

Legal Factors

The most frequently found legal structures are:

- **Sole Trader/Sole Proprietor** (*Empresario Individual* or *Autónomo*)
- **Partnership** (*Sociedad Civil*)
- **Limited Liability Company** (*Sociedad Limitada/SL* or *Sociedad de Responsabilidad Limitada/SRL*)
- **Public Limited Company** (*Sociedad Anonima /SA*)
- **New Enterprise Limited Company** (*Sociedad Limitada Nueva Empresa/SLNE*)
- **Co-ownership** (*Comunidad de Bienes/CB*)

Companies incorporated in the UAE have to take the form of one of seven types.

1. General Partnership

2. Simple Limited Partnership

3. Joint Participation (Venture)

4. Public Joint Stock

5. Private Joint Stock

6. Limited Liability

7. Partnership Limited with Shares

Both BMIs are LLCs.

Microenvironment

Porter's Analysis

Threat of new entrants in the field of Tourism is like a requirement for this industry. It is always happening, but not strong brand such as BMI. BMI Marina may compete with thousands other clubs and restaurants on Ibiza, but still the image of the brand never fades. Other big clubs such as Privilege, Pacha and Space are the main competitors of BMI, but the experience they offer is different. Every party person who goes to Ibiza wants to enter all of them. Actually the bargaining power of the customers is low, they are not in position to push the situation to help themselves. Most of the General Managers or Event Managers are in position to negotiate with the guests (DJs, cooks, etc.), but then a compromise solution is usually accepted by both sides. In the situation of BMI the bargaining power of the club is higher on both places, since for BMI U.A.E; the club is a monopolistic structure.

them as well. On one hand it is a good policy without discrimination towards personal preferences and on the other hand this is disliked by many people in that environment. The problem in U.A.E. then is more cultural and racial. Sometimes parties may be delayed, but this happens rare.

Expanding in assortment, services, creativity and scope are opportunities for both clubs. BMI as well tries to be as sustainable as it can without ruining its own image and financial resources.

For BMI Marina some threats may be the threat of new entrants as for BMI U.A.E; but the chance for BMI Marina is significantly lower than for BMI U.A.E. due to the over offering of this kind of services there. While in U.A.E. the main construction business is in the big cities and usually businessmen aim for vertical expansion.

BMI is a highly valued and famous among lovers of wild life and F&B services, a company with strong USP and lots of positive sides to consider. Alas not many people are visiting those two clubs as other world famous clubs such as Privilege (The largest club in the world with 10,000 capacity), but BMI values their clients and are receiving the same back from them. BMI would remain one of the leading brands in clubbing industry in the world. (Allen J. (2005). **Time Management for Event Planners. Ontario, John Wiley & Sons Canada Ltd.)**

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