Presentation: overview of what the presentation will be about.

Strengths:

1. Placement 1km from the beach, great for active people
2. modern
3. close, but still outside the city
4. small, cozy
5. english
6. Treat all guests the same

Weaknesses:

1. Bureaucratic procedures - require emp. attention
2. IT - manual resrevation
3. close co-operatioin with travel agencies
4. slow booking, travel agencies not granted rooms, before manual confirmation

Opportunities:

1. It
2. non manual
3. High Quality

Threats:

1. Upcoming hotels with implemented IT
2. cheaper hotels
3. fiscal crisis
4. unstable region

Vision:

goals: reduce double booking

have higher usage of sports facilities: