

A Project on Navi Mumbai Hotel Ramada by Wyndham in Industrial area like Mhape

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Abstract: *This case study explores the Ramada by Wyndham hotel located in Mhape. Ramada by Wyndham is a globally recognized hotel chain known for its quality services and comfortable accommodations. The study analyzes the hotel's key features, strengths, weaknesses, and overall performance. The strategic location of the hotel in Mhape, a prominent business hub, gives it a competitive advantage, attracting both business and leisure travelers. The hotel offers well-appointed rooms, multiple dining options, extensive meeting and event facilities, and recreational amenities. The case study identifies the hotel's brand reputation and comprehensive facilities as its strengths. However, it also acknowledges the challenges posed by competition and pricing. To enhance performance, recommendations include prioritizing the guest experience, effective marketing and branding strategies, competitive pricing, and sustainability initiatives. The case study concludes that by capitalizing on its strengths and implementing the suggested recommendations, Ramada by Wyndham at Mhape can strengthen its market position and maintain its competitive edge in the industry.*

Keywords: Industrial areas, Navi Mumbai hotels, Hotel operations, Business hotels