

# SWOC Analysis of Marriott International- A Case Study

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### ABSTRACT

**Purpose:** *Hospitality is an amazing concept followed throughout the world. It is the method in which we welcome guests and visitors, whether domestic or foreign, through generosity and entertainment. The hospitality Industry in India is growing at an exponential rate. It is a major source of nationwide income generation and has incredible and overwhelming scope for growth in the future. Undoubtedly this industry is one of huge profit-making which accounts for over 8 percent of the employment generation, creating a huge amount of jobs throughout our great nation. This industry also brings in massive levels of foreign direct investment, which is needed and essential for the economy's growth. Among the hospitality and hotel industry, one such organization which stands out is the Marriot international chain of hotels pvt ltd in India. It ranks as one of the best hospitality services providing incredible and outstanding hotel services to millions across the country.*

**Design/Methodology/Approach:** *SWOC examination, Marketing Mix and Market Survival Strategies of Marriott International chain of lodgings is finished by getting information from sites, diaries, articles and web journals. Zeroed in on Industry related objects, contemplated, assessed and contrasted different focuses related with the cordiality business.*

**Findings/Result:** *Marriott International chain of hotels are dissected by understanding and concentrating on the various parts of the lodging and neighborliness industry. The general review proposes that Marriott adheres to the upper rich portion as well as investigates and emerges with administrations that might draw in other premise of customers too. Research is likewise finished on how Marriot International Group can propel their business and work on its activities in general working.*

**Originality/Value:** *The Marriott International chain of hotels is studied and analysed using the SWOC analysis matrix, along with the marketing mix.*

**Paper Type:** *Case study*

**Keywords:** *Marriott International, SWOC Analysis, Marketing Mix, Differentiation Strategy.*

### 1. INTRODUCTION :

The Indian travel industry and inn industry is one of the critical drivers of progress being developed and development, pushing the headway of the assistance area inside the country. Tourism in our country hits one of the highest potentials for elevation and growth in acknowledging the fact of the amazing and eccentric beauty of nature and culture spread all over the country. While tourism worldwide took a blow during the COVID -19 pandemic, India excited and has thrived as an online-based advanced traveller nation concerning methods and tools used to organize, plan, experience and book a vacation or trip. Because of the rising spendable and disposable income, substantial growth in domestic and foreign tourism is observed. More and more worldwide hotel chains are establishing their domestic presence nationwide. The Marriot International chain of hotels fall in this range. As we know that tourism is one of the globe's most dynamic and growing industries, hotels today offer the best services, which are becoming more unique and innovative to make their guests feel more comfortable and exquisite and build goodwill [1] [2]. With upcoming competition, hotels have to arrive at a more significant set of clientele whose needs that must service in order to grow for their advancement and progress in order to

occupy a higher position in the market.

**2. RELATED WORKS :**

The table below reviews the findings in the hospitality field and on Marriott International by different authors worldwide. A systematic literature review is conducted from the year 2009 to 2021 by using the key words such as “Marriott international”, “Brand Transformation “ , “Threats to Hotel Industry”, “Service in Hospitality “, FDI Hotel Industry “ SWOT Analysis in Hotel Industry” from Google Scholar.

S. No.	Field of Research	Focus	Outcome	References
1	Group Pricing Optimizer	Marriott International increases revenue and profit generation by introducing group pricing optimization strategy: A Review of strategies for hotel room pricing for group customers	The sales and operations since implementation have significantly improved through both the management and clientele	Hornby et al., (2010). [4]
2	Brand Transformation	Outline Branding Transformation Through Social Media and Co-creation: A contextual investigation on Marriott International	Old marketing strategies were unsuccessful and irrelevant as according to them such organizations can create value by showing and implementation of brand communities and will be useful for management in future to develop on lacking strategies	Nyangwe & Buhalis, (2017). [8]
3	Terrorism threat to luxury segment hotels	Reflections on the Evolving Terrorist Threat to Luxury Hotels: Insights from Case Study on Marriott International	Ways and means of how the hotel chain is adopting and dealing such kinds of growing threats and strategies used to safeguard clients while also showing the implementation of the IB theory	Wernick & Glinow, (2012). [26]
4	Hospitality Industry service strategy	Client support developments in the Indian accommodation industry	To remain competitive and gain the upper hand in hospitality businesses are increasingly improving their	Bharwani & Mathews, (2016). [13]

