Evaluate the concept of the hospitality environment and the manner in which it can influence the business development decisions. Base your discussion upon a hospitality business organization of your choice, as operating in your country.

You in a group of 4 are required to select a hospitality organisation of your choice and undertake a critical and reflective evaluation of its business environment and business strategy. The assignment requires you to evaluate the three aspects of the business

1. The business environment in which the company is operation

2. The business positioning strategy of the organisation.

3. The existing and future development strategy of the organisation.

Present your work in a format of report of 3000 words

**GUIDELINES**

1. Introduction and Conclusion ( 500 words)

• Operational concept of the business

• Product/s and service/s offered to guests/customers

• Geographical location/s of operation/s

• Key market/s and segments • Portfolio of brands – if applicable

1. Business environment analysis ( 1000 words)

* PESTEL Analysis

• Existing capabilities i.e. resources and competences leading to unique selling points; brand promises and standards

* Basis of existing competitive advantage
* Existing competition i.e. strengths/weaknesses; opportunities/threats;

1. Business positioning strategy ( 1000)

• Existing market/s and segment/s i.e. size, location, customer/guest base, trends

• Marketing and promotion strategy i.e. marketing mix; promotional tools; distribution channels; use of intermediaries

1. future development strategy (500 words)

• Existing growth strategy i.e. market penetration, market development, product development or diversification

• Recommendations regarding possible alternative growth strategies and development models

1. Conclusion

Marking criteria

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| Marking Criterion | Max marks |
| General Introduction and conclusion | 15% |
| Business environment analysis | 25% |
| Business Positioning Strategy | 25% |
| Existing and Future Development Strategy | 15% |
| Research, Investigation and Approach | 10% |
| Presentation and Format | 10% |
| Total | 100 |
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