**SWOT Analysis**

Figure 1: The Concierge Elite SWOT analysis chart



 The Concierge Elite offers unique products and services not only for the luxury travelers that visit Puerto Rico but also for the residents at Bahía Plaza where their office is located. Some of the unique services are grocery shopping, relocation, business meeting coordination, company's conventions coordination, personalized tours around Puerto Rico according to the client's needs and time, among others. Also, their staff's creativity and empowerment to create unique memories for their clientele set their company apart from their competitors. Additionally, one of their most important strength is their commitment to bring a personalized service for each and every one of their clients. This creates a unique experience that evolves around the customer, not the company making their customers feels appreciated and important. These company's strengths will allow creativity on daily posts and also through the campaign giving the empowerment to showcase the best of what this island has to offer to the luxury travelers that want to experience a piece of Paradise.

 The luxury concierge company has some weakness that needs to be addressed in order to create a successful social media campaign. Since The Concierge Elite was founded last year, it is a new company adapting to a fast-paced hospitality industry in Puerto Rico. Currently, is not yet recognized as a solid luxury concierge company on the island, therefore, it has a long way to go in this industry in order to gain a solid place in this market. Also, the social media presence is in their first phase of developing and reaching their target audience market. This is a challenge when it comes to creating a successful social media campaign that impacts this market not only locally but also in the United States. Therefore, the company needs to be able to recognize which strategy and messages are receiving a positive feedback from our target audience and work around it.

 Nevertheless, by been a new company in the market, The Concierge Elite has a lot of potentials. Currently, a lot of opportunities has been presenting to its owner in less than a year, which means that the business is growing. Now the company is negotiating different contracts with several hotel brands in Puerto Rico, in order to be the primary concierge at their services. This gives the company the opportunity to not only be recognized as one of the best in Puerto Rico but also it will help them to expand their business to Panama and other countries in the next years to come. Another good opportunity that the company has is it's growing on social media, even though is not fast, their social media presence is increasing on a daily basis. This gives the opportunity to put The Concierge Elite's social media channels in a good position in the market. In order to increase their business and to reach their target audience, a solid social media presence needs to be developed where the company can create an engagement with their target audience.

 Now, The Concierge Elite has faced several threats that not only had affected their business but also has affected Puerto Rico’s tourism in general (Feldberg, 2016). These threats include the economic crisis that had affected worldwide and also the Zika Virus that since last year had affected the hospitality industry significantly (Gladstone, 2016). Another threat that could affect the future business is the intense competition regarding other concierge companies in the island that offers similar product and services. A good educational social media campaign that proves that Puerto Rico is safe and back in business will help the company to attract more travelers to visit the island. Even though it seems difficult, it is not impossible to create a positive campaign that showcases the hidden gem in the Caribbean and its attractions.