

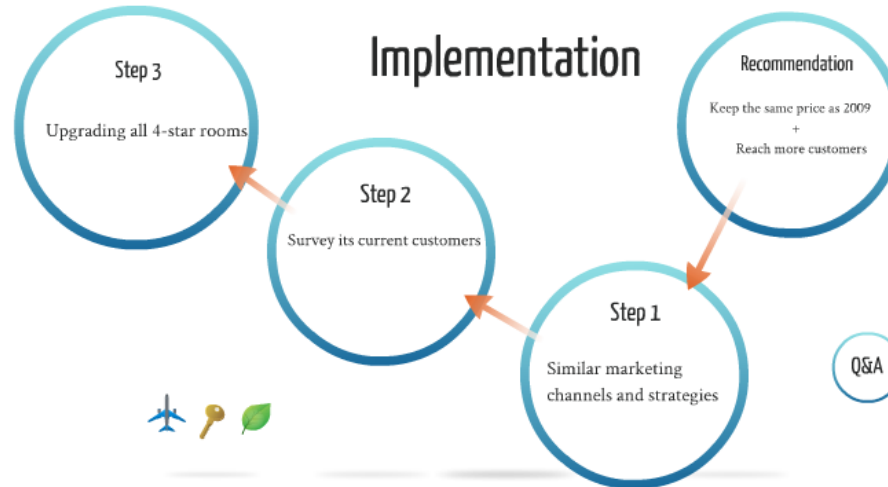


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Alternatives/ Recommendation





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Agenda

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- Background
- Central Issue
- SWOT
- Stakeholder Analysis
- Significant Aspect of the Problem
- Alternatives and Recommendation
- Implementation
- Contingency Plan

Background



The hotel	Offering	Note
The Forte Village Resort 	5 stars, 4 stars hotel, Villas	
Castel Monastero 	Villas, a church	Medieval fortress, health care experience
La Maddalena Hotel & Yacht Club 	600 Boat, 95 rooms, a business center	The only one high-end hotel on the island

Central Issue

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Economic crisis affects the
pricing strategy for 2010

SWOT

Internal	External
Strengths	Opportunities
<ul style="list-style-type: none">– Quality service, innovation and uniqueness– Reputation	<ul style="list-style-type: none">– The network of customers– Specialty shops and food– Branding (Future)
Weakness	Threats
<ul style="list-style-type: none">– Location is limited flight connection– Branding (Current)– Narrow customer segmentation	<ul style="list-style-type: none">– Economic downturn– Competitors

Stakeholder Analysis

Internal	External
<ul style="list-style-type: none">– Shareholders– Management– Employees	<ul style="list-style-type: none">– Local people– Co-operator– Government– Competitors– Customers– Italian investment fund FIMIT



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Significant Factors

- Economic Crisis
 - Competitors
 - Internal Factors
- 

Internal Forces

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- Company
- Positioning