



PROJECT

ABSHERON HOTEL GROUP



GROUP-RDS102

Agenda

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- 1 About the Company**
 - 2 Our Mission and Vision**
 - 3 Projects**
 - 4 Our Goals**
 - 5 Our Strategy**
 - 6 Company Statistics and Analysis**
 - 7 Analyzing Competitors**



ABOUT

WITH THE ESTABLISHMENT OF THE COMPANY IN 2013, THE GROUP AIMS TO BECOME A STRATEGIC HOSPITALITY INDUSTRY PLAYER WITH A MEDIUM-TERM ASPIRATION OF TAKING A LEADING POSITION IN THE NATIONAL AND REGIONAL MARKETS THROUGH ESTABLISHING A WORLD-CLASS PORTFOLIO OF HOTELS AND RESORTS. THIS PORTFOLIO STRETCHES ACROSS VARIOUS HOTEL CATEGORIES FROM MID-SCALE TO LUXURY HOTELS AND OTHER HOSPITALITY ENTITIES BOTH IN AND OUTSIDE OF AZERBAIJAN.



Planning

1 Reducing Cancellation Bookings
for a Hotel

2 Guest Segmentation and Personalised
Marketing

3 Predictive Maintenance for HVAC Systems

Reducing Cancellation Bookings for a Hotel



Benefits



Increased Revenue



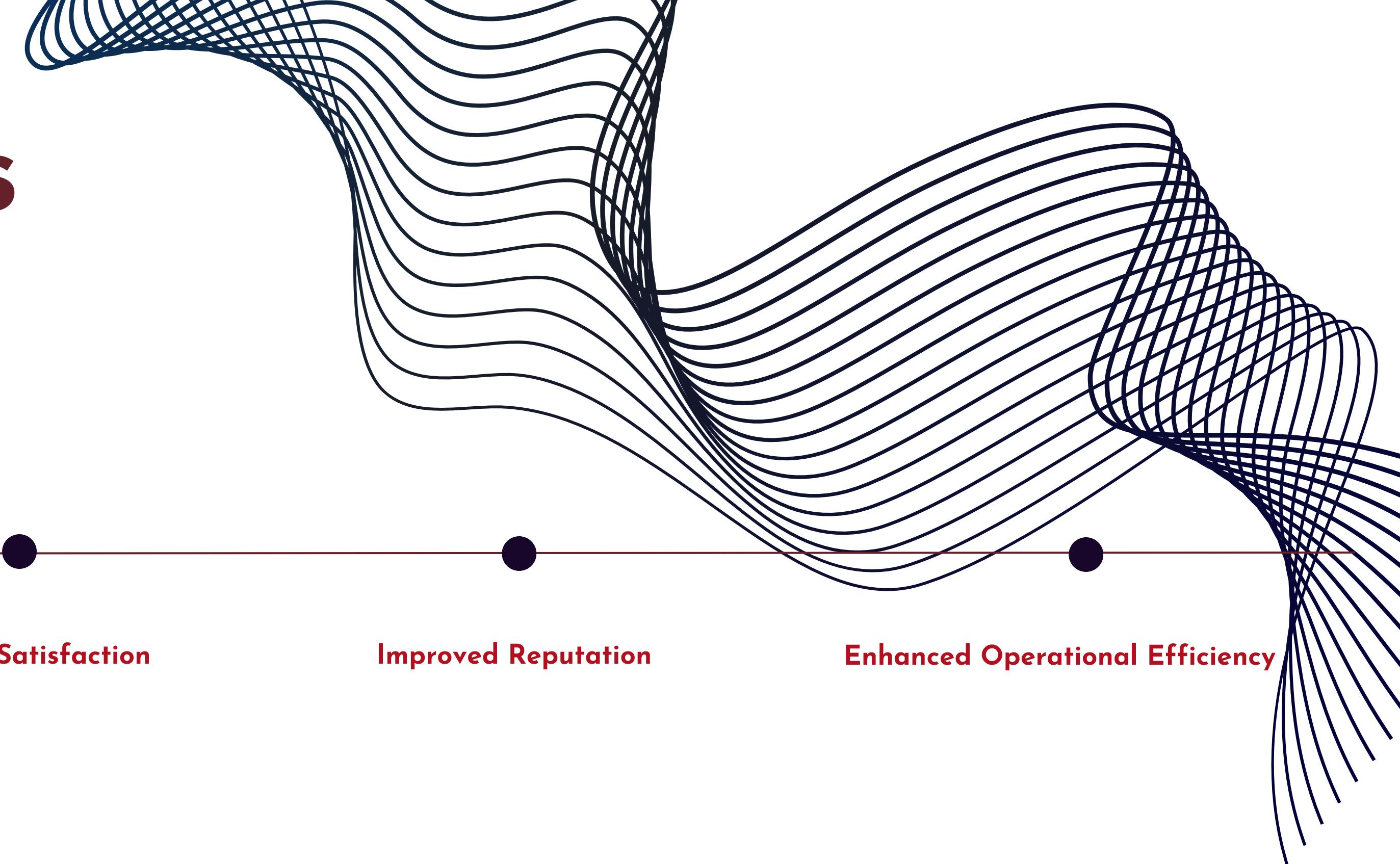
Customer Satisfaction



Improved Reputation



Enhanced Operational Efficiency