			efforts to provide tailored and better services to their clients	
5	FDI Impact in Hospitality Industry	Unfamiliar Direct Investment and its effect upon the Indian Hospitality Industry	The role of FDI in a development of hospitality specially towards growing nations by giving the required infrastructure and capital needed for growth and development	Boora, & Dhankar, (2017). [21]
6	Innovation in the Hotel Industry	Development conduct in the lodging business: Analysis for inn industry variation in present day times.	The additional services offered, the fact that reservations are made through travel companies, the notion that lodges are a part of a hotel chain, and the concept that the hotel's owners manage the business are all factors that influence innovation decisions.	Orfila-Sintes & Mattsson, (2009). [30]
7	Entrepreneurship in the hospitality Industry	Business venture in the cordiality business. Contextual analysis: Marriott International.	Hospitality entrepreneurship is a difficult profession to work in while global hospitality and tourist business focus putting people at the hub of their strategies.	Catana & Toma, (2021). [28]
8	SWOT Analysis in Hotel Industry	Execution of SWOT examination in the Romanian Hotel Industry	The report also provides a full description of how managers can use the results of a SWOT analysis to produce a number of feasible alternative plans.	Borza & Bordean, (2008). [10]

### 3. RESEARCH GAP :

Marriott International chain of hotels is a worldwide enterprise throughout the world offering some of the best stays and lodgings. Although there are many good things they seem to be doing they have their

equal share of challenges and opportunities that they must address to improve themselves. Hence a thorough study of their strengths, weaknesses, opportunities and threats has been done to analyse how this worldwide enterprise can improve in matters most essential to survive and thrive in this global competitive market today.

#### **4. RESEARCH AGENDA :**

- What would be the various principals of the marketing mix.
- To find out the marketing principales of the Marriott International chain of hotels.
- To find out ways and means to improve the market the company operates in.
- To evaluate and assess the ways in which Marriott International operates while utilizing the SWOC analysis framework.

#### **5. OBJECTIVES :**

The study encompasses the below-mentioned targets:

- (1) To decide and comprehend the outline of the promoting marketing mix principals.
- (2) To determine the marketing mix principles followed by the Marriott India chain of hotels.
- (3) To understand and provide enhancement of the market.
- (4) To determine Marriott International India service and hospitality system using SWOC analysis framework.

#### **6. METHODOLOGY :**

The data acquired for this study is taken from a secondary source of information. For that purpose, the information for the data acquired were taken from already written derived sources. The paper evaluates the Marriot India chain of hotels' strategies for the said market and suggests methods and ways to enhance market share and growth. The information based on secondary data collected was taken from websites, journal articles, and the company website.

#### **7. OVERVIEW OF THE INDIAN HOSPITALITY INDUSTRY :**

The growth of the hotel industry has been rapid, exponential, and nothing short of amazing, as the advances in hotel services, have changed and improved. The world has evolved, and services that were prominent and offered in yesteryears today seem to end up obsolete and have widened the way utilities are experienced. Competition is growing in the industry, and if one has to survive, one must adopt the latest strategies to similar industries and organizations and offer a unique selling proposition with respect to innovativeness to thrive [6].

#### **8. INTRODUCTION TO MARRIOTT INTERNATIONAL CHAIN OF HOTELS :**

Marriott International is a world-renowned hospitality organization originating from America and manages a portfolio of brands of hotels and other hospitality facilities throughout the world, including India. Considering this hotel chain, Marriott International has established its dominating presence in over 131 nations and has over seven thousand plus occupancies and properties offering well over a million lodgings and rooms. This group of hotels is considered one of the most outstanding in terms of delivery of brands, services, comfort and accommodating throughout the world and has been imprinting its presence in India on a very grand scale as well [3].

