



## PRESS RELEASE

### ESTABLISHMENT OF COMPANY OFFERING “HOTEL MANAGEMENT” SERVICES TO HOTEL AND TOURIST ENTERPRISES.

A new company with an aim to offer inclusive “Hotel Management” services to hotel and tourist enterprises is to be established by experienced administration personnel of tourist trades. The company under the name “AEGIS Macrodynamic Touristic Development Ltd,” initiates a new way of providing services and changes the given in the Greek tourist market.

Its aim is to guide its clients to increase their profitability by utilizing the knowledge and the valuable experience of their administrative potential and their contemporary technical administration. “Aegis mtd” offers a broad spectrum of services, which are offered either as a whole under the general title “Hotel Management”, or singly, as related below, always in accordance with the individual needs of its clients.

### OFFERED SERVICES

#### a) Sales & Marketing

1. Invoicing policy - Contracting
2. Sales promotion (exhibitions, road shows, seminars, representatives etc.)
3. Marketing (advertising , advertising material, brochures, tour operators κ.ά.)
4. E-marketing (on-line reservations, website development, search engine optimisation etc..)
5. Reservations management
6. Debtors management
7. Market survey – Market analysis – New tendencies
8. Advisory services

## β) Hotel Operation

1. Human Resources , (education, evaluation, personnel development )
2. Public Relations / Animation
3. Clients satisfaction index as a result of personal interviews.
4. Financial Planning - Budgeting – Financial Reporting
5. Front Office
6. Food & Beverage
7. House Keeping
8. Supplies
9. Auditing of offered services based on
10. Computerization
11. Technical Inspection
12. Advisory services

“Aegis mtd” depends on its human potential, as this is its prime mover. The General Manager of “Aegis mtd” Nikos Kontakis, together with the company’s administrative team, are active executives who have all the know-how and also many years of experience in the application of the most contemporary methods of administration and organization.

The Administrative team is flanked by special advisors.

### **INNOVATIVE SERVICES**

**“Aegis mtd’s”** innovative services have been designed to support its clients in becoming actively dynamic in contemporary ventures, without encumbering their budget unnecessarily, whilst continuously improving the quality of their offered services.

In addition **“Aegis mtd’s”** main target is its clients’ profitability by planning on a financial scale, continuous research of international tourist competition and market tendencies, utilization of new technology and the contemporary management-marketing methods.

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