

A Comprehensive Analysis on Radisson Blu Mumbai

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Abstract: *This research study provides a detailed analysis of the Radisson Blu Mumbai, a renowned hotel located in the bustling city of Mumbai. The study aims to explore various aspects of the hotel, including its facilities, services, guest experiences, market positioning, and overall performance. Through a combination of primary research, including surveys and interviews with guests and hotel staff, as well as secondary research through literature review and analysis of industry reports, this study aims to provide valuable insights into the strengths, weaknesses, opportunities, and challenges faced by Radisson Blu Mumbai. The findings will contribute to a comprehensive understanding of the hotel's competitive position and recommendations for its future growth and success.*

Keywords: Blu Mumbai, hotel industry, guest experiences, market positioning, competitive analysis