highest level of governance, ethical standards and prudence.

Keeping close-watch at socio-political environment to make use of all available growth opportunities through aggressive and proactive approach.

Believe in strong and professional workforce by providing challenging and rewarding environment and equal respect to all through creating the sense of participation towards the success of our vision.

Our Core Values

1. Growth and development
2. Competences and contribution as the only basis for job security.
3. Promotion from within
4. Learning environment and opportunities
5. Provision of world-class education and training
6. Aligning people with latest technological trends
7. Recognition and Growth
8. Innovation
9. Trust

Management

The PC management falls under the umbrella of seven major functional departments listed below.

1. Finance Department
2. Sales & Marketing Department
3. Engineering Department
4. House Keeping Department
5. Human Resource Department
6. Food and Beverage Department (Restaurants & kitchens)
7. Front Office

CONTEMPORARY MARKETING SITUATION **(AMNA MARAYAM)**

Management of Pearl continental is anxious to improve their competitiveness and find better ways of providing better services to their guest. Encompassing unparalleled sense of comforts each room in PC has refreshing sense of space with detailed responsiveness of the needs of corporate or leisure guest. Rooms are well equipped with modern amenities and efficient services. Changes are the essence of life. Monotony is characterized with death. PC values the change and it seeks new ways in order to go along and implement these changes effectively. For the aforementioned purpose PC revamps its marketing program coupled with hotel designing and interior. This helps PC to capitalize on market changes.

Currently downward trend is observed in hospitality industry. This trend is due to political instability, deteriorating law and order situation, economic instability. New entrants like Ramada increase supply in the market but demand remain static due to which PC should adapt its pricing strategies accordingly. Due to political instability and worst economic condition foreigners, diplomats and officials are reluctant to visit Pakistan which resultantly discourage tourism industry in Pakistan. This lagged tourism industry indirectly affects the hospitality industry in Pakistan.

The hospitality industry in Pakistan has become extremely competitive with respect to the provision of quality services. Because nowadays customers becomes more sophisticated and they prefer quality services which enhances the profitability and success of hospitality industry.

Following are the trends which are prevailing across the globe in the hospitality industry.

- **Electronic Check-ins:**

After reservation, customers are sent key cards equipped with latest technology that uses radio frequencies. When the guest arrival is confirmed, a text message is sent to his mobile carrying basic details like room number, timing etc. Due to which at the actual arrival of guests no need to confirm his stay on front desk.

- **Mobile-Enabled Front desk Management:**

Hotel-owners, irrespective of their scale of operations, have understood that using Hospitality Management Systems to fast-track their operations is on the edge of becoming a standard, industry feature.

- **More Emphasis on Hotel Lobbying**

Having a decorated lobby isn't sufficient to gain customer loyalty or guests who are seeking more inside the hotel time but the hotel lobby attract customers to become part of the hotel environment. Colored interiors along with free access for checking emails are also being offered by many hotels. To comply with these trends PC offered small Bar in all rooms, 24 hour broad band internet facility, variety of information services, world news and online access to movies and music, use if health club and swimming pool, international direct dialing.



- **Conference & Events facilities**

PC Rawalpindi also has venue for Conferences, meetings, functions and weddings to compete in the hospitality industry.



- **Health club:**

Now people are becoming more conscious about their health that's why pearl continental Rawalpindi for look after the complete relaxation of their guests mind and body established full equipped fitness room. They also provide snooker, table tennis and lawn tennis facilities. Outdoor all season temperature control swimming pool. Club offers you light music in the background and modern workout machines like motorized Jogger and Massage Static Cycling.



- **Credit cards**

PC partners with different banks to facilitate its customers by providing variety of modes of payments. They have installed ATM machines which accept all major cards like cards of American express Bank cards, Diner club, Master card and visa.

The pearl continental combines the traditions and hospitality with a level of services and facilities to satisfy the most sensitive guests. Such as:

1. Shopping mall, carpet, antique and handicraft shop.
2. Trained barber for personal take care of your tresses and shape them to perfection.
3. Laundry/dry cleaner.
4. Car rental services
5. In home Doctor
6. A baby sitter on demand
7. Beauty salon and foot care

- **Research and development**

There is research and development manager who visit different hotels in Pakistan and analyze them which keeps updated about the advancement in technology. What is lacking in our hotels, what should be imported and from where to comply with market changing trends.

MARKET DESCRIPTION (NAZISH MIZAFFAR)



Target Market

An organization first divides its customers into different segments as there exist tremendous variations in different segments in context of needs and wants. It may be quite evident that within the same market there may be a group of customers who are holding certain wants and buying preferences whereas on the other extreme there might be another group exhibiting totally opposite beliefs and preferences. The later mentioned facts are not very much surprising for marketers at all as, gone are the days when organization use to bombard all the customers with the single offering. Organizations are now increasingly been realizing the strength of their customers. They have understood the fact that customers of today's age are more informed and enlightened coupled with enhanced power, by understanding the former mentioned fact organizations have learned that it is no more wise to target the entire market with the single product or service as, neither a single product will be liked by all nor it would be sufficient to cater the needs of entire customer class. Keeping in line with the prior discussions contemporary organizations are tilted towards segmenting market and targeting that market with the appropriate product and services.

Pearl Continental which is housed in the heart of Rawalpindi Pakistan and known as the local legend of the town is following the same strategy. It believes in segmenting market in a way that there is a perfect match between the PC's offerings and the needs, wants and preferences of its segmented market. PC values the differences and it operates on Sense and Respond philosophy. Rather finding the perfect match for its products and services PC strives hard to sense he needs of its target market and then producing a perfect match subsequently. It positions its products and services in the market in a way, that it conveys the benefits desired by the target market. To witness the afore mentioned claims PC segments its target market not only on the

basis of demographics but also on the basis of nature of customers accompanied with couple of behavioral factors.

Primarily PC segments its market on the basis of

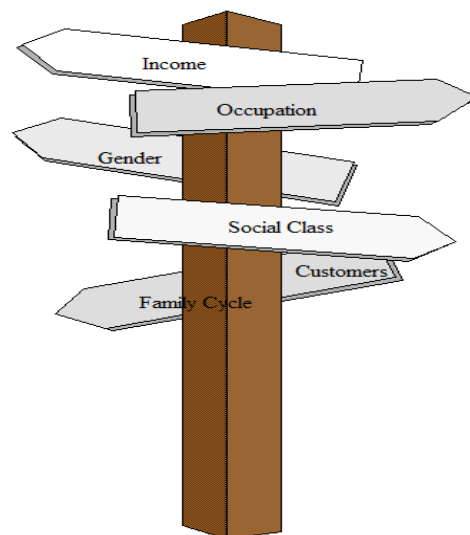
1. Demographical Factors
2. Behavioral Factors

• **Demographical Factors**

PC makes use of demographical factors for the sake of segmenting its market, known as demographical segmentation. This type of segmentation calls for dividing the market on the basis of age, gender, customers, family life cycle and the like. Demographics are objective, easy to obtain and measure.

Demographical factors on the basis of which PC segments its market encapsulates following

- Income
- Occupation
- Gender
- Social Class
- Family Cycle
- Customers



Income

Income is the basic determinant of demand. Most of the organizations base their segmentation program on income so does PC. PC is primarily targeting people which fall in the high income brackets as they are the one who are ready to sacrifice a major chunk of their wallet on the consumption of PC's products and services. But that does not imply that PC set asides the people who fall in the average income group brackets.

PC has divided the market on the basis of income believing that different customers differ in their willingness to pay for different levels of comfort and luxury.

- Income below Rs 15,000
- Income between Rs 15,000 to 25,000
- Income between Rs 25,000 to 50,000
- Income between Rs 50,000 to 75,000
- Income between Rs 75,000 to 100,000 and above

▪ ***Income below Rs 15,000***

People who fall in this income bracket are very less likely to visit PC. In the contemporary era of high inflation it is pretty difficult for them to manage their own expenses so this leaves no room for visiting PC and incurring extra expenditure but still PC targets these kind of people through its reasonable and alluring offers. **Kid's carnival** is the example of this, where families can enter in with an entrance ticket of merely PKR, 50. Moreover food there is also available of cheaper rates. That's how PC entices them. As these are the people with few means and they are less likely to generate handful amount of revenues for hotel so PC do not waste its much means on attracting them.

▪ ***Income between Rs 15,000 to 25,000***

People falling in this income bracket visits PC hotel once in the blue moon i.e. once in 3, 4 months, the reason being still this income is not enough to manage a household in Pakistan. PC takes certain steps in order to ensure enhanced visits of these customers. To witness the aforementioned claim PC hotel comes with several discount packages. Special Buffet dinners, lunches coupled with special offers in Ramzan, summers, and weekends etc.

▪ ***Income between Rs 25,000 to 50,000***

PC has learned that people falling in the aforementioned income bracket will surely be visiting the hotel. Their main reason to visit the Hotel will just be to have a quality food. People belonging to this income class do not choose PC for staying purpose reason being PC is charging fairly high room night charges. In order to encourage people of this income class to choose PC for staying purpose PC hotel comes with special discount packages like 1 nights and 2 day stay in hotel for Rs 40000. The said hotel also uses the

discount packages on meals e.g. a dinner of 5 people for Rs 10000 only. In order to encourage this income class Pc hotel also brings new products i.e. like the inexpensive Bar B Q items, or a cheap High Tea package.

▪ ***Income between Rs 50,000 to 75,000***

People falling in the said income brackets not only choose PC hotel for dine in purpose but also for staying as well. But there stays are not frequent as PC is charging sky scrapping per night room rental. Giving discounts on meals to these customers would not be working much as they are already been walking in the PC for dinning purpose. The main issue rests with the room night stays in order to prolong the room night stays PC comes with several exotic discount packages i.e. come and stay in PC for 2 nights and 3 days only in PKR 40,000. To make the package more attention arresting PC often couples this with complementary meals. PC encourages the people to enjoy hostage and comfort by endorsing the idea that it would not be costing its customers the king's ransom.

▪ ***Income between Rs 75,000 to 100,000 and above***

There comes the final category earning an income of 100,000 and above. These are the people who belong to high income groups these are the cash cows which brings a major chunk of profit for PC. For them walking into the PC and dinning in is the matter of routine task. They surely choose PC hotel for a long stay whilst they are out of town. These are the people who take different types of memberships of the PC hotel. These people have enough money to spend on luxuries. Reducing prices of meals or overnight stays will not at all affect their hotel visit rate. In order to attract people of this class, the hotel strongly emphasizes on quality and standard of service. PC takes extra strides for alluring and maintaining this customer class i.e. by providing these people with extra ordinary standards of services and quality. Moreover, exciting hotel memberships, clubs and other event participation also helps PC hotel to increase its visit rate by the people.

