

Classe IV A C.le  
Istituto Prof. Stato Serv. Alberghieri E Ristorazioni  
Assisi (PG)



**Assisi Tour s.r.l. semplificata**

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### EXPLANATION OF THE IDEA

Assisi is between the most popular destination in the world  
It represents a great opportunity for our regional tourism development






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### Swot Analysis

<p style="text-align: center; font-weight: bold; margin: 0;">STRENGTHS POINTS</p> <ul style="list-style-type: none"> <li>• Full management of the purchasing process through the web;</li> <li>• Mix of tourism services provided by separate companies;</li> <li>• Visibility increased for territorial tour operators;</li> <li>• Competitive Service Pricing</li> </ul>	<p style="text-align: center; font-weight: bold; margin: 0;">WEAKNESS POINTS</p> <ul style="list-style-type: none"> <li>• Tour operators resistance</li> <li>• Difficulties for those who are not familiar with Internet</li> </ul>
<p style="text-align: center; font-weight: bold; margin: 0;">OPPORTUNITIES</p> <ul style="list-style-type: none"> <li>• Assisi is the fourth well known tourist destination worldwide</li> <li>• Events and local marketing actions</li> <li>• Expo 2015</li> </ul>	<p style="text-align: center; font-weight: bold; margin: 0;">THREATS</p> <ul style="list-style-type: none"> <li>• Introduction to taxation</li> <li>• Travel agencies competition</li> </ul>




## THE GROUP IDEA



CLAUDIO



ELISA



## What is it?



An ethnic restaurant that offer different types of foods from all over the world, and in addition provides ancient music and dance. The aim is the desire to join and learn about different cultures through food.

### What offers?



- Themes nights
- Dances classes (with professionals)
- Ancient music

## S.W.O.T. ANALYSIS



### Strengths points:

- Quality
- Differentiation level
- Wide range of menu
- Music and dance classes

### Weakness points:

- Insufficient:
- Available funds
  - Image
  - Experience

### Opportunities:

- Sustaining the ecological market

### Threats:

- Existing ethnic restaurant in the area