

**POSITIONING OF RAJAH COURT HOTEL
TO GAIN A COMPETITIVE EDGE**

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ABSTRACT

This research is aim to study the positioning of Rajah Court Hotel in order to gain a competitive edge.

Being purely for academic purposes, the study hope to understand the complex set of perceptions, impressions and feelings of Rajah Court Hotel guest or potential guest compared to its competitors.

Survey was done, where data and information were collected via primary and secondary data. For the purpose of this study RCH guest and Tour and Travel Agency within Kuching City were taken in as the sampling through cluster sampling method.

From the study it was found out that RCH positioning as “a value Hotel” is an attractive strategy. The study also found that there was some inconsistency between the marketing communication message used to promote RCH and the positioning of RCH.

Therefor, recommendations was presented as to amend the inconsistency occurs in order for RCH to fulfill the basic rule of business by writing a sen one of net profit after depreciation.

CHAPTER 1

1.0 INTRODUCTION

1.1 BACKGROUND OF THE STUDY

In the hotel industry, positioning can be defined as ‘the complex set of perceptions, impressions, and feelings of a hotel by its guest or potential guests, as being different from or better than its competition’ (Kotler).

In this advance and borderless world consumers are overloaded with information about hotel products and services. They cannot reevaluate hotel's product every time they make a buying decision. To simplify the buying process, **firstly** this study will identify and present the complex set of perception, impression and feeling that consumers hold for RCH **secondly** to identify a possible competitive positioning advantages and **thirdly** is to establish a perceivable, readily identifiable position that can be sell with an aggressive marketing/advertising program.

The internal and external factors such as the management effectiveness, staff productivity, economic downturn or the ineffectiveness of RCH marketing strategies may contribute to the non-achievement of a net profit after depreciation. Taking this problem into consideration, this study will be focus on one of the interesting four marketing mix that is the positioning strategy.