



An ecosystem within a resort

In an increasingly industrialised world, the earth has become a smaller place for wildlife. The Ritz-Carlton, Bahrain Hotel & Spa, believes it is important that we are conscious of the

BUSINESS LEADER ENJOYING TRUST & RESPECT

- **MERCHANT OF CHOICE**

- **EMPLOYER OF CHOICE**

- **PROFITABLE BUSINESS**

MARKETING ENVIRONMENT

MACRO ENVIRONMENT

MICRO ENVIRONMENT

**INTERNAL
ENVIRONMENT**

MACRO ENVIRONMENT PEST ANALYSIS

- **POLITICAL & LEGAL FORCES**
- **ECONOMIC FORCES**
- **SOCIOCULTURAL FORCES**
- **TECHNOLOGICAL FORCES**

MICRO ENVIRONMENT

- **SUPPLIERS DIRECT OR INDIRECT**
- **CONSUMERS/ CUSTOMERS**
- **LOCAL STAKEHOLDERS**

INTERNAL ENVIRONMENT

FIVE Ms

LEVERAGING LIMITED HUMAN AND OTHER RESOURCES

- **MEN-SKILLS**
- **MONEY-SOURCES & USES**
- **MACHINERY-TECHNOLOGY**
- **MATERIALS-QUALITY & QUANTITY**
- **MARKET OR CUSTOMER-ORIENTATION**