

SCOPE OF SERVICES FOR DEVELOPMENT OF NEW HOTELS & RESORTS



PRESENTED BY AUM HOSPITALITY
CONSULTANTS





Introduction to Aum Hospitality Consultants

Aum Hospitality 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 the following types of Hospitality Business as a Consultant:

1. Development of Large Hotels & Resort Projects – 50-250 Rooms
2. Development of Boutique Hotels & Resort Projects – 10-50 Rooms
3. Development of Luxury Glamping & Camping Facilities
4. Development of Restaurants, Food Malls, Food Court Projects
5. Hotel Operator Search
6. Kitchen Designing & Menu Engineering
7. Setting Up Hotel, Resort, Restaurant Operations with Audit Trails for existing units
8. Cloud Kitchen Set Up
9. Talent Acquisition - Sr Positions Placement & Recruitment Services - VP, GM, F&B Manager, FOM, Chefs, EHK
10. Learning & Development



Profile Of Subodh 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 the year 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), Fariyas Holiday Resort/ 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 & 75 Rooms Luxury Resort at Karjat.

Currently he is in the process of setting up One Lac sq.ft. Club at Nagpur with 16 amenities & facilities equivalent to International Clubbing Standards. This Club has 3 international & multi cuisine restaurants, one bar, one pub of 8k sq.ft., one banquet hall of 8k sq.ft., health spa, swimming pool, TT Table, Billiards Room, Card Room, Gymnasium, Zumba Room & 16 rooms.

For more information: www.aumconsultants.net



AUM HOSPITALITY CONSULTANTS | NAGPUR

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



Suggested Business Models



Destination
Wedding
Resorts



Boutique Hotels



Theme Resorts



Adventure
Tourism Resorts



Camping &
Glamping
Resorts



Agri Tourism
Resorts



Theme
Restaurants

- Business Hotels
- Beach/Hill Resorts
- Eco Tourism Resorts
- Sports Theme Resorts
- Tented Jungle Resorts
- Wildlife Resorts
- Caravan Resorts
- Luxury Home Stays



Synopsis of Hospitality Services Offered

- **Initial Start-up Services & Project Conceptualization**

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

- **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

- **Pre-Opening (Hotel Operations & Management Services)**

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

- **Post-Opening Services**

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

A. INITIAL START-UP SERVICES & PROJECT CONCEPTUALIZATION

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.

SCOPE OF SERVICES

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 hospitality venture.

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 the promoter

This presentation will include following:

1. Details about promoters
2. Brief Hotel/ Resort Layout
3. Details of Rooms with approx. dimensions, design images
4. Resort positioning in terms of targeted customers.
5. **Preparing Business Plan & Project Report (Bankable) along with Cash Flow Statement on EBITDA basis**
6. Resort facilities and amenities along with Revenue projections for 5 years
7. **Benefits to the investor & ROI (Returns on Investment)**

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 till Commissioning**.

STEPWISE COMPREHENSIVE ANALYSIS OF DATA COLLECTED

1. Location Analysis
2. Total Costs Calculation
3. Local Hotel Supply & Demand Investigation
4. Room Rates & Year-Round Occupancy Levels
5. Establishing and Projecting Hotel Revenue Sources
6. Hotel Feasibility Study Projected ROI
7. Cost Of Hotel Feasibility Study
8. Final Word & Recommendation





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.**
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** – Approx Staffing Requirement, Brief Service Standards, Vendor Management, Inventory Management Strategies
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**

Technical Services & Facility Planning

PHASE-1

1. Meeting various architects & assistance in final selection of architect if any, structural Consultant, PMC (Project Management Hotel Consultant) & MEP Hotel Consultants (Mechanical Electrical & Plumbing) and discuss the modalities of project completion. To assess their competitiveness in finishing the project at a superior level of meticulous workmanship, which is the most essential for hotels. Site analysis of available space, utilities, traffic, parking, etc.
2. Advising correct concepts and space/area allocations for projects & giving brief area allocation
3. statement to the architect based on total applicable FSI.
4. Preparing basic cost & estimate (BOQ) for the project in consultation with PMC/Architect. Hotel Consultant will provide their part of cost estimates and architect will have to prepare their part of BOQ for the main infrastructure & construction part.
5. Preparing a detailed note for architect as per detailed FSI & area allocation.



