



CONCEPT & FEASIBILITY REPORT FOR HOSPITALITY PROJECTS



AUM HOSPITALITY CONSULTANTS

Hotel & Resort Project & Management Consultants

WHAT IS A FEASIBILITY STUDY?

- A hotel feasibility study is an analysis of a probable hotel building project to see if it would make for a sustainable and viable financial investment. It will be an inquiry into the required amount of investment, financial determinants, expected revenue, rate of return of investment, market viability, and location study amongst other things.
- We provide you with a comprehensive and detailed hotel feasibility study including a thorough investigation of the project's financial requirements and rate of return of investment in particular.





INITIAL START-UP SERVICES & PROJECT CONCEPTUALIZATION

- Detailed Analysis Of Market/ Industry – Location Wise & Suggesting Probable Locations For An Economically Viable Hotel/Resort
- Advising Multiple Options For Possibilities Of Entering The Hospitality Industry.
- Advising Various Options Of Hospitality Search - Lease / Buy-out.
- We Will Prepare An Investor Presentation Of Your Hotel/Resort. This Presentation Will Be Prepared Based On The Project Details Provided By Promoter. This Presentation Will Include Following:
 - Details About Promoters
 - Brief Hotel/ Resort Layout
 - Details Of Rooms With Approx. Dimensions, Design Images
 - Resort Positioning In Terms Of Targeted Customers
 - Preparing Business Plan & Basic Project Report (Bankable) Along With Cash Flow Statement On EBITDA Basis
 - Resort Facilities And Amenities Along With Revenue Projections For 5 Years
 - Benefits To The Investor & ROI (Returns On Investment)

Conceptualization of a Hotel Project

- **Conceptualization of A Project** - Keeping the very strong vision in mind, we can assist you from the beginning of a project - such as the overall conceptualization and development of the project, as well as the implementation and execution of the project, to the final stages of marketing and sales of its retail real estate components. *In nutshell from Concept to Conceptualization.*
- Conceptualization of a hotel project
- Site visit & investigation
- Advising on various concepts – commercial hotels & resorts, theme resorts – agri tourism, adventure tourism, sports tourism, club houses, theme restaurants etc.
- Re-concept of existing food and beverage facilities & advising how to make it a profitable venture



STEPWISE COMPREHENSIVE INFORMATION ANALYSED

- Location Analysis
- Total Costs Calculation
- Local Hotel Supply & Demand Investigation
- Room Rates & Year-Round Occupancy Levels
- Establishing and Projecting Hotel Revenue Sources
- Hotel Feasibility Study Projected ROI
- Cost Of Hotel Feasibility Study
- Final Word & Recommendation



HOTEL BUSINESS PLAN

- When you decide to realize your dream and open your own hotel. You have thought out an amazing concept delivering unparalleled guest service. The next step would be to write a hotel business plan. It's like a road map to the opening. However, as a seasoned **Hospitality Consultant**, we have seen that this is where most entrepreneurs get stuck.
- Why? Many do not have the time and don't know what to write or how to do the financials. But until you finish your business plan, you will not be able to get the financing either. So, you end up with ideas sitting in your head not realizing your dream.
- Really it is not that difficult to make a good hotel business plan. It is merely a structured summary of your idea. Most people try to include everything about their hotel concept in the plan. This leads to an indigestible super novel-like bookwork, aka a mess.
- The key is, knowing what to include, and what not to include in your hotel business plan. Create a clear road map for success. Excite investors rather than bore them to death like most business plans full of redundant information do. And you need to lead readers down the exact path you want.
- One of the main challenges for example is that after reading the first page most businesses often don't fully understand what the hotel is all about. For investors and lenders, it is crucial they can quickly comprehend your plan, without reading the whole document.



THE BASICS OF HOTEL BUSINESS PLANNING

- Executive Summary
- Company Analysis
- Industry Analysis
- Customer Analysis
- Competitive Analysis
- Strategic Plan
- Operations Plan
- Management Team
- Financial Plan
- Key Milestones
- Appendix

STEPS OF YOUR HOTEL BUSINESS PLAN

1. **Executive Summary** – Mission Statement (Objectives)

2. **Company Analysis** – USP's & Concept details

3. **Industry Analysis** – Trends Targeted & State Of Market.

4. **Customer Analysis** – Description of Target Audience (Demographic, Geographic, Behavioral, Psychographic, Socio Economic). Answering Why my Hotel?

5. **Competitive Analysis & Value add Evaluation**

STEPS OF YOUR HOTEL BUSINESS PLAN

- 6. Strategic Plan – Marketing** (Direct Sales, Website, Offline promotions, Social Media)
Distribution (OTA's, Promos, Wholesalers, Channel Mapping) **Revenue Management** (Room Type, Cancellation Policies, Pricing Strategy & Positioning)
- 7. Operations Plan** – Staffing Requirement, JD's, Team Background & Experience, Service Standards, Develop Manuals, Vendor Management, Inventory Management
- 8. Management Team** – Include Bios, describe Expertise.
- 9. Financial Plan** – Start Up costs, Fund Raising, ROI Timelines for Investors
- 10. Key Milestones** (Location Selection, Permits & Licenses, Build Out – Construction, Staffing & Training, Opening, GOP Breakeven, NOI Breakeven, EBITDA Analysis)
- 11. Conclusion & Recommendations**

For more information, please contact us

*Thank
you*



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