TOPIC; Business Strategy Plan

Description

Hey There,  1. Sofitel Hotel or Intercontinental hotel in Melbourne, Australia for the case study, you only can choose ONE of these two, choose the one that has a lot of information from the internet. 2. For the framework analysis, please use SWOT, Porter analysis, and PESTEL analysis NOT STEEPLE, and make the table and Findings as well based on the framework, and also don't Forget the table of contents, executive summary, Introduction, FIndings, the recommendation, and conclusion. 3. Please follow make the assessment based on the assessment details. 4. Please look at the assessment rubric criteria as a guide to do this assessment. I give you some examples as well, but please don't copy-paste from there. Please follow the structure because it's a different business