PROJECT

Anabel Apartment and Suites Abuja

Location: Abuja Nigeria | **Period:** 25th -26th June,2026



Principium Consults Ltd delivered a two-day training programme on Effective Marketing and Sales for the team at Anabel Apartment and Suites Abuja. The training focused on strengthening sales strategies, improving customer engagement, and driving sustainable revenue growth.

A key principle explored was that people often buy from those they like, and likeability is built through relationships, trust, and consistent value. From an economic perspective, this relationship reflects the Economics of Expectation, where buyers and sellers seek a fair exchange between the value expected and the value delivered. In hospitality, understanding and meeting these expectations is essential for building customer loyalty, encouraging repeat business, and sustaining long-term revenue growth.

Project Gallery











