Hilton

#  INTRODUCTION

1. Executive Summary
2. Company History
3. Core Values
4. Strategic Plan
5. Mission Statement

#  SWOT

## STRENGTHS

1. Strong Brand Portfolio
2. Strong World Wide Presence
3. Organizational Culture
4. Product Innovation

## WEAKNESSES

1. International Operations
2. More Involvement With Franchise Properties
3. Overdependence on US Market
4. Employee Retention

## OPPORTUNITIES

1. E-Commerce
2. Franchise
3. Global Expansion
4. Ownership Innovation

## THREATS

1. Competition
2. Terrorist Threats
3. Effective Employee Retention
4. Shortage of Skilled Workforce

#  CURRENT STRATEGIES

## MARKETING STRATEGY

1. Implement Steps In Improving Franchises
2. Requirements To Assure Quality Service
3. Effective Customer Retention
4. Technological Advantages

## MANAGEMENT STRATEGY

1. Strong Leadership
2. Quality Training Opportunities
3. Promotion / Incentives

## FINANCIAL STRATEGY

1. Long Term Investors
2. Projections

#  RECOMMENDATIONS

1. Global and Cultural Opportunities
2. Quality Assurance
3. Employee Retention

#  REFERENCES