

International Business Assignment

Case Study on the Internationalisation of Oberoi Hotels

– By Dr Jane Menzies, Senior Lecturer of International Business, Deakin University

Note:

- 1) The case is based on publicly available information. The internationalisation of the firm is purely hypothetical. It does not represent what the company is planning to do.
- 2) You are encouraged to find and read other publicly available information on this company. However, we request you to **NOT** contact the company directly. Please ask your upGrad teaching assistant or Dr Jane Menzies instead.

The **Oberoi Hotels & Resorts** are known for presenting the perfect blend of opulence, amenities, and convenience to their visitors. In India, the Oberoi Group of Hotels pioneered the notion of luxury hospitality. The firm began with one facility in Shimla, Northern India, and has since grown to encompass a number of well-known hotels around the Middle East, Africa, Asia, and India.

Oberoi Hotels was established back in 1934, by Mr. M.S. Oberoi in Shimla, India (Oberoi Hotels, 2022a). The Oberoi hotels are the epitome of luxury. This is seen in many of the services provided by Oberoi Hotels including beautifully landscaped properties, divine restaurants, stunning guest rooms, and recreational facilities that are of world class standards. One of the unique operating philosophies of the company has been to treat “the guest as everything” (Oberoi Hotels, 2022a). This requires Oberoi to develop a strong and distinctive relationship with guests, ensuring those individuals are seen, heard, valued and understood as a person. The strong experience that guests have, develop a love and attachment for the brand, but also an excellent reputation which ensures both new and repeat customers.

Mission and Vision

The mission of Oberoi Hotels published on their website is also telling about their ambitions for international expansion in the Middle East and Asia Pacific, with it stating:

“Together, we shall continue the Oberoi tradition of pioneering in the hospitality industry, striving for unsurpassed excellence in high-potential locations all the way from the Middle East to the Asia-Pacific.” (Oberoi Hotels, 2022a).

And interestingly the Vision of the Oberoi Group, also sees the importance of operating internationally, with a broader scope covering the world:

“We see the world dotted with hotels of The Oberoi Group, in strategic commercial and resort locations” (Oberoi Hotels, 2022a).

International Presence

Oberoi Hotels currently operate 32 different hotels in India, but also internationally in other countries such as Egypt, Indonesia, Mauritius, Morocco, Saudi Arabia and the United Arab Emirates (Oberoi Hotels, 2022b). They also have a strategic alliance with Mandarin Oriental, which has Hotel sites across the Asia Pacific, The Americas and Europe, Middle East and Africa. Oberoi Hotels have also been involved in other luxury services, such as the Luxury Kerala Cruiser and Nile Cruiser through Egypt (Oberoi Hotels, 2022b), suggesting a diversification of the product offering.

Oberoi Corporate Responsibilities

Oberoi is devoted to being a good corporate citizen, and has committed to meeting the best environmental standards, making a contribution to the local communities in which they operate in, including making financial contributions to conservation and the cultural heritage that they interact with. They aspire to support the needs of local communities, which may include employing people from the local vicinity in which they operate in and contributing to those people in need (Oberoi Hotels, 2022a).

Given the context and current offerings of Oberoi Hotels, your task is to create a country report for Assignment 1, wherein you will investigate the key country factors relating to cultural, political, legal and economic considerations and make a suggestion regarding whether environment of a South American country **Uruguay** is suitable for its entry.

References

- Oberoi Hotels, (2022a) About us, retrieved 1st April 2022. ([Link](#))
- Oberoi Hotels, (2022a) Destinations, retrieved 1st April 2022. ([Link](#))

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