



BUSINESS PLAN AND MARKETING STRATEGY

**FOR THREE HERITAGE SITES IN THE UNESCO
WORLD HERITAGE TOWN OF BERAT**

DRAFT



Prepared for:
Regional Directory of National Culture, Berat



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Table of Contents

Acknowledgement	2
Abbreviation	5
I. Background information	6
1. Methodology of designing the BP & MS	6
1.1 Methodology.....	6
1.2 Relevant Information and References	8
2. City of Berat - World Heritage Site.....	8
2.1 Brief historical description	8
2.2 Municipality of Berat	9
2.3 Access and communication.....	9
2.4 Society.....	10
2.5 Economy.....	11
2.6 Tourism Economy	13
3. Mapping of supply, demand and Selection of Cultural Resources	16
3.1 The Acropolis	18
3.2 The Garrison Building.....	24
3.3 The Medieval Center.....	25
4. Institutional framework, target groups and stakeholders.....	31
4.1 Institutional Framework and Stakeholder Groups.....	31
4.2 Target Groups	32
5. Identification and Risk Management.....	33
6. SWOT Analysis.....	34
7. Objectives.....	35
II. Business Proposals for Development of Selected Sites	36
1. Assumptions.....	36

2. Running Costs and Expenses.....	37
III. Marketing Strategy	40
1. The Strategy	41
2. Marketing mix - market position	43
3. Promotional Strategy.....	46
4. Gant Plan – Timing for Implementation of the Business Plan and Marketing Strategy	48
IV. Annexes (Attachments).....	49
1. Gant Plan – Timing	49
2. Excel Workbook of Business Plan and Marketing Strategy	49