#### **9. MARRIOTT'S CORE VALUES :**

##### **9.1 Putting People First**

The founder's original intent made Marriott International one of the best organizations and hotels to work for. This culture of putting people first has earned them tremendous goodwill and recognition worldwide. Giving employees chances to learn and be successful, and grow is part of this organization's DNA globally

##### **9.2 Pursuit of Excellence**

The reputation of Marriott for great and exceptional services is world-renowned and not only on par with similar industries but far exceeds them, owing credit to JW Marriott's original intent of doing good business

### **9.3 Embrace of Change**

The third principle the Marriott family follows is to shape the modern hospitality concept while constantly pursuing to improve their status quo to produce customers dynamic ever-changing needs with new services and locations worldwide and offering new experiences.

### **9.4 Integrity**

Marriott holds itself to a higher threshold of uncompromised standards. This is displayed in daily business activities and conduct towards employee policies, environmental protection, and the promise of ethical treatment to fellow humans. [3]

## **10. MARKETING STRATEGIES :**

### **10.1 Segmentation:**

The Marriott Hotel chain can be classified into four significant segments: luxury hotels, upscale resorts, and middle-upper scale hotels. Marriot tends to need geographic division while opening lodgings addressing various brands in different world areas and urban communities because Marriot inns work in 72 nations. Hence, lavish lodgings like Ritz-Carlton and JW Marriott are normally situated in urban communities portrayed by high vacationer rates and high degrees of family pay.

While proposing the segment division for Marriot, the elements considered are pay, conjugal status, and occupation as opposed to maturity and orientation. The explanation is that Marriot inns are completely sorted by their status. Starting here, various sections serve the requirements of such classes of clients as major league salary people and money managers; prepared voyagers and singles; wedded couples; families and representatives working in outside nations

The models addressed comparable to the psychographic division of Marriott Hotels and Resorts are interests, sentiments, and perspectives. Fragmenting the market, Marriott highlights both the job of the inn or resort's status and its capacity to answer the client's requirements and interests. These angles are the justification for the order proposed by the organization that incorporates six fragments, from the lavish lodgings to objective ones

The social division through behavioural segmentation is generally acknowledged with references to such factors as the proposed advancements, rewards, and advantages alongside the unwaveringness programs and proposed plans of administration arrangement. Marriott considers zeroing in on extraordinary administrations, novel plans, and momentous encounters. Marriott lodgings proposed rebate and devotion programs for various classifications of clients to address their requirements and work on their demeanour to the offered types of assistance [9].

### **10.2 Targeting:**

Marriott group of hotels conceived the organization as a luxury type of branding intending to focus on the type of potential clients and customers who want a quiet and laid-back relaxed atmosphere during their stay. Hence, their customers are mainly individuals, businessmen, and others willing to pay a little extra from their pockets for that extra point of service. It mainly attempts to target business individuals, luxury travellers along with corporations seeking to conduct conferences and meetings [16].

### **10.3 Positioning:**

Benefits and price are the current pillars of the company's positioning strategy. JW Marriot has established a reputation as a company that provides luxurious accommodations at reasonable prices. Customers thus identify the company with luxury. Marriot International has positioned itself as a peak aspect for the hotel industry's luxury segment, making someone say their name, and associating them to the peaks of luxury [8].

