



MONA HOTEL MANAGEMENT

Property:

- Hotel Zlatibor MONA (Zlatibor)
- Hotel Javor (Kušići, Ivanjica)
- Villa Bella (Budva)
- Hotel Argo (Belgrade)

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HOTEL
ZLATIBOR





HOTEL
Javor





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G A R N I H O T E L S





Villa Bella
Budva, Stari Grad



4 P's concept

- Product
- Placement
- Price
- Promotion



4 P's concept

- Product
- Placement
- Price
- Promotion



5 P's concept

- Product
- Placement
- Price
- Promotion
- **People**



The 5P's Model

5 P's concept

- Product
- Placement
- Price
- Promotion
- **People**



The 5P's Model



MHM

Cross training program

- Obligatory internship while studying (1-3 months)
- Self-decision for specialization (3-6 months):
 - F&B cross training – 3 months
 - Room division cross training – 3 months
 - Sales & marketing cross training – 3 months
 - Entire program – 6 months

Scholarship program

- Scholarship is completely covered
- Guaranteed work place



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