

## PROJECT SUMMARY FOR THE HOTEL KRISTINA - VODICE

Hotel Kristina is situated on the coastal line, on a peninsula in Vodice. The hotel has 20 rooms with 56 beds. The additional offer consists of a restaurant and cafe bar with 400 seats. The hotel employs 17 persons in peak season. Hotel Kristina mainly works with a family owned travel agency. In February 2004 USAID Croatian Enterprise Promotion / Deloitte Touche Tohmatsu sub-contracted **Adria Partners** for a twenty weeks' assignment in hotel Kristina. **Adria Partners** provided consultants in the fields of marketing and sales, management and project financing for a permanent interdisciplinary consulting team of four members. The hotel requested assistance in cost reduction, marketing and sales, financing, CRM and HACCP.

### ABOUT THE COMPANY

Hotel Kristina  
Setaliste M.Sladoljeva 3  
Vodice, Croatia  
Phone +385 22 444 173  
Fax +385 22 440 473  
Website [www.hotel-kristina.hr](http://www.hotel-kristina.hr)



Primary contact: Mr. Dorotic, general manager

### KEY DELIVERABLES / TOOLS

**Financing** – investment study  
**Marketing** – Marketing plan with action plan  
**CRM** – CRM manual  
**HACCP** – HACCP manual

### RESULTS – INVESTMENTS AND REVENUES

**The total investments** amount of HRK 245,000 is mostly due to new project documentation for the investment (renovation and upgrading the hotel), investments in equipment. Other investments are upgrading the website, new logo, kitchen equipment according to HACCP etc.

**The revenue** generated during the assignment is estimated at HRK 74,500 and is due to implementation of procedures and more effective organization of the front desk, higher group sales, excursion sales and additional room sales in the shoulder season.

### GENERAL INFORMATION ON THE ASSIGNMENT

**General scope of work:** Marketing and sales promotion, investment study, HACCP plan, CRM procedures

**Duration of the assignment:** 20 weeks

**Project consultants:**

**Adria Partners:** Stiven Bralo, Team leader – Senior consultant

**Adria Partners:** Tanja Vukovic, Senior consultant

Marko Dragojevic, Junior consultant

Ana Bilandzija, Junior consultant

### IMPLEMENTED TOOLS AND PROCEDURES

- Adopted Marketing plan. Detailed marketing strategies have been developed and trained in order to market the upgraded hotel to potential clients
- Adopted CRM procedures
- Adopted HACCP plan
- Investment study

### RESULTS –QUALITY IMPROVEMENTS

Twelve employees were trained in **CRM** procedures in 7 sessions.

**In marketing**, one person is trained for reception, reservations and sales. New room rates and products are adopted for the upgraded hotel.

The kitchen employees are **trained in HACCP principles** in order to be able to implement the HACCP plan.