

**THE MARKETING STRATEGY OF RAJAH COURT
HOTEL FOCUSING ON PROMOTION STRATEGY**

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ABSTRACT

This research attempts to study on the Promotion strategy done by Rajah Court Hotel (RCH) in promoting Rajah Court Hotel. Being purely for academic purposes, the study undertaken hopes to overcome the low occupancy rate during outside peak period, and to design a promotion strategy that will make Rajah Court Hotel a three star-rated hotel one of the most value for money and which leads Rajah Court Hotel to be the customers' first choice hotel.

The main objectives of this research are to analyse the effectiveness of RCH current promotion strategy in terms of strengths as to promote demand outside peak period for its hospitality services and food and beverages and to provide prompt and excellent services as to satisfy customers needs and wants.

The data and information were collected via primary data and secondary data. About 150 questionnaires were distributed via cluster sampling method to get the respondents views, comments and feedback. 100 questionnaires were distributed to RCH guests and 46 questionnaires were answered.

CHAPTER 1

L0 INTRODUCTION

The general purpose of this research is to determine how 'promotion' can improve the services provided by Rajah Court Hotel (RCH) in its efforts to compete with similar categories of hotels in the hospitality industry.

A promotion can be thought of as a communication attached to an incentive, which often takes the form of a price reduction. The term "promotion" is derived from the Latin word *promovere*; *pro* means forward and *move* meaning to move. And that is precisely what promotions are designed to do; to advance sales especially during periods when demand would otherwise be weak, to speed the introduction of new services, to accelerate acceptance of new service delivery system, and generally to get customers to act faster than they would in the absence of any promotional incentive.

Promotion is of particular interest to Rajah Court Hotel (RCH) because it is essentially a short-term element in the marketing strategy, designed to attract attention and to motivate immediate