

An aerial photograph of a traditional thatched-roof building, likely a resort or hotel, nestled in a lush tropical forest. The building features a large, open-air deck with a table and chairs. A small, rectangular pool is visible in the foreground. The surrounding area is densely packed with palm trees and other tropical vegetation.

Presentation on Budget Boutique Hotels & Resorts

A stylized graphic on the left side of the slide, consisting of several curved, overlapping bands in shades of blue and white, resembling waves or a stylized 'A' shape.

Aum Hospitality Consultants. Hotel & Resort Project & Management Consultants

About Us



- **Aum Hospitality Consultants** is a **versatile** Hotel & Resort Project & Management Consulting Company that **consults, delivers, and assures** the best results for various hospitality ventures, such as Business Hotels, Boutique Hotels, Budget Hotels, Theme Resorts, Camping Resorts, Clubs, Theme Restaurants, Conference & Banquet Halls, and so on. From **Concept to Commissioning**, we **deliver** detailed Consultancy in **Hotel Project Technical Planning** and **maximize** the returns on the investment. Our focused attitude **improves** hotel assets, **boosts occupancy**, and **elevates** service quality and operational performance.
- **Aum Hospitality 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 **generate** long-term results for our clients and **develop** solid relationships with them. We look at each organization from the Chief Executive’s perspective and **respect** our clients’ businesses as our own. We **link** our incentives with their objectives, meaning that we **grow** only if our clients grow. Our recommendations are individually tailored for each client’s project.

About the Company

Aum Hospitality Consultants, under the leadership of Mr. Subodh Gupte, is a versatile and results-oriented consultancy firm in the hospitality sector. Here are some key highlights:

- **Comprehensive Services:** Aum Hospitality Consultants offers a broad spectrum of services, covering various segments within the hospitality industry, such as Business Hotels, Boutique Hotels, Budget Hotels, Theme Resorts, Camping Resorts, Clubs, Theme Restaurants, Conference & Banquet Halls. This indicates a wide-ranging expertise that can cater to different client needs.



Subodh Gupte, IHM, Dadar, Mumbai 1982
Principal Consultant

Company Profile



- **Result-Driven Approach:** The company emphasizes delivering result-driven Hospitality Management Services, indicating a commitment to achieving tangible outcomes for clients. This includes a focus on optimizing hotel assets, increasing occupancy rates, and enhancing service quality and operational performance.
- **Technical Planning Expertise:** Aum Hospitality Consultants provides detailed consultancy in Hotel Project Technical Planning, ensuring that projects are well-planned and executed. This expertise contributes to the overall success of hotel and resort projects by optimizing returns on investment.
- **Proven Leadership:** Mr. Subodh Gupte, the Principal Consultant, is highlighted as a dynamic business leader with a proven track record. His success in replicating achievements in both domestic and international markets, across various hospitality settings, showcases his adaptability and strategic leadership skills.
- **Financial Acumen:** The mention of Mr. Gupte's ability to deliver profits and good returns on investment reflects a strong financial acumen. The execution of strategies for a robust bottom line and quality delivery suggests a focus on sustainable and profitable business operations.
- **People Management:** Mr. Gupte's emphasis on strong leadership, effective communication skills, and a knack for recruiting the right candidates demonstrates a commitment to people management. The promotion of camaraderie among candidates and providing steppingstones for promotions indicate a positive and nurturing work environment.
- **Educational Background:** Mr. Gupte's diploma in Hotel Management Catering Technology & Applied Nutrition from IHMCTAN, Dadar, Mumbai, in 1982, adds academic credibility to his extensive practical experience in the industry.
- **Overall, Aum Hospitality Consultants, led by Mr. Subodh Gupte, is a well-rounded consultancy firm with a focus on delivering tangible results, effective project planning, and fostering a positive work culture within the hospitality sector.**

