

A Case Study on Sofitel Luxury Hotels

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Abstract: *Sofitel Mumbai BKC is a premium five-star hotel in Mumbai's business center. The hotel features first-rate amenities such as a variety of dining options, a spa, a fitness center, and an outdoor pool. The rooms and suites at the hotel are spacious and attractively decorated, providing visitors with a pleasant and peaceful stay.*

Sofitel Mumbai BKC offers a variety of eating options, including numerous restaurants, a café, a bar and a pastry store. Jyran - Tandoor Dining & Lounge, the hotel's namesake restaurant, features genuine Indian food, while Pondicherry Café, the all-day dining restaurant, serves worldwide cuisine. Artisan, the hotel's bar, serves a variety of drinks and beverages, while La Patisserie, the pastry store, serves a variety of delectable sweets, cakes and pastries.

So Spa, the hotel's spa, is a haven of relaxation, offering a variety of treatments and therapies meant to revitalize the body and mind. The fitness area is well-equipped, with a variety of training activities to assist guests keep fit during their stay.

The hotel's position in Mumbai's financial centre makes it a good choice for business travellers, but its lavish facilities and superb service make it popular with leisure travellers as well. The hotel's staff is courteous and competent, and they are always prepared to go above and beyond to ensure that customers have a wonderful stay.

Overall, the Sofitel Mumbai BKC is a sophisticated and attractive hotel that provides visitors with a variety of facilities and eating options to guarantee a relaxing and pleasurable stay.

Keywords: Hotel Industry, Luxury Hotel, Challenges, Brands, Management and Operations

I. INTRODUCTION

Sofitel Mumbai BKC is a premium five-star hotel in Mumbai's business center. The hotel is a member of the prominent Accor group and has world-class amenities such as a variety of dining options, a spa, a fitness centre, and an outdoor pool. The rooms and suites at the hotel are spacious and attractively decorated, providing visitors with a pleasant and peaceful stay.

Because of its position in the heart of Mumbai's commercial area, the hotel is an excellent choice for business travellers. The hotel is near the BandraKurla Complex, which houses a number of large enterprises and financial organizations. The hotel's exceptional location also makes it a popular choice for leisure travellers, since it is close to several of Mumbai's most popular attractions.

Several restaurants, a café, a bar and a pastry shop are among the hotel's eating options. Jyran - Tandoor Dining & Lounge, the hotel's hallmark restaurant, features genuine Indian food, while Pondichéry Café, the all-day dining restaurant, serves worldwide cuisine. Artisan, the hotel's bar, serves a variety of drinks and beverages, while La Patisserie, the pastry store, serves a variety of delectable sweets, cakes and pastries.

So Spa, the hotel's spa, is a haven of relaxation, offering a variety of treatments and therapies meant to revitalize the body and mind. The fitness center is well-equipped, with a variety of training activities to assist visitors keep in shape during their stay.

Overall, the Sofitel Mumbai BKC is a sophisticated and attractive hotel that provides visitors with a variety of facilities and eating options to make their stay pleasant and pleasurable. Whether travelling for business or pleasure, visitors will be wowed by the hotel's superb service and attention to detail.

II. LITERATURE REVIEW

To address the highlighted challenges, the management team devised a thorough approach. The steps taken were as follows:

Brand recognition: The hotel launched a branding effort to raise Sofitel brand recognition in the United States. The ad emphasized the brand's French origins and upscale goods. To reach a larger audience, the hotel also used social media and influencer marketing.

Pricing Strategy: The hotel developed a dynamic pricing strategy in which room prices were altered based on market demand. To entice more customers, the hotel also provided special packages and promotions.

Guest Experience: The hotel spent money educating its employees to provide personalized services to visitors. To improve the guest experience, the hotel has included additional amenities such as a fitness center and a spa.

III. METHODOLOGY

To solve the problem, the management team performed a detailed examination of the hotel's operations. They found many important contributing causes to the problem:

- **Name Awareness:** Because the Sofitel name was unfamiliar in the United States, it was difficult for the hotel to attract customers.
- **Pricing Strategy:** The pricing strategy of the hotel was not in line with market demand. The rates were excessively exorbitant in comparison to other luxury hotels in the vicinity, making it unappealing to potential customers.

Despite being a premium hotel, the guest experience was subpar in comparison to other luxury hotels in the region. Because the hotel lacked personalized services, it struggled to retain clients and create repeat business.

IV. FINDINGS

1. How nice was the hotel personnel overall?

According to multiple sources, the overall comment on the hotel's staff friendliness is favorable. Many customers praised the staff's kind and welcoming demeanor, as well as their assistance in offering exceptional customer service. It is important to remember, however, that individual experiences may differ based on a variety of circumstances, and not all visitors may have the same perspective.

2. How quickly did the hotel employees reply to your request overall?

Many visitors have complimented the hotel employees on their prompt reaction and efficient service. The hotel has a reputation for delivering exceptional customer service and responding quickly to customers' requests. It is important to remember, however, that individual experiences may differ based on a variety of circumstances, and not all visitors may have the same perspective.

3. How well-equipped was your room overall?

The hotel rooms are often well-equipped and elegant, ensuring that guests have a pleasant stay. Air conditioning, a flat-screen TV, a minibar, a safety deposit box, and complimentary Wi-Fi are among the modern conveniences available in the rooms. The bathrooms are large and luxuriously appointed, with rain showers and big soaking tubs. Guests may also take use of 24-hour room service and complimentary access to the fitness facility and swimming pool. It is important to note, however, that individual experiences differ and that not all guests will have the same impression.

4. How satisfied were you with the quality of the hotel's food?

The hotel is well-known for providing high-quality meals and a diverse choice of dining options to suit a variety of tastes and preferences. Guests have commended the hotel's restaurants and bars for its outstanding food and beverage options, with many praising the variety, quality, and presentation of the meals. Jyran, the hotel's flagship restaurant, is especially known for its North Indian food, while Artisan serves a wide range of world cuisine. Guests may also enjoy beverages and light snacks at the hotel's bars, which include Le Bar Diamantaire and the poolside bar. It is important to note, however, that individual experiences differ and that not all guests will have the same impression.

5. Overall, how pleased were you with the hotel?

Guests typically give the hotel favourable comments, and many have reported high levels of pleasure with their stay. The hotel is well-known for its lavish facilities, great customer service, and central position in Mumbai's commercial

sector. The hotel's large and well-appointed rooms, high-quality dining options, and leisure facilities, which include a fitness centre and a swimming pool, have been commended by guests. The hotel also provides conference and event facilities and has been acclaimed for its competent and fast service in this area. It is important to note, however, that individual experiences differ and that not all guests will have the same impression.

V. CONCLUSION

Sofitel Mumbai BKC is a magnificent hotel that provides its visitors with a high degree of comfort, convenience, and great customer service. Because of its central location in Mumbai's commercial centre, the hotel is a popular choice for business travellers. The rooms are spacious and well-appointed, with modern conveniences and a hint of premium decor. The hotel has a variety of dining options, ranging from North Indian cuisine to foreign cuisines, as well as beverages and light nibbles at the hotel's bars. The hotel's recreational amenities, which include a fitness facility and a swimming pool, are particularly well regarded. Overall, the Sofitel Mumbai BKC is a well-regarded hotel, with many visitors expressing high levels of pleasure with their stay.

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