Occupation

The type of occupation a person has will surely affect his expenditures. People who are managers, CEOs, secretaries, presidents, entrepreneurs etc. will spend a large part of their income on luxuries. They are more likely to visit hotels for dinners, lunches or for staying overnight. For these people visiting hotels is also a status symbol. More solid occupation a person has, the more

he will visit the PC hotel. In contrast The people who are home makers, labors, sales man, students, unemployed, teachers etc. are very less likely to afford any kind of hoteling, because for them to manage a household in their respective incomes is a big deal. These people will avoid unnecessary expenditures. These people will choose restaurants or fast foods when will face a need of quality meals. PC targets the former mentioned category b providing them quality food accompanied with posh ambiance.

Gender

Pakistan is a conservative society mostly the Pakistani families don't like their women working outside homes. Though the trends have been changing now but still women are not allowed to stay overnight if so a male always accompany them. Moreover the women are less employed so only a few percentages of women will have enough money to spend on hotels, for meals or for stays. 87% of the Pakistani work force comprises of males. As a matter of common sense, as mostly the men are employed therefore only the males will have money to spend on hotels. The males are the once who will have the maximum hotel's memberships. They are the once who will choose the PC hotel for overnight stays. But that does not constituting a monopoly of males. In order to being more gender neutral PC comes with exciting packages for female as well. Inauguration of the cooking classes is the recent evidence of that.

Social Class

Social class is somewhat relevant to the person income and occupation. However PC takes it as the usage rate of the people.

It further encapsulates following

- Upper Class
- Upper middle class
- Lower middle class
- Upper lower and lower class

▪ **Upper Class**

People belonging to the upper class have an enough income to be spent on the luxuries. Upper class people visit hotels frequently as a part of routine. They host meeting,

parties, and functions in the hotels. When out of city, they will surely choose PC hotel to stay overnight. So for PC these customers are the matter of utmost priority.

▪ ***Upper middle class***

People belonging to this type of social class have a satisfactory part of income which they could spend on the hoteling purpose. They mostly visit the hotel for having meals. They also choose the hotel for special parties and events. They are also likely to choose PC hotel to stay for a couple of nights. Consideration of these factors helps PC in tailoring its offering as per the needs and wants of this particular target market.

▪ ***Lower middle class***

People of this class will only be choosing PC for the sake of lunches, dinners and brunches. These are not the frequent visitors they visit hotel for once in every 2 or 3 months. In order to make their visits more frequent PC turns back to them with high end packages at competitively cheaper rates.

▪ ***Upper lower and lower class***

People who belong to this type of social class avoid any kind of unnecessary expenditures. They are very prudent and somewhat reluctant in their spending. In order to grab this type of class PC arranges special type of events supported with fairly competitive prices.

▪ ***Family Cycle***

PC also takes account of family cycle whilst segmenting its markets.

- Family cycle encapsulates the
- Young Single
- Young Married
- Married with Dependent children
- Married with Independent children

- ***Young Single***

These are the people who have not entered in to the practical life. They do not have any kind of responsibilities therefore they are ready to sacrifice a major chunk of their wallet on exciting things hoteling is one of them. These are the people how are dynamic, gregarious and upbeat. The recent approach to target this class of people by the PC hotel is to employ a good looking staff of waiter's room cleaners accompanied with the arrangement of lively parties and clubbing Special types of club memberships are also available for these people. Moreover interdiction of **terrace café** is another step to please youth, café is exclusively designed for youth. Its high pitched and vibrant evenings are quite alluring for this specific segment.

- ***Young Married***

These are the people who are young and married with no children. They have very less responsibilities of household. They can spend a satisfactory portion of their incomes on their luxuries. They can choose the PC hotel for both, luxurious meal or a stay. For overnight stays purpose, the PC hotel will design special kind of rooms for these types of people like honeymoon sweeps etc.

- ***Married with Dependent children***

These are the people who are on their way to family life. These are the ones with enhanced responsibilities. They want a place which can not only facilitate themselves but also engage their children accompanying them. To capitalize this change PC has designated a place for Kids where they can play around freely. Trained instructors accompany these kids and continuously keep an eye on them in order to ensure a safe experience of plying. Moreover discount packages on meals and on room rents are also given for the children of 12 years.

- ***Married with Independent children***

When children are married, parents are free again to lead their lives on their own ways. They can spend as much of their income on themselves. Therefore their hotel visit rates increases. The can choose the hotel for hosting parties and events, for meals and for stays. According to age of the parents whose children are married, the PC hotel design rooms for overnight stays purpose. Certain Club memberships are available for people

above a specific age group i.e. the PC has few clubs for both men and women who are above 45. Health clubs, Spa and privilege clubs are the examples of that. Health clubs and Spa are specialized in giving deep massage coupled with other relaxation and tension releasing techniques for the aged people.

Customers

Nature of customers is also pretty evident in determining the target market. As it is a settled notion that different customers require different service levels.

For the aforementioned purpose PC divides its customers into the following broad categories

- Business Customers
- Leisure Customers
- Other Customers

▪ ***Business Customers***

Customers who fall in this bracket are the one who stay long nights in PC, as business people on assignment need accommodations for several weeks. PC facilitates them by providing them with unplugged internet services, business and industry journals.

▪ ***Leisure Customers***

These are the customers who are not on their business assignments but of their vocational tours accompanying their friends and family. PC targets them differently by providing them exotic and high end facilities like high pitched and vibrant evenings, pool side parties, in door shopping, different hotels such as Taipan, Bukhara, White Elephant and Jason Steak House.

▪ ***Other Customers***

The unparalleled advantage that PC has on all the other players of hospitality industry is being just at the 10 mints drive from the airport. Just because of the aforementioned reason PC is the hot spot for Foreign Diplomats and agents, portfolio

holders and local Government Officials. To ensure a safe experience PC takes extra strides pertaining to their security.

- **Behavioral Factors**

PC segments its market on certain behavioral factors as well i.e. perception, attitudes and the like. Behavioral factor which PC make use of encapsulates

Occasion Based

PC offers different services and sponsor different events in order to capitalize on different occasion. PC hosts a valentines Evening exclusively for couples at PKR 7,000. Ramadan packages are the other example of this.

PRODUCT AND SERVICES REVIEW (NAZISH MUZZAFAR & ANUM SABA)

Pearl Continental hotels are the project of Hashoo Group. Besides the hospitality industry Hashoo Group tried its hands on minerals, pharmaceutical, ceramics, technology, travel & tours and the list goes on and on.

Group Companies

Following are the ventures which are being owned by the Hashoo Group

- **Hotels and resorts**

- Pakistan Services Limited
- Hashwani Hotels Limited
- Hashoo Motels
- Hotel One
- Peral Continental
- Marriot

- **Hotels and Tours and travels**

- Pearl Tours & Travels (Pvt) Limited (rent a car division)
- TransAir Travels (Pvt) Limited

- Destinations of the World – Pakistan

- **Information technology**
 - Net-21 (Pvt) Limited
 - Tejari Pakistan Ltd

- **Oil and gas**
 - Ocean Pakistan Limited.
 - Zaver Petroleum Corporation Limited

- **Minerals**
 - Zaver Chemicals (Pvt) Limited
 - Zaver Mining Company Limited
 - Zaver Oils Limited

- **Pharmaceuticals**
 - Gelcaps (Pakistan) Ltd.

- **Ceramics**
 - Cera-e-Noor

- **Investments**
 - Hashwani Sales & Services (Pvt) Limited
 - Hashoo Holdings (Pvt) Limited

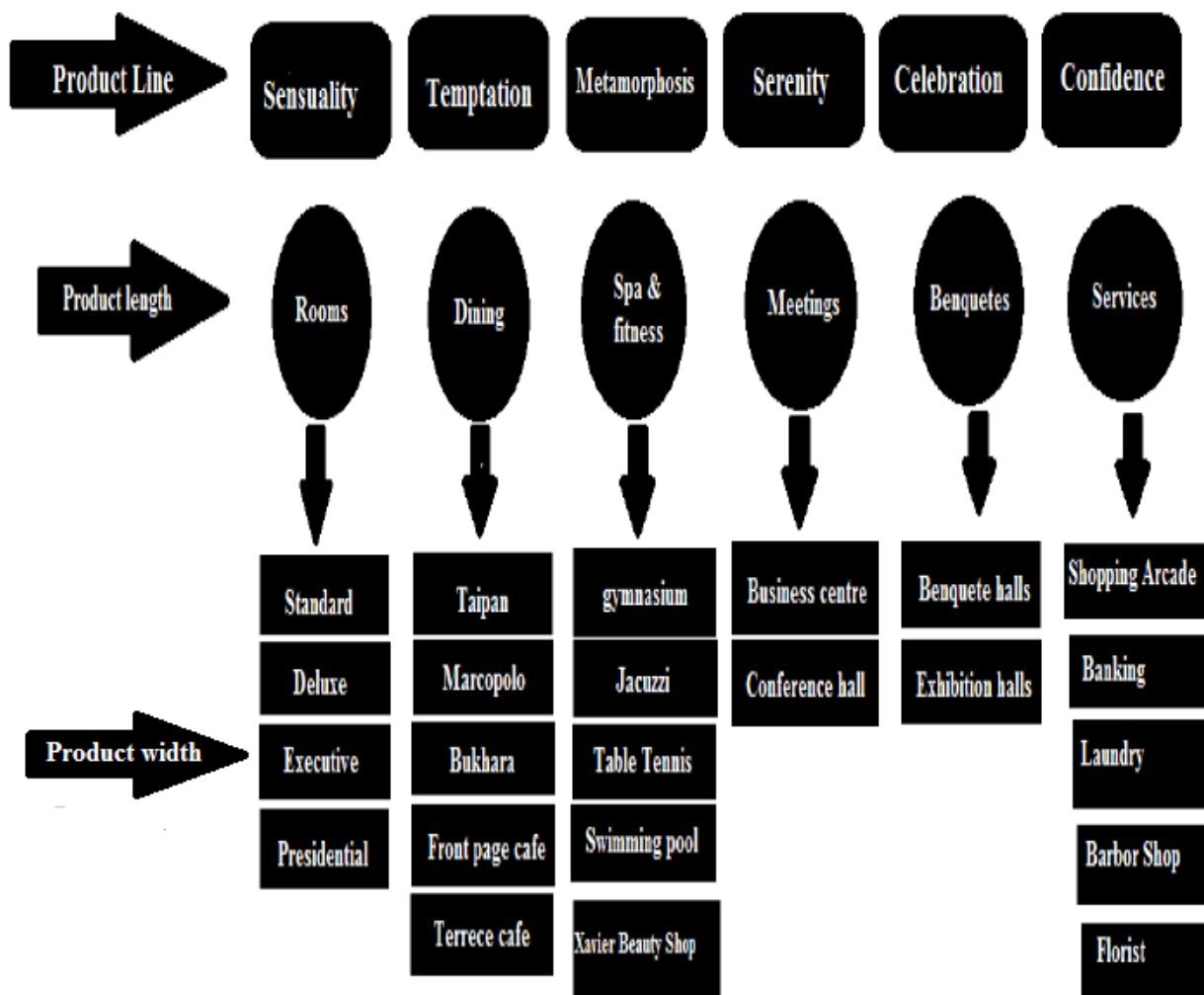
- **Trading companies**
 - Hashoo International (Pvt) Limited
 - Hasan Ali & Company (Pvt) Limited
 - Genesis Trading (Pvt) Limited

- **Welfare**
 - Hashoo Foundation

- Umeed-e-Noor

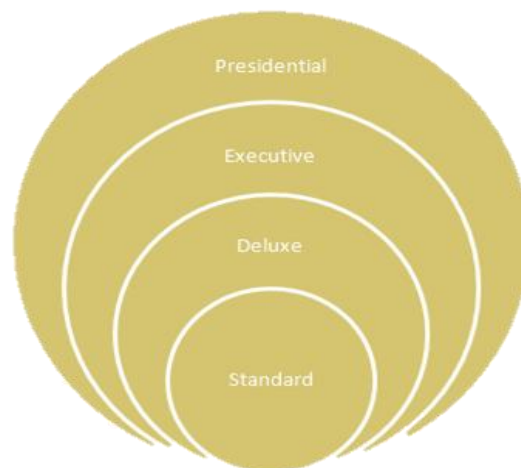
Product Line of Pearl Continental Rawalpindi

PC offers a unique and unparalleled mix of a wide array of products ranging from sensuality to celebration. PC strives hard to find a perfect match of products for its guests.