Company Profile



- Mr. Subodh Gupte's extensive exposure and experience in the hospitality industry spanning 40 years showcase a rich and diverse career. Some notable highlights include his contributions to various well-known establishments:
- Ramada Inn Palm Groves (Mumbai): A renowned hotel in Mumbai where Mr. Gupte likely gained valuable experience in hotel management and operations.
- Taj Blue Diamond (Pune): Another prestigious name in the Indian hospitality sector, indicating Mr. Gupte's involvement in managing high-profile hotels.
- Duke's Retreat/Upper Deck Resort (Lonavala): This suggests experience in overseeing resort operations, a crucial aspect given the popularity of Lonavala as a leisure destination.
- Kamat Hotels (Baroda): Involvement in the setup of a 250-room Five-Star Hotel, showcasing expertise in large-scale hotel projects.
- Daspalla Hotels (Hyderabad): Contribution to the establishment of a 125-room Five-Star Hotel, demonstrating experience in diverse markets.
- Blanket Hospitality Ventures (Kerala): Setting up operations for ten hotels in Kerala indicates a wide-ranging involvement in the hospitality sector in a prominent tourist destination.
- Greenarth Leisure Pvt Ltd: Instrumental in setting up a chain of theme resorts near Mumbai and a luxury resort at Katjat near Mumbai, showcasing entrepreneurial skills and a focus on theme-based hospitality.
- Club in Nagpur: Currently involved in setting up a large club with international standards and a diverse range of amenities, including multiple restaurants, a bar, a pub, banquet hall, health spa, and various recreational facilities.
- F&B Expertise: Mr. Gupte's core expertise in Food and Beverage (F&B) is highlighted, particularly in the planning of kitchens, cuisines, menu planning, and menu engineering. His familiarity with international and national cuisine trends, including Mediterranean, Mexican, Italian, Japanese Sushi, and French Provençale, suggests a commitment to offering diverse culinary experiences.
- Ongoing Ventures: The mention of the ongoing project in Nagpur and the website www.aumconsultants.net indicates that Aum Hospitality Consultants, under Mr. Gupte's leadership, continues to be actively involved in the development and management of hospitality projects.
- In summary, Mr. Subodh Gupte's career reflects a wealth of experience across various facets of the hospitality industry, from high-profile hotels to theme resorts and large-scale projects. His expertise in F&B, along with his entrepreneurial ventures, positions him as a seasoned professional in the field. The current projects, including the club in Nagpur, highlight his ongoing commitment to the industry.



Why Choose us?

Aum Hospitality Consultants was founded in the year April 2014 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.

Choose a Hotel Consultant who has skills with Industry Background & Can help you with your Business Needs

INDEX

1. What is a Boutique & Budget Hotel?
2. What makes boutique hotels unique?
3. What is a boutique hotel room?
4. What's Trending in the Boutique Hotel Industry?
5. Are Boutique Hotels better?
6. The Design of Boutique Hotels
7. Difference between Boutique Hotel and a "regular" Hotel
8. How much does a boutique hotel cost?
9. How does Aum Hospitality Consultants help you in making your own dream boutique hotel?



Our Mission and Vision



Mission

To offer advisory & consulting services to hospitality projects & operations with focussed attitude of increasing revenue & reducing costs.



Vision

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

What is a Budget Boutique Hotel?

- According to the Oxford English Dictionary, a boutique hotel is “a small stylish hotel, typically one situated in a fashionable urban location.” A boutique hotel has a distinct character, intentional design and decor, and personalized service.
- Though the idea seems timeless, the term “boutique hotel” actually hasn’t been around very long. After opening the Morgans Hotel in New York City in 1984, legendary hotelier Ian Schrager and his business partner Steve Rubell coined the term. They compared big-box hotels, like Hiltons and Marriotts, to department stores, while the Morgans Hotel was more like a boutique: intimate, chic, and creative.
- While Ian Schrager might get credit for the term, other sources say that the first true boutique hotel was the Clarion Bedford Hotel, which opened in San Francisco in 1981. Like everything, there’s a bit of east coast-west coast rivalry at play!
- Boutique hotels are some of the best places to stay when traveling.
- It’s a perfect compromise when you prefer to have your own space, you don’t like to stay in a dorm, or you don’t have the budget to splurge for 5-star hotels.
- Boutique hotels are somewhere in the middle, offering great amenities but with a more reasonable price range.
- While there are no strict guidelines on what can be considered as a “boutique hotel”, they have distinct characteristics that you could easily spot.



Definition of Boutique Hotel

- The simplest definition of what a boutique hotel is *“a small, sophisticated, and fashionable business or establishment”*.
- This simply means that a boutique hotel is — a small, stylish hotel, usually located in a fashionable location in the city’s urban district.
- There is no strict definition when it comes to describing boutique hotels. However, they usually showcase common features that give a distinct characteristic to these types of properties.
- Compared to regular hotels, boutique hotels are generally smaller, more intimate, and usually feature a strong artistic sense and focus on design.
- Moreover, its appeal lies to its promising services, Instagram-worthy spots, and decors, as well as its location.
- This type of property is usually found in city centers and other fashionable districts that feature a great sense of that city’s culture.






Ideally a Boutique Hotel means “a small stylish hotel, typically one situated in a fashionable urban location.” A boutique hotel has a distinct character, intentional design and decor, and personalized service. No. of keys from 10-100. While in this presentation, we are referring from 10-25 Keys Budget Boutique Hotel/ Resort

What makes boutique hotels unique?

