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FAIRFIELD INN (A)

INTRODUCTION

In the Fairfield Inn (A) case solution, different issues that Fairfield Inn, a hotel company, faced while trying to maintain competitiveness within the framework of the hospitality industry are described. This case analysis is centered on the key management questions: What should the brand do? Where should it go? How is it going to get there?

STRATEGIC DIRECTION

Marriott international affiliated Fairfield Inn was struggling to assess its possible strategies to stand out from the crowd or to develop its niche. The case analyses the problem of what price should be set in order to be competitive while still providing high quality service.

COMPETITOR ANALYSIS

One of the key tasks that are part of the case solution process is the identification of the competitive structure at the level of the budget hotel sector. While targeting the same niche Fairfield Inn observed its major competitors as Hampton Inn and Holiday Inn express and this called for a need to look for tactics to utilize.

CONCLUSION

Finally, the analysis of the Fairfield Inn (A) case solution demonstrates the value of well-defined strategic actions and market positioning. Thus, using its brand name advantage and concentrating on customer satisfaction level as well as seeking expansion in newer areas can take Fairfield Inn to new heights in the intensely competitive budget hotel industry.