

Synopsis of Services Offered (Our Core Expertise)

- A. Initial Start-Up Services & Project Conceptualization
- B. Technical Services & Facility Planning
- C. Pre-Opening, Hotel Operations & Management Services
- D. Hotel Operator Search

A. INITIAL START-UP SERVICES

- Hotel Project Feasibility Study & Business Plan
- Project Conceptualization
- Detailed Computation of EBITDA, P&L, R.O.I. for the Project

B. TECHNICAL SERVICES & FACILITY PLANNING

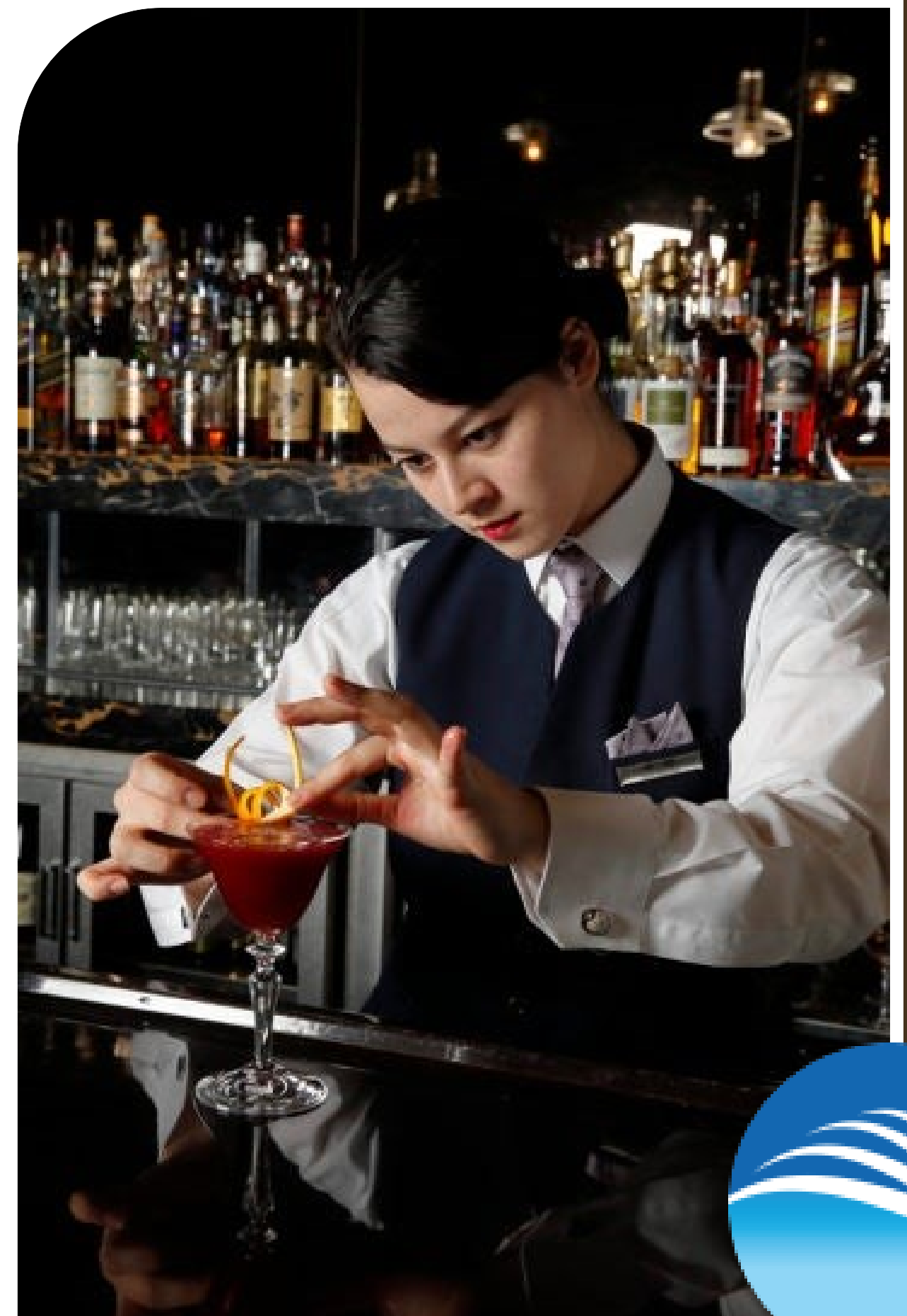
- Physical Infrastructure & Facility Planning
- Detailed Architect Note with Hotel Design Guidelines
- Planning for Technical Areas, F.O.H. & B.O.H.
- Food & Beverage Designs & Plans (Restaurants, Kitchens, Banquets)