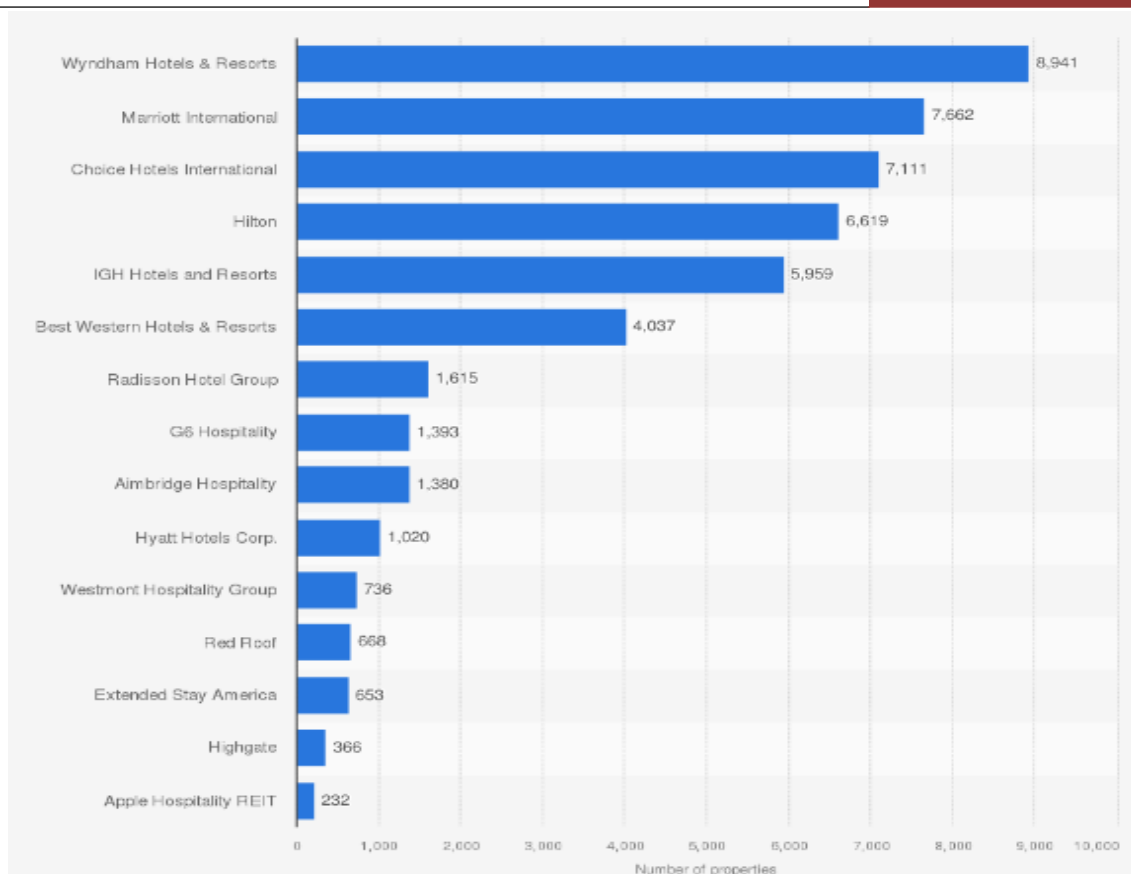


Fig. 1: The most properties among the top hotel corporations worldwide as of September 2021 [5] Source: Statista

## 11. MARKETING MIX OF MARRIOTT INTERNATIONAL :

### 11.1 Product:

Generally speaking Marriott International is characterized under two degrees of refinement - Classic and Distinctive. The items are then assembled into four classes in view of the degree of administration. The last qualification separates the brands into short-stay and long-stay inns. The organization has the biggest worldwide stock of lodgings and the greatest item portfolio, including one of a kind brands. that the fact that the brands are unequivocally intended for every client section and this makes excellent encounters for the lodging visitors. All of Marriott International chains endeavours to convey remarkable visitor encounters that are reliable across its marked lodgings and resorts in all areas and on all channels. It likewise works widely on sending off new brands in light of various subjects that take special care of new and existing clients.

### 11.2 Place:

Taking everything into account, the hotel chain seems to be following a blended strategy, thus stating that the inn item is given out straightforwardly through the lodging site or it is sold Indirectly by means of go-betweens like travel service agencies, etc. Roundabout Marketing is as yet followed by inns, however, the client conduct has changed, and a great many people like to book on the web. In light of these patterns, Marriott has produced for every one of its brands a site with a web-based booking framework, while also using applications so that guests can book their needed services over the phones.

### 11.3 Price:

The main goal here is to provide the best level of accommodation and stay, by reducing and cutting down unnecessary costs, establishing sustainability. The thing to keep in mind is Marriott is positioned as luxury and extravagance and they price their rooms and inns accordingly.

#### **11.4 Promotion:**

Marriott promote themselves for being extravagant and premium. They promote themselves by the quality of standard which stands second to none in more recent turn of events Marriott decided to promote themselves differently because they realized that the majority of the current travelers who tend to be millennials decide through online reviews and social media whether they want to stay in a particular inn or hotel and whether it fits somewhere in their deminer and lifestyle. With regard to this Marriott joined hands with Instagram and Snapchat influencers to come up with content highlighting their amazing services and travel experiences. This went viral among other media platforms and gained the attention of rather new consumer segments [19].