- **Sensuality (Rooms)**

Rooms are the basic source for attracting major share of customer's wallet. PC provides a wide array of accommodation facilities to its customers. They can make a choice between any one of them as per their affordability.



The room choice offered by PC encapsulates

- Standard Rooms
- Deluxe Rooms
- Executive rooms
- Presidential Suits

Standard Rooms

Standard rooms are available at faire and competitive prices. These rooms are all equipped with basic amenities. Standard room carries following vibrant features

- 24/7 unplugged wireless connectivity
- Pantry
- Room Fridge
- Uninterrupted power supply
- Electronic safe deposit box.
- International direct dialing

Deluxe Rooms

These are the rooms which are pioneer in quality and cultured ambiance. They not only encapsulate the features of standard rooms but also carry some enhanced features. These features are

- All special features of standard room
- Electronic access
- Fruit basket in each room
- Use of health club

- Use of swimming pool with steam bath

Executive Rooms

Executive rooms are housed at executive floor club. PC offers more pampered services to guests lodging at executive floor. It involves check in and checkout facility exclusively for executive floor guests coupled with a personalized butler service round the clock

Presidential Suites

Spacious suites are thoughtfully designed in rich tones, with vibrant colors, to accommodate specific need of guests. Well-appointed bathrooms, having over-sized shower and bath areas, self-contained kitchen with modern appliances, dining lounge and working area bring hostage with comfort. Decorated with unique paintings and antiques, these suites transport guests into a world of royal imaginations.

• ***Temptation (Dinning)***

PC provides a wide array of dinning services. It not only provides local cosines but also international taste as well.

PC dining facilities encapsulates

Taipan

Taipan is branded as hotel's noble venue because of its elegant ambiance. Footing through the tremendous entrance of Taipan is just like stepping into Chinese dynasty. As PC heavily depends on tourism so this dining facility is a way forward to this. The posh interior coupled with mystique is exclusively being designed to allure Chinese tourists. The warmth and professionalism in the said dining facility arrests the attention of entrants at first glance. The effect of this superfluous environment is further enhanced with the trained and well informed staff. The presentation is just as beautiful as the flavor. If you are particular about standards you will not be disappointed.

Marco Polo

Warm environment of Marco Polo has a unique blend of traditional and contemporary cuisine buffet, along with a variety of ravishing desserts. The menu includes an appetizing and diverse selection for breakfast, lunch and dinner, as well as a weekend brunch. The menu and the contemporary décor of Marco polo appeal to everyone.

Bukhara

The exotic atmosphere of Bukhara appeals every one. Delicious food arrives, in synchronization with the alive and upbeat staff revives its customers. The remarkable and unavoidable Pakistani cuisine buffet offers everything from chicken tikka, korma and biryani to an endless number of barbeque delights served in elegant traditional environment.

Front Page Café

The color theme at the Front Page Café is based on gold and silver shades framed by natural light and softly glowing wall panels, adding flair to even the most casual of midday meals. Attentive service, with an extensive menu from salads to signature sandwiches, soups, and varied spread of Hi-Tea delights its customers. The goal is to ensure that guests eat the way they love to eat.

Terrace Café

It is the brand new discovery of PC Rawalpindi. An open air café is recently been installed who's exotic and high pitched evenings allures youth.

- **Metamorphosis**

Pearl continental hotel is also providing health care facilities to its customers. People visiting pearl continental hotel are belonging to upper class so they are mostly health and fitness conscious. PC considers their values. PC is providing its valuable customers with Spa and health care packages. It facilitate its customers with a variety of health training programs, personalized fitness assessments, weight stations and much more facilities like body

relaxation massage and steam bath. Spa and fitness health care facility is featured with following features

- Gymnasium
- Jacuzzi
- Steam room
- Table tennis
- All weather temperature control Swimming pool
- Xavier beauty shop

● **Serenity**

Pearl continental also facilitates business class of city by providing meeting facilities to rediscover the art of conferencing with PC. Their customers who stay in PC's rooms can hold meetings and conferences in PC. For this purpose, PC is having fully equipped meeting halls. PC is keeping in mind the commercial and business requirements of nation. Serenity is featured with following facilities

- Business center
- Conference hall

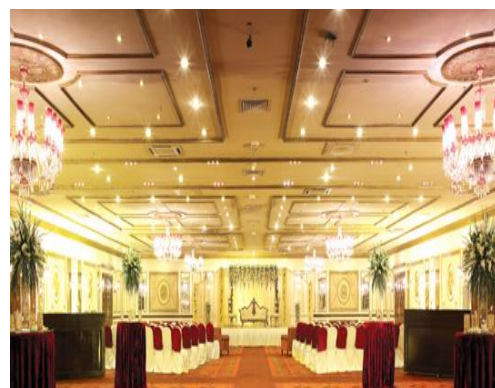


● **Celebrations**

PC provides an exclusive place to its guests for sharing their memories and moments for that PC offers.

- Banquet Halls
- Exhibition Halls

Grand Banquet halls of PC offer perfect locations for traditional wedding ceremonies, exclusive parties and exhibitions. PC takes extra strides to create an inspired wedding that will cherish forever. Superb cuisine at PC's banquets, complement the adaptable spaces to support the most demanding needs for a varied clientele.



- **Confidence (Services)**

The Pearl Continental Hotel Rawalpindi combines the finest tradition of warmth and hospitality, with a level of services and facilities guaranteed to satisfy the most discerning guests.

These services incorporates

- Shopping arcade: Bookshop, Carpets, and Antiques shop, Handicraft shop.
- Banking: United Bank Limited operates within the premises, and can take care of all your banking needs.
- Chauffer driven Cars & Bus services round the clock.
- Laundry / Dry Cleaning
- Barber Shop
- Xavier Beauty Saloon & Foot Care
- Florist
- Car Rental Services
- In House Doctor
- A baby sitter on demand.

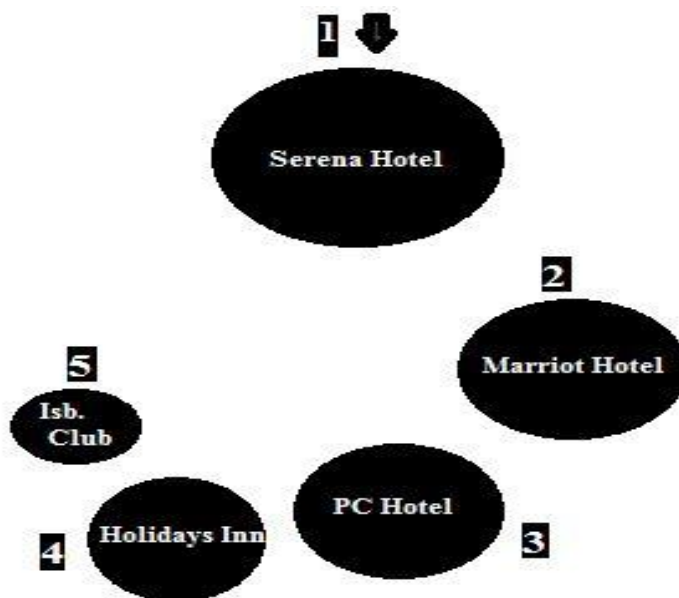
COMPETITIVE REVIEW (ANUM SABA)

Talking about marketing programs and plans of any organization, competitors are one of the major forces that do have direct influence on company's marketing policies. Same is the case with PC hotel; its competitors have influence on its marketing programs whether the program is related to its services or related to pricing. Now a day's hospitality industry is growing day by day due to new entrants in this industry. More and more people are now engaging themselves in this type of business. So any person who has interest of doing hospitality business in Rawalpindi or Islamabad is potential competitor of PC provided that it must b having 5 stars ranking in hospitality industry. Major competitors of PC are:

- Serena Hotel (5 star category)
- Marriott Hotel (5 star category)
- Hotel holiday Inn
- Islamabad club
- Ramada Hotel

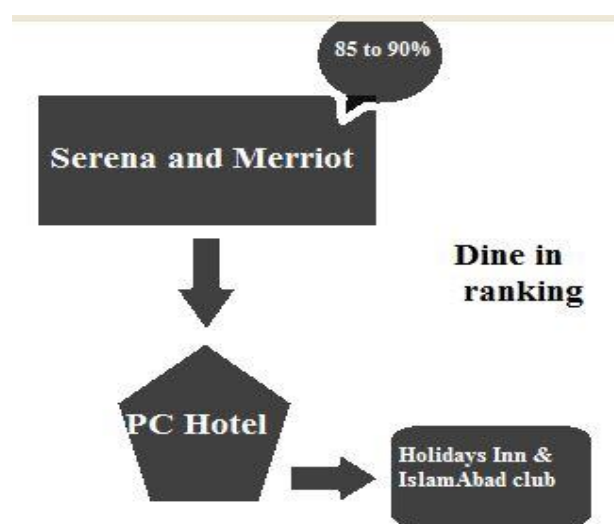
Ranking of hotels

As far as ranking of these hotels is concerned, Serena Hotel secures top in ranking. These hotels are ranked according to room occupancy (how many time they can rent in one month), dine in rate, and their growth and business rate.



