

# Hotel Operations Consultancy for Existing Operational Hotels



Aum Hospitality Consultants

Hotel & Resort Project & Management Consultants





# INTRODUCTION TO AUM CONSULTANTS

- Aum Consultants is a full-service Hotel & Resort Project & Management Consulting Company.
- The company consults Business Hotels, Boutique Hotels, Budget Hotels, Theme Resorts, Camping Resorts, Clubs, Theme Restaurants, Conference & Banquet Halls & so on and deliver clients with the result driven Hospitality Management Services in all areas of Hotels. In a nutshell, from Concept to Commissioning.
- We provide a detailed Consultancy in Hotel Project Technical Planning and ensure the delivery of optimum returns on the investment. Our focused attitude ensures leverage of hotel assets, greater occupancy, and enhanced levels of service quality and operational performance.
- Aum Consultants was founded on the principle that consultants should deliver sustainable and measurable results—not just reports & lots of paperwork to our clients. We believe a consulting firm should be more than an advisor. Our approach to consulting is to deliver enduring results for our clients and build lasting relationships with them. We look at each organization from the Chief Executive's perspective and care for our clients' businesses as our own. We align our incentives with their objectives, meaning that we prosper only if our clients prosper. Our recommendations are individually tailored for each client's situation.



We primarily focus on following types of Hospitality Business as a Consultant:

- ❖ New Hotels & Resort Projects
- ❖ New Restaurants, Food Malls, Food Court Projects
- ❖ Consulting and Managing existing and running hotel properties

Along with the above services, we also deliver solutions to the following areas of Hospitality:

#### **Hotel Operations**

**Aum Consultants, Mumbai** provides operational consulting to hotel's seeking improved financial performance, guest satisfaction and team morale. Typically, these services include analysis of a hotel's market, competitive strengths and opportunities, and operational recommendations and guidance. Should it be desired, we will assist with the implementation of recommendations at the property level as needed.

After initial survey, we recommend improving your **Operational Efficiencies** and suggest how to increase revenue with greater **Customer Satisfaction** and reducing operational costs.

#### **Staff Training & Development**

We also conduct onsite Staff Training Programs. The key ingredient to success is maintaining an exceptional level of guest experience -- customer satisfaction. Implementing a comprehensive training and development program for all staff greatly increases the chances of the hotel providing customer service that meets guests' expectations. It effectively helps in improving guest satisfaction & thereby repeat guests.

#### **Sr Managers Recruitment (Talent Acquisition)**

Aum Consultants has indigenously developed "customized" hiring solutions that help our clients to recruit their desired talent pool and attain competitive edge. Our hiring solutions are custom-designed for the individual client-need for specific position. Our Selection process is based on a structured and methodical approach. We handpick crème de la crème from Four Star, Five Star Deluxe properties which will best suit your requirement.

Should you have any requirement of such specialized service, we would be delighted to get associated with your up-coming prestigious Hospitality Projects and request you to go through the detailed scope of services. You may also log on to: [www.aumconsultants.net](http://www.aumconsultants.net) for detailed information about our profile, projects executed, and services offered.

Looking forward to our interaction and strengthening our association & always assuring you of our most prompt & personalized services

# Profile Of Mr Subodh V. Gupte

A dynamic business leader with A proven track record in the hospitality industry. He has put his vast experience to good use by replicating success in domestic and international markets along with major full -service operations in resort, convention, business transient and boutique settings.

He is adept at delivering profits and good returns investment by executing strategies for robust bottom line and quality delivery. He puts his strong leadership, communication skills and knack of recruiting right candidate to good use. At the same time, he has been promoting good camaraderie among the candidates that has provided A steppingstone for earning promotions.

He is armed with A diploma in hotel management catering technology & applied nutrition from IHMCTAN, dadar, mumbai, in 1982.

*Mr Gupte has extensive exposure in hospitality for the last 30 years to name a few – ramada inn palm groves (mumbai), taj blue diamond (pune), duke's retreat/upper deck resort (lonavala), 250 rooms five star hotel at baroda by kamat hotels, 125 rooms five star hotel -daspalla hotels, hyderabad & setting up of operations of four hotels of blanket hospitality ventures in kerala*

*he was instrumental in setting up greenarth leisure pvt ltd, A chain of theme resorts all near mumbai*

**Aum Consultants** is a full -service Hotel & Resort Project & Management Consultants Company. We consult Business Hotels, Boutique Hotels, Budget Hotels, Theme Resorts, Camping Resorts, Clubs, Theme Restaurants, Conference & Banquet Halls & so on and deliver clients with the result driven Hospitality Management Services in all areas of Hotels.

