



Vale Going Global (B)
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CONQUIZ

The Company started in April 2011 as a company that provides personalized concierge services to the hotel industry. Among its clients are: City Hotels, Fiesta Americana Grand Chapultepec, Fiesta Americana Santa Fe, Hotel Oak, Hotel Principal, etc. Each year this company serves more than 1,000 guests with a mission: to achieve the loyalty of its customers

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They offer

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- * Information on events and activities inside and outside the City.
- * Information of tours, as well as museums and sites of interest.
- * Reservations in restaurants, taxis, etc.
- * Purchase of tickets for plays, concerts, etc.
- * Advice on the City: transportation, directions, locations, etc.
- * Personalized assistance: purchase or cancellation of airline or bus tickets, tracking lost luggage, hiring nannies, etc

SWOT analysis

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Strengths

Strong management can help Concierge Services reach its potential by utilizing strengths and eliminating weaknesses. "Strong Management (Concierge Services)" has a significant impact, so an analyst should put more weight into it. "Strong Management (Concierge Services)" will have a long-term positive impact on this entity, which adds to its value. This statement will have a short-term positive impact on this entity, which adds to its value. This qualitative factor will lead to a decrease in costs. "Strong Management (Concierge Services)" is a difficult qualitative factor to defend, so competing institutions will have an easy time overcoming it.

Weaknesses

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An inefficient work environment means that Concierge Services' goods and services are not being utilized properly "Work Inefficiencies (Concierge Services)" will have a long-term negative impact on this entity, which subtracts from the entity's value. This statement will lead to a decrease in profits

A high debt burden increases the risk that Concierge Services goes bankrupt if they make a poor business decision. Increasing risks can increase Concierge Services' debt interest payments

The online market is essential for displaying information and selling products. A weak online presence can result in lost opportunities.

Opportunities

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The online market offers Concierge services the ability to greatly expand their business. Concierge Services can market to a much wider audience for relatively little expense.

New services help Concierge Services to better meet their customer's needs. These services can expand Concierge Services' business and diversify their customer base. This qualitative factor will lead to a decrease in costs. This statement will lead to an increase in profits for this entity.

New products can help Concierge Services to expand their business and diversify their customer base.

New markets allow Concierge Services to expand their business and diversify their portfolio of products and services.

Threats

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Volatile costs mean Concierge Services has to plan for scenarios where costs skyrocket. Cautious planning leads to development delays that can negatively affect Concierge Services. "Volatile Costs (Concierge Services)" has a significant impact, so an analyst should put more weight into it. "Volatile Costs (Concierge Services)" will have a long-term negative impact on this entity, which subtracts from the entity's value. This statements will have a short-term negative impact on this entity, which subtracts from its value. This qualitative factor will lead to an increase in costs. This statement will lead to a decrease in profits

Region of the world that maybe a good fit for international business "Latin America"



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