



# Elevating Hotel Operations with Consultancy Expertise

Enhancing hotel efficiency and guest satisfaction.



**Aum Hospitality Consultants**

*Strategic Insights, Seamless Execution*

**Hotel & Resort Project & Management Consultants**



**"Elevating hotels to new heights with our expert consultancy services and solutions."**

**Subodh Gupte, Principal Consultant  
Aum Hospitality 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](http://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.

# Enhancing Hotel Operations with Expert Consultancy Services

Providing strategic solutions for  
improved hotel operational  
efficiency.







# Scope of Services for Setting Up Hotel Operations

## **HOTEL OPERATIONS CONSULTANCY SERVICES (SCOPE OF SERVICES)**

Aum Hospitality 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, We will assist with the implementation of recommendations at the property level as needed.

### **A. Initial Review**

### **B. Streamlining of Hotel 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**
- 9. Reporting & MIS**





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## A. INITIAL REVIEW

Aum Hospitality 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.

## B. 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.

## C. SALES AND MARKETING REVIEW

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

## D. EMPLOYEE ASSESSMENT

- A snapshot of how your staff perceives Management, Product and Working Conditions.
- Reviewing and analysing 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.





## E. STREAMLINING OF HOTEL OPERATIONS

- Aum Hospitality Consultants offers comprehensive hotel management services tailored to the specific management requirements of each property. Understanding the unique nature of hotels, we provide customized solutions that address not only the operational needs, but also the lifestyle character of the property, in the areas of **Sales, Marketing, Operations, Finance and Human Resources**.
- Our objective is to foster an environment of continuous improvements and streamline the work process resulting in highly profitable hotels. Our Quality Management team consists of dedicated hotel professionals with a proven track record in the areas of operations, finance, sales and marketing and human resources.

## STANDARD OPERATING PROCEDURES THAT ENSURE PEAK OPERATING

### EFFICIENCIES

- Aum Hospitality Consultants operational philosophy is based upon the consistent delivery of services through the use of standard operating procedures (SOPs) supported by a rigorous internal audit system and the customized daily training of associates. That translates into an operating platform to seamlessly open or takeover properties, regardless of brand affiliation and hotel segment. The keys to our success in operations include:
  - General Managers who think and act like owners.
  - Incentive programs based on cash flow improvement.
  - A real focus on process improvement, innovation and creativity.
  - Sophisticated reporting designed for daily use and simplicity.
  - Realistic budgets.
  - Quality improvement programs specific to the hotel industry.
  - An inspired operating team with a track record in revenue enhancement and profitability.
  - Award-winning guest service





## F. ROBUST ACCOUNTABILITY

1. The backbone of Aum Consultants operational standards is a robust system of financial accountability designed to increase transparency, maximize oversight, and improve margins.
2. The keys to our success in accounting include:
3. Standard Accounting Operating Procedures in place to ensure a sound internal control environment.
4. Focus on maximizing bottom-line results.
5. Detailed forecasting models providing management with the information needed to react quickly to changes in business activity.
6. Comprehensive, daily on-property reports to that allow for informed business decisions.
7. Ongoing statement reviews and cash flow analysis to maximize profitability and provide proactive cash position management.
8. Regular internal audits to ensure compliance with Standard Operating Procedures and minimize risks.
9. Ad hoc analysis and comparison reports as dictated by the business needs.
10. Centralized accounting for select full-service and all limited-service hotels.
11. Consolidation reporting and analysis by hotel, brand, and ownership group.



# Innovative Hotel Operations Consultancy Solutions Overview

Providing expert guidance for optimized hotel management strategies





## G. MARKETING TO BUILD AWARENESS AND BOOKINGS

- Aum Consultants excels at developing and executing an effective and
- integrated marketing plan. The keys to our success in marketing include:
  1. Establishing marketing accountability and brand awareness through a cooperative effort between the reservations/marketing rep firm, ad agency, public relations firm, corporate office and the hotel to highlight the unique character of the hotel and attract its target demographic.
  2. E-commerce efforts based upon industry-leading best practices that produce some of the highest ratios of direct versus indirect web bookings in the industry for independent hotels (40:60) through partnering with some of the best technology providers in the industry and proprietary cutting edge Internet marketing strategies/processes (SEO, SMO, PPC, CGM).
  3. Preferred relationships with online travel agencies such as Expedia, Travelocity, Hotels.com and Orbitz.
  4. Maximizing the direct sales effort by utilizing sales staff at the hotels to cross-sell and market products in major feeder markets.



## H. ASSOCIATES AND A CULTURE OF EXCELLENCE

- If the key to success for a hotel is the guest experience, then the hotel associates are the most asset the property possesses. The keys to our success in human resources include:
  1. Training associates to interact with real people instead of a machine. Warmth, loyalty, recognition, integrity, and lots of fun are key concepts. The result? One of the lowest turnover rates in the industry and improved efficiencies and profits.
  2. Conducting associate opinion surveys twice per year and the results show associate satisfaction levels well over industry averages.
  3. Investing significantly in associate training at all levels resulting in Guest Satisfaction scores higher than industry averages and safety programs that result in unusually low loss-run histories and rates.
  4. Utilizing progressive hiring and orientation techniques, strengths-based hiring practices and behavioural-based interviewing and screening to hire the best talent.
  5. Conducting automated employment verification, background checks and drug screening for all prospective associates.





## I. SYNOPSIS OF OPERATIONS MANAGEMENT

### 1. General Management

Recruit, supervise, and evaluate performance of General Manager.

### 2. Staffing

Fill and/or evaluate all positions with the General Manager to identify improvement opportunities.

### 3. Property Management System

Evaluate, and if needed, research options and make purchase recommendations to owner. Assist system vendor with coordination of installation and training.

### 4. Operating Procedures

Evaluate any existing standard operating procedures (SOPs), recommend changes as needed, and coordinate with General Manager the implementation of new SOPs.

### 5. Green Initiatives

Determine the appropriate “Green” initiatives program to implement throughout the property and use the state’s Hospitality Association’s Green Operations guideline to benchmark for Green Operating Certification.

### 6. Guest Experience

Review the arrival and departure processes, property-wide guest services, as well as the amenities offered to determine efficiency and to make recommendations for improvements.

### 1. Guest Feedback

Implement “Instant Comments” – an innovative and unique proprietary system for capturing and managing guest comments as they occur, as well as a robust online reputation management program.

### 2. Training

Review current staff training procedures and recommend changes and/or implementation of additional programs with focus on guest privacy, key control, and guest conflict resolution.

### 3. AAA

Introduce AAA guidelines based upon rating goal of the property. Integrate these guidelines with any other training programs needed for guest touch-point staff.

### 4. Upselling

Implement “Finding Revenue Every Day” – a training program for the front of the house staff.

### 5. Property (Product) Evaluation

Review the quality levels of the existing physical plant and develop a Product Improvement Plan based on the recommended positioning goals.







## REPORTING & MIS

1. Aum Consultants will guide property owner 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 Unit Head (GM or RM or Manager Operations) including all important Guest Comments and a Daily Financial Snapshot that analyses 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 Biannual 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.





## J. EXPENSE CONTROLS:

1. **Labor:**
2. Review schedules and staffing levels compared to business demands and implement efficiencies to reduce labour costs where possible.
3. **Energy Consumption:**
4. Review conservation efforts and execute procedures and improvements to reduce consumption.
5. **Purchasing:**
6. Evaluate the ordering of operating supplies, shop vendors for competitive pricing, onboard the hotel into the company's procurement platform, and enact an effective process for reconciling and approving invoices.

1. **Housekeeping**  
Review labour cost management, conduct room inspections, analyse the use of cleaning chemicals, evaluate choice of linen and terry, and determine par inventory levels.
2. **Preventative Maintenance (PM)**  
Evaluate PM programs for all HVAC, refrigeration, kitchen, and life safety equipment (extinguishers, sprinklers, alarms, etc.) in order to implement upgrades as needed.
3. **Room Care Program**  
Review existing Room Care program, if any, to recommend program improvements that assure regularity of room care and condition quality.
4. **Facility**  
Evaluate the quality of the current grounds keeping, including all exterior/interior signage and lighting, to recommend curb appeal improvements.



# Department Specific Operations Set Up

## 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.

## 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.

## SALES & MARKETING

1. Sales and Marketing Operating Procedures - Suggested Procedure for all sub areas in the Department including Direct Sales, Corporate Sales, Travel Trade Sales, International Sales, Direct Marketing, Internet marketing, Advertising, Public Relations, and Reservations.
2. Sales and Marketing Action Plan - A detailed plan for implementation of a successful Sales and marketing Strategy.
3. Competition Analysis - A comprehensive overview of all competitors whether they be Localized, Domestic or International. This includes comparisons by rates over several sales mediums.
4. Collaterals and Corporate Identity –An overview of all suggested Collaterals and giveaways needed together with a Corporate Identity Analysis and suggestions.
5. Internet Marketing –Guidance on Website Design with Search Engine Optimization as well as a strategy to create high visibility on the net through 3rd Party providers.
6. International Alliances -A strategic plan of action for developing International Trade and Media affiliations as well as creating a network of Overseas Representatives.