We provide a detailed Consultancy in Hotel Project Technical Planning and ensures the delivery of optimum returns on the investment. Our focused attitude ensures leverage of hotel assets, greater occupancy, and enhanced levels of service quality and operational performance.

Mr Subodh Gupte, Principal Consultant started this Hospitality Consultancy Services in April 2014





## Vision

- ❖ To offer Advisory & Consulting Services for Hospitality Projects & Operations with the focused attitude of Reducing Costs & Increasing Revenues

## Mission

- ❖ To focus on client's agenda and deliver optimum returns on the investment. To ensure leverage of hotel assets, greater occupancy, and enhanced levels of service quality and operational performance.

## SCOPE OF SERVICES

- Aum Consultants can assist in identifying the most challenging areas of your hotel operations and design and deliver highly-customized consulting solutions that precisely meet your requirements.
- We provide operational consulting to hotel's seeking improved financial performance, guest satisfaction and team morale. Typically these services include analysis of a hotel's market, competitive strengths and opportunities, and operational recommendations and guidance. Should it be desired, AHMS will assist with the implementation of recommendations at the property level as needed.



# INDEX OF HOTEL OPERATIONS SERVICES

- A. Initial Review
- B. Involvement in Operations of following departments:
  - 1. Rooms Division
  - 2. Food & Beverages
  - 3. Sales & Marketing
  - 4. Purchasing & Stores
  - 5. Information Technology
  - 6. Accounting
  - 7. Engineering
  - 8. Human Resources
- C. Reporting & MIS



# INITIAL REVIEW



Aum Consultants will complete a thorough review of the Property and Staff. This will encompass all facets of the Operation including Past Financial Analysis, Forecast Projections, Review of Standards and Procedures as well as the Sales and Marketing performance and plan. The product also needs to have a review from a customer and owner's perspective and our team will determine a snapshot of how the property is considered. The complete Review will form the basis of a Strategic Master Plan to realize its potential.

**Product Review** - A thorough review of your existing product and services - Location, Property, Dynamics, Unique Selling Proposition, Design and Layout, Facilities, Assets, Staff, IT Systems, Administration Setup, Financials, Procedures, Standards and Competition.

**Sales and Marketing Review** - A thorough review of your Sales and Marketing Strategy, Operations and Implementation procedures.





