Hospitality and Tourism

Prospecting

Mr. Bodenburg

**Online Lead Generation:**

**Customer Relationship Management (CRM) Database:**

**Networking:**

**Referrals:**

**Strategic Alliances:**

**Directions:** ***Build a strategic alliance network for the following industries. Your strategic alliance should have at least two other players that target the same market segment.***

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **Accommodations** | **Transportation** | **Food & Beverage** | **Attractions** |
|  |  **Hotel with a large dining and dance area**  | **Coach Bus Operator** | **Upscale full-service Restaurant** | **A Large Zoo** |
| **Market Segment:** |  |  |  |  |
| **Strategic Alliance: #1** | **Rationale**: **Quid Pro Quo:**  | **Rationale:** **Quid Pro Quo:** | **Rationale:** **Quid Pro Quo:** | **Rationale:** **Quid Pro Quo:** |
| **Strategic Alliance #2** |  ***Local Florist or Decorator*****Rationale:** **Quid Pro Quo:**  | **Rationale:** **Quid Pro Quo:** | **Rationale:** **Quid Pro Quo:** | **Rationale:** **Quid Pro Quo:** |