### **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**

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 analyses all Revenue and Costs daily enabling operations to manage their centres effectively.

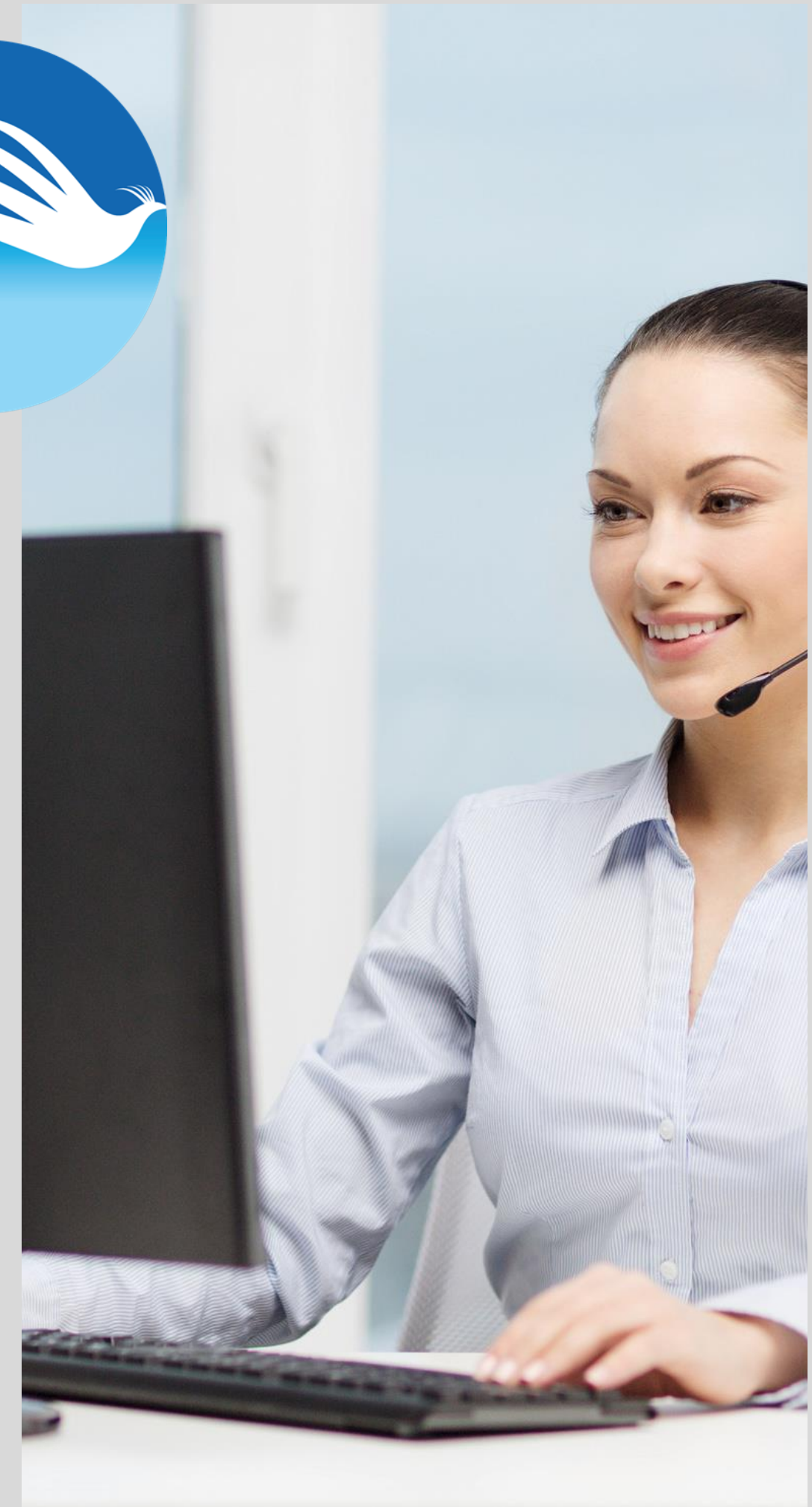


## HUMAN RESOURCES

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.

## 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. • Waste Management –Guidance in how to develop an efficient and sustainable Waste Management Program







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



**Aum Hospitality Consultants  
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