Dine in rate

When talking about dine in rate, Marriot and Serena are having almost same rate. This is because they are situated in same city that is Islamabad city and also because they are having same kind of quality of food and services. The average percentage of Serena and Marriott is 85 to 90%. PC hotel is lagging behind these two. Factors that PC is facing are that PC is located in Rawalpindi and mostly target market is living in Islamabad. So it is much difficult for Islamabad people to come Rawalpindi PC for dine in. Almost all the diplomats, business class and head offices are located in Islamabad so they prefer Marriot or Serena for dine in rather coming to PC Rawalpindi. Thus it is concluded that in competition, location of PC is the major force that is affecting its strategies. In Islamabad Serena and Marriot are facing tough competition and because of this tough competition, they are providing almost same quality of



food and services. But except for this, PC is having 90% dine in rate in Rawalpindi alone. If we take the overall scenario, PC is lagging behind Serena and Marriot.

Room occupancy rate

This rate is based on per day basis. The average room occupancy rate of PC hotel is 40 to 45% of total number of rooms approximately. PC hotel is having 200 rooms so according to this calculation; PC can rent 80 to 90 rooms per day.

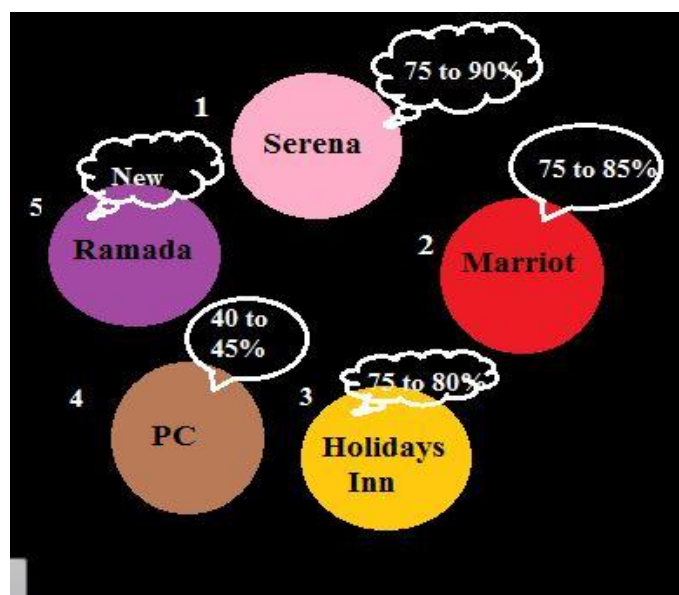
Average room occupancy rate of Marriot hotel is 75 to 85% of total numbers of rooms. Marriot has 250 rooms so it can rent 156 to 157 rooms per day.

The average occupancy rate of Serena is 75 to 90 % of the total number of rooms it is having.

The average occupancy rate of holidays Inn hotel is 75 to 80% and it is having 200 room similar to PC. Holidays Inn can rent 150 to 160 rooms per day. It is leading PC hotel with respect to occupancy rate.

Hotel Ramada is new in competition. It is having 100 rooms. Its room occupancy rate is also less but it is potential competitor as it'll grow.

A strong competition prevails among the hotels of Rawalpindi and Islamabad. PC Rawalpindi is now having competitive advantage over Marriot hotel i.e. PC RWP has won an exclusive contract for lodging of cabin and cockpit crew of Pakistan International Airlines (PIA). The same contract was given to Marriot hotel 5, 6 years back. But because of bombing in Marriot and security issues, contract was taken away from them and given to PC RWP because PC offered them cheaper room rates. PC took the advantage of situation and had contract. Serena hotel was in contract with Emirates airlines for lodging of cabin and cockpit crew but because of bombing in Marriot, all hotels in Islamabad held dangerous so Emirates ended that contract with Serena and gave the contract to PC RWP.



But except for all the things effecting PC's business, it has some advantages. For example, PC Rawalpindi is framing Kids carnival, cooking classes and regional food festival. Butt Marriot is not having these types of events.

CHANNELS AND LOGISTICS REVIEW (SANIA MUNEEB)

The term **Logistics** comes from French *logistique*, from *loger* 'to lodge' in the late nineteen century. Logistics is all about managing the flow of resources among the point of origin and the point of consumption in order to meet requirements of customers or corporate. The resources managed in logistics include:



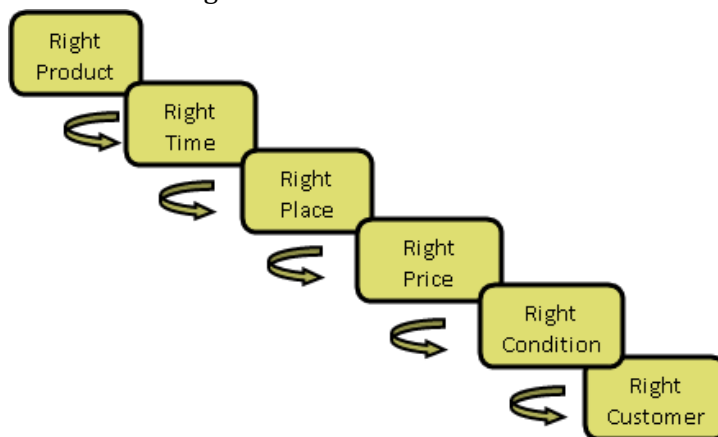
- Physical items include food, equipment and material etc.
- Abstract items include time, information and energy etc.

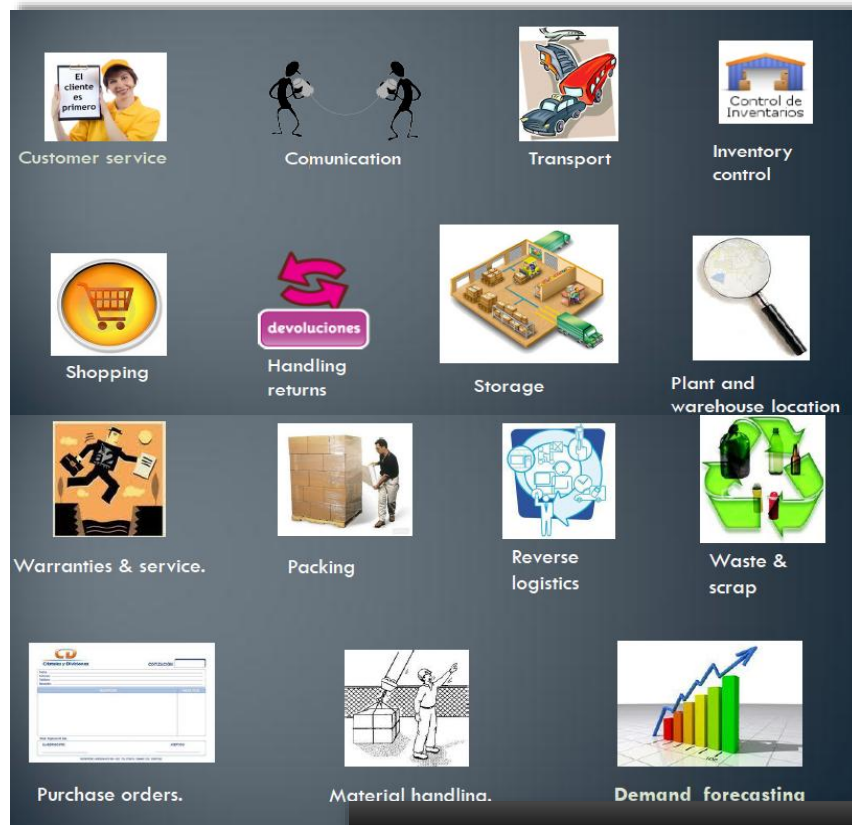
The logistics of physical items usually involves the incorporation of information flow, material handling, production, packaging, inventory, transportation, warehousing, and often security.

Business Perspective

When we talk about business then logistics mean "having the right item in right quantity at the right time at the right place for the right price in the right condition to the right customer."

Diagrammatic representation of logistics in business is as under:





Logistics Services

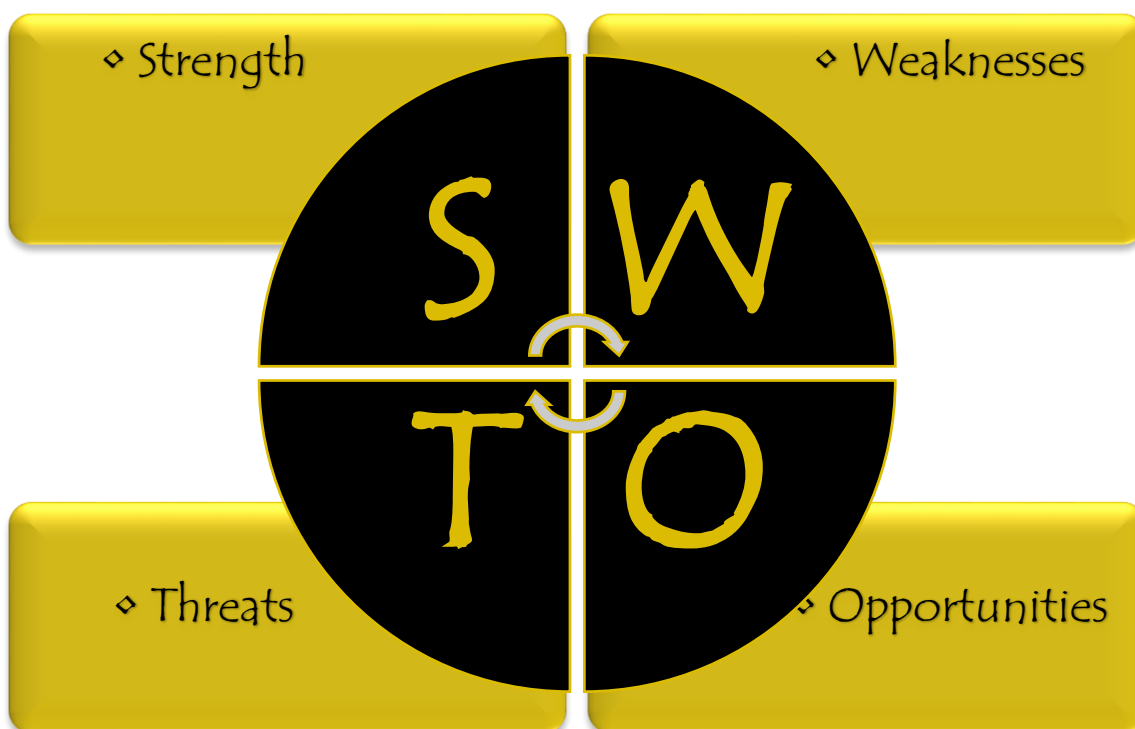
Logistic Services of Pearl Continental

As pearl Continental incorporates the hospitality industry so it has no distribution channels. But when we talk about logistic services it offers:

- Online reservation system of booking to its valuable customers. So that customer conveniently reserves the rooms of their choice at any time and from everywhere across the country.
- Front desk services for the honorable customers .It employs well dressed, educated and good looking crew for these services. Because normally such people have to deal with the customers so that's why such persons are quite decent.
- For the procurement of raw material PC use Tejari portal which provides leading software and services to fulfill the needs of today's supply management organizations. PC uses this portal for having an immediate and rapid contact with their suppliers. It uses this software for the fast procurement of raw material because in hospitality delay procurement is very troublesome for the organization.
- PC use just in time inventory system for the sake of survival in this dynamic hospitality industry.

