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# FOUR SEASONS HOTELS AND RESORTS



# INTRODUCTION

**Four Seasons Hotels and Resorts the worldwide Resort and luxury hospitality company has been setting new standards of quality in the Hotel industry since its inception. Since then it has remained as one of the most successful players in the luxury hotel business, which firmly occupies market niche. Analyzing the case solution of Four Seasons Hotels and Resorts this paper aims to discuss the strategic management and business decisions the company .**

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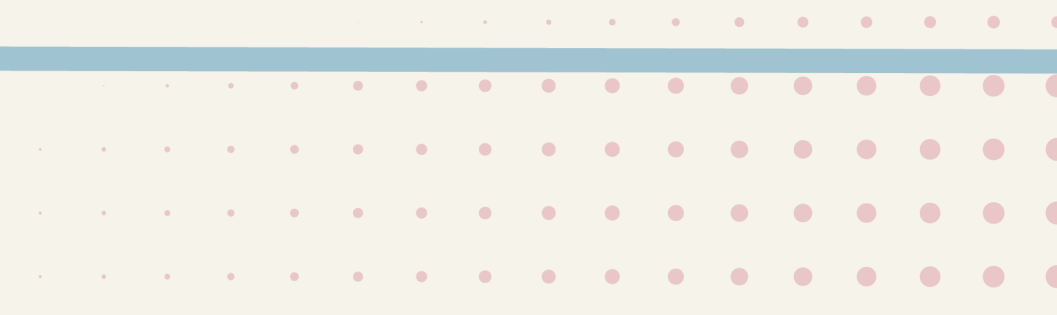


# STRATEGIC APPROACH

**Another long-lasting goal and a principal distinctive competency of Four Seasons Hotels and Resorts has been customers' oriented service delivery that involves providing guests with special, luxurious experiences. The company's business plan comprises of sound focus on quality of services to be offered, adequate consideration of guest needs and services, and detail attention to every aspect of a guest. It has not only assisted Four Seasons in creating a database of loyal clients, but also in marketing itself as a luxurious brand in the industry.**

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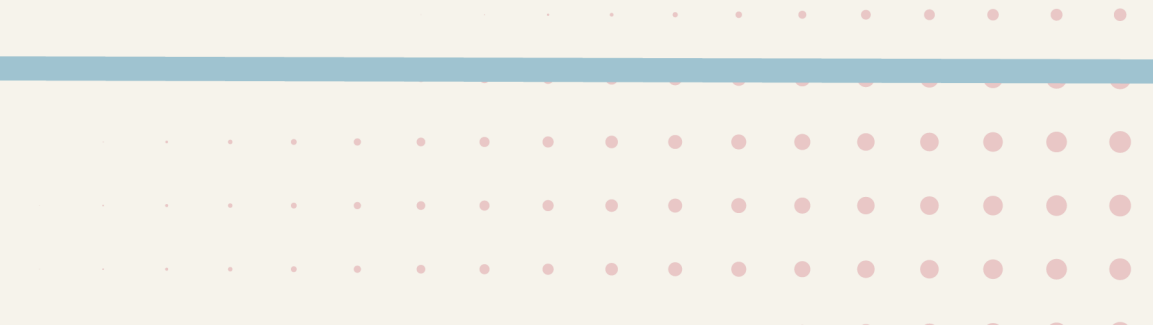
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# **CHALLENGES AND RECOMMENDATIONS**

**However, Four Seasons has some issues – firstly, it is the question of constant competitiveness in relation to other luxury brands; secondly, the issue of catering to customers' changing preferences. The case solution has outlined numerous recommendations that would help them overcome these challenges such as adopting new technological applications that would improve the guest satisfaction.**



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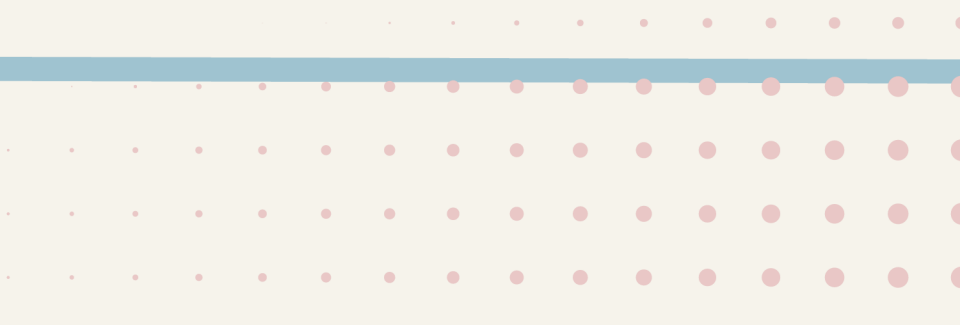


# CONCLUSION

**The observations made in the case solution of Four Seasons Hotels and Resorts raise a number of important points concerning strategies and tactics available to a luxury hospitality brand desiring to retain its leadership position. Acting on existing issues and adjusting to the market requirements, Four Seasons will be able to maintain the level of performance at the highest level of luxury service all over the world. For further information about the case solution, please go to The Case Solutions web site.**

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# RECOMMENDATION

**This is just a sample partial case solution. Please place the order on the website to order your own originally done case solution.**

**Resource: Visit [thecasesolutions.com](https://thecasesolutions.com) for detailed analysis and more case studies.**



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