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JIN JIANG INTERNATIONAL HOTELS SWOT & PESTLE ANALYSIS

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Company Name : Jin Jiang International Hotels

Company Sector : Hospitality

Operating Geography : China, Asia

About the Company : Jin Jiang International Hotels, a public company, is the most significant hotel group in China. It was established in 1995 under the name Jin Jiang International Company. Headquarters of the company are located in Shanghai. It has more than 380 hotels with a room inventory of over 36,000 hotel rooms spread across 79 cities in China. It has more than 10,001 employees as of 2016.

Revenue :RMB 17013mn (2016)

SWOT Analysis :

The SWOT Analysis for Jin Jiang International Hotels is given below:

Strengths	Weaknesses
<ol style="list-style-type: none"> 1. Well established in China 2. Each hotel with unique style and culture 3. Purchasing other hotel groups 4. Jin Jiang trip APP 5. Effective strategy for communication 6. Excel in hosting guests 	<ol style="list-style-type: none"> 1. Can focus more on details 2. High investment in research and development
Opportunities	Threats
<ol style="list-style-type: none"> 1. Potential into a robust international market 2. Can introduce new products and services 	<ol style="list-style-type: none"> 1. Global and regional competitors 2. Increase in the cost of labor

PESTLE Analysis :

The PESTLE Analysis for Jin Jiang International Hotels is given below:

Political	Economical
1.Chinese government policies	1.Development of tourism in world 2.Price of raw materials
Social	Technological
1.Differences in cultures 2.Trends arising due to demographic, lifestyle, geographic etc.	1.Bookings via App 2.Social Media platforms
Legal	Environmental
1.Change in tax laws and regulations 2.Restriction on travel	1.Cosy environment

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