You may be wondering: what is the difference between a hotel and a boutique hotel? It's not only size that sets a boutique hotel apart, but also design, decor, staff, common areas, and in-room amenities.

- **Small size:**
- Boutique hotels typically have fewer than 100 rooms. Boutique hotels usually have small restaurants or bars (if any), few recreational facilities, and limited meeting space. If you're looking for a hotel with a massive ballroom or a waterpark, you probably won't find it at a boutique!
- **Theme:**
- Each boutique hotel has a unique theme; some are historic, some are culinary-focused, and some focus on specific elements like a book, a color, or a famous figure. The theme is present not only in the hotel's aesthetic, but perhaps also in its name, staff uniforms, amenities, and more.
- **Style:**
- A hotel can't truly embody a theme if it doesn't have the decor and design to match. A hallmark of a boutique hotel is style - these are hotels that will inspire your inner interior designer or photographer. Each element of the hotel's look is carefully chosen, and some even showcase art or souvenirs that the owner personally handpicked. Boutique hotels carefully curate everything from hotel website design through hotel amenities to align with their brand ethos.
- **Service:**
- Due to a boutique hotel's intimate size, its staff can focus on delivering extraordinary guest service





It's important to note that a boutique hotel does not need to be a luxury hotel too. Hotels do not become “boutique” by charging high rates or offering over-the-top amenities. In fact, many boutique hotels are affordable and focus more on personalized service than glamorous decor or five-star facilities.

What is a boutique hotel room?

- Although a boutique hotel room and a chain hotel room serve essentially the same purpose, they can look very different. Both rooms will contain a bed, a bathroom, and probably some conveniences like a TV and toiletries. But that's where the similarities end. Boutique hotel rooms usually feature unique decor, handpicked amenities, and a variety of layouts.
 - At a chain hotel brand, you'll usually notice that a hotel room at the brand's property in Seattle looks exactly like the room at the brand's property in Santa Fe. Hotel chains save a lot of money by standardizing their room decor and amenities, and guests loyal to the brand often appreciate the consistency.
 - At boutique hotels, however, since each property is individually owned and operated, you won't find the same type of standardization. Every property contains one-of-a-kind guestrooms - though you may notice certain trends among boutique hotel rooms.
-



Element of Decor

- Decor in a boutique hotel room often includes artwork, wallpaper, funky paint colors, eclectic light fixtures, antique furnishings, and more. In a chain hotel room, you're more likely to encounter sterile white walls, limited artwork, and functional furniture.
- Boutique hotel rooms can also incorporate unique and local in-room amenities, like coffee from a nearby coffee shop or vintage refrigerators. A chain hotel room will usually contain the exact same coffee, toiletries, and electronics no matter where it's located.
- While a chain hotel's rooms are near carbon copies of each other - perhaps with a different bed configuration or two - boutique hotels can have many different room types. At some boutique hotels, every room has a different look and feel.





What's Trending in the Boutique Hotel Industry?

- Since the first boutique hotels only opened about 40 years ago, there's always room for innovation in the boutique hotel industry and the broader hospitality industry. What can we expect in the next decade? Two leading trends are a focus on sustainability and a rise of branded boutique collections.
- The “green” trend can be seen in the entire hotel industry, but since boutique hotels have more freedom and flexibility to make on-site changes than the big brands do, we're seeing some exciting progress on the boutique side. Since boutique hotels often have strong ties to their local communities, they're even more determined to make a positive impact on their local environment by using produce from nearby farms and limiting their amount of waste, for example.

Are boutique hotels better?

- Well, that's a question of personal preference. If you value personalized service, design, and a sense of place, then a boutique hotel may be the right choice. If you want affordability, global loyalty perks, or specific amenities, then you might not find what you're looking for at a boutique hotel. Some destinations might have very few boutique hotels, and some boutique hotels might not suit your tastes. Some boutique hotels are also less family-friendly than chain hotels, which can be a consideration if you're traveling with kids. From an ownership and management perspective, boutique hotels can be more challenging than chain hotels since you do not have the support of a brand.
 - Many travelers want their getaways to be unique, so a highway adjacent branded property just doesn't cut it. When an enthusiast's check-in to a boutique hotel they get a feeling or vibe that cookie cutter properties just can't match (especially small hotels in the boutique segment and luxury boutique hotels). From Bangkok to Bali you'll find these bespoke accommodations welcoming guests to authentic local experiences in destination.
 - Whether you're traveling, investing, or opening your own hotel, a boutique hotel is a great choice. As travelers prefer an increasingly local experience, boutique hotels can deliver personality, service, and a sense of place in a way that chain hotels cannot.
-



