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
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
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 promise
• Plagues in the locations
• Misleading the customers
• Low responsiveness