C. SETTING UP OF HOTEL OPERATIONS & MANAGEMENT SERVICES

- Pre-opening Planning, Manpower Planning with Hierarchy, Organization Chart
- Hotel Operations Supplies & Assistance in Procurement
- Design of Hotel Operations SOP's
- Hotel Software (PMS) Selection & Assistance in Hotel Licenses

D. HOTEL OPERATOR SEARCH

- Pre-Marketing & Briefing Document
- Operator/Brand Search
- Operator/Brand Selection & Final Contract Negotiation



Understanding the Market

- ✓ Analyzing the current market trends and demand for hotels and resorts in the target location is crucial for the success of any development project. Here's how we can delve into this:
- ✓ **Market Trends Analysis:**
- ✓ Utilize data from reputable sources such as hospitality industry reports, market research firms, and government statistics to identify current trends in the hotel and resort sector.
- ✓ Highlight trends related to traveler preferences, such as the growing demand for experiential travel, eco-friendly accommodations, and personalized experiences.
- ✓ Discuss emerging trends in hotel design and amenities, such as the rise of boutique hotels, wellness-focused resorts, and technology integration.
- ✓ **Demand Analysis:**
- ✓ Assess the demand for hotels and resorts in the target location by analyzing factors such as tourism statistics, occupancy rates, and average daily rates.
- ✓ Consider the seasonality of tourism and any events or attractions that may drive demand during specific periods.
- ✓ Evaluate the potential demand from different market segments, including leisure travelers, business travelers, and group bookings.



- ✓ **Factors Influencing the Market:**
- ✓ Discuss the economic conditions that impact the hospitality industry, such as GDP growth, employment rates, and currency exchange rates.
- ✓ Examine the regulatory environment, including zoning laws, building codes, and environmental regulations that may affect the development process.
- ✓ Conduct a competitor analysis to understand the competitive landscape and identify strengths, weaknesses, opportunities, and threats (SWOT) for the proposed project.
- ✓ Identify key competitors in the target location and analyze their market positioning, pricing strategies, and customer reviews.
- ✓ **Tourism Trends:**
- ✓ Explore broader tourism trends that may influence the demand for hotels and resorts, such as shifts in traveler demographics, preferences for sustainable travel options, and the impact of global events or crises.
- ✓ Highlight any destination marketing efforts or tourism initiatives that promote the target location as a desirable travel destination.
- ✓ *By conducting a thorough analysis of market trends, demand drivers, and competitive factors, we can better understand the opportunities and challenges in developing new hotels and resorts in our target location. This information will inform our strategic decisions throughout the development process.*

Concept Development



❖ **Understanding the Vision:**

- ❖ Conceptualizing a new hotel or resort project begins with understanding the overarching vision and objectives. This involves defining the project's mission, values, and long-term goals.
- ❖ Stakeholder input, including investors, developers, and management teams, helps shape the vision and ensures alignment with business objectives.

❖ **Market Research and Analysis:**

- ❖ Conduct comprehensive market research to identify gaps and opportunities in the target market.
- ❖ Analyze demographic data, travel trends, and consumer preferences to understand the needs and desires of the target audience.
- ❖ Explore emerging trends in hospitality and tourism to incorporate innovative concepts and experiences into the project.

❖ **Defining the Target Audience:**

- ❖ Segment the target audience based on factors such as age, income, travel behavior, and psychographic characteristics.
- ❖ Develop customer personas to represent different segments and understand their preferences, motivations, and pain points.
- ❖ Tailor the concept to meet the specific needs and preferences of the target audience segments identified.

❖ **Identifying Unique Selling Points (USPs):**

- ❖ Determine the project's unique selling points that differentiate it from competitors and appeal to the target audience.
- ❖ USPs could include location advantages, architectural design, amenities, sustainability initiatives, or experiential offerings.
- ❖ Emphasize the project's strengths and value propositions that resonate with the target audience and align with market trends.
- ❖ Conceptual Design and Themes:

Concept Development

- ❖ Translate the project vision, market insights, and USPs into conceptual design and thematic elements.
- ❖ Collaborate with architects, designers, and creative consultants to develop design concepts that reflect the project's identity and brand.
- ❖ Explore different themes and narratives that enhance the guest experience and evoke desired emotions.
- ❖ Showcase examples of successful concept designs or themes, such as:
 - ❖ Boutique hotel with a focus on local culture and artisanal craftsmanship.
 - ❖ Wellness resort offering holistic spa treatments, yoga retreats, and healthy dining options.
 - ❖ Eco-friendly resort featuring sustainable architecture, renewable energy solutions, and nature-based experiences.
 - ❖ Luxury beachfront hotel inspired by the destination's natural beauty and maritime heritage.
- ❖ By integrating market research insights, target audience preferences, and unique selling points into the conceptualization process, we can create compelling hotel and resort concepts that resonate with guests and drive success in the competitive hospitality industry.

