

Hotel Chetan is located at outskirts of Kolhapur near National Highway and Industrial estate. It used to be overcrowded being well known for its quality veg. and non-veg. food. Hotel has independent section of bar, garden and small play area with some facilities for children. Looking towards this scenario, Mr Mahesh, a young graduate barely passed out of a degree in hotel management started 'Hotel Oasis' nearby. This new hotel also provides similar facilities as Hotel Chetan. Hotel Oasis is spacious and bar section is placed on the terrace garden with facility of big LCD screen. Garden is bifurcated in sections, one covered with porcelain synthetic cloth and another is open to sky with lush green lawn and fishponds.

Oasis is known for 'Shrawan Festival' where different vegetarian dishes are offered to customers. As a penetration strategy, the rates are kept reasonably low and quantum of food is sumptuous which is appreciated by customers. Shortly the hotel earned publicity attracting customers which hampered the sale of Hotel Chetan. The Management of Hotel Oasis has increased the rates of dishes by 10% at the beginning of monsoon and announced fish festival with few new mouthwatering dishes.

1. Analyze the case.
2. Suggest marketing strategy for Hotel Chetan and Hotel Oasis. -