

PROJECT SUMMARY FOR HOTEL BOROVIK - TISNO

Hotel Borovnik is situated in the centre of Tisno, on the island of Murter, which is connected with the mainland by a bridge. The hotel has 69 rooms and one apartment, with a total of 150 beds. The additional offer consists of a restaurant, terrace, outdoor pool, massage, physiotherapy and rental of boats. In peak season the hotel employs 25 persons. Hotel Borovnik plans to start with all year round operations and it is necessary to form a fixed team of about 10 persons. In February 2004 USAID Croatian Enterprise Promotion / Deloitte Touche Tohmatsu sub-contracted [Adria Partners](#) for a twenty weeks' assignment in hotel Borovnik. [Adria Partners](#) provided consultants in the fields of marketing, management and cost reduction for a permanent interdisciplinary consulting team of four members. The hotel requested assistance in cost reduction, marketing, CRM and HACCP.

ABOUT THE COMPANY

Hotel Borovnik
Trg dr. Sime Vlasica 3
Tisno, Croatia
Phone +385 22 439 700
Fax +385 22 439 711
Website www.hotel-borovnik.com



Primary contact: Mr. Slamic, CEO and owner

KEY DELIVERABLES / TOOLS

Cost reduction – Procurement excel-based tool

Marketing – Marketing plan

CRM – CRM manual

HACCP – HACCP plan

RESULTS – INVESTMENTS AND COST REDUCTION

Total investment equals HRK 10,300 and is due to acquisition of kitchen equipment, upgrading a website, promotional material.

Projected cost reduction due to selection of new suppliers is estimated to equal at least HRK 150,000 till the end of 2004.

Projected increase of room revenues for the shoulder season due to the newly implemented products are estimated at HRK 189,000.

GENERAL INFORMATION ON THE ASSIGNMENT

General scope of work: Marketing plan, cost reduction measures, HACCP plan, CRM

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

- Marketing – adopted new room rates for 2005. season and positioning in new market niche
- Implemented CRM procedures
- Adopted HACCP plan
- Selected new suppliers in order to reduce costs

RESULTS –QUALITY IMPROVEMENTS

Two persons were trained in **cost analysis** and cost allocation tools, in order to improve the hotel procurement.

The **CRM trainings** on 15 key issues were done for eighteen employees.

One employee was trained in **marketing** and two new products are introduced for the shoulder season. Higher room rates are adopted for the 2005 season.