- Pearl Continental provides transport facility to its customers by renting out a vehicle at reasonable prices.
- Pearl Continental provides up to date security to its customers and employees as well. As it installed CCTV cameras and other electronic detectors to identify and caught the culprit.
- For effective communication flow, PC uses email and other modern technology.
- For clearance of due payments PC has its own bank account and the payment is done by Head office (Karachi) through this bank account on monthly bases.

SWOT (AMMARA KAUSAR)



STRENGTHS:

- Pearl continental hotel is the market Leader in Rawalpindi market.
- PC having a strong backing from Hashoo Group.
- It have a very strong and established network of hotels in different cities of Pakistan like Karachi, Lahore, Rawalpindi, Bhurban, Peshawar, Muzaffarabad, Gawader.
- Its brand is well established and popular among customers.

- PC management takes very much care about employee's training, like international service standard compliance training.
- Having a strong IT infrastructure. As PC use "Tejari" portal which provide them modern software's for the procurement of raw material.

WEAKNESSES:

- Major weakness of PC is that head offices of most foreign companies are situated in Islamabad, so most of foreigners preferred to stay there, which is beneficial for hotels situated in Islamabad like Marriot.
- It is capital intensive and involves a huge investment.
- Some of its competitors give some luxurious facilities to their guests.
- PC having old infrastructure which is not comparable with modern and latest infrastructure of new hotels.

OPPORTUNITIES:

- PC is the introducers of the concept "Privilege Club" so it has a unique identity.
- It will gain a great market share of hospitality industry because of having a great image in the minds of the people.
- Due to significant development in tourism industry PC having an opportunity to provide privilege facility of "Electronic Check-in" to its prestige customers.
- In the previous government of PML-N, Nawaz Sharif is the first government official who is having on his credit the opening of domestic sky's for foreigner, tourists accompanied with foreign trade. So from the new government of PML-N it is expected that they might work for the improvement of tourism and trade industry, which is beneficial for hospitality industry. So PC having an opportunity to give privilege services to its domestic and foreigner customers.

THREATS:

- Entrance of new competitors like Ramada increased the competition in hospitality industry. Ramada having 100 room capacities, so it is difficult for PC to increase the sale of its 200 room's capacities as supply increased but demand remains same.
- PC has great competitors like Holiday Inn, Ramada, Serena, Islamabad club and Marriot which are growing.
- People may ignore PC and can join the competitors.

- Political instability and terrorism have a great effect on hotel industry, having a biggest threat for PC.
- Due to enhance cost inflation, prices of raw material increased, which consequently increased the cost of its services.

OBJECTIVES AND ISSUES (SANIA MUNEEB)

OBJECTIVES

- The foremost objective of Pearl Continental is to be the best service provider in hospitality industry. It aims to provide quality services to the prestigious customers to win a huge market share.
- To align the traditional hospitality with the today's dynamic trends.
- To get outstanding growth by improvement in services, décor and facilities.
- To get the maximum market share in hospitality industry as previously it was having a share of 28 to 30%.
- Provision of advanced services to rebuild and enhance the image of Pakistan among the rest of the world.
- Provision of environment of professional enhancement.
- To maintain and add to its identity.
- Provision of services according to the international standards.

ISSUES

Now a days, competition among the organizations increases. Due to this stiff competition hospitality industry also faces certain hardships like new entrants and price wars etc. Various challenges which are confronted by Pearl Continental are as under:

- The foremost important issue is new entrants like Ramada, a new hotel in the hospitality industry having a room capacity of 100 poses a challenge for PC to survive in that environment.
- Next core issue is the oversupply of room nights and static demand among the customers. Means excess number of available rooms for night stays but demand from the customers remains same. As PC has almost 200 rooms which are categorized under standards, deluxe, executive class etc. PC has a total room night capacity of about 6000 (200x30) per month. When Ramada enters in the market with a total room night capacity of 3000 per month (100

x 30) .Then total room capacity increases and it is difficult for PC to sell its room capacity. Because in market demand for room nights remains the same but the suppliers increases and this over supply results in price wars among the PC and its competitors.

- Due to the price wars among the competitors it is difficult for the PC to recover its cost. Consequently, prices of the offered services increases.
- Another issue is regarding the infrastructure of PC. As PC was set up in the era of nineties'. So its infrastructure is old and not up to the modern trends. So a hotel which is set up currently with new and attractive ambience and innovative services poses a serious handicap to PC.
- Political and economic instability also poses serious problems. As due to terrorism and deteriorating law and order situation, tourism industry suffers. This indirectly affects the hospitality industry. Because when there is un-peaceful environment no foreigner visits to Pakistan and resultantly revenue of hospitality industry decreases.
- Inflation, one of the most crucial issues in hospitality. This results in the increase in the prices of raw material (cost inflation) and consequently prices of all offered services increases.
- Geographic location of PC also poses a little bit problems in attraction of customers. As all the corporate and government main offices are in Islamabad so all diplomats and other foreigners directly visits to Islamabad.

MARKETING STRATEGY

POSITIONING (MAMOONA NAZ)

“Market positioning is arranging for a service to occupy a clear, desirable and distinctive place in the minds of the target consumers relative to the other competitors in the same industry.” In this manner the customers are able to define the services on the basis of the important attributes that the product or the service has.

Logo:

The logo of PC hotel itself gives away the feel of luxury and aestheticism. The logo is simple but the use of font and color make this simplicity a beauty.

- Gold color speaks of the royalty, while being used with a calligraphic font.



- Black is for the modernist approach, incorporated with a font that is simple and together they speak of the modernism vested with simplicity.

This logo is embedded upon every cutlery piece of the restaurant and diner and is embroidered upon everything from pillow to the bath robe to give everything the ownership of PC hotel.

Positioning:

The management at PC plans to distinguish their services by taking them to the zenith of the satisfaction. To make a greater position in the hotel industry, the hotel identifies possible competitive advantages, it must offer greater value to the chosen target segments, by offering more benefits to justify the higher prices and...

“Making things better not bigger”.

The key positioning attributes of PC hotels are:

- PC management targets the elite class and people of extraordinary taste in hoteling, to grab such a market segment it pursues different tactics and strategies that make it stand out in the crowd of the 5 star hotels in the market.
- They provide extreme comfort and luxury to the customers making them feel special, they feel as if the services were designed exclusively for them for their needs and wants. They are provided with the high end facilities and service, best in every aspect.
- PC hotels are positioned as the 5 star hotel chain that provides state of the art interiors and infrastructure with the roots penetrating deep inside the Pakistani culture.
- The fusion of technology and culture to provide comfort and satisfaction is at the best in PC hotels. They pursue MORE FOR MORE strategy. While more in the offer being high quality, effort and fine products and services; for prices that are high to position the image of high quality. People come here for the luxurious services and pay for such services happily.

Value Proposition

“The Pearl Continental Hotel Rawalpindi combines the finest tradition of warmth and hospitality, with a level of services and facilities guaranteed to satisfy the most discerning guests.”



While entering the PC hotel each step speaks out of luxury and care that is put into it, let it be the security staff or the management itself. It has finest of the tradition, latest of the technology, and everything that can be asked for a 5 star hotel, it is what the customer has in his mind while booking a reservation at PC Hotel, LUXURY and COMFORT. It has received the prestigious 5-STAR INTERNATIONAL HOTEL AWARD, for such outclass services and the ambience, it provides to the customer.



"Our Guests make up our image" PR Manager-PC Hotel

Despite the simple concept of a hotel, PC is catering for corporate gatherings, seminars, conferences, symposiums, carnivals, festivals, sports galas and other events under one roof this adds up to the brand image of the luxurious PC Hotel Rawalpindi that is the only place in the

vicinity for such holdings, in addition to that PC Hotel acts as a brand ambassador of the country as it is always in the preference of the ministries to entertain the delegates and other dignitaries in this Hotel.

Niche of Pearl continental

The point of difference of Pearl continental with other 5 star hotels is that it is one of the few 5 star hotels in Rawalpindi that is at Ten minutes' drive from airport. They provide the best quality features of international standards to their customers which other hotels in that location does not serve.

MARKETING RESEARCH: (TAYYABA GUL NIAZI)

While taking interview from the marketing head of PC, it was revealed that the major strength of PC hotels is that they are always up to date with the current market trends as well as needs. They do not have an orthodox environment rather they keep on adapting to the changes in market. All this becomes possible mainly due to effective market research. As PC also deals with its foreign customers so in order to meet international standards, research is done on a large scale with wide scope.

Market research help the management analyze the situation of customers' attitude and buying behavior towards any product or service that is being offered or is to be offered in future. Moreover it helps to forecast the demand of its targeted customers. It all contributes further in decision making by the management. For example as a result of a research conducted, it was found that most of the customers are business travelers. So management ensures the modifications in their products and services according to the demand of business class that may include factor of convenience etc. Another research found the interest of youth in visiting PC hotel at times, that further resulted in the opening of Terrace cafe in hotel which mainly targeted young people.



Research Approaches for the Collection of Data:

- **Secondary Data**

The marketing intelligence system and marketing information system is being utilized effectively while collecting secondary data.

The **Marketing Information System** at PC comprises of,

- Sales information system
- Databases of customers

It provides useful information regarding the sales of specific product or service on daily basis which helps to forecast the demand. Moreover the databases of customers are also used for collecting secondary data as it contains every customer's name, address, and previous transactions and sometimes even demographics and psychographics. It helps the management to rank the customers according to user's status so that they can be approached easily whenever required.

The **Marketing Intelligence System** at PC is also very active that contributes to obtain everyday information about developments in the marketing environment. The major source of getting information regarding customers' preferences and competitors is **Internet** where such information can be collected through online customer review boards, discussion forums, chat rooms and blogs and social networking sites. Other means of collecting marketing intelligence are,

- Employees
- Government Data Resources.
- Newspapers and Trade Publications

- **Primary Data**

The most common research approaches used for the collection of primary data by the management are:

- Surveys
- Focus groups

Customers' actual purchases provide the behavioral data that also contributes in analyzing the current trends as they might differ with the preferences that have been stated in surveys etc.



- **Research Instruments:**

The research instruments used for the collection of primary data are questionnaires, qualitative measures and sometimes the use of technological devices.

