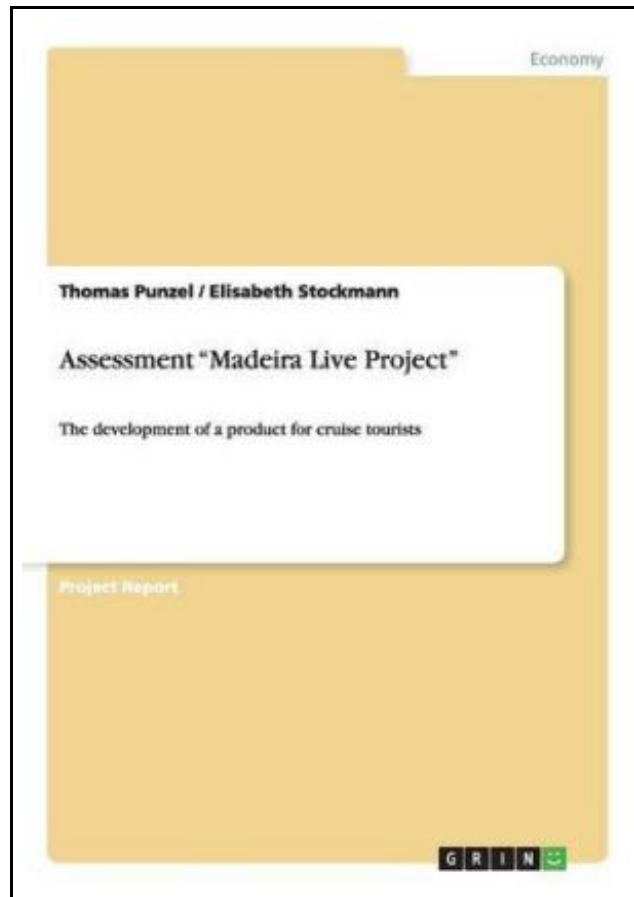


## Assessment Madeira Live Project



Filesize: 5.39 MB

### ***Reviews***

*The book is straightforward in go through better to understand. it had been writtern quite flawlessly and valuable. You can expect to like the way the author publish this book.*  
*(Reyes Murphy)*

## ASSESSMENT MADEIRA LIVE PROJECT

[DOWNLOAD](#)

GRIN Verlag. Paperback. Book Condition: New. Paperback. 78 pages. Dimensions: 8.3in. x 5.8in. x 0.2in. Project Report from the year 2008 in the subject Tourism, grade: B, University of Birmingham, 70 entries in the bibliography, language: English, abstract: The product FUNCHALoCITY is a touring-information-voucher guide that includes maps, routes, vouchers and discounts, insider information and a hotel voucher for the cruise passenger segment. Derived from the internal analysis one of the islands strengths is its range of attractions gastronomy and accommodation. Furthermore, the climate and the geography favour the tourism activity, which result in a high rate of local people who own, or work in local businesses. This is a favourable basis to build the product on. However, the island has weaknesses that include high attraction prices that turn into an opportunity for the product. Another weakness is Madeiras global image as being an old peoples destination that again can be used by the product to help the destination attract more families and younger visitors. Last but not least, the cooperation of local tourism related businesses lack and yet another possibility for FUNCHALoCITY is to improve collaboration in Funchal, whose infrastructure is well-developed anyway. Threats might only be of an environmental nature also deriving from the huge centralisation of population in Funchal. The combination of product development and focus strategies is used for launch, short and medium term stages. The product development strategy is the first step to introduce a product into an existing market. Furthermore, the focus strategy is quite important to achieve efficient production, distribution and marketing through specialisation. In order to implement these strategies, the promotional mix mainly consists of promotion, personal selling on the cruise ships and the establishment of partnerships in Funchal. The first step is to build up the network of local businesses in Funchal...

[Read Assessment Madeira Live Project Online](#)[Download PDF Assessment Madeira Live Project](#)

## Related Kindle Books



### **Multiple Streams of Internet Income**

Wiley. Hardcover. Book Condition: New. Hardcover. 279 pages. Dimensions: 9.3in. x 6.2in. x 1.2in. Praise for MULTIPLE STREAMS OF INTERNET INCOME: If ever the world needed some help to succeed on the Internet, this is the moment....

[Read PDF »](#)



### **Estrellas Peregrinas Cuentos de Magia y Poder Spanish Edition**

Pinata Books. Paperback. Book Condition: New. Paperback. 178 pages. Dimensions: 8.3in. x 5.4in. x 0.6in. First ever Spanish-language edition of the critically acclaimed collection of short stories for young adults by a master of Latino literature...

[Read PDF »](#)



### **Readers Clubhouse B Just the Right Home (Paperback)**

Barron's Educational Series, United States, 2006. Paperback. Book Condition: New. Marilee Harrauld-Pilz (illustrator). 224 x 147 mm. Language: English. Brand New Book. This is volume seven, Reading Level 2, in a comprehensive program...

[Read PDF »](#)



### **DK Readers Invaders From Outer Space Level 3 Reading Alone**

DK CHILDREN. Paperback. Book Condition: New. Paperback. 48 pages. Dimensions: 8.9in. x 5.9in. x 0.1in. Are aliens from other planets visiting Earth? Read these amazing stories of alien encounters -- and make up your own mind!...

[Read PDF »](#)



### **Readers Clubhouse Set a Dan the Ant (Paperback)**

Barron's Educational Series, United States, 2006. Paperback. Book Condition: New. Karen Stormer Brooks (illustrator). 214 x 149 mm. Language: English. Brand New Book. This is volume one, Reading Level 1, in a comprehensive...

[Read PDF »](#)