

# BORVIZ



## Product development problems in newly emerging destinations

Hévíz, 2016. november 19.

# The Missing Elements

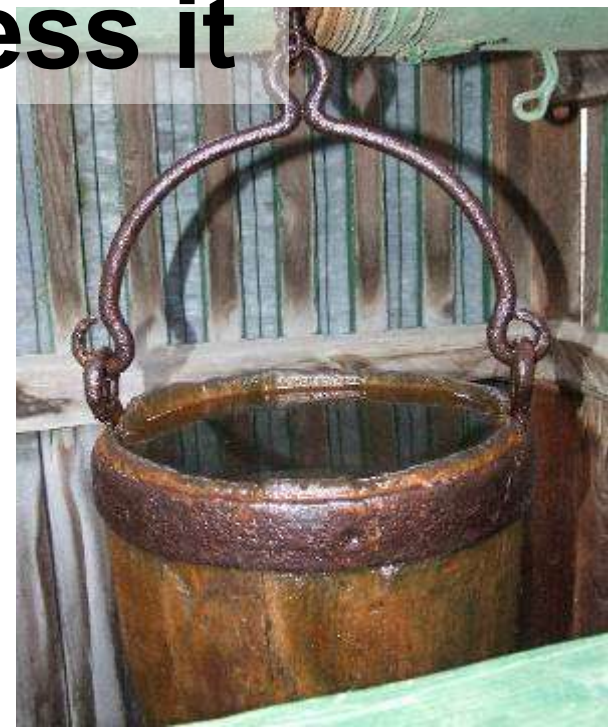


- Entrepreneurs on forced course
- Lack of infrastructure
- Problem with human resources
- No attraction development
- Lack of services
- Government „trying” to help





**Lot of raw material,  
problems to process it**



# Quick guide

Raw  
material



# Quick guide

- Tools



# Quick guide

- Know How



Multitude of mineral water springs

Few spa facilities

Centuries of tradition

Few (recent) evidence-based practice

Lot of resources

Few products



# We started to:



- Segment the market
- Chose infrastructure
- Built partner awareness (network of providers)
- Bridging gaps (service, infrastructure and human resource bypasses)



**COVASNA**  
...we are not perfect, NATURE is



**off to spas**



# We ended up with a product on a foreign market, +

**off to spas**

**Secklerland, the land of mineral water**

**"Sweet" for others"**  
Designed for adults, using special well-tanning substances that affect skin regeneration. The treatment offered is the best alternative for people with skin problems. The active ingredients include: sulfur, selenium, zinc, boron, calcium, magnesium, potassium, sodium, and iron. The treatment is suitable for all skin types, but especially for sensitive skin. The treatment is suitable for all skin types, but especially for sensitive skin.

**"For a healthy heart"**  
Background for people suffering from cardiovascular diseases. The treatment is suitable for all skin types, but especially for sensitive skin. The treatment is suitable for all skin types, but especially for sensitive skin.

**The Covasna method**  
The mineral water is used for creating additional health benefits. The treatment is suitable for all skin types, but especially for sensitive skin. The treatment is suitable for all skin types, but especially for sensitive skin.

**What is mineral water?**  
Due to its unique mineral composition, the water is suitable for people with various health problems. The treatment is suitable for all skin types, but especially for sensitive skin. The treatment is suitable for all skin types, but especially for sensitive skin.

**Starting from 55 € room**

**Co-financed by the COSME programme of the European Union**

**covasna county**

[www.info-covasna.ro](http://www.info-covasna.ro)



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# To be continued...

- Keep ourselves on the market
- Extend the range of service providers involved
- Widen the service portfolio



Thank you for your attention!