



DOWNLOAD



## Applied Marketing Strategy - The Rocker Hotel Sunderland

By Miriam Mennen

GRIN Verlag Mrz 2010, 2010. Taschenbuch. Book Condition: Neu. 210x148x2 mm. This item is printed on demand - Print on Demand Neuware - Project Report from the year 2007 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 84 % - A, University of Sunderland, course: Strategic Marketing Management, language: English, abstract: The conducted marketing plan is hoping to achieve and support the hotel s major objective, which is to aim for perfection in hospitality. (Tavistock Leisure, 2007) After an environmental analysis considering the macro and the micro environment, strength and weaknesses as well as potential future opportunities and threats will be outlined. The marketing mix in practice will be commented on, by focusing on the product in terms of branding and product development but also on the other elements of the marketing mix such as price, promotion and distribution. Move will furthermore illustrate the research design used as well as other possible research methodologies, which could not be applied due to scale and scope of this piece of work. Finally, several strategic options and their approximate costs of implementation will be suggested, which could be realised by the Tavistock Roker Hotel. The marketing...



READ ONLINE  
[ 3.44 MB ]

### Reviews

*An exceptional ebook along with the font applied was interesting to read through. it was actually writtern really completely and beneficial. Once you begin to read the book, it is extremely difficult to leave it before concluding.*

-- **Mr. Hector Cole Jr.**

*This written pdf is wonderful. It can be writter in easy phrases and not difficult to understand. Your lifestyle span will likely be enhance once you full looking over this ebook.*

-- **Juanita Reynolds**

## You May Also Like



### **Psychologisches Testverfahren**

Reference Series Books LLC Nov 2011, 2011. Taschenbuch. Book Condition: Neu. 249x191x7 mm. This item is printed on demand - Print on Demand Neuware - Quelle: Wikipedia. Seiten: 100. Kapitel: Myers-Briggs-Typindikator, Keirsey Temperament Sorter, DISG, Eignungstest für das Medizinstudium, Adult Attachment Interview,...



### **Programming in D**

Ali Cehreli Dez 2015, 2015. Buch. Book Condition: Neu. 264x182x53 mm. This item is printed on demand - Print on Demand Neuware - The main aim of this book is to teach D to readers who are new to computer programming. Although...



### **Have You Locked the Castle Gate?**

Addison-Wesley Professional. Softcover. Book Condition: Neu. Gebraucht - Sehr gut Unbenutzt. Schnelle Lieferung, Kartonverpackung. Abzugsfähige Rechnung. Bei Mehrfachbestellung werden die Versandkosten anteilig erstattet. - Is your computer safe Could an intruder sneak in and steal your information, or plant a virus Have...



### **The Java Tutorial (3rd Edition)**

Pearson Education, 2001. Softcover. Book Condition: Neu. Gebraucht - Sehr gut Unbenutzt. Schnelle Lieferung, Kartonverpackung. Abzugsfähige Rechnung. Bei Mehrfachbestellung werden die Versandkosten anteilig erstattet. - Praise for "The Java' Tutorial, Second Edition" includes: "This book stands above the rest because it has..."



### **Adobe Indesign CS/Cs2 Breakthroughs**

Peachpit Press, 2005. Softcover. Book Condition: Neu. Gebraucht - Sehr gut Unbenutzt. Schnelle Lieferung, Kartonverpackung. Abzugsfähige Rechnung. Bei Mehrfachbestellung werden die Versandkosten anteilig erstattet. - Adobe InDesign is taking the publishing world by storm and users are hungry for breakthrough solutions to...



### **Sport is Fun (Red B) NF**

Pearson Education Limited. Paperback. Book Condition: new. BRAND NEW, Sport is Fun (Red B) NF, Dianne Irving, This title is part of Pearson's Bug Club - the first whole-school reading programme that joins books and an online reading world to teach today's...