#### **11.5 People:**

Marriott knows that their status quo is mainly due to their customers, which encompasses the primary basic strategy with respect to people and their superior brand strategy. The hotel chain employs over a hundred thousand individuals the world over. Marriott believes in providing superior services and hence takes care to maintain constantly trained and professional staff motivated to give nothing short of their best, which outshines attracting a better base of customers and guests who expect better.

#### **11.6 Process:**

Lately Marriott is focusing on advanced innovation in the sense of utilizing more and better technology for the daily processes. Marriott International has incorporated Google Home and Alexa for a seamless experience all through a portion of its inn brands. Each brand will get devices which are customizable - for instance, Alexa and Google gadgets in recreation lodgings will have quiet, reflective playlists and suggestions for health exercises. Every visitor room will be outfitted with own Alexa gadget that interfaces visitors to the front counter to put in requests or request in administrations without getting the telephone. The mix of these gadgets will further develop visitor fulfillment and simultaneously reduce calls to front office executives and concierge services to permit the receptionists to zero in on different obligations.

#### **11.7 Physical Evidence:**

Marriott International, is trying to reduce their overall plastic scrap nearly with over twenty percent of Marriott lodgings have proactively given enormous siphon beat containers to supplant the movement in the bathrooms. Their amenities include gels lotions, cosmetics, and bars which are healthy and natural [29].

### **12. DIFFERENTIATION STRATEGY :**

Marriot International is such a type of company that has played well to its strengths simple business level strategies in an extremely effective manner. Marriot is generally speaking franchisor and executive of hotels and lodging workplaces. They are one of the top players in the Hotel business and will continue to be for quite a while. Considering different advantages, which consolidate uniqueness, cost, and level of their reality. Marriott International, Inc. seeks various business level strategies. Marriott's enormous plan of brands grants them to have solid areas for watching out. This is the manner by which they separate themselves from the opposition. [12].

#### **12.1 Overall Differentiation:**

Marriot International separates itself to encourage administrations and organization that especially satisfy a client's requirements. By giving various lodging decisions, from decently assessed to premium esteemed, the Marriott has acquired reputation for headway and quality. The value added given by the association's uniqueness licenses it to charge a higher premium for upscale hotels.

#### **12.2 Differentiation in terms of cost strategy:**

The item portfolio comprises of nearly thirty brands, at first isolated into two degrees of complexity "Exemplary" - immortal or "Unmistakable" contemporary The two degrees of refinement were additionally gathered into four classes of inns, offering various degrees of administration: Luxury - top of the line nature of conveniences and administrations, Premium - insightful conveniences and administrations, Select - client centered conveniences and administrations, and Longer Stays - home



solace conveniences and administrations . To add better experience there usually tend to be divided into short, long stays which also having home lodgings.

### **12.3 Differentiation in terms of Franchising:**

As well as planning winnable lodgings, Marriott tends to be specialists in helping their investors and shareholders and franchisee administrators to pick the right investment concerning cost and experience. The proprietorship structure includes diversified, oversaw properties, possessed and rented properties. Franchised inns are not claimed by Marriott and the proprietors are expected to pay a yearly charge to utilize the brand's name. The oversaw properties work under long haul the executives arrangements that generally last more than twenty years and the proprietors are obliged to pay an administration charge. Possessed and rented offices require arrangements that incorporate yearly fixed rentals and additional rentals in light of the level of income excess [27-28].

### **13. SWOC ANALYSIS :**

A SWOC assessment perceives an association's assets, Weaknesses, Opportunities and Challenges to assist the scientist with blueprints and decisions. SWOC is a direct yet broad way to deal with reviewing the positive and negative powers inside and without affiliation, so one can be more prepared to effectively act. SWOC examination is a fundamental procedure to investigate inner and outside factors affecting association accomplishment and advancement. Firms use SWOC examination to choose the characteristics, inadequacies, likely entryways, hardships of their firm, things, and competition [7] [24].

