



“A STUDY ANALYSIS ON CLUSTER SALES ROLE OF SAYAJI HOTELS LTD”

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Abstract:

Sayaji Hotels is India’s premier luxury hospitality brand with an ever-growing presence across the country. Known for the bespoke experiences and signature hospitality, they are ushering in new standards of opulence in the 4-star and 5-star hotel industry. They believe a luxurious stay should indulge and satiate all the senses and become an unforgettable experience. They curated stays are a testament to this fact.

At every Sayaji Hotels property, you will find contemporarily designed accommodations equipped with all the modern comforts, fine-dining restaurants helmed by the finest chefs, grand banquets to host high-profile events, world-class hospitality services by highly trained and experienced staff, and a plethora of unique amenities for bespoke experiences. Each aspect is designed to redefine a luxurious stay.

Sayaji Hotels is the fastest growing hotel brand in India. Though we may have started as something else, we quickly realised the need for a home-grown Indian brand that can compete with the biggest hotel brands from across the world in terms of luxury, quality, and service. Thus, Sayaji Hotels was born with our first hotel becoming operational in Vadodara.

Keywords: Cluster Sales, premier luxury hospitality, corporate agreements

Introduction:

All Sayaji Hotels properties are designed to enthrall. Each landmark hotel has a unique facade that makes it stand out from the rest. Inside, you are warmly welcomed by highly-trained hospitable staff who are there to make your visit unforgettable. The feeling of luxury and comfort ooze from the designs, decor, and finery adorning each space.

The guest rooms are high-end and fitted with the latest technologies. You also have access to a plethora of amenities designed to make your stay relaxing and enjoyable. For your discerning palate, we have in-house restaurants, cafes, and bars serving the finest foods and drinks from around the world. And to host events, functions and celebrations, we also have



lavish banquets comprising conference rooms, halls, and lawns. Our services are 360° in the truest sense.

There are 28 types of restaurants of the hotel, 8000 + employees are working with Sayaji Hotels & 9 Swimming pool are taking place.

Today, Sayaji Hotels has 3 hotel brands – Sayaji, Effotel by Sayaji, and Enrise by Sayaji, and a multi cuisine restaurant brand – Barbeque Nation in the hospitality sector. We have 12 properties across 10 cities spread all over India. These cities are a mix of economic powerhouses and tourist destinations that host a large number of national and international travellers. We also have 6 more upcoming properties that will soon be operational.

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CLUSTER ROLE OF SALES IN HOTEL

When the hospitality industry is in a downturn such as in the early 1990s and after September 11, 2001, there is an accelerated interest in achieving efficiencies. For many years prior to the 1990s downturn and more so thereafter co-ops were one form of marketing efficiency used in advertising, promotions or sales. In addition to co-ops, consortiums emerged as yet another form of marketing efficiency. Consortiums were formed or joined by many hospitality organizations in areas such as reservations, travel intermediaries (i.e., agencies), airlines, (code sharing/capacity sharing), and also in areas outside of marketing. Another product of the pursuit of efficiencies was the concept of clusters. Clusters in the marketing area include lodging facilities in the same market area; commingling their sales activities, sharing leads and sales calls. After 9/11 clusters began to emerge not only for purposes of sales and marketing efficiencies but in other functional areas as well (such as security, loss prevention, and so forth). In this article we will define and examine these three concepts. We will look at the benefits, drawbacks, and potential pitfalls involved with each concept.



Only Sayaji Hotels has this role that a single sales person taking care of three of the brands sales in same city. Sayaji Hotel, Effotel by Sayaji & Enrise by Sayaji Hotels. If taking example of one of base city of Sayaji Hotels is Indore, Madhya Pradesh. Only Indore has that kind of luck that there is a Sayaji Hotels situated with there three different brands with Barbeque Nation. The corporate office of Sayaji Hotel is in Indore Madhya Pradesh. This is one of neat & clean city of India. Indore has Cluster Team of sales which is taking care of three hotels sales. They produce revenue, for three of the hotels for Rooms sales, Banquet Sales as well as Food & Beverages sales for three of the Hotels. A cluster team role is very important in organization, they have major responsibility to taking of hotel revenue sales & also generate revenue. Also this is very important that they have to take care of revenue equally for there properties.