Technical Services & Facility Planning

PHASE I

1. Area allocation of all B.O.H. areas (Back of House) & F.O.H. (Front of The House) – All service depts. in consultation with Architect through architect note.
2. Partial kitchen planning in the form of giving basic layout to the “Company” to plan kitchen drainage only.
3. Assistance in planning HVAC (Heating Ventilation & Air-Conditioning)
4. Assistance in finalizing areas and components of server room along with IT Infra, music, EPABX, WIFI, Hardware, software, KDS, CCTV etc.
5. The architect will submit the Project plan to the Town Planning dept. for approval and after due approval, construction begins on site.
6. The estimated construction period for the hotel would be between 18-24 months.



Technical Services & Facility Planning

1. **KITCHEN DESIGNING, PLANNING & MEP:**

2. **Planning of Kitchen & Layouts:** Cuisine planning & kitchen designing along with MEP in totality with the help of architect & outsourced Kitchen Consultant & preparation of Kitchen BOQ. **Aum Hospitality Consultants** will give all necessary inputs to the architect & Kitchen Consultant for kitchen plumbing, drainage, electrical etc. Promoter will have to appoint a professional MEP agency for its planning, electrical load calculation & execution.
3. We will then prepare kitchen equipment plan showing individual positions of all necessary gas/electrical appliances, racks & tables, cold rooms etc with the help of kitchen consultant & project architect.
4. Any alterations if required shall be done by Aum Hospitality Consultant in consultation with architect & kitchen consultant through their autocad team. Kitchen equipment specifications along with power points and wattage shall be given by Kitchen Consultant & accordingly, this will have to be incorporated in Kitchen MEP plan.
5. Kitchen consultant shall prepare Kitchen Exhaust, fresh air, gas pipeline, fire suppression system, cold rooms. Cost of kitchen consultant fees shall be borne by the promoter.
6. Aum Hospitality Consultants would then evaluate and finalize kitchen drawings & suggest listed vendors for all such related equipment with the project promoter.
7. All related professional fees of Kitchen Consultant shall be borne by the promoter.





Technical Services & Facility Planning

- **Preparation of Other Hotel-Related Furniture, Fixtures, and Equipment Specifications Plan:**
- Create a comprehensive plan for all furniture, fixtures, and equipment needed throughout the hotel. This includes items for guest rooms, public areas, and back-of-house spaces.
- **Assistance in Application with Government Bodies and Incentive Approvals:**
- Navigate the necessary approvals and incentives related to the hotel project. Compliance with regulations and incentives can significantly impact the project's success.
- **Tourism Approval & Star Category Classification:**
- If the “Company” intends to seek tourism approval and star category classification (ranging from One Star to Five Star), assistance can be provided during the project stage.



Technical Services & Facility Planning

We also assist promoters in seeking cash subsidy from the concerned tourism departments.

- **Interior Design and Concept Formation:**
Work on the overall interior design concept, ensuring it aligns with the hotel's brand and vision.
- **Functional Planning of Basic Facilities & Services:**
Plan essential facilities and services for both front-of-house (FOH) and back-of-house (BOH) areas. This includes guest rooms and all public spaces. Collaboration with the architect is crucial.
- **Coordination with Interior Designer:**
Collaborate closely with the interior designer to ensure the concept is cohesive and well-executed.
- **Advise and realignment of layouts** and technical details on ambience lighting, music, service, seating, Equipment, details of countertop designs. Tabletop designs for all table layouts in synergy with the concept. Development of colour combinations and

PRE-OPENING, HOTEL OPERATIONS AND MANAGEMENT SERVICES

1. Assistance in selection of capital equipment.
2. Cuisine & menu planning, menu engineering in totality
3. Inviting kitchen equipment quotations and their evaluation, cost comparison, recommendations, specifications etc. PO's will be released by the promoters.
4. Invitation of quotations for all other service deptts.
5. Coordination with the interior designer on concepts
6. Development of all F&B areas and designing of infrastructure in correlation with concept
7. Advise and realignment of layouts and technical details on ambience lighting, music, service, seating, Equipment, details of countertop designs.
8. Tabletop designs for all table layouts in synergy with the concept.
9. Development of color combinations and perspectives & concept designs
10. **At this stage, hotel construction is complete in totality.**



PRE-OPENING, HOTEL OPERATIONS AND MANAGEMENT SERVICES

11. Menu Cards design coordination with graphic advt. agency
12. Placement of purchased equipment for kitchen, stores, purchase of branded food stuffs.
13. Re-alignment of kitchen equipment & smooth trials of equipment.
14. Preparing purchase list of