#### **13.1 Strengths:**

- Marriott has worldwide functioning and presence
- Marriott is the biggest lodging network around the globe accumulating over thirty brands, more than 80 resorts and lodgings and over 20 billion dollars in resources under its unique portfolio
- Marriott has some of the best rankings to its name, namely for workforce diversity as they hire individuals from various nationalities and creeds from around the world. It ranks as one of the best companies to work for and its ranking for being one of the best women employers holds particularly dear to them. It also ranks regularly in the Fortune 500 and Forbes list.
- Marriott wants to show the world that they customize the guests experience. They study a complete profile on visitors data, in order to win clients from every channel
- . It has acquired some of the most wealth generating firms in the world from Ritz Carlton to Starwood, Resorts Worldwide, Bulgari Hotel, and Gaylord
- Being one of the best service providers throughout the globe. The inn network has acquired the absolute most faithful client bases universally. The association has upheld conceivably the most resolute client using a mix of strategies.
- Marriott maintains its high level of standard without compromise. Marriott's strict rules guarantee the conveyance of this large number of accomplishment elements.
- By taking constant feedback Marriott gains from their clients. Following information from each client cooperation assists Marriott with building a client experience methodology that gives clients what they really care about.
- Marriot maintains its position because of its highly innovative. They come out with services and products so unique for their customers that they fall second to none [22].

#### **13.2 Weaknesses**

- Maarriott has gone on a vast extension drive all over the world, as a result of which it tends to get difficult to manage the vast array of properties and lodgings, they possess thereby defecting their standards
- Many at times Marriott has been the victim of data theft. In recent years the data of one of their most prominent in was stolen namely their customer database and the choices and preferences studies for the same
- Although Marriot is positioned in terms of family stay and accommodation, it can create a hindrance for them for the same reasons . As the world is growing and more and more segments seems to be emerging.

- Minor controversies affect its overall image. As customer taste and preferences are evolving ,it can get difficult to cater to ever possible need and hence small-scale problems can arise which may affect their overall image.
- Over level of stringiness. Although strictness is very much needed for progress, watching every step of your workers and staff is a harmful directive contrary to efficiency and productivity. Marriott expects representatives to follow the principles to the dot and may let go of employees not to follow the same [20].

### **13.3 Opportunities**

- Individuals across the globe are presently more open to more extravagant and higher standards to lodgings, be it individually or family oriented. Either way it is an opportunity which should not be ignored
- Clients and guests taste are evolving: Marriot has done amazingly well to establish the crème de la crème in terms of service but catering and developing specialy segments to accommodate Gen -Z visitors cannot be shunned out.
- There are new economies and economically developing countries throughout the world. Marriot chain of hotels should see as to investing in such developments.
- Investing in real estate and fixating on new target markets can go a long way in opening more doors of hospitality and ventures which Marriot can diversify into rather than sticking to traditional markets [23]
- Gone are the days when you though your services were the best the market is changing and ever dynamic and customers today demand and need personalised services which can be a gold star in standing apart from the competition [11].

### **13.4 Challenges**

- Marriot has previously over nighty percent of its generation in profit as they lost many of their clients due to the ongoing covid pandemic which has affected the world as a whole
- Neighbourliness business is profoundly serious more prestigious lodging networks can lessen the hotels chain's portion of the overall industry radically if they get an opportunity.
- The worldwide downturn has stirred things up around town business unfavourably, and numerous properties are available to purchase because they cannot produce income.
- Since it is known for its outstanding five-star service globally, Marriott caters to various ethnicities and nationalities from around the globe. It can be fearful that some kind of terror organization may target the same [26].

