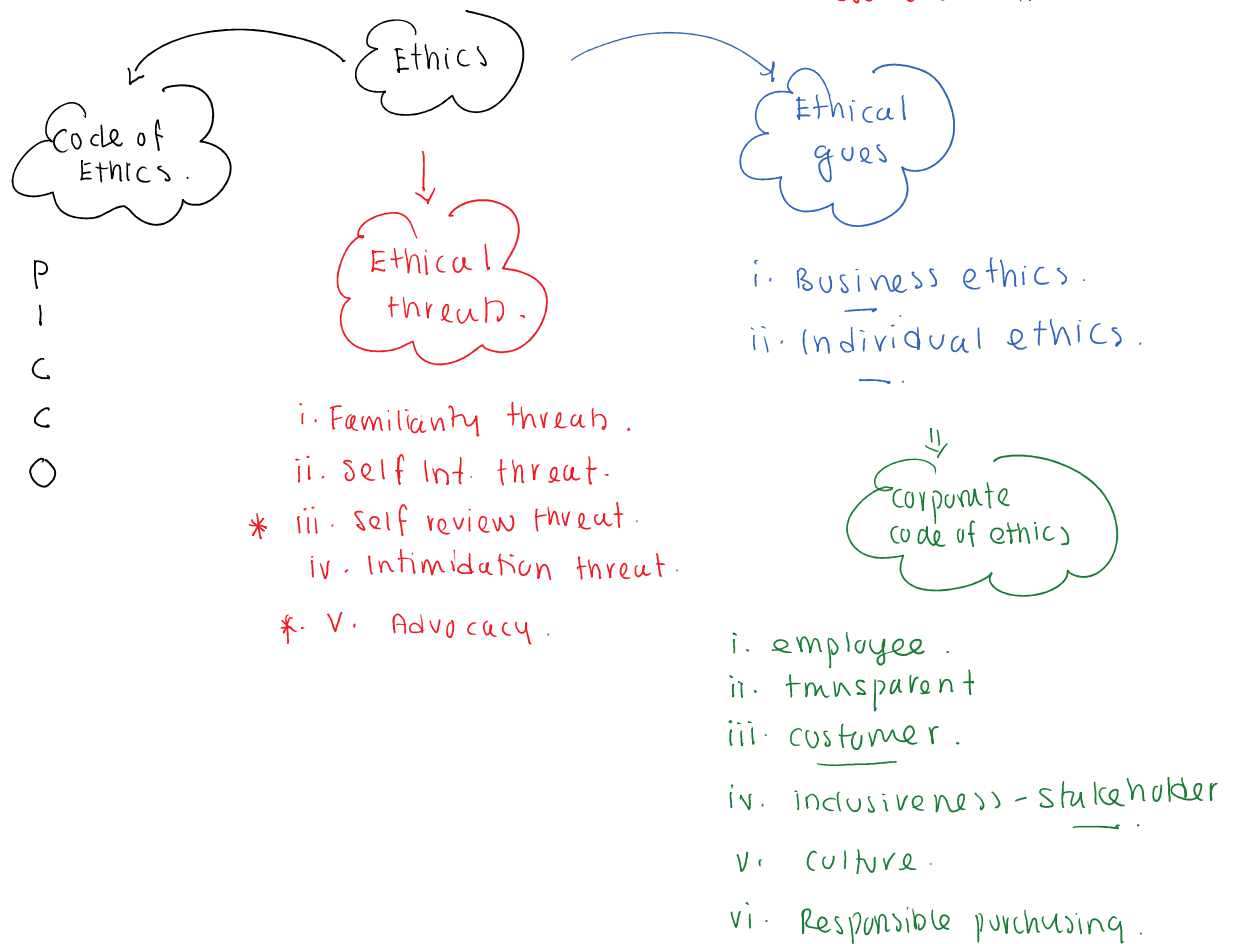
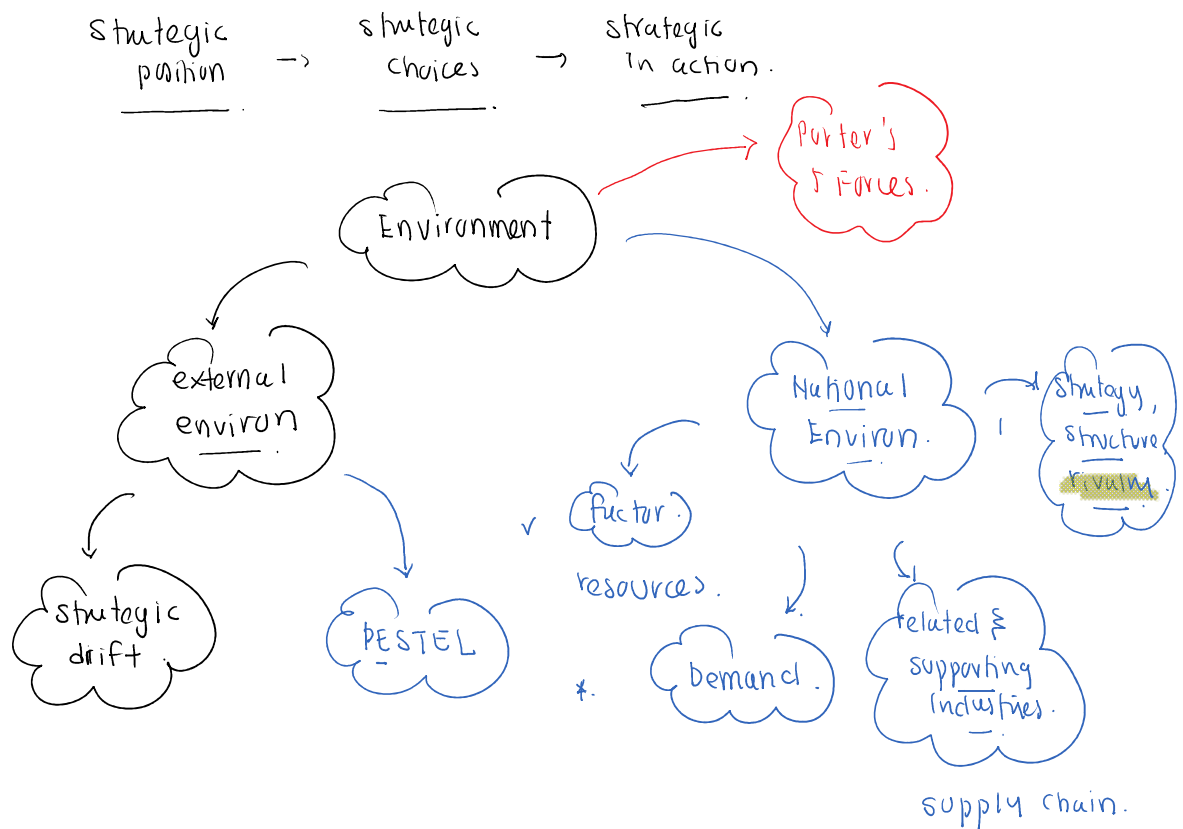


