



Central Issue Statement

SPR in Sedang, Indonesia in the year 2000 was lacking leadership, which led to poor management and service that failed to deliver the brand promise.



Rosewood hotels and resorts

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WE ARE SO SORRY:
SEDANG PRESTIGE RESORT

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AGENDA

- 1. Overview: Indonesia 2000's**
- 2. SWOT Analysis**
- 3. Stakeholders' Analysis**
- 4. Central Issue Statement**
- 5. Significant aspects of the Problem**
- 6. Alternatives**
- 7. Recommendations**
- 8. Implementation Strategy**
- 9. Contingency Plan**

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Overview: Indonesia 2000's

- Mix of history, culture, culinary delights**
- UNESCO world heritage sites**
- 17,508 islands with a population of 246 million**
- The 4th most populated country in the world**



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Company Overview

-PRTG is a globally branded American hotel chain

-SPR (Sedang Prestige Resort) is a brand extension on service by PRTG

-SPR is a Five Star luxury resort

-SPR is the only 5 star resort available in Sedang

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STRENGTHS

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- Brand value
- Customer loyalty
- Right mix of service and facilities
- Location

WEAKNESSES

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- Failed to deliver the brand promises
- Plagues in the locations
- Misleading the customers
- Low responsiveness