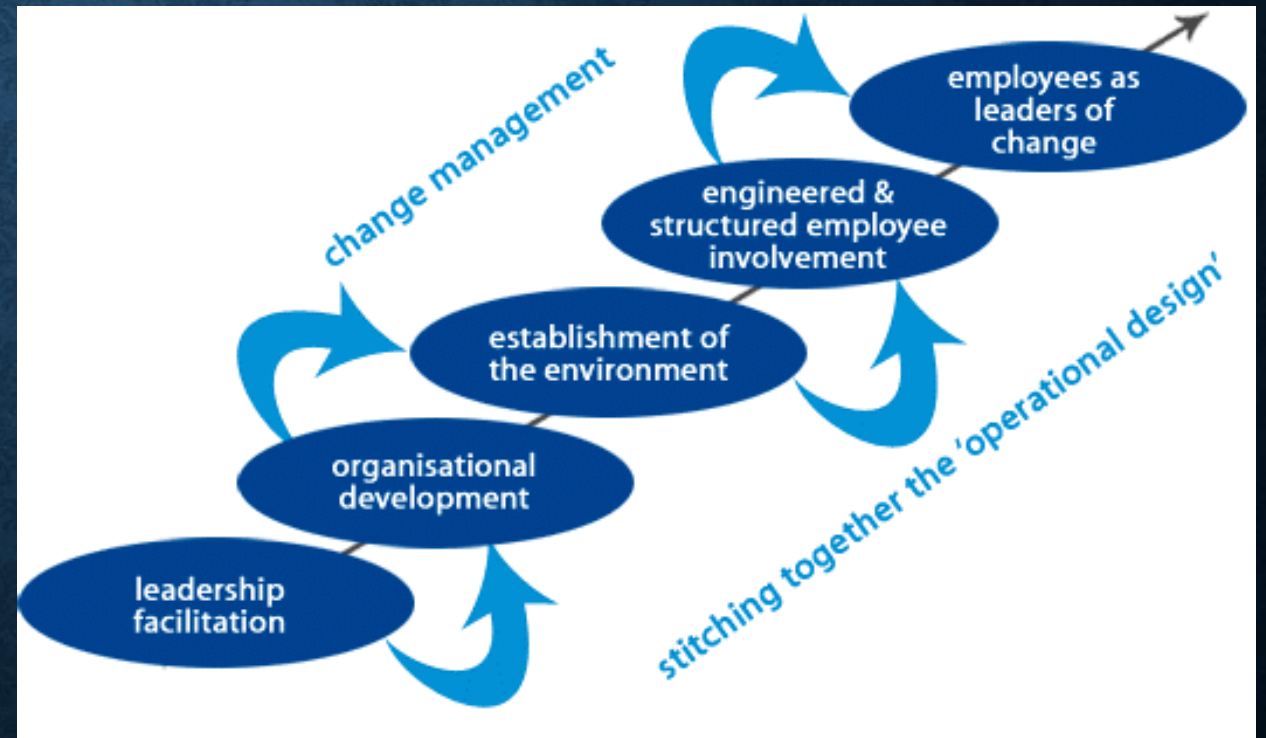
# INITIAL REVIEW

- **Employee Assessment** - A snapshot of how your staff perceives Management, Product and Working Conditions.
- Reviewing and analyzing these in the context of each other can produce a facilities road map that can help to keep the facilities current.
- The Ultimate Review and Strategic Plan - A complete Review of the Property, together with analysis detailing as well as Staff Culture Assessment. The Strategic Business Plan will then point the way forward as to how to maximize the potential of the company.



## INVOLVEMENT IN OPERATIONS

- The Strategic Master Plan will be implemented in coordination with the existing Operations Team. We will interact with and guide the Operations Team in achieving required goals.
- Preparation of tailor-made SOP's for all service departments.
- A schedule of regular meetings and quick snapshot reports and analysis will be implemented to track progress and allow issues to be resolved.
- Regular self and mystery guest reviews are completed to ensure we track progress of performance and standards.



# INVOLVEMENT IN OPERATIONS



## Rooms Division

1. Rooms Division Operating Procedures - Overview of a complete list of standard Front Office and Housekeeping Procedures (including Laundry and Public Area Cleaning).
2. Rooms Division Minor Departments - An overview of minor departments usually managed by Rooms Division such as Boutique, Business Centre, Guest Relations, Guest Transportation and Spa Services.
3. Creating a Guest Activity Program - A Concierge review of all potential activities and excursions available to clientele and how to maximize revenue from each by promotion.