Roles of a Cluster Sales

As Cluster Sales Role, a main focus will be to renew corporate agreements for the 3 Brussels properties and the rest of the year hunt MICE Business from this same account portfolio.

- *Maintaining up to date knowledge of the hotel market in City*
- *Maintaining up to date knowledge of our hotel's product and service*
- *Ensuring brand and hotel awareness on the market*
- *Following, maintaining and developing assigned accounts, segments*
- *Meeting objectives set by the Cluster Sales & Marketing*
- *Participating and organizing sales and marketing activities including but not limited to site inspections, fairs, trade shows, workshops, road-shows, sales blitzes, external sales calls, internal appointments (breakfast, lunch and dinner meeting), cocktails & events, PR activities, famtrips and client events*
- *Following, maintaining and developing assigned accounts, segments and markets*
- *Developing good relationship with assigned feeder markets and client portfolios.*
- *Using existing reservation channels, tools and reports to prospect new accounts.*
- *Using the PMS to maintain an effective and up to date database -CRM-.*
- *Prospecting, analyzing and profiling new accounts.*
- *Performing telemarketing activities to prospect new accounts.*

Review Literature

The increasing widespread of COVID-19 has transformed the worlds hustle into varying degrees of uncertainty. One of the few things that seem fairly certain is that the current downturn is fundamentally different from recessions we have seen in the past. This is not just another turn of the business cycle, but a shakeup of the world economic order. While countries and companies continue to comprehend the scale of this pandemic, it is certainly undeniable that we are staring at more permanent, structural changes to the way we live, work and play.



Seven ways in which the business landscape will shift, not only in India, but the world around. Leveraging these will certainly help navigate the economically and socially viable path to the next normal

1. The shift towards localization

The supply chain disruption has brought to light the impact of black swan events. That, along with the ongoing geopolitical environment and a globally recessionary climate is likely to lead to greater protectionism and risk aversion. This is expected to lead to more localisation of supply chains, especially of essentials and for sectors that are seen as strategically important.

2. Digital gets a real push

Most companies have opted to work remotely and their employees are now ‘online and working from home. While these trends were already ‘in-motion, they have now hit the fast-forward button. Even the most brick and mortar organizations have been forced to experiment with digital channels. This presents a real and immediate opportunity to drive efficiencies through digital. At the same time, this crisis has highlighted the importance of investment in enabling technologies like cloud, data and cyber security.

3. Cash is king for businesses

This situation has proven, once again, that cash is king -companies that are over leveraged and ‘living on the edge are the most vulnerable. The crisis has reiterated that it is important to be financially prudent and conserve cash.

4. Move towards variable cost models

One of the biggest lessons, amongst others, is the importance of reducing overall business costs. One significant way to accomplish this is to convert fixed costs to variable costs wherever feasible. For instance, businesses will now determine what they must keep in-house, and explore outsourcing the rest so that fixed costs can be lowered. As with other trends, this will further impact the labour force and ‘how they work, contract manufacturing, supply chain considerations, etc.

5. Building sensing and control tower capabilities

Alternative data can offer insights into an activity, with a shorter time lag, that traditional measures may not. This is especially pertinent for areas where information is scarce or erratic. The downside to this are also challenges such as short histories, collection systems that are prone to change etc. Nevertheless, governments and companies have realised the importance of sensing capabilities, building transparency through ‘digital control towers, ‘digital twins and the ability to process both structured and unstructured data.

6. Supply chain resilience is key

While localisation is a trend we covered earlier, individual companies will want to ensure their supply chains are resilient to remain competitive. Risks to supply chains are numerous and continuously evolving. Hence, it is imperative that resilience capabilities are developed in order to respond to repercussions of unexpected events and either quickly return to original state of business or move to a new and better state after being affected by the risk and continue business operations as efficiently as possible. Achieving this will require initiatives from both internal business as well as from the wider network.