- **Contact Method:**

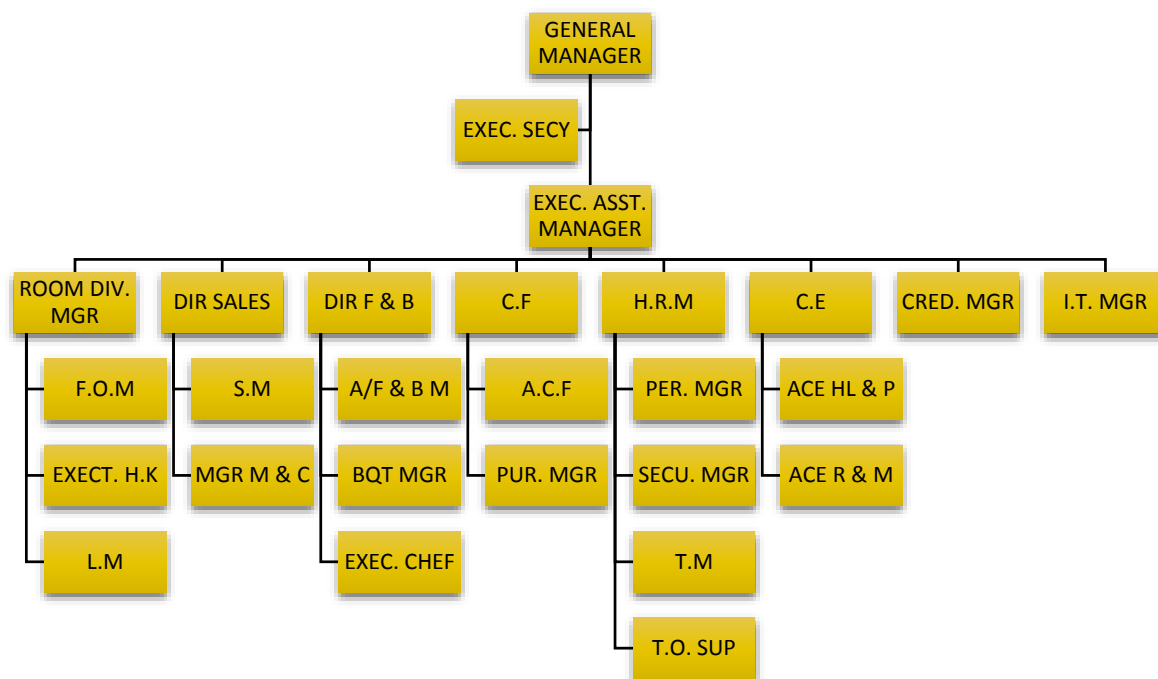
The preferred ways of contacting the subjects are by mail, by telephone or online contact. As most of its customers are educated and belong to the business class, they are mostly contacted through email or online contact. In case of surveys personal contacts are made.

- **Decision Making:**

Once the whole process of research is done, there comes the final stage of making the decision. There is no specific R&D department at PC hotels, rather things are decided after brainstorming by managers of different departments. Research findings provide them with an insight for making the decision regarding launch of any new product or service and improvement and adaptation of the existing ones.

MARKET ORGANIZATION (ANAM SALEEM)

The general manager PCHR holds the entire authority over the hotel. This authority is further disseminated onto the employees layer by layer.



Role of marketing in Pearl Continental

In the changing world marketing plays a very important role for the survival of the any organization. Marketing is not only needed to communicate new products but also for the development of a new product. Price of the product are also determined through marketing.

PRODUCT/SERVICE STRATEGY (ZARQA ZAREEN)

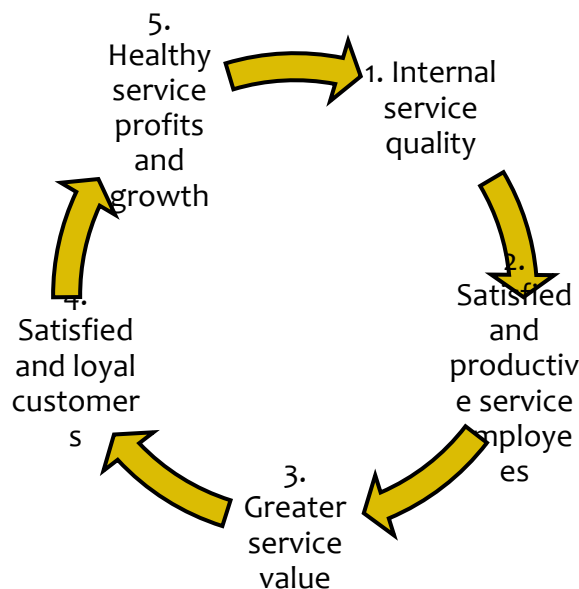
Product is anything that can be presented to a market for attention, acquisition, use or consumption that might assure a want or need of the person. Product includes both the physical as well as intangible components which have no physical evidence. A physical product includes goods while on the other hand the intangible things include those of services. Services are the temporary stipulation of a products or the performance of an activity intentionally to satisfy certain need of buyers. They can get advantage from the services but cannot own it. Many of the organizations in our country provide a service which includes services provided by schools, hospitals and other welfare organizations. Hotels also provide services which are intangible. The

organization that we selected had versatility in their products as well as services. Pearl continental is well known for its products, services and facilities. Pearl continental is having a prominent image in its service providing sector. It has established a dominant brand name in the industry. The ownership of this hotel is in hands of Hashwani's group. Number of pearl continental a hotel in Pakistan is about 5. This hotel is having a dominant position in the category of five star hotels. In addition to this the hotel is providing the best competitive services. This hotel provides its services 24 hours a day however they have the product just the same.

Marketing Strategy for a Service Firm:

"Make it better not bigger" this statement tells us about the attitude of the PCHR towards the growth of their business regime. They are patronizing quality over the quantity, it helps them to position themselves as the quality providers and ultimately enables them to charge higher profits while providing higher value. In services the organization has to tame the employees who provide services for which PCHR is using the service-profit chain.

- **The Service-Profit Chain**



In this kind of chain the employees that interact with the customers are made happy, satisfied and contented so that their behavior becomes favorable ultimately putting a great positive impact upon the customer. If the employee is not behaving as he should the PCHR management sends him on training if needed or motivates him otherwise if not monetarily.

Internal service quality

Superior employee selection is done at PCHR which follows training in a quality work environment, and strong support for the employees that deal directly with customers, this results in...

Satisfied and productive service employees

These satisfied, loyal and hardworking employees give way to...

Greater service value

Satisfied employees become the life blood of greater and superior service value at PCHR that create...

Satisfied and loyal customers

Greater the value of the service at PCHR, greater is the loyalty of the customer, who will intend to repeatedly come and indulge into these services creating...

Healthy service profits and growth

These satisfied customer increase the profits of the PCHR creating more opportunities of growth while this process increases the quality of the services.

• **Managing Service Differentiation:**

PCHR needs to keep the service differentiation at an optimal level. For which it keeps on training and refining the staff that provides such services. Being a hotel it needs talented, patient, articulate sort of staff that can handle every kind of customers especially those who are annoyed in some way by managing to win their hearts to ensure their future visits.

According to PR. Manager PCHR “you cannot tell a customer to drink 7-up because sprite is not available, our workers will do whatever needed to provide that Sprite bottle even if they had to go to the market to fetch one... it is up to the how they will make the customer wait for it, they might have to offer them discount or a free membership to stay patient for 10 min. This care and respect differentiates us from others in the market.”

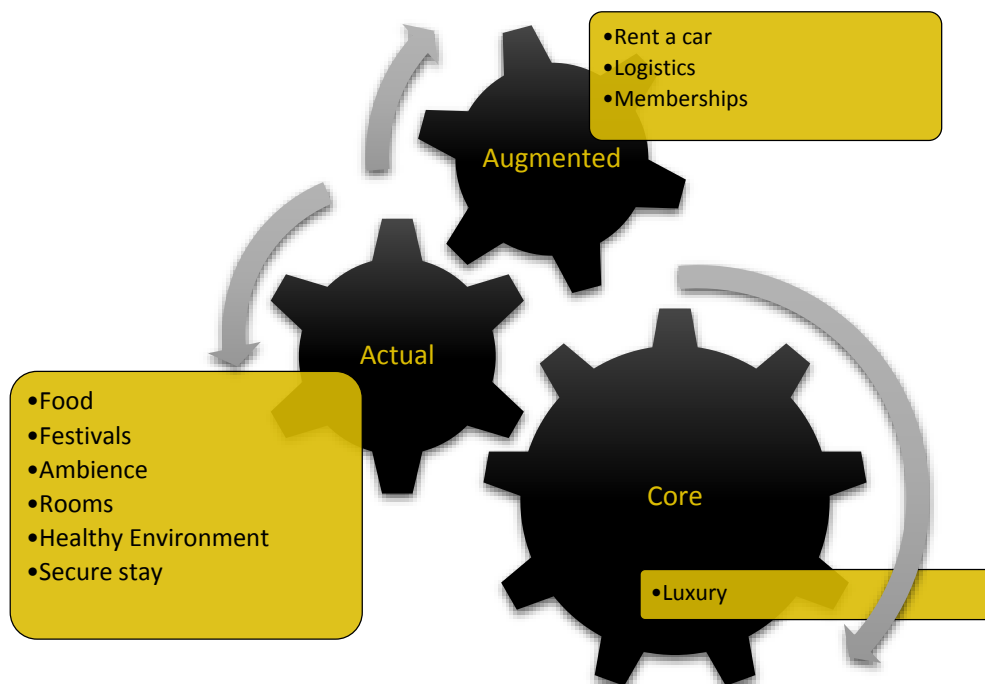
• **Managing Service Productivity:**

PCHR's overheads are very high due to the expensive infrastructure the employee are given very stumpy salaries due to the costs. To eradicate the dissatisfaction due to the low wages they keep them motivated by holding different awards that are monetary in nature which gives them a chance to compete and stay lit up to delight the customers with their smiles.

• **Managing Service Quality:**

According to PR. Manager PCHR," we keep a standard in every one of our services, from dining table to bed every customer will find same tasting food and same level of comfort in sleep if they are enjoying same services, but we do bend our services according to the mode of the customer obviously using our data base, if a customer had ordered king size bed last time, this time he won't have to ask for it. If he had Chinese cuisine this time it would be on top of the menu. This is what makes them feel special and perceive the services tailored for their needs.

Level of Product and Services:



PRICING STRATEGY (SUMRA ARIF)

“Price is the amount of money which a customer pays in order to purchase a good or service”.

Price is key element, it directly relates with the generation of revenue and has some psychological impact on customers too, they perceive high price product or service as good quality product or service and low price as bad or low quality product or service. This perception has made price a bait to grab customers of different sorts. To select and establish a price worth for an offering a company has to go through different stages underlying different criteria.

Setting Pricing Strategy:

- **Pricing Objective.**

Product Quality Leadership.

