

Apricot hotel in Kuwait- Recommendations, internal audit and Implementation plan

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Date: January 2017

Pages: 5

Price: US\$ 35.00 (Single User License)

ID: A5C9038C335EN

Abstracts

Apricot Hotel is a well known hotel of the Vietnam recently open in the Kuwait with the aim of introducing the combination of Arabic and European taste with specialty of Vietnam in the gulf region. The business practices of the hotel industry include the excellent dealing with the clients as customers are the main concern of the management and the efficient customer's dealing need and requirement enhances in such form of industry where the management have to deal directly with the customers (Chron, 2015). The hotel is dealing in providing accommodation, hotel rooms, food, beverages, bar services and other services of such type. The services charges and charges for products depend on the seasonal changes for the hotel as in the February the hotel charge little high. The Apricot hotel in Kuwait aims at providing superior services for the customers but in the last six months, the management of the hotel is receiving several complaints from the customers visiting the hotel that do not just influencing the repute of the hotel and results in bad words of mouth but also affecting the customer's base, potential clients and the revenues of the Apricot Hotel. Cont... (1500 words of this Report)

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