







#	STRENGTHS (+)	
1	Prime location and accessibility	
2	Well-trained and customer-oriented staff	
3	High-quality amenities and facilities	
4	Strong brand reputation	
5	Effective marketing and promotional strategies	
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#	OPPORTUNITIES (+)	
1	Expansion into new markets or target segments	
2	Development of strategic partnerships or alliances	
3	Implementation of eco-friendly practices and sustainability initiatives	
4	Utilizing technology for improved guest experiences and operations	
5	Offering unique packages or experiences to attract new guests	
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#	WEAKNESSES (-)	
1	Aging infrastructure or outdated decor	
2	Limited room capacity or limited availability during peak seasons	
3	Inadequate technology infrastructure or outdated systems	
4	Lack of unique selling proposition (USP) or differentiation	
5	Dependence on a specific market segment or clientele	
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#	THREATS (-)	
1	Intense competition from other hotels and accommodation providers	
2	Economic downturns and fluctuations impacting travel and tourism	
3	Shifts in consumer preferences and trends	
4	Negative reviews and reputation damage through online platforms	
5	Regulatory changes or compliance requirements impacting operations	
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