## **14. MARRIOTT'S COMPETITIVE EDGE :**

- An energetic, extended loyalty program-Marriott finished the incorporation of its three faithfulness programs Marriott Rewards, Ritz-Carlton Rewards, and Starwood Preferred Guest to a solitary bound-together program flaunting north of a hundred and ten million people. This opens up a universe of new open doors for clients as they approach every one of the 29 lodging brands of each different program. Revenue per room ought to preferably encounter an increment. All this is because a uniform construction permits clients to approach Marriott's lodgings which gives them more prominent choices to browse and an assortment of price tags, and this outcome in higher booking transformation [14].
- Marriott has many lodgings across the world. It has the most elevated stock of resorts and hotels on the planet regarding current lodgings and inns being developed. This immense stock permits clients more noteworthy admittance to its chain of inns regardless of their area. In this way, even underserved markets gain admittance to Marriott's top-notch lodging and resort offices. The organization hopes to have an impact on each edge of the world. While it is distant from accomplishing this accomplishment, its work is steering it toward this path [18].
- Marriott takes special care of various sections of clients. A few clients can bear to straightforwardly book premium lodgings under the Marriott umbrella. Others, in any case, hope to aggregate steadfastness focuses by remaining in other Marriott lodgings with the goal that they can reclaim these focuses to remain in the top-notch inns. In this manner, these extravagant properties give optimistic qualities to specific clients and subsequently urge them to more than

once stay at Marriott lodgings with the goal that they can ultimately remain in one of these lavish inns. It is a mutually beneficial arrangement for all gatherings included [25].

- Marriott International offers plenty of choices for clients to book their rooms. It urges rooms to be reserved straightforwardly from these channels instead of from outsider locales. It frequently matches the costs presented on these outsider locales through their steadfastness programs to accomplish this. Booking straightforwardly through Marriott's reserving channels likewise gives Marriott the chance to portray the client experience for clients themselves and have a decent effect as opposed to relying upon outsider locales. The dedication programs support rehased appointments [15].

#### **15. FINDINGS :**

- The hotel chain is one of the biggest lodging providers in the world and with proper strategies and planning they can improve their position still further on.
- The factors that make people choose Marriott over other hotel chains a very vibrant loyalty program, and their excellent services in the field of hospitality which can be denied by none.
- Although they are so stringent and strict in many aspects, their data base of private clientele information has been hacked in many areas more than once which was a major concern for them.
- They are predominnntly into luxury services, thereby limiting their customer base which acts as a major liability for them [17].
- Marriott seems more oriented towards family centered and business level service lodgings while ignoring the change or rather shift in the Gen z clienetlle who they seem not to target and disregard
- Although they are one of the best organisations to work for, their workplace tolerance for mistakes and errors is extremely stringent because of their extremely high standards.
- Marriott is investing into the most prominent countries in the world with their lodgings and vacation stays while they don't venture much into developing and growing economies.

#### **16. RECOMMENDATIONS :**

- The hotel chain should make sure to improve their cyber and online security system making sure that the data of their clients do not get leaked, as it takes years to develop good brand reputations and seconds to tarnish it.
- Marriott International is itself associated with being expensive, and segmenting into more types of areas and clientele can help it gain a higher base of customers, especially in places like India
- As we know, today's market and clientele are booming with not only millennials but Gen Z as well and ignoring these segments and types of customers is a huge wasted opportunity for a giant as them.
- Keeping an upper hand by offering their representatives normal instructional courses on the Do's and Don'ts of a given firm is exceptionally important to avoid accidents and misrepresentation of their prestigious group of hotels.
- Using technology for innovation in these difficult times, especially for hoteliers, is extremely important; offering virtual tours of their hotels, lodgings, and resorts would go a long way in opening more doors for tourism and boosting sales for the same.

#### **17. CONCLUSION :**

- Marriott is an international chain of hotels offering its unique services all over the world. Marriott International, Inc. participates in the activity and establishment of inn, private, and co-op properties.
- Marriott has gone with a decisively series of choices and activities to meet the target of turning into the main best lodging organization on the planet. It is the premise of laying out a business venture, and it is fundamental for an organization to make due and support itself in the present changing climate
- Marriott works in excess of hundred nations on five landmasses, so it is affected by numerous political, monetary, social and mechanical elements. In this way, ranking directors need to break down and comprehend the various conditions wherein the business exists to succeed.

- Being one of the forerunners in its profoundly serious field implies that Marriott enjoys specific cutthroat benefits that separate it from its rivals. These upper hands lead the sumptuous brand of lodgings to have a special situation in both current and planned guests' psyches, making it one of the top forerunners in its industry
- Although it may adhere to its strict code of conduct which is necessary for maintaining a competitive edge offering its employees regular training sessions on the Do's and Don'ts of a given firm is highly necessary

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