Pearl continental is a well-known brand and has a strong position in the hotel industry, they provide comfortable and luxurious services to their customers that's why they have more elite customer's loyalty for their brand. They charge high prices for their services to mention themselves in the product quality leadership.

Survival.

Pearl continental is more customer oriented, they focus mainly and only on their customer's satisfaction and comfort, whatever cost they have to incur in order provide all the facilities for their customer satisfaction they incur that is why their overheads are high. So in order to survive in the market of 5 star hotels they charge high prices for their services, portraying the quality they have installed.

- **Determining Demand.**

Inelastic Demand.

“Demand is said to be inelastic when no change occurs in demand with the increase in price”.

Pearl continental services demand is in elastic, increase in prices has no effect on the demand for their luxurious services, as their customers belong from the upper class

(high level of income), tourists from different countries, political dignitaries and businesses, who perceive high prices as a sign for good quality and luxury, and they rather not bother about the prices, keeping the demand constant or inelastic.

- **Pricing Method.**

Perceived Value Pricing.

In perceived value pricing companies price their products or services on the basis of customer's perception (what is customer's perceived value) .Pearl continental hotels position themselves as high quality service provider, so they have to charge high prices for their services to be perceived as quality and exclusive provider for what they offer.

Ongoing Prices

They prices of the offerings of PC hotel are ongoing. They change with the slightest change in the menu as they cannot keep the prices same for the differentiated products. Events and festivals in the vicinity or in the country as a whole affect the prices at the hotel as more customers tend to point toward PC when it comes to the event management, to keep their services far from the reach of the normal people they have to raise price offering exclusively to the people of higher income levels while protecting the brand image.

- **Selecting the Pricing Strategy**

Based on all these factors PC Hotel has come up with different price charts, given below are the latest rates for the room services, for a single adult for a single night stay.

	Standard Double or Twin PKR 13,293.45		Executive Double Room PKR 15,262.86
		Deluxe Suite PKR 31,510.41	

These prices change with the change in the services at the will of the customer. The prices for food items are not fixed they keep on changing while on the festivals fixed price buffet dinners are arranged.

Price Adaptation Strategy:

- **Discount**

“Discount is the straight reduction in price on purchases during a stated period of time.”

Pearl continental gives discounts on events and festival, special offers in ramzan and gives discount to the customers that reserve more than one room and to those who are their loyal customers.

- **Segmented Pricing**

In segmented pricing, the company sells a product and services at two or more prices where the differences are not based on cost.

Location Pricing.

In location pricing different prices are charged for different location even though the cost of offering each location is same. Pearl continental charge different prices for different rooms, they charged high price for rooms overlooking the pool.

Customer Segmented Pricing

In customer segmented pricing different prices are charged to the different customer for the same product or service. Pearl continental charges different price to the customers who have PC member ship card. In addition to that adults are charged differently and children are charged differently.

Psychological Pricing

Pearl continental set high prices for their services to indicate that these services are of good quality or special. Their target market is comprised of mostly elite class which have psyche that the high price product or service is of good quality product or service.

They perceive high price as symbol of high standard so prices are set high to cope with their perceive value.

Buyer Reaction to the Price Changes.

Pearl continental has strong brand recognition. Their customers are from elite class who have perception that high prices products or services are of good quality so whenever they increase their prices customers perceived it as sign of better quality service, the quality of service is being improved.

DISTRIBUTION STRATEGY (ANUM JAVED)

Among the four elements of marketing mix, Product distribution is one. Distribution is the process of making a product or service available at user end through direct or indirect means i.e. intermediaries. Pearl continental is a service industry so their distribution aspect is linked with the intermediaries who provide the supplies to the Pearl Continental and help them to provide best services to the customer. So, PC Hotel has a level zero channel which means that it has no intermediaries. All distribution of materials is made by individual suppliers. They have suppliers at the back end who distribute PC hotel the required products so that PC hotel can serve their customers in a better way. So, let's see the back end supplies to the PC hotel who contribute in making possible the availability of products and services for customers of PC hotel.

Suppliers:

A business cannot sell a product or service without being able to make or buy it. So the suppliers play a vital role in supplying the goods required by any company as it plays a critical role in achieving marketing success. So, Suppliers of PC hotel are important in running the PC hotel business. PC hotel is one of the leading hotels in Pakistan. So, for best quality they import the food material in order to provide the quality food to the customer and also they have the best of imported equipment. PC hotels have a computerized system and a management information system which helps to feed the records of supplies they have and how much they needed. Their supply chain management system shows that which particular supply is ended or about to end.

- **Food Supplies:**

The PC hotel makes contract with the random suppliers. PC hotel give contracts to the different companies. Their contact time period vary according to the product requirement.

The supplies for the basic food products like wheat, rice etc. are purchased in bulk so they have registered suppliers for these products and with them have a very long duration contract around 4 to 6 years. Nestle, Coco Cola, Pepsi and Unilever are among the top contractors with the PC hotel.

- **Guest Supplies:**

The PC hotels have suppliers for room supplies like bed covers, bed sheets, curtain, towel, carpets, shaving creams, hand wash, lotions, face wash etc. PC hotel have a contract with a particular cosmetic company.

NIVEA Pakistan and Gillette has contract with PC hotel for supplying cosmetics and shaving creams for hotel rooms. Kohinoor Textile Mill is having a contract with PC hotel to supply bed sheets and curtains. PC have contract with Philips for tube lights, bulbs etc. but now they have a contract with Orient. PC hotel have also suppliers for crockery, furniture, soft drinks, napkins, stationary, electronics, washing powder, cooking oil etc.

Market Intermediaries:

PC hotel have no market intermediaries because PC makes contract with different companies to supply them the things. PC Hotel is not concerned with the shipment, transportation and other distribution channels. It is the responsibility of those suppliers to supply the hotel the goods it needs.

MARKETING COMMUNICATION & PROMOTION STRATEGY (ANAM SALEEM)

Marketing Communication Mix

Although Pearl Continental is a well-known brand in Pakistan and when it comes to Rawalpindi Pearl Continental is very popular among their loyal customers. They have very well defined target customer which is Rawalpindi's upper class.

Being part of this modern world where “when out of sight is out of mind” communication plays very important role in building brand equity and increasing sales. For this purpose Pearl Continental is using a Marketing Communication Mix.

- **Advertisement**

Pearl Continental does advertise their new products and services through print media mainly in newspapers.

- **Sale Promotions**

They also give sales promotions to their customers like third member is free when two dine in or third night free stay if you stay for two nights.

- **Direct Marketing**

Pearl Continental maintains the data base of their customers so that they can directly inform them about the new or improved products which save their cost and have a huge impact.

- **Interactive Marketing**

Interactive marketing is online activities through which they can interact with their customers and know their feedback. For this purpose Pearl Continental have their Facebook Page and form on their website.

- **Word Of Mouth**

Positive word of mouth is very important for any hospitality business so as for Pearl Continental. They do their best to satisfy their customers' needs and demands from any soft drink brand or kind of pillow.

- **Personal Selling**

Pearl Continental is doing personal selling to their value customers and make contracts with them for different occasions like business meetings, interviews or exhibitions.

Developing Effective Communications

For effective communication it is necessary to identify your audience (target marketing); their attributes, needs and wants so that one can correctly pin point customers and fulfill their need.

- **Target Market of Pearl Continental Rawalpindi**

The prices of the PEARL CONTINENTAL are relatively high as compared to other hotels in that area. The target market of PEARL CONTINENTAL is the upper class with higher income, people of Rawalpindi and foreigners visiting Rawalpindi.

- **Objectives of Communication**

Category Need



Whenever Pearl Continental adds a new service to their product line they do advertisement. As when they lunched Terrace Cafe, Pearl Continental they advertise that on different media like Facebook. Now a day they are promoting cooking classes on their Facebook page.

Reminder

Pearl Continental is well known brand all around Pakistan but they use to advertise their brand in print media very often so that people can remember that they are still there to serve their unmet needs with excellence.

Design the Communications

Design of communications should include three elements

- **What to say?**

What to say is the message to convey. Whenever there is an improvement in the products and services there is a need to communicate to the world about the change to attract the new customers.

- **How to say it?**

How to say is the content of the message. The best way to communicate is through graphics or images that contain the full information about the product. Pictures of Pearl Continental are the best way to say this.

- **Who should say it?**

What is the medium through which the message is communicated? Like newspaper and internet. Pearl Continental is different effective medium for this purpose.

Channels of Communications

Channel for effective communication plays a very vital role. If a message properly design but the channel used is not appropriate then it will fail to convey the message which is supposed to be delivered.

The Pearl Continental is using both personal and non-personal marketing for communication and for this purpose they are using different channels.

- **Personal Communication Channels**

In Personal Communication the communication is usually one to one. Pearl Continental use to keep the data base of their customers' weather business or individuals so they can connect them and upgrade themselves according to the new demands of customers.

Telemarketing is the one basic channel for personal selling through this message can easily get communicated to the target audience. The advantage of using telemarketing is that it is very cheap and fast.

Another channel which is being used in the personal selling by Pearl Continental is e-mail as they use to take and maintain customer's data base they their new products and services information of customers through e-mail which is also cost effective and fast.

- **Non Personal Communications**

Non personal communication is also known as the advertisement or one-to-many relationships.

Media

Pearl Continental is using print media (newspapers), internet (Facebook) and display media (billboards) for the advertisement purpose.

Event and Experience

Pearl Continental conducts an annual event to promote PEARL CONTINENTAL, where they share their success and experience with inside and outside world.

Marketing Communication Budget

Marketing budget of Pearl Continental is very high. They spend a very huge amount on marketing every year so attract new audience, retain old customers, for marketing research, to build brand equity and maintain relationship with their loyal customers.

Design of the Media and its Effectiveness

The media which are being use by the Pearl Continental are Print, telemarketing, internet, and billboards.

- **Reach**

The reach of newspaper, telemarketing, and internet is very large. The educated and upper class of Rawalpindi use to read newspapers, use telemarketing, internet in their daily life so the reach of the message is high. Billboards have a direct reach to residents and visitors of Rawalpindi and Islamabad.

- **Frequency**

The frequency of all these mediums except billboards is low because one might pass by a billboard twice or trice in a day.

- **Impact**

Impact of personal selling is high as compared to personal selling. So telemarketing and internet have large impact on the target customers and helps to bring the desire results.

Choosing Among Major Media Types

- **Target Audience Media Habits**

The target is upper class which is educated so they use newspaper and internet as medium.

- **Product Characteristics**

They are in servicing business so the benefits and niche feature will be better expressed through images.

- **Message Content**

The content of message is comfort and ease which Pearl Continental provide slides and images will be best to convey the message.

- **Cost**

Cost in advertisement is of very importance in any marketing budget. So Pearl Continental is using print and electronic media as it is cost effective.

Alternative Advertisement

- **Television/Radio**

Pearl Continental is not using radio and television although they have huge impact. Cost of these mediums is very high as compared to other which they use so they are not using any satellite channels.

- **Telemarketing**

Telemarketing is one of the most common medium being used these days so Pearl Continental is also use this taking advantage of maintaining database.

- **Billboards**

Pearl Continental is using billboards to display their ads in Rawalpindi and Islamabad as well whenever a new festival arrives.

- **Internet**

Pearl Continental is using internet (Facebook) for promotion purpose to attract their customers. Use of internet is a very cost effective and has a huge impact.



ACTION PLANS (ANUM JAVED)

Planning plays a very important and vital role in the success of any organization. Similarly, PC hotel do have some action plans on Short, Medium and long term basis. PC hotel decision making process is decentralized. Every employee can participate in giving an idea and making plans for the betterment of PC hotel. PC hotel is following the concept of strategic planning.

STRATEGIC PLANNING OF PC HOTELS

“Without a strategy the organization is like a ship without a rudder, going around in circles. It’s like a tramp that has no place to go to.”

PC hotel has strong image and recognition in the five star hotel industries. PC hotel has an effective strategic planning both at centralized and decentralized level with the help of which PC Hotel tries to compete with the changing marketing opportunities.

Action Plans of Pc Hotel:

- **Terrace Café Modification:**

The terrace café is recently opened up in PC hotel on April 5th, 2013. The terrace café offers has an amazing location to relax and enjoy with friends and family. The terrace café is a suitable venue for any occasion, corporate function or social outing and it is perfect for any meal of the day. This terrace café is getting so much popularity and earning revenue that PC hotel is taking action to modify it further by modifying its look and adding some more space for it.



- **Bukhara Name:**

Bukhara is a traditional concept of PC hotel where the delicious food is being served in sync with the tunes of the poetry and melodies sound of ghazal singers. PC hotel is taking an action to change the name Bukhara and give a new name to revive back its impact and attract the customers more towards it.



- **Infrastructure:**

The infrastructure of PC hotel Rawalpindi is quite of old style. So, PC hotel is taking an action to renovate the building and make it attractive place for the customers and visitors and to make it at the competitive level of Marriot Islamabad. PC hotel is introducing new Chilling system, Rooms Renovation and new style



Elevators. So, as a whole PC hotel is taking action to change the overall look or at least to modify it for more customer attraction.

• **Kids Carnival:**

PC hotel organizes different festival and functions on routine basis for fun and entertainment. PC hotel organizes Kids Carnival which is a fun family gathering. PC hotel is taking a short term action this summer holidays to organize this kid carnival festival on routine basis all



summer long so that kids can enjoy their summer holidays with PC hotel. Beside this they are planning to have activities like:

- Ice Cream Festival
- Talent Hunt
- Children Theater
- Summer Camps
- Swimming Gala
- Special Birthday packages
- Kids menu will be introduced at the rock café

• **Cooking Classes 2013:**

PC hotel is taking an action to organize cooking classes for ladies so that they can learn the best cooking recipes from the best five star hotel of Pakistan which is PC hotel.

Their objective of doing so is to make ladies good chefs through these cooking classes. Beside this PC hotel is planning to organize several activities related to women on quarterly basis like:

- Food and Nutrition
- Interior Designing



- Floral Art
- Fashion Designing

These will be sponsored programs, which will be both educational and recreational.

• **Media Recognition:**

No doubt PC hotel is one of the best hotels in Pakistan. People have a strong brand image of PC hotel in their minds. But still in this competitive era PC hotel also have to make good relations with the media to maintain that positive image. So, PC hotel on routine basis make a press release for cultural events in PC hotel, any new service being offered and highlights the prestige events taking place in PC hotel in order to grasp attention of public, top businessmen and media persons and politicians to avail the services of PC hotel.

• **Corporate Social Responsibility:**

CSR concept is getting popular in corporate sector of Pakistan. Likewise, PC hotel is making an effort to involve themselves in CSR activities more to show responsibility towards the society. So, PC hotel is taking an action to contribute more and more regularly to social, humanitarian and environmental projects especially in the following non-profit organizations:



Energy Conservation Week

- Shaukat Khanum Memorial
- Foundation House
- Special Persons Rehabilitation Center
- SOS village
- Pakistan Blind Cricket Council

BUDGETS (MAMOONA NAZ)

Finance is the life blood of any activity regarded as business, without finance nothing can be done or achieved as it is needs to be ploughed and then the investor becomes able to harvest the gains.

In marketing such finance is needed to achieve superior value for the customer by creating long term relationship with them, such relationships are made real and worth having. CRM, MIS, Ad campaigns, pamphlets, brochures and everything comes for a price that can only be satisfied by the resources either human or financial, but ultimately it is the finance that gets everything going, which makes it indispensable.

In PC Hotel, different standards have been set for the budget, recognizing the needs and objective and their potential gains. For the department concerning sales and marketing the lens focuses on the targeting the potential clients by giving them an assortment of attractive offers by the already decided media (print, electronic, or mobile). This decision of media selection is backed up by the budget.

in past the revenues had been going down according to the Director sales and Marketing PC hotels, but recently the sales have started to shape up in the result of the different carnivals and festivals held in the recent past, this have provided them with an opportunities to invest in the marketing strategies to attract more customers for which they have to change their communication strategy that is going to cost a lot but it is essential to secure the future revenues.

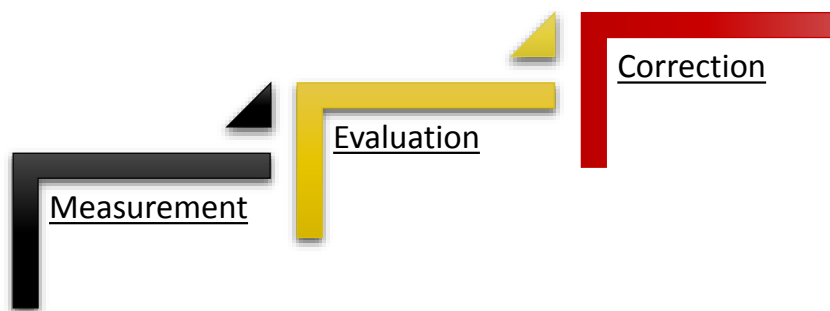
In 2012 the sales revenue was 3.2 billion that just resulted from the rooms. Seeing such turnover of marketing activities the department was allocated more funds. The slice of the finance the came into the platter of the



marketing department this year is 200,000 million to 300,000 million for rooms and 200,000 million to 1500,000 million for all other products and services. Such huge piece of cake has made it possible for the marketing department to experiment with the products and rejuvenate the image.

CONTROLS (MAMOONA NAZ)

“Controlling means and includes evaluation of the actual performance on the standards already defined to achieve the desired results, and take corrective actions to achieve what is desired.”



Control is important for any organizations, but for PC it is far more important. It is essential to inquire whether everything is working as ought to be, to circumvent misuse of empowerment by the staff along with the management, to protect hotel from some unexpected catastrophe in the market, or as for the security, or on the marketing grounds any dissatisfaction that can create bad word of mouth.

CONTROLLING THE PERFORMANCE OF EMPLOYEES

The hotel doesn't use the complete process of monitoring rather trust is devolved upon the employees. Their system just processes the performance of the workers and then allows managers to take immediate and appropriate actions to rectify the nonconformities and shortcomings in the standards.

GAUGING THE PERFORMANCE:

The employee performance is measured by taking a 360° view: the managers' own observations, reports given by the superintendents and co-workers etc. make up the employees appraisal. These sources enable managers to get fresh, complete, formal as well as unfiltered

information of the employee's performance. The managers, get data regarding the conduct of employees at work place, employee, satisfaction absenteeism rates, turnover intentions etc.

TAKING CORRECTIVE ACTIONS:

The concept of controlling in hotel management is slightly different when it comes to the comparing or matching the performance, they have to move directly towards necessary corrective actions so that the mistakes could be undone before they worsen the situation. If any unexpected behavior arises from the employee side the manager must come into an immediate action to get the things going without interruption, sometimes they have to take elementary remedial actions to eradicate the source that had triggered the deviation. While taking instant actions the managers at PC Hotel ask the employees to rectify their performance on the spot, this may follow an oral warning or written notices if deviations are repeated to avoid frequent deviations.

MOTIVATING EMPLOYEES:

Employee motivation is considered a weapon wielding very high power, at PC. The top management has very firm believe on the theory of Z (Japanese based school of thought). At PC the employee's remunerations are not so amusing. Management keeping this fact in consideration uses motivation to keep them passionate and dedicated to their obligations as if they were working alongside their family members.

To motivate the employees a number of managers also work alongside the employees. manager are bound to take good care of every worker's family problem and try to get him or her out of such mental or physical trauma as they know that this problem would directly affect the employee behavior at the workplace that can cause material damage.

At PC employees are given promotions from within the organization according to their past performance. This motivates the employees to work hard and to achieve goals that are objective in nature and SMART. Managers play principle role in the motivation of the employees by giving them timely response on their actions. The challenging tasks and milestones along with the favorable work environment is what's behind the success of the employees. The monetary awards such as,

1. Employee of the Month award
2. Employee of the Year Award

The management also organizes fun activities in the premises that get the stress out of the employees, one of them is the sports completion in which every employee is given a chance to compete in a sport of his choice and get the monetary prize.

All these activities are done to motivate and control the employees ultimately creating **relationship marketing through the employees.**

CONCLUSION

Pearl Continental Hotels is one of the chains under Hashoo Group. It is the leading chain in hotel industry and best in hospitality and comfort. It is fulfilling the market needs and providing quality services like Sensuality (Rooms), Temptation (Dinning), Metamorphosis (Health care), Serenity (Centers), Celebrations, Banking facilities, rent a car service and Tourism. PC hotel markets itself in such way that it conveys the benefits desired by the target market. They segment market on the basis of demographic and behavioral factors and targeting the elite, upper middle class and corporate class at the most. Their popular services are Taipan, Marco polo, Bukhara, Front page Café and Terrace café. PC hotel is helping best logistic services like online reservation; front desk services CCTV and orders from Tejari portal.

It is the market leader but Serena and Marroit are still at top rank. Ramada is in competition with PC hotel. PC hotel as positioned itself as “Making things better not bigger”. PC hotel has a perfect Marketing Intelligence system to gather and analyze the marketing conditions of the market. They charge prices on product quality leadership and focus on perceived value pricing. They do segmented pricing on the basis of customers. PC hotel has zero level channel strategy so they just have suppliers to provide them the required products so that they can serve better services to the customers. They use promotional mix to attract various kinds of customer. They do personal and non-personal communication. Print media and Internet is more focused strategies. PC hotel is involve in different action plans like Kids carnival, Terrace Café, Cooking classes and modifying infrastructure of PC hotel are top most upcoming action plans. PC hotel has a good budget to run the hotel effectively. PC hotel motivates the employees to work in better way to satisfy the needs and wants of customers.