Guest Segmentation and Personalised Marketing





Customer Experience Optimization

B E N E F I T S



Increased Direct Bookings

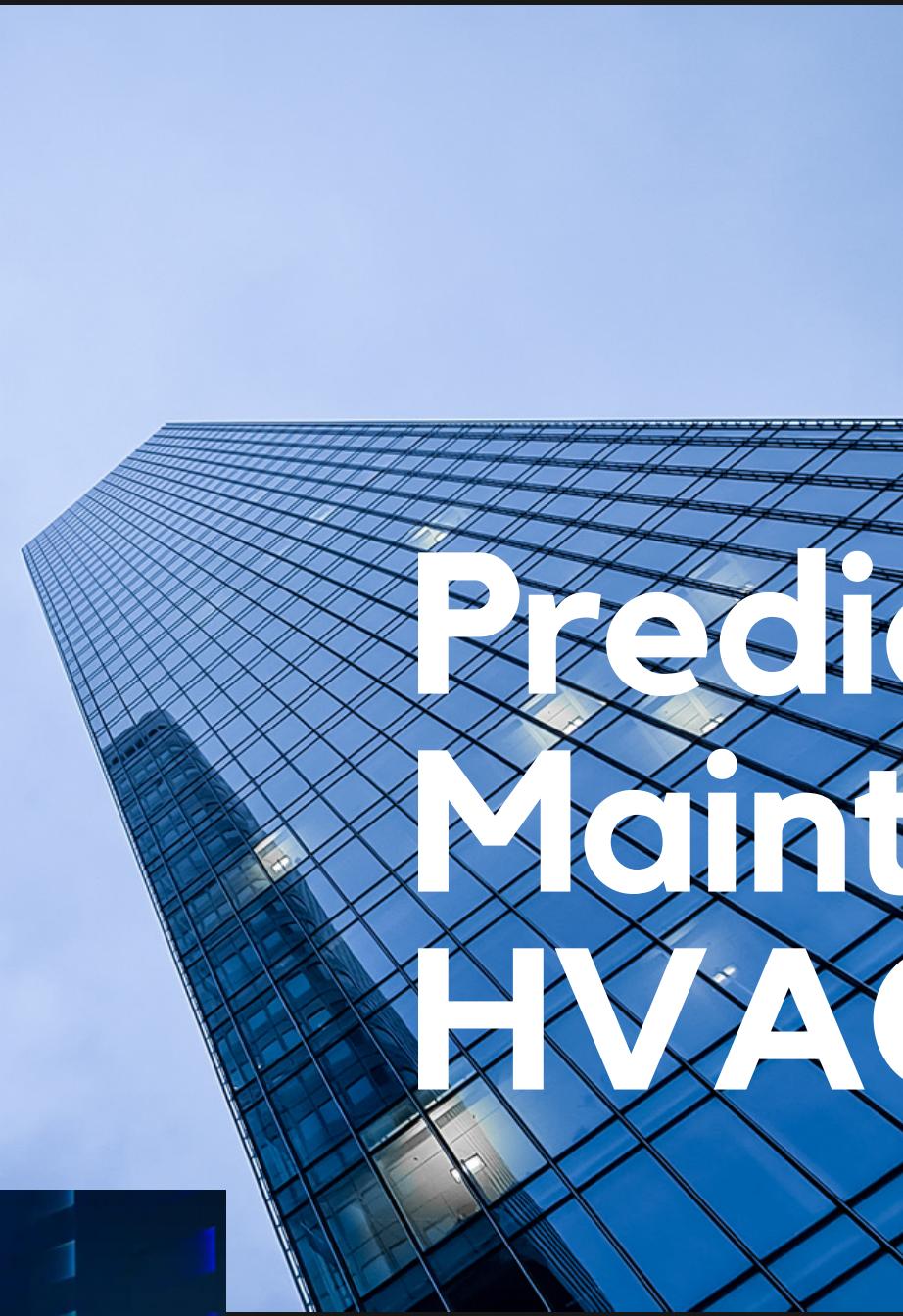


Higher Conversion Rates

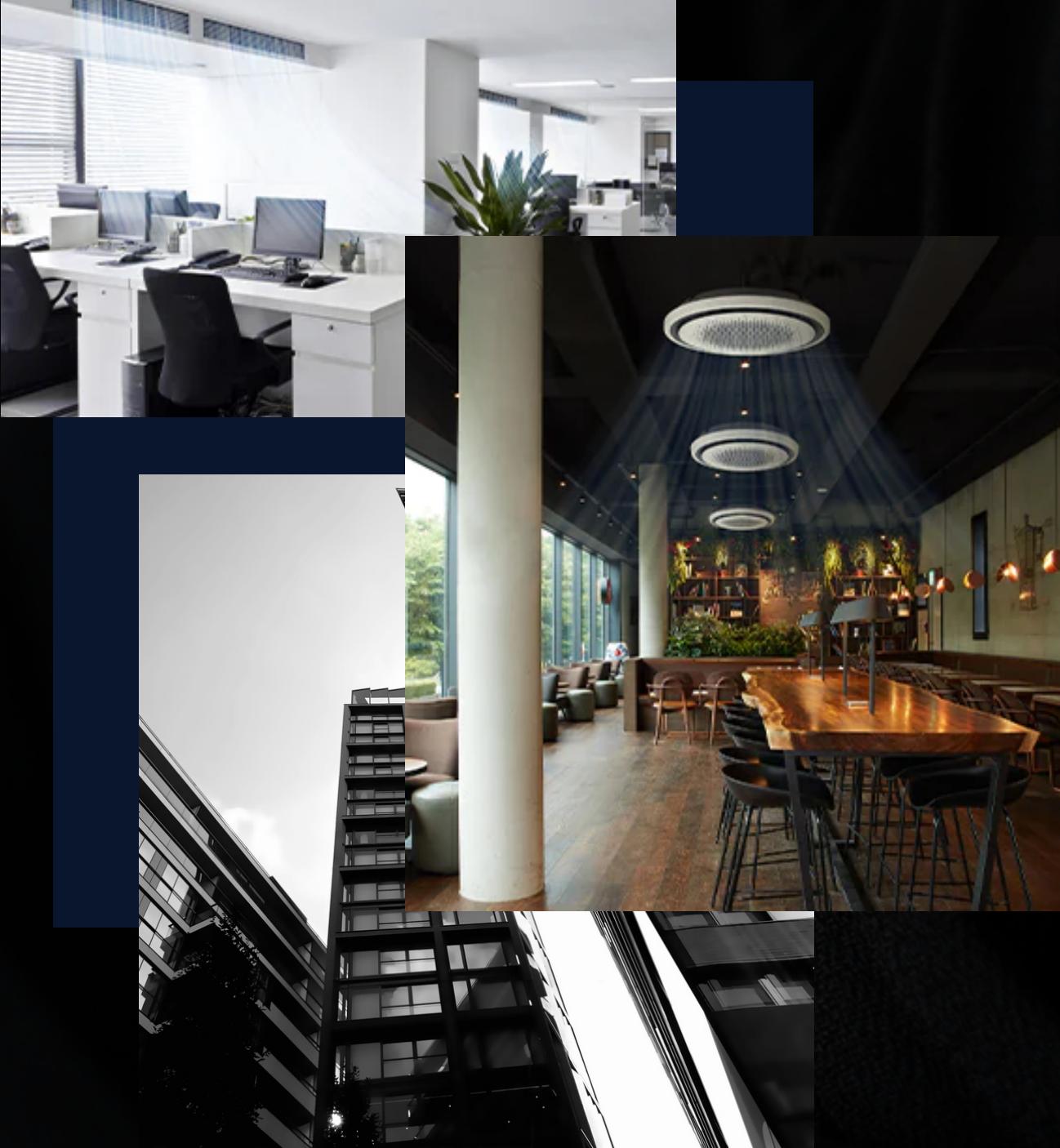


Improved Customer Relationships

Predictive Maintenance for HVAC Systems



BENEFITS



- Cost Savings
- Increased Equipment Lifespan
- Just-In-Time Maintenance
- Enhanced Guest Comfort
- Competitive Advantage
- Energy Efficiency

Presentation by **Mahmizar Hasanova**

Thank's
For
Watching