

Subject: Service Marketing

By Dr. Rahul Shah

CASE STUDY

Mr. & Mrs. Sharma decided to celebrate their 1st wedding anniversary party along with their friends in Hotel Flora. Mr. Sharma confirmed the booking with Mr. Ravi- restaurant manager for 26-10-2018, 8.00 p.m. The day was very busy for Mr. Ravi and therefore he took note of the booking mentally.

On 27th October, Mr. Sharma and his guests started arriving. The parking was big problem, being a weekend. Finally, the guests arrived in restaurant. To Mr. Sharma's surprise there was no booking made for them nor there was place to visit in the lounge. When enquired Mr. Ravi was arrogant in telling Mr. Sharma that weekends booking are not done. Hence there was no reservation of table done. Mr. Sharma was not only upset with management of restaurant but also embarrassed in front of his guests. He finally had no choice but create a scene and demanded to meet the manager in-charge.

CO 5

Peer Review and Critique Comment

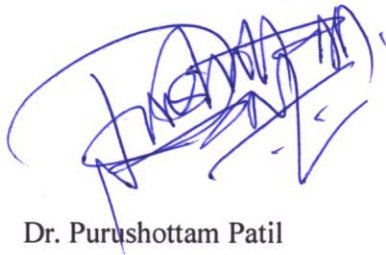
Subject -Services Marketing (Semester III- Marketing)

Review –

The case study given shows the relevance of the subject with the current scenario

Suggestive changes that can be applied -

- The discussion of alternative strategies and potential implications of the choices was found somewhat limited.



Dr. Purushottam Patil

(Director, SVIMS)

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This case study highlights the immediate and long-term implications of the booking mishap and the importance of effective customer service in the hospitality industry. You are required to construct a strategy for Hotel Flora in order to prevent such incidents in future and maintain a positive reputation in the market.

SIR M.VISVESVARAYA INSTITUTE OF MANAGEMENT
MMS 2021 - 2023 Sem III (Marketing)

NAME OF THE FACULTY : Dr. Shah
SUBJECT : Services Marketing

	DATE	26-11-2022
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12009	Akash. Ashwinikant. Dasurkar	A
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12021	Sushil Raju Kamble	A
12025	Kumar Hekre	P
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