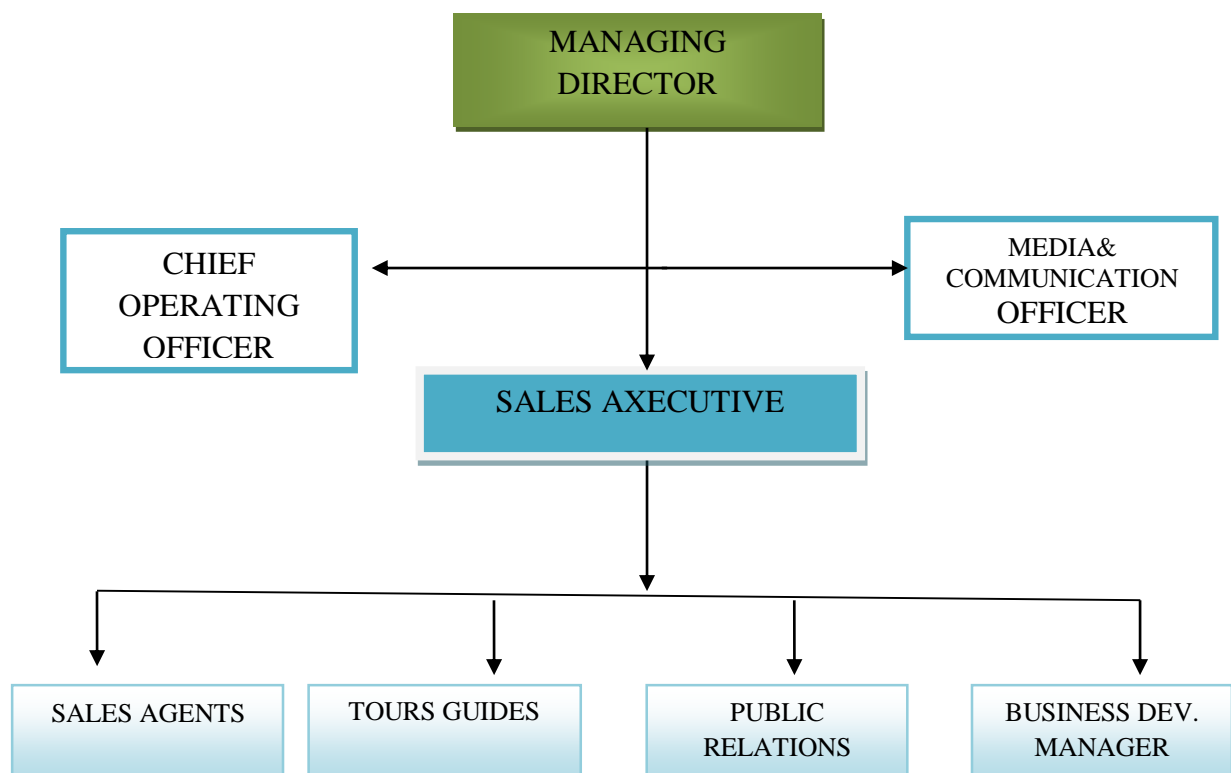


**Red Rocks Management**

No.	Title	Profile	No. of employees	Work Status
1.	Executive Director		1	Full-Time
2.	Chief Operating Officer	Bachelor’s Degree in Business management	1	Full-Time
4.	Media and communication Officer		1	Full-Time
5.	Sales Executive	Graduate in Marketing	3	Full-time
6.	Sales agents		2	Full-time
7.	Public Relations Officer		2	Full-time
8.	Tours guides	Tourism and Hospitality Management	8	Full-time
9.	Business Development Manager	Degree in Rural Development	1	Full-time
10.	Skilled workers	Technical and Vocational Education Training	4	Full-time

**Red Rocks Ecotourism Initiative Managerial & Operational Structure**

**Figure 1:** Red Rocks Ecotourism Initiative Managerial & Operational Structure



Our strategy hinges on providing unparalleled service and support, which is critical to setting us apart from the competition. We need to differentiate on service and support in order to become true partners with our clients. Our service offers will include:

- ***Uptime guarantees***: we will include "uptime guarantees" with our all-inclusive service agreements to insure maximum productivity for our clients;
- ***Internal training***: the "learning and growth" part of our Balanced Scorecard performance measurement strategy will include the requirement that our operations staff and sales professionals become a certified business entity by the end of FY 2017;
- ***Upgrade analysis***: we will periodically assess our client's business processes and requirements, and offer cost-effective upgrade solutions to meet changing needs.

At Rocks Ecotourism Initiative Red Rocks Ecotourism Initiative, we make convergence the theme of its vision, planning, and marketing strategies. We will with the aim of bringing the most efficient workflow solutions to our clients while providing value-added customer support and service, and earning a reasonable profit in the process.