"VACATION TIME" LTD.

Team_2: *Ronald Hristov Hristo Boyadzhiev*

REGIONAL COMPETITION IN ENGLISH FOR ECONOMISTS 2007

10.06.2007

GEOGRAPHIC CHARACTERISTICS OF DOBRINISHTE:



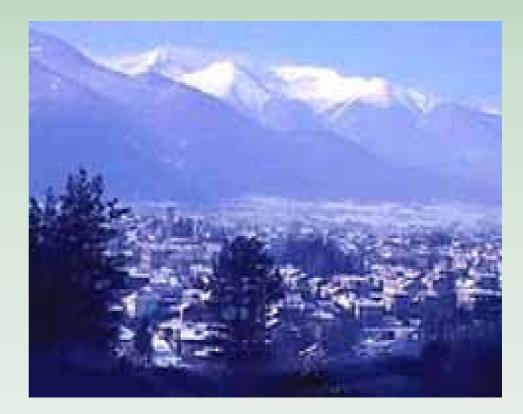
It is situated in the southeast part of the Razlog valley.

It is 6 kilometers south of Bansko .

 It has 17 mineral springs.

THE REGION OF DOBRINISHTE IS APPROPRIATE FOR:

- Skiing
- Balneotherapy
- Tracking
- Alpinism



OUR BUSINESS IDEA: **"VACATION TIME" – LIMITED COMPANY**

Branch: Services Sphere: Tourism Main asset: Hotel in Dobrinishte



Our goal: Make Dobrinishte a better resort!

THE "VACATION TIME" HOTEL WILL OFFER:



30 rooms on 4 floors
Balneotherapy
healing programs

 Conference and meeting services

 Trips to famous destinations

REASONS FOR CHOOSING THIS BUSINESS:

- Virgin nature, liked by both
 Bulgarian and foreign tourists
- Limited of number and strength rivals
- Business opportunities all the year round

TARGET-GROUP CLIENTS, ACCORDING TO MARKETING RESEARCH:

- Tourists from different countries
- People with diseases of the digestive track
- Skiers

OUR ADVANTAGES:

Situated in the mountains modern hotel

- Many mineral springs in the region
- Well-maintained ski –tracks
- # 4-stars luxury

OUR MARKETING WILL INCLUDE:

Advertisements in:

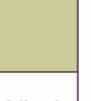
newspapers

radio-shows

* TV

Gue pleasure is our concern

Vacation Gime Hotel in Dobrinishte, which offers balneotherapy, and many other threatments.



In the centre of Debrinichte

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OUR PLANS FOR THE FUTURE:

Build a bigger hotel in Dobrinishte

 Create a chain of hotels all over Bulgaria and surrounding countries

Be very rich and successful