

Hospitality Industry Case Study



"Cutting Costs to Grow Strong"

Introduction

iTalent's **BizGrow** solution is highly effective approach to help its client reach their business goals by focusing on what's most important for business to grow. This solution is aimed at bringing sense of focus & awareness towards reaching organisation's true potential. We reach our aim by ensuring individual employee performance contributes in achieving business objective.

Take a look at our work in helping companies achieve more.



Hospitality Industry

iTalent helped chain of reputed restaurants & hotels reduce its cost, increase sales by changing pricing strategy & implementing effective performance management system.



Client's Challenge

- Inconsistent sales, resulting in non achievement of sales target
- High operational cost

iTalent Solutions:

- Conducted extensive audit to identify gaps in strategy, identify process gaps & people practices. Conducted thorough competitive analysis across multiple cities
- Identified 3 critical reasons contributing inconsistent sales as (i)lack of awareness of new hotel properties among target audience (ii) Long sales cycle leading to loss of hot deals (iii) absence of key roles in marketing department. iTalent suggested remedial actions to cure challenges.
- Operational cost was high due to inadequate budgeting across all functions

Impact on Client's Business:

- Client sales increased by 67% in the first year
- Sales conversion ratio increased by 50%
- Sales cycle time reduced by 30%

Contact Us

Nagpur Office

22, Income Tax Colony Main
Road, Pratap Nagar, Nagpur
440022, (MH), India

(C):9371002233

Mumbai Office

Cyber One, 18 th Floor, Sector –
30A, Opp CIDCO Exhibition
centre, Vashi. Navi Mumbai.
400705 (MH), India

(C): 9168837300

Pune Office

Vansum Pune IT Park, 34, C
Building-1st Floor, Aundh
Road, Bhau Patil Marg,
Pune 411020, (MH), India

(C): 9168837500



Website Address: www.italentindia.com

Resource : info@italentindia.com