**MT220 Discussion Question**

**Unit 7: The Strategy of Foreign Market Entry - Discussion**

Respond to your Discussion topic after you have completed your reading.

**Topics**

**Strategic Positioning**

Strategic Positioning

Hilton Hotels and Resorts™ control several brands of properties that are strategically positioned for specific markets. These include the Waldorf Astoria, ™ Conrad, ™ Hilton, ™ DoubleTree,™ Embassy Suites,™ Hilton Garden Inn,™ Hampton,™ Homewood Suites,™ and Home2™. After reading pp. 335–338 in your text and visiting Hilton’s™ website discuss the concepts below.

**Source:** Hilton Worldwide. Retrieved from [http://hiltonworldwide.com/portfolio/](javascript:ulinkPopup('http://hiltonworldwide.com/portfolio/','http://hiltonworldwide.com/portfolio/','800','600','location=yes,toolbar=yes,menubar=yes,status=yes,scrollbars=yes,resizable=yes'))

**Discuss the following:**

1. Discuss one example of each *Luxury, Full Service, and Focused Service* property and give a brief description of what differentiates the property from other types of properties in the other categories represented here.
2. Discuss other businesses that you are familiar with that also use similar brand differentiation to position their products or services.