

# **Ikaros Hotel and Resort Business Plan 'Launching new business' (3000 words)**

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## **Abstracts**

Ikaros Hotel and Resort will be situated in the Failaka Island of Kuwait and will provide a comprehensive range of hoteling and tourism services for both the local and the international tourists.

The hotel will be in the form of a Dallah or Coffee pot shape, where the central building will be the hotel in the middle and it will be surrounded by 7 cups that represents 7 different facilities for distinct functions.

The business plan here will provide an overview of the market analysis, the competition analysis, marketing and management approach, and a financial breakdown for the investment and funds required to complete the project.

Ikaros Hotel and Resort will serve as a complete tourist, business and entertainment attraction for both the common and business community through the variety of services and facilities that it is going to render.

The report here will throw light on the business dynamics of this project to get an idea of the competition it faces.

It will throw light on the strategy to complete the project and the sources of its competitive advantage.

It will also include a strategy implementation plan that includes marketing and positioning strategy for the business.

It will further discuss the management style and the type of ownership for the business

and will analyze the financial requirements to develop a cost feasibility analysis.

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