The Design of Boutique Hotels

- While there are no strict rules that a boutique hotel should be stylish and fashionable, this is usually one of their most distinctive characteristics.
 - Their attention to detail and how they give a lot of importance to design comes from the desire of boutique hotels to be unique.
 - As a way to be one-of-a-kind, most boutique hotels employ their knowledge in design and culture to create a distinguished personality for their spaces.
 - Besides, boutique hotels generally have a contemporary, chic and stylish vibe.
 - They lean towards providing elegance and luxury without going overboard with their prices.
 - On the other hand, rooms are also individually decorated most of the time and follow artistic and style-forward decor. They also try to have their own character and try to be distinctive and different amongst other hotels in the industry.
-



What is the difference between a Boutique Hotel and a “regular” Hotel

- While boutique hotels are still considered to be “hotels,” there are significant variations between them and traditional hotel chains when compared to the latter.
- For starters, as previously stated, they place the greatest emphasis on developing their own unique personality and character.
- Unlike other hotels, which are content with providing the same type of accommodation to all their customers, boutique hotels go out of their way to differentiate themselves and provide their guests with an unforgettable experience. As a result, odd and varied selections are frequently made.
- Furthermore, traditional hotels typically rely on giving their guests with highly lavish amenities in order to provide them with a one-of-a-kind experience, whereas boutique hotels concentrate on curating services and products in order to leave a lasting impression on their guests.
- When it comes to the markets that they serve, there is also a significant disparity between them.
- Comparing boutique hotels to regular hotels that cater to the general public, boutique hotels are typically more geared toward travelers who are interested in things that are considered “cool” and “stylish.” Their clients are typically a mix of millennials and baby boomers who appreciate a space that is both artistic and Instagram-worthy.
- They also tend to cater to middle-class travelers who want to benefit from the privacy and elegance of a hotel stay without having to spend a lot of money on accommodations. In addition, the cost of a hotel room varies depending on its location and facilities, among other factors.





How much does a Boutique Hotel Cost you?

The construction cost for a boutique hotel with 10-25 rooms typically falls within the range of Rs 1000 to Rs 5000 per square foot. The actual cost depends on factors such as the type of structure, the concept, and, most importantly, your budget. In simpler terms, the approximate cost per room (or "key") would be between Rs 25-35 Lacs, varying based on the level of luxury you choose.

In addition to the basic construction costs, there are other expenses to consider, including furniture, hotel equipment, infrastructure development, white goods, and amenities like a swimming pool, landscape, and entertainment facilities.

Our approach is to first understand your budget, and then we perform a reverse calculation based on factors such as area allocation, number of rooms, room types, and desired amenities.

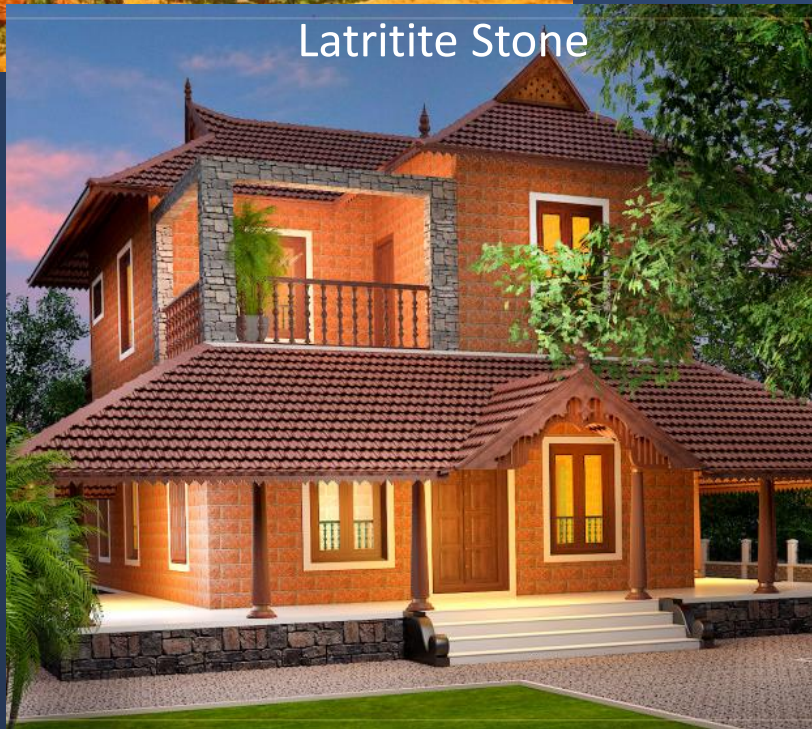


Type of structures used for boutique hotels

- Traditional concrete structures
- Loadbearing structures - Laterite/Chira stone
- Bamboo house
- Thatched roof rooms
- Tents
- Tree houses
- Eco friendly structures
- Biodiversity structures – mud house
- Prefab structures



