

CONSIDERATIONS REGARDING MANAGEMENT OPTIMIZATION

Mădălina ALBU¹

¹ PhD Lecturer, Petroleum – Gas University of Ploiești

Abstract: Management process consists of a set of actions that individual manager or group, provides, organizes, coordinates and controls the decisions of employees to achieve company objectives. In difficult conditions, the uncertainties and threats, opportunities and failures, major decisions, with the stated aim of achieving strategic goals is a problem and not everyone has the necessary capacity to achieve the best solutions. This paper presents a case study which, based on diagnostic analysis of a company identifies the challenges it faces, propose solutions to them, and optimization strategies within business process management.

Keywords: Management process, diagnostic analysis, strategic management.

Strategic management has a key role in the foundation design and foundation work and related organic function prediction involves deciphering and anticipating change and models which must be performed inside the hotel and in its relations with the environment, receptivity to new dynamism and flexibility in functions management, ensuring greater competitiveness.

Strategic management is based on the formulation and implementation of strategies to be successful and to find optimal solutions for some problems.

One of the fundamental management components represent strategic planning, with an interface between the company and the environment in which it operates.

1. CURRENT APPROACHES AND STRATEGIC MANAGEMENT STRATEGY IN THE HOTEL BALI SPA CORNU

Diagnostic analysis is an investigation of the main issues of economic and financial, legal, commercial, technical and social, performed in order to identify strengths and weaknesses, as well as their causes and effects.

In analyzing the actual diagnosis is collected and systematized data on the areas investigated, analyzed and interpreted the data and identify the strengths and weaknesses of each field. Factors which influence the strategic management and strategies are:

1. Technical Department, necessary for the proper exercise of the hotel, through the quality of machinery and equipment have been adopted and have used strategies based on technological advantage, focused on the acquisition and use of technical means, which ensures lower costs and high quality services and thus competitive advantage of the hotel.
2. Department of Supply (inventory management) from this point of view, the hotel using supply diversification strategy, aiming to provide a variety and quality of products and services.
3. Accounting department, where they use strategies based on technological advantage, using modern tools and performance information for the proper management and hotel business accounting and consolidation strategies (increasing creativity company).
4. Human resources, which are included in the accounting department (the hotel having a human resources department), influence hotel business by: number of employees, age and level of education, the attitude of employees, so use of partial strategies, targeting the important area of hotel resources, these strategies referring to hiring staff suitable for the position and may be beneficial for hotel. Se use some recovery strategies for some staff through appropriate training and specialization.
5. Marketing activity is conducted at a low level, the hotel having marketing department, promotion and marketing services being made by folding the page over the Internet, participation in fairs, appeared in magazines, from this point of view, the hotel having adapted any marketing strategy appropriate to advertise services and to attract potential customers.

Economic strategies are based on their objective economic criteria, achieving a reasonable profit, being adopted by movements in the economic environment.

Strategies for pricing and hotel prices were adopted taking into account the economic situation resulting from the income tax increase, the quality of services and cost of raw materials. The rates and prices of Hotel Bali Spa Cornu is acceptable compared to the competition.

Strategies and action plans, involving the following forces:

- Managing people, is the capacity to work together to implement practical strategies. The Hotel Bali Spa Cornu, goals, ways to achieve them and action plans are made known to those who have to fulfill, as explained in detail in order to be understood, this being the premise implementation of communication strategies. From this point of view, motivation is very important, hotel employees receiving incentives in proportion to individual performance.
- The organizational structure composed of all parts of the hotel, where the pyramid meets the role of strategic management and the operational role, applying strategies;
- Information and control system is used to implement strategies, which consists of allocating budget resources for each strategic objective information system, hotel rules and policies, incentive systems;
- Human resources are very important in the hotel, because the strategic goals, employees have a decisive role, as well as performance, training and knowledge.
- The technology involved in implementing strategies through appropriate and efficient equipment and machinery.

2. WAYS TO IMPROVE MANAGEMENT STRATEGIES IN THE HOTEL BALI SPA CORNU

Development strategy aimed at achieving better results before (both qualitative and quantitative), strengthening the competitiveness of hotel. This strategy requires the promotion of important qualitative changes in all fields of the hotel.

To increase customer satisfaction, reduce the risk of losing customers to real or potential, and to have strong competitiveness, variety, quality and diversity, are means to ensure competitiveness and efficiency by enriching the content and quality of its offer.

Due to the fact that in the last three years, average length of stay decreased and occupancy in Bali Spa Hotel Cornu, care should be taken to increase operating efficiency and maximum service supply.

Thus, analyzing the situation in which the Hotel Bali Spa Cornu, based on the strengths and weaknesses of its departments, compared with the situation of competitors to obtain a good rate and a market where high reputation is proposed to development strategies derived from the overall strategy for each department of the hotel:

- o Addressing a strategy of performing original unique services, which are heavily promoted, both domestically and internationally, to meet international standards and to attract a large number of clients, this can be done by setting up a team well organized and competent management that can enhance the value of

services and come up with new ideas and performance, but also be based on a well-trained staff, and specialized perfectionist, leading to a competitive hotel.

- Promoting marketing strategies that rely on forms of communication, the marketing department and to make known the hotel offer and collaborate with as many travel agencies in the country and abroad;
- Develop strategies penetration to start the services and the existing market by formulating a set of actions that would increase the percentage of market share, which can be achieved through its production services to eliminate competition;

- Adoption service development strategies, promoting and enhancing the quality of services, which must happen continuously;

- Using continuous diversification strategy services, very necessary in relation to competition and to obtain a return on business;

- After development strategy should be adopted promotional pricing strategy by offering lower rates to all services and even introduce additional services price to attract customers and retain them.

- Formulating a strategy for integration into a chain, which help to promote knowledge and awareness of the hotel and marketing services under a particular brand.

3. CONCLUSIONS

Given that strategic management is essential in the design and foundation of all business firms are founded and Organic correlation function prediction, it involves deciphering and anticipating change, the methods that must be carried out within firms and their relationships with the environment, responsiveness maximum new dynamism and flexibility in all managerial functions, so to avoid inconsistencies between demand and supply of new and old, ensuring greater competitiveness.

This paper aims to carry out a strategic management and strategies used by Hotel Bali Spa Cornu to optimize process management.

BIBLIOGRAPHY

1. Ordonanța de urgență nr. 78/2000 privind regimul deșeurilor
2. <http://www.balispa.ro/>