

# 4ward consulting



**"You can't expect to meet the challenges of today with yesterday's tools and expect to be in business tomorrow".**

**IMPROVE YOUR BUSINESS PERFORMANCE**



## SERVICES

### The Perfect Match to Empower Your Hotel Business

- Market analysis
- New market developments
- Start-up business plan
- Sales & marketing
- Business productivity optimization
- Web & engine management
- Social media management
- Recruitment and training



### Study for Travel Agencies' Development

- Business Plan development strategy
- Airline Negotiations Consultancy
- Executive Travel Recruitment
- Travel Industry Hookups
- Temporary Executive Roles
- Travel Agency Enrichment Programme
- Travel Booking Engine Consulting
- Travel Consultancy
- Organizing the structure / operation of the company
- Sales growth and development
- Planning for travel packages
- Search of travel packages distributors/associates
- Training of agency's travel consultants
- Printed and electronic promotion of products
- Website & Social Media Management

### Sales - Outsourcing

- Sales development strategy
- Sales Optimization
- Sales Management
- Sales Outsourcing
- Sales Training
- Strategic Marketing
- Media Sales Strategy



# Travel Management Consulting Services

## A. Consulting

1. Business Travel & Expense Programme Evaluation
2. TMC (Travel Management Company) Evaluation
3. RFP, RFI & RFT Management
4. Travel Technology:
  - Online booking tool implementation
  - Change in online booking tool providers
  - Technical strategy and system design for travel related products (eg.social media)



## B. Outsourcing

- Business Travel Programme
- Online Booking Tool Programme Management

## C. Project Management:

- Corporate Travel Agency Implementation
- Travel Technology Implementation
- Corporate Travel & Expense Management Implementation

## D. Audit:

- Intellect Air Fare Audit
- Travel Agency Financial Fee Audit

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consulting →



# Development through technological support

1. Web design (Web page design and construction)
2. Website management (Update, edit, technological support)
3. Social Media
4. Graphic Design ( Brochures, Posters, Business Cards)
5. Video Editing

The company also provides the possibility of:

- a. Editing texts and articles
- b. Translations (English->Greek, Greek->English)
- c. Writing articles of various contents





## 4ward Consulting

Rizari 17  
Athens , Greece

P.C. : 11634  
Tel.: +30 210 7253224  
Mobile : +30 6906 774486  
E-mail : [info@4wardconsulting.gr](mailto:info@4wardconsulting.gr)

Website: [www.4wardconsulting.gr](http://www.4wardconsulting.gr)

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