Mud House



Latritite Stone



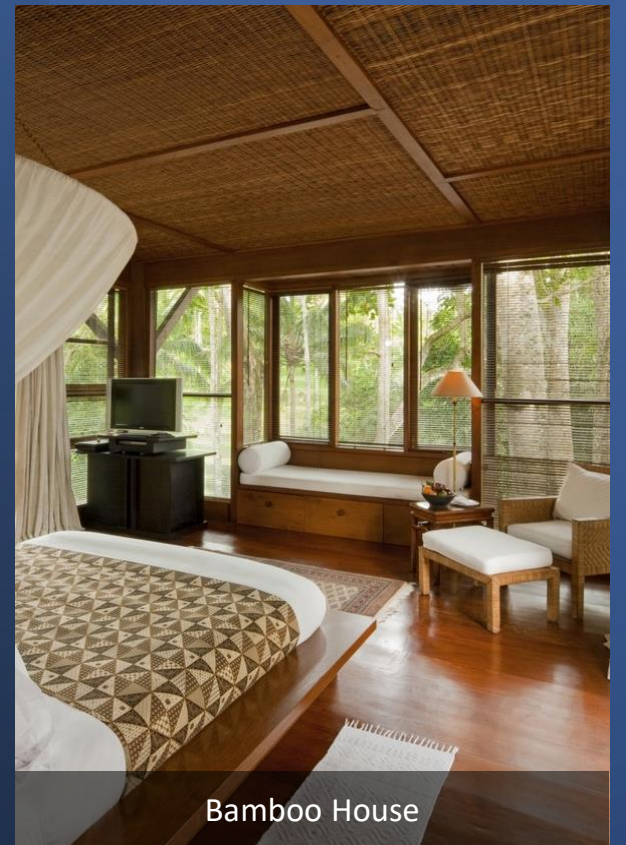
Chira/Jambha Stone



Luxury Tents



Thatched Roof



Bamboo House

CAMPING TENT

Waterproof, capable. Suitable for most seasons and terrain
Explore more, camping tents make you a new starting point every day



Luxury Tents





Exotic Tree Houses



Exotic Wooden Cottages



Prefab Structure Hotels

Cost of Turnkey Consultancy from Concept till Commissioning

- The cost of turnkey consultancy with end-to-end solutions will be on case-to-case basis & depend upon the project BOQ. Our Professional Fees shall be quoted based on this. For Scope of services, pls check following pages

Role of Aum Hospitality Consultants

- Aum Hospitality Consultants offers end to end solutions to an entrepreneur and show you the road map of entering ever blooming hospitality business in following stages:
 - A. Initial Start-up Services & Project Conceptualization
 - B. Technical Services & Facility Planning
 - C. Tent Hotel Operations & Management Services
 - D. Post-opening Stage {Limited For Six Months}
-





Scope of Services as a Hospitality Consultant

- Initial Start-up Services & Project Conceptualization
- Technical Services & Facility Planning
- Pre-opening, Restaurant Operations & Management Services
- Post-opening Stage {Complimentary For Six Months}

Break up of Services Offered

1. Initial Start-up Services & Project Conceptualization

- Initial Start-Up Services
- Conceptualization of a Project
- Restaurant Operator Search if any

2. Technical Services & Facility Planning

- Construction and Design Services
- Physical Infrastructure & Facility Planning
- PMC & Planning of Infrastructure
- Planning of Technical Areas & Implementation
- Food & Beverage Designs & Plans

3. Pre-Opening (Restaurant Operations & Management Services)

- Restaurant Operations and Management Services
- Food & Beverages (Core expertise)
- Marketing Services
- Final Touch Up

4. Post-Opening Services

- Increasing Profit and Sales
- Value Additions {Performance Enhancement & Audits}



*Thank
you*



Subodh Gupte - Principal Consultant
HMCT. IHM. Mumbai 1982

Aum Hospitality Consultants
Hotel & Resort Project & Management Consultants

PUNE | MUMBAI | NAGPUR

Mobile: +91 810 820 5025 | +91 96738 38535

Website: www.aumconsultants.net

E-mail: subodhgupte@aumconsultants.net