A Luxurious Tropical Resort



Hotel Feasibility Study

❖ **Importance of Feasibility Study:**

- ❖ Conducting a feasibility study is essential before proceeding with a hotel or resort project as it provides a comprehensive assessment of the project's viability.
- ❖ It helps stakeholders make informed decisions by evaluating the potential risks, challenges, and opportunities associated with the project.
- ❖ A feasibility study helps ensure that the project aligns with the organization's objectives and has a high likelihood of success before committing significant resources.

❖ **Key Components of a Feasibility Study:** **Market Analysis:** Assess the demand for hotel and resort accommodations in the target location. Analyze market trends, competitor offerings, and customer preferences. Identify target market segments and their needs.

❖ **Financial Projections:** Estimate the financial feasibility of the project by projecting revenues, expenses, and profitability over a specified period. This includes conducting revenue forecasting, cost estimation, and financial modeling.

❖ **Site Evaluation:** Evaluate the suitability of the proposed site for the hotel or resort development. Consider factors such as location, accessibility, zoning regulations, environmental impact, and infrastructure availability. **Risk Assessment:** Identify and assess potential risks and challenges that could impact the success of the project. This includes market risks, financial risks, construction risks, regulatory risks, and operational risks.

❖ **Legal and Regulatory Compliance:** Ensure compliance with local regulations, permits, and zoning laws. Assess any legal or regulatory hurdles that may affect the development process.

❖ **Operational Considerations:** Evaluate the operational aspects of the project, including staffing requirements, management structure, and operational efficiency. Consider factors such as technology integration, sustainability practices, and customer service standards.





Hotel Feasibility Study



❖ Presenting Findings from the Feasibility Study:

- ❖ Provide a summary of the key findings from each component of the feasibility study.
- ❖ Highlight the demand analysis results, indicating the projected occupancy rates, average daily rates (ADR), and revenue per available room (RevPAR).
- ❖ Present financial projections, including investment costs, operating expenses, projected revenues, and potential return on investment (ROI).
- ❖ Showcase the site evaluation findings, emphasizing the strengths and opportunities of the proposed site while addressing any potential challenges or constraints.
- ❖ Discuss risk assessment findings and mitigation strategies to minimize potential risks and maximize project success.
- ❖ Conclude by demonstrating how the feasibility study supports the project's viability and justifies the decision to proceed with development.
- ❖ By conducting a thorough feasibility study and presenting its findings effectively, stakeholders can gain confidence in the project's potential for success and make informed decisions regarding investment and development.



Technical Services & Facility Planning

❖ **Construction and Design Services:**

- ❖ Collaborate with architects, engineers, and construction professionals to oversee the design and construction phases of the project.
- ❖ Provide hospitality expertise in architectural design, MEP (mechanical, electrical, plumbing) systems, and construction management.
- ❖ Ensure that construction adheres to design specifications, quality standards, and safety regulations & as per architect note provided.

❖ **Physical Infrastructure & Facility Planning:**

- ❖ To provide inputs to architect for the physical infrastructure of the hotel or resort, including buildings, roads, parking areas, and utility systems.
- ❖ Consider factors such as site layout, space allocation, and circulation pathways to optimize functionality and efficiency.
- ❖ Integrate sustainable design principles to minimize environmental impact and enhance energy efficiency.

Hotel Designing & Planning Phase

Great Room And Great Services



**Comfort
Bedrooms**



**Large
Bathrooms**



Technical Services & Facility Planning

- ❖ **Planning of Technical Areas & Implementation:**
- ❖ Plan and design technical areas such as kitchens, laundry facilities, mechanical rooms, and IT infrastructure.
- ❖ Ensure that technical areas are efficiently laid out to support operational workflows and meet industry standards.
- ❖ Implement state-of-the-art technologies and equipment to enhance operational efficiency and guest satisfaction.

- ❖ **Food & Beverage Designs & Plans:**
- ❖ Develop food and beverage designs and plans for restaurants, bars, banquet facilities, and room service.
- ❖ Collaborate with chefs, food and beverage managers, and interior designers to create engaging dining experiences.
- ❖ Design kitchen layouts, menu concepts, and service flow to optimize operational efficiency and guest satisfaction.
- ❖ By providing comprehensive technical services and facility planning, we can ensure that the hotel or resort project is developed to the highest standards of quality, efficiency, and guest satisfaction. From construction and infrastructure planning to food and beverage designs, our expertise will contribute to the success of the project.



