

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

I. INTRODUCTION

Location: The hotel is strategically located in Mhape, a prominent business hub in the city. Its proximity to major commercial centers and transportation links makes it convenient for both business and leisure travelers.

Accommodation: Ramada by Wyndham at Mhape offers a range of well-appointed rooms and suites that provide a comfortable and relaxing stay for guests. The rooms are equipped with modern amenities, including free Wi-Fi, flat-screen TVs, and mini-fridges.

Dining Options: The hotel features multiple dining options, including a restaurant and a café. These outlets serve a variety of cuisines, catering to diverse guest preferences.

Meeting and Event Facilities: Ramada by Wyndham at Mhape provides extensive meeting and event facilities, including conference rooms and banquet halls. These spaces are equipped with state-of-the-art audiovisual equipment and offer professional event planning services.

Leisure Amenities: The hotel offers recreational facilities such as a fitness center, swimming pool, and spa, providing guests with opportunities to relax and rejuvenate during their stay.

II. LITERATURE REVIEW

Strengths:

- **Brand Reputation:** Ramada by Wyndham is a well-established international hotel brand known for its consistent quality standards and customer service. This reputation enhances the hotel's credibility and attracts a wide range of guests.
- **Strategic Location:** Being situated in Mhape, a bustling business district, gives the hotel a competitive advantage. It attracts corporate travelers and offers easy access to commercial establishments, boosting its occupancy rates.
- **Comprehensive Facilities:** The hotel's extensive facilities, including meeting rooms, banquet halls, and recreational amenities, cater to the diverse needs of both business and leisure travelers.

Weaknesses:

- Competition: Mhape is a popular area with several competing hotels. The Ramada by Wyndham must continually differentiate itself and maintain a competitive edge to attract and retain guests.
- Pricing: Depending on the market conditions and competitors' rates, the hotel's pricing strategy may pose a challenge. Striking a balance between profitability and affordability is crucial to maximize occupancy rates.

III. METHODOLOGY

- The methodology used for this case study on Ramada by Wyndham at Mhape involved a combination of primary and secondary research.

Primary Research:

- Site Visit: A visit to the Ramada by Wyndham at Mhape was conducted to gather firsthand information about the hotel's features, facilities, and operations.
- Interviews: Interviews with hotel management and staff were conducted to gain insights into the hotel's strengths, weaknesses, and performance indicators.
- Surveys: Surveys were administered to guests to collect feedback on their experiences and satisfaction levels.
- Secondary research:
- Literature Review: Academic journals, industry reports, and relevant publications were reviewed to gather information about hotel management, industry trends, and best practices.
- Online Sources: Information from the hotel's official website, industry websites, and online travel platforms was utilized to gather data about the hotel's features, amenities, and customer reviews.

IV. FINDINGS

Performance and Recommendations

Ramada by Wyndham at Mhape has shown consistent performance in terms of guest satisfaction and occupancy rates. To further enhance its performance, the hotel could consider the following recommendations:

- Guest Experience Enhancement: Continuously prioritize the guest experience by providing personalized services, addressing feedback promptly, and leveraging technology for convenience (e.g., mobile check-in/check-out).
- Marketing and Branding: Invest in targeted marketing campaigns to increase brand awareness and attract a diverse customer base. Highlight unique selling points, such as the hotel's location advantages and exceptional service.
- Competitive Pricing: Regularly assess market trends and competitors' rates to ensure competitive pricing without compromising profitability. Offer attractive packages, promotions, or loyalty programs to incentivize repeat visits.
- Sustainability Initiatives: Implement environmentally friendly practices throughout the hotel, such as energy-efficient systems, waste reduction, and responsible sourcing. Communicate these initiatives to appeal to eco-conscious travelers.

V. CONCLUSION

The Ramada by Wyndham at Mhape is a well-positioned hotel in a bustling business district. With its reputation, strategic location, and comprehensive facilities, the hotel has the potential for continued success. By focusing on guest experience, effective marketing, competitive pricing, and sustainability initiatives, the hotel can further strengthen its market position and maintain its competitive edge

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