2005 –Sayaji Hotels inaugurates first Restaurant facility at Mumbai Pali Hills



2009 - Sayaji Hotels Ltd has informed that Shri. Tara Sankar Bhattacharyam has appointed as an additional director of the Company with effect from April 30, 2009.

2010 - The Company and Kohinoor Hospitality Pvt. Ltd has been awarded the 4/5 star hotel project on a Build and Operate basis, land parcel at 'Kotra Sultanabad, Tehsil Huzoor, Distt. Bhopal on long-term (90 years) through the competitive bidding route from Madhya Pradesh Tourism Development Corporation Ltd (MPTDC) using the e-Procurement System.

- The Company has appointed Shri B. M. Gupta, Chief General Manager of Tourism Finance Corporation of India Ltd. as an Nominee Director.

011 - Mr. Amit Sarraf is appointed as a Company Secretary cum Compliance Officer of the Company.

Objectives of Study

As Cluster Sales Role, a main focus will be to renew corporate agreements for the 3 Brussels properties and the rest of the year hunt MICE Business from this same account portfolio.

- Maintaining up to date knowledge of the hotel market in City
- Maintaining up to date knowledge of our hotel's product and service
- Ensuring brand and hotel awareness on the market
- Following, maintaining and developing assigned accounts, segments
- Meeting objectives set by the Cluster Sales & Marketing
- Participating and organizing sales and marketing activities including but not limited to site inspections, fairs, trade shows, workshops, road-shows, sales blitzes, external sales calls, internal appointments (breakfast, lunch and dinner meeting), cocktails & events, PR activities, famtrips and client events
- Following, maintaining and developing assigned accounts, segments and markets
- Developing good relationship with assigned feeder markets and client portfolios.
- Using existing reservation channels, tools and reports to prospect new accounts.
- Using the PMS to maintain an effective and up to date database -CRM-.
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RESEARCH METHODOLOGY

A sales methodology is a set of rules for how you sell your products or services to customers. It's a philosophy of selling, often based on a particular belief about customer psychology. It defines how you should approach prospects and the kind of things that you should say to them. It offers a framework for how your rep should approach the client and win the deal. If it's working well, all your reps should be approaching clients with consistent style and messaging. There's no right or wrong methodology. The best methodology for you will



depend on your market and your business. If you have a complex mix-and-match product range, then you might, for example, want your reps to act as consultants, helping the client find the best bespoke solution. On the other hand, if you have a small number of standardized, low-cost products, you may want your reps to be transactional, helping clients choose between two or three solutions they've already shortlisted.

There are two types of Research Methodologies which help us to identify the actual research :
PRIMARY DATA

While in my training time & working experience with Sayaji Hotels I learn many thing. So, to understand Cluster Sales Role in Sayaji Hotel organization, I met with many people who are working in Sales Department :

1. Met with Assistant Sales Manager of Sayaji Group. **Mr. Deepak Sahu.** With Mr. Sahu, I learn different things in sales department, I was worked with him during my internship. I research that how sales is working to achieve the target which is set by the management monthly. As a assistant sales manager you have to report to Direct of Sales. I Learn many things with him like yesterday pickup report. Working in a cluster level you have to submit yesterday pickup report to your reporting boss.

I also research that daily sales report we have to submit to my reporting boss. We have to work on our productivity reports to achieve the target on weekly basis. There are three hotels which we are taking care & we have to submit Dashboard of each hotel on daily basis to management. These are daily morning work that we have to submit before leaving to Sales call.

2. For more research, I met with Deputy Sales Manager, **Mr. Promit Roy,** He has third command to handle the Cluster Sales Role of Sayaji Group. I also worked with him during my Internship or working time. I learn from him that how he will make Dashboard of Enrise Hotel by Sayaji Group. In Dashboard you have to fill Yesterday Room Nights Pickup, Room Revenue, & Average Room revenue of the Hotel. This is based on yearly as well as monthly.

SECONDARY DATA

The ultimate goal of hotel sales is to drive demand, primarily for rooms, but also for meetings, events, food and beverage, spa services, and any other services your hotel provides. As a hotel marketer, you have a variety of tools to choose from for reaching travelers. This includes your website, search engines, online travel agencies, advertising and promotions, the GDS, email marketing, loyalty programs, social media, mobile application, telephone and walk-ins. Rather than try to reach all travelers on all channels, you must determine which channels are most productive and which guests are most profitable. This involves determining who your best guests are, how they heard about you and why they chose your hotel. Assess the costs



of acquisition on each marketing channel, taking into considering not only marketing costs but also factors like total guest spend, stay frequency and related expenditures. This data will help you identify your target markets, key value propositions and primary marketing channels.

Revenue Data

Revenue data is another crucial part of the data management puzzle for hotels. Whereas the traditional role of marketing is to create demand, the role of the revenue manager is to manage demand by controlling pricing and inventory.

There are opportunities to harness the power of Big Data to better optimize pricing, inventory and distribution channels, to predict travelerbehavior and to develop more accurate revenue and demand forecasts.

Traditionally, revenue managers have relied on historical data to predict future patterns, however increasingly, real-time data is available to monitor travelerbehavior and adjust ratesand availability “on the fly”.we look at how data sets can affect pricing to help hoteliers understand future demand more accurately.

DATA ANALISIS

Over the past couple of decades, technology has started to play a major role even in labour-intensive industries like the hospitality industry. In this article, we have discussed data analytics in the hospitality industry, how it can be used for profitability and facts associated with data analytics.

Service holds the key to success in the hospitality industry and technology has opened up every opportunity to be able to serve the customer better.

Internet of Things (IoT) is changing the game across industries and will be instrumental in maximising growth for the hospitality industry in the years to come.

1. Leveraging Big Data for Forecasting and personalised offers

Big Data insights can multiply profits of Hotels and hospitality organisation.

This can be used for forecasting analytics, better expense management and greater customer satisfaction.

Big Data made simple explain this properly on how hotels can use Big data analytics to maximise revenue.



2. Artificial intelligence and data analytics- Rise of Robots in the Hospitality Industry

Artificial Intelligence (AI) is already used in various pilot projects across the travel and hospitality industry.

Artificial intelligence in the hospitality industry is already a game-changer. Data analytics in the hospitality industry is going to be another game-changer for growth strategy.

Machine learning, natural language processing etc. is revolutionising how the data was used to be interpreted earlier.

Customer service both online and offline can get an immense boost to offer personalised and unique service to every customer using the available data. Unique customer service and better forecasting will make features like virtual butler a commodity in the hotel industry in future.

3. Customised product recommendation in real-time

FINDINGS

The hospitality industry is a huge and famous industry in this world, and there are multiple areas in this industry. This industry is specialized by training. This gigantic sector includes tourism and tour, traditional hospitality industry such as resorts and hotels, motel and a range of other hospitality services. Because of this industry is famous so there is several advantages in this industry. But if we look deep through this industry also got some disadvantages also.

The advantage of hospitality industry is that, they afford to provide the full service to their customers. For example, many hotels or resorts are around-the-clock, provide 24-hour operations and staffs are required to work varied shifts and extended hours for their customer satisfaction. Its means they provide the services for their clients all the time. Without bothering the time of the clients ask for the service. For example if any of the clients need foods or any other service at midnight means they can provide all the service to them without any further adore.

SUGGESTIONS

Hotels face rapidly changing guest behaviors, preferences, and expectations. Properties that are able to deliver a memorable experience through unique amenities, personal touches, and stellar customer service will be rewarded with repeat business, word-of-mouth referrals, and positive reviews on social media. If you're looking for ways to improve hotel guest satisfaction at your property, consider these eight.



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