## Food & Beverages

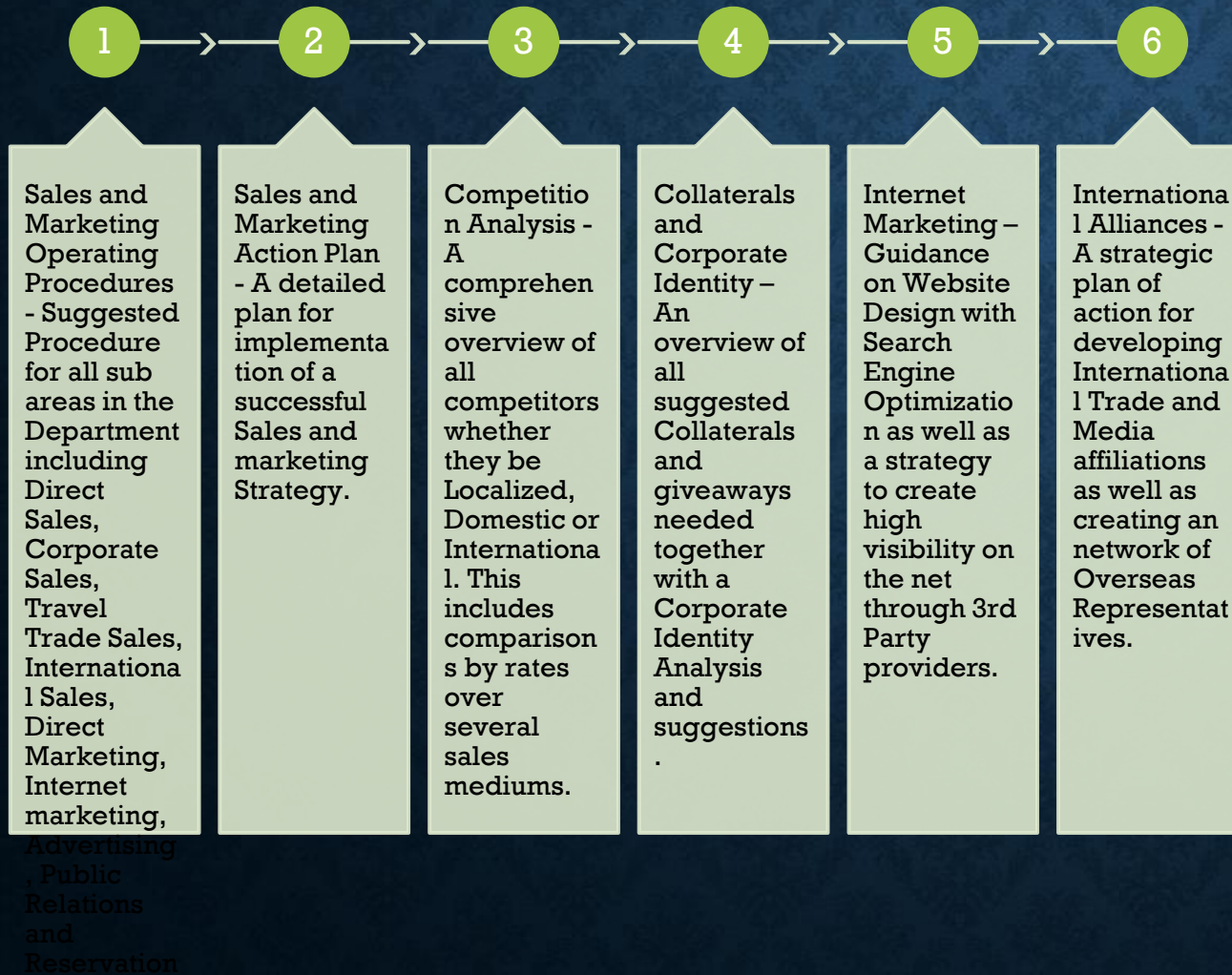
1. Restaurant Concept Development – Suggestions on how to Theme your Restaurant to offer interesting choice for in house and walk in guests.
2. Creating a Contemporary Cuisine Style – Guidance in how to develop a Cuisine that is contemporary in every sense. It is important to have a menu that offers Global, Healthy and many Sustainable choices as well as being inviting to a wide range of guests.
3. Drinks and Wine List – Assistance in developing a contemporary and high standard Drinks and Wine List.
4. Kitchen Operating Procedures – An overview of all standard Kitchen Operating Procedures
5. Restaurant and Bar Operating Procedures and Standards – A comprehensive list of all standard Restaurant and Bar Operating Procedures.
6. Restaurant Service Training Modules – Development of proprietary modules that specifically detail the Standards and procedures of the product.





# INVOLVEMENT IN OPERATIONS

## Sales & Marketing



## Purchasing & Stores

1. Purchasing Procedures and Systems - Suggested Standard Operating procedures and Systems for Supply including targets for Local Purchases
2. Stores Operating Procedures - An outline of how to operate an efficient Stores Operation.
3. Purchasing Partner Guidance - An action plan for developing a network of suppliers from local, domestic and international databases.
4. Becoming Self Sufficient - A master plan for developing self-sufficiency for as much perishable product as possible

## Information Technology

1. IT Operations - Suggestions as to how IT Department should be staffed and operated.



## Accounting

1. Developing the Accounting System - Suggested systems to cover all Accounting Procedures, Banking and Credit systems, Audit Trail and presentation of Operational Statements.
2. Operational Budgeting - The first 24 months projected budget. This is a Zero Based budget and shows several targets based on Benchmark Resort Results.
3. Daily Snapshot – Design of system that records and analyzes all Revenue and Costs on a daily basis enabling operations to manage their centers effectively.

## ENGINEERING

1. Engineering Operating Procedures – An outline of standard Engineering Operational Procedures.
2. Maintenance Services Planning – Guidance in how to develop a Preventive Maintenance System to maximize efficiency of assets.
3. Plant and Utilities Operations – An overview of standard Plant Operations.
4. Waste Management – Guidance in how to develop an efficient and sustainable Waste Management Program

## Human Resources

1. Human Resources Operating Systems - Suggested systems to cover all Human Resource Procedures, to include Recruitment, Training, Appraisal, Personnel Records, Payroll and Disciplinary Procedures.
2. The development and implementation of training programs geared towards staff retention, productivity and the implementation of new procedures. This would ensure individual growth and internal promotion aimed at the long-term development of superior human resources within the operation.
3. Recruitment - Manage the Recruitment process for Pre-Opening and normal operations using Agencies, Advertising and Associations with Colleges.
4. Training Systems – Design and implementation of an integrated Training Plan and Records System for all Departments.