Hotel Designing & Planning Phase

Great Room And Great Services



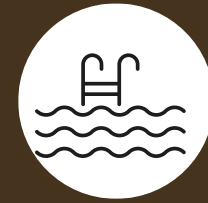
**Comfort
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Pre-Opening Services



Staff Recruitment and Training:

Develop a staffing plan outlining the required positions, roles, and responsibilities for the hotel or resort.

Recruit and hire qualified personnel for various departments such as front desk, housekeeping, food and beverage, sales and marketing, and maintenance.

Conduct comprehensive training programs to equip staff with the necessary skills, knowledge, and customer service standards.

Training topics may include hospitality etiquette, safety protocols, operational procedures, and product knowledge.



Procurement of Furniture and Equipment:

Source and procure furniture, fixtures, and equipment (FF&E) required for the hotel or resort.

Work with vendors, suppliers, and manufacturers to select quality furnishings, linens, amenities, and operational equipment.

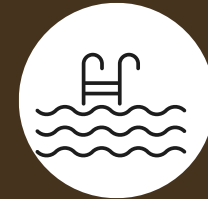
Ensure that FF&E items align with the brand standards, design aesthetics, and operational requirements of the property.

Coordinate delivery, installation, and setup of FF&E items in preparation for the opening.



Pre-Opening Services

MARKETING BRANDING STRATEGY



❖ **Marketing and Branding Strategies:**

❖ Develop comprehensive marketing and branding strategies to create awareness and generate anticipation for the hotel or resort opening.

❖ Define the brand identity, positioning, and messaging to differentiate the property from competitors and resonate with the target audience.

❖ Implement multi-channel marketing campaigns encompassing digital marketing, social media, public relations, advertising, and promotions.



❖ Create compelling marketing collateral such as brochures, websites, videos, and social media content to showcase the property's features, amenities, and unique selling points.

HOTEL OPERATIONS MANAGER CHECKLIST AND RESOURCES FOR REOPENING



Pre-Opening Services

❖ **Operational Planning:**

- ❖ Develop detailed operational plans and procedures to ensure smooth and efficient hotel or resort operations from day one.
- ❖ Establish operational protocols for front office procedures, housekeeping standards, food and beverage service, security measures, and maintenance routines.
- ❖ Implement technology solutions such as property management systems (PMS), point-of-sale (POS) systems, and guest engagement platforms to streamline operations and enhance guest experiences.
- ❖ Conduct mock-up or soft-opening events to test operational workflows, identify potential issues, and refine processes before the official opening.
- ❖ By meticulously planning and executing pre-opening preparations, we can set the stage for a successful launch of the hotel or resort, ensuring that staff are well-trained, facilities are fully-equipped, marketing efforts are effective, and operations are optimized to deliver exceptional guest experiences from the outset.

Commissioning & Opening

❖ Commissioning Process and Final Inspections:

- ❖ Commissioning is the process of ensuring that all systems and components of the hotel or resort are installed, tested, and functioning correctly before opening to the public.
- ❖ Conduct comprehensive final inspections of the property to verify compliance with quality standards, building codes, and regulatory requirements.
- ❖ Inspect mechanical, electrical, plumbing, and HVAC systems to ensure proper installation and functionality.
- ❖ Verify the completion of construction work, finishing touches, and cleanliness standards throughout the property.
- ❖ Address any deficiencies or issues identified during inspections and ensure that they are resolved before opening.
- ❖ Announcement of Grand Opening Date and Promotional Events:
- ❖ Once the commissioning process is complete and the property is ready for operation, announce the grand opening date to the public.
- ❖ Plan and execute promotional events and marketing initiatives to generate excitement and attract guests to the grand opening.
- ❖ Consider offering special promotional packages, discounts, or incentives to encourage bookings and drive traffic to the property.
- ❖ Utilize various marketing channels such as social media, email marketing, press releases, and local advertising to promote the grand opening and engage with potential guests.



Commissioning & Opening

❖ Welcoming Guests and Starting Operations:

- ❖ Share excitement and anticipation about welcoming guests to the newly opened hotel or resort.
- ❖ Ensure that staff are well-prepared and trained to provide exceptional service and memorable experiences to guests.
- ❖ Implement operational procedures and protocols to ensure smooth operations and efficient guest service delivery.
- ❖ Monitor guest feedback and address any issues or concerns promptly to maintain guest satisfaction and loyalty.
- ❖ Celebrate the opening milestone with staff, guests, and stakeholders, and strive to create positive first impressions that will set the tone for future success.
- ❖ By following the commissioning process, announcing the grand opening date, and executing promotional events, we can generate excitement and anticipation for the opening of the hotel or resort. Welcoming guests with enthusiasm and professionalism will create memorable experiences and contribute to the success of the operation from day one.





**Thank you for your time,
we are happy to serve
you!**



**Aum Hospitality Consultants
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