

SWOT ANALYSIS OF TAJ HOTELS

Strengths

107 yr old established brand

64 rank in fortune 500

Understanding different customer needs

High brand salience or image

Celebrity status

Iconic Stature

Early expansion

Strategic location

First mover advantage

Weakness

Complex ownership structure(Hindrance from property owners)

Brand dilution

Confused customer perception

Only NRI s knew about it

Non users positioning was not clear

Brand abuse

Losing emotional appeal