# Financial/MIS Reporting



## REPORTING & MIS



1. Aum Consultants will manage the property through daily financial analysis, guest interview and regular standards and operational audits. The results of this analysis are regularly reviewed with the Property's Management Team and will be forwarded in summary as needed to the Owner.
2. Daily – Daily Operations Report by the Resident Manager including all important Guest Comments and a Daily Financial Snapshot that analyzes all key revenues and costs versus Budget and Forecast.
3. Weekly – A summary of the Daily Operations Reports and Month to Date Snapshot.
4. Monthly – The Monthly Financial Statement Or MIS report. Calculations of GOP.
5. Quarterly – A Quarterly Financial Review with Management Analysis.
6. Bi - Annual – A Bi Annual Financial Review with Management Analysis combined with a Strategic Master Plan for the following 18 months.
7. Annual – The Annual Financial Review and Management Analysis combined with a Strategic Master Plan for the following 18 months.

# PROJECTS COMPLETED & ONGOING: 2014-23



1. Project Planning & Operations Set Up of 25 Rooms High-end Hotel at Manor.
2. Project Planning & Execution of 25 Keys Hotel at Shirol On Mumbai-Nasik HW
3. Project Planning & Execution of 30 Keys Boutique Hotel at Wada, Near Thane
4. Project Planning & Execution of 30 Keys Boutique Hotel at Pali Near Khopoli
5. Conceptualization & Project Planning of 50 Keys Hotel at Tapola Near M'war.
6. Conceptualization & Project Planning of 50 Keys Boutique Hotel at Roha on Goa HW.
7. Conceptualization & Project Planning of 25 Keys Boutique Hotel at Murbad.
8. Leasing & Successful Managing 20 Keys Boutique Hotel at North Goa
9. Operational & Marketing Set up of Luxury 100 Keys Hotel at Igatpuri, near Mumbai
10. Conceptualization with Primary Feasibility of Agri Tourism at Dahanu.
11. Project Planning, Coordination, Executing Interior Designing of Commercial Office in Andheri.
12. Conceptualization & Project Planning of Luxury Jungle Lodge at Tanzania.
13. Conceptualization, Planning & Operations Set up of 75 Keys Hotel at Karjat
14. Operational & Marketing Set up of Luxury 100 Keys Hotels at Igatpuri, near Mumbai
15. Ops. Set Up, Manpower Recruitment, SOP's, Manuals for 100 Keys Hotel in MP
16. Proj. Planning & Ops. Set up of 25 Keys Hotel with Adventure Tourism Facilities at Murbad.
17. Conceptualization & Project Planning of 60 Keys Agri Tourism HOTELS at Satara.
18. Conceptualization & Project Planning of 50 Keys Hotel at Satara, near Pune
19. Conceptualization & Project Planning of Club House at Karjat, near Mumbai
20. Conceptualization & Project Planning of 50 Keys Hotel & Beach touch Restaurant & Camping site at Shrivardhan
21. Conceptualization & Project Planning of 70 Keys Hotel & Resort Dapoli
22. Conceptualization & Project Planning of 30 Keys Hotel & Food Court at Wardha
23. Conceptualization & Project Planning of 75 Keys Island Hotel & Resort at Mahad
24. Conceptualization, Project Planning & Execution of 100 Villas & Club House at Pali.
25. Conceptualization, Project Planning & Execution of 50 Keys Resort at Alibaug.- Ongoing
26. Conceptualization, Project Planning & Execution of 100 Villas Resort at Khopoli.
27. Conceptualization, Project Planning & Execution of 125 Keys Luxury Resort near Pune.
28. Cloud Kitchen Concept & execution at Raipur.
29. Conceptualization, project Planning & Execution of operations set up of 1 Lac sq.ft. Five Star Club at Nagpur.
30. Setting up of kitchen, banquets & restaurant of 16k sq.ft. at Raipur – Ongoing.
31. Operations Set Up of 40 keys hotel in Narsinghpur, M.P.
32. Conceptualization, Project Planning & Execution of 50 keys Resort & Spa at Manchar near Pune
33. Hotel Operations set up for a boutique resort near Lonavala.



**Subodh Gupte - Principal Consultant**  
HMCT. IHM. Mumbai 1982

**Aum Consultants**  
*Hotel & Resort Project & Strategic Management Consultants*

Mobile: +91 810 820 5025 | +91 96738 38535  
Website: <https://www.aumconsultants.net>  
E-mail: [subodhgupte@aumconsultants.net](mailto:subodhgupte@aumconsultants.net)

