

CHAPTER 14

CLUB MED

1. How did Club Med reach an upscale positioning and achieve excellence in the quality of service?

Club Med reach an upscale positioning and achieve excellence in the quality of service Club Med reach an upscale positioning and achieve excellence in the quality of service with Brand Repositioning such as fundamentally reworking its operations, and looking for the new target such as international clientele wanting comfort, elegance, service, and customization and also decided to close down its 2 trident, renovate 4 trident, and and make 5 trident villages. Their brand development is tailor-made marketing. The marketing execution is completed by showing an picture of a friendly upscale holiday to appeal to most customers and providing individual attention and choice or selection. Also, they have a high level pricing in order to convey an image of quality, exclusivity, and prestige. Club Med achieve excellence in quality of service by developing a relationship with the customer, personal interaction and marketing, and vacation choices that fit a desired budget. They have a high rate of staff loyalty, they specialise in its staff training and appraisal mechanism also as specialise in values like multicultural, freedom, liberty, equality, friendliness, and responsibility.

2. Was Club Med's upmarket positioning the only one viable strategy?

Yes, upmarket positioning the only one viable strategy of Club Med because a luxury customer must have felt he was getting something truly special. Luxurious customers lose their unique value. The concept has been copied by competitors and is now the standard.

3. Do you think that Club Med takes a risk by not in specializing in a particular range level, such as 4 trident or 5 trident?

In my opinion, They in fact risk by not in specializing during a particular range level, like 4 trident or 5 trident. But on the other hand, they are implementing extraordinary high-end measures to meet the new needs and requirements of their customers. This type of strategy was expressed in an extensive village renovation program and re-focused its activities on the 4 and 5 tridents.

PARKWAY GROUP HOTELS

1. With many hospitals in Asia competing in the medical tourism market, how can Parkway position itself in order to attract more patients? The way parkway attract more patients by :

Reliability, reliability is Provide services as promised Performing services right the first time
Maintaining error-free records Providing services at the promised time

Second responsiveness this is Prompt service to customers Willingness to help customers
Readiness to respond to customer's requests, Third is assurance, instill confidence in customers
Making customers feel an investment Consistently courteous, Fourth empathy, Giving customers individual attention Having the customer's best interest at heart Understand the needs of the customers and the last is tangibles, Modern equipment State of the art technology Visually appealing facilities

2. What are the risks in this approach?

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Minjie Lin



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