- i. objectives.
- ii. ownership.
- iii. Performance.
- iv. stakeholders.



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Tax breaks for Hilite provide by Deeland government will reduce the cost of the Hilite operation and hence they can be success in the country.

The government support in travel and tourism industries in the way of providing tax breaks. This give HiLite a chance to reduce their cost and indirectly increasing their income

The taxbreak given by gov in deeland can help Hilite to save money in their spending in deeland and can use the money for other purposes.

Hilite providing the widest choice of location in Deeland and good value for money services which is meet the expectation of the customer thus leading to the success of Hilite

Hilite corporate strategy is align with the demands of Deeland traveler. This put Hilite in a competitive advantage as they can provide VFM services

There are recent survey that The online hotel customers will shop around for best hotel deals, this indicates that the Hilite hotel which under the range of value for money will be a good choice for them.

Hilite is having hotel in various locations in Deeland and customer

will always look for the best deal in respective location, hence hilite is also providing value for money service which meet customer satisfaction so they will be success in deeland

HiLite, offers great value for money with the highest quality that satisfies customers. This results in the success of Hilite as in the future 70% of people will shop at great locations like Deeland. This means that there will be more tourism and business in Hilliet

Hilite is build on its highly competitive pricing strategy, with the continuing growth of the budget hotel market in Deeland, Hilite is able to attract more customer.

Customer in DEELand is demanding for VFM and HiLite is able to meet the needs of the customer by providing digital experience and giving them a competitive advantage which allow HiLite continue to growth in the future

The vision of the company correlates with the expectations of the consumers searching for budget hotels in Deeland.