



**MARKETING PLAN FOR LANDMARK  
PLAZA HOTEL BETONG**

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## **EXECUTIVE SUMMARY**

Proper and systematic marketing plan is a very important tool which can determine the success or failure of an organization. The main issue that is going to be addressed in this study are the weakness and strength of Landmark Plaza Hotel, Betong, by conducting SWOT analysis. Direct interview with respondents and observation are the main method in collecting data for this study.

Basically this study consists of introduction, current market situation, SWOT analysis, marketing strategy, action program, controls, conclusion as well as recommendation that must be taken by the hotel to further enhance its present as a market leader.

The elevation of Betong District to Divisional status in 2002 requires change in the mindset of existing business entities in Betong to face future challenges from new similar businesses through current evaluation of its strength and weakness to overcome shortfalls in the future.

Lastly, although Landmark Plaza Hotel is currently doing well, a new and revised marketing plan is also important for it to sustain its market share in the hotel business.

## **1.0 Introduction**

A hotel is a place consists of a building, which provides a service where it caters guests or customers to have a temporary stay. A hotel is where someone will pay for the service that suits the needs of the customers. The definition explains the basic services that a hotel provides. However, the hotels have widen their services to gain as much market shares to compare with their competitors to maximize their profits.

The hotel industries in Sarawak have rapidly grown from the early years of Malaysia gains its independence. Hotels play an important role in business that deals with foreign and local guests. Dealing with guest means dealing with people who are actually potential customers. A hotel now provides different and wide areas of services. This is one of the reasons why dealing with people needs extra care and attention. A customer who needs the service in terms of stay might also need food and the place to meet with their associates. This is why a hotel has seen into this opportunity and provides to the customers with every kind of service that they could offer.

Now, hotel industries are very important and prominent in the tourism industries. Hotels, now are not only important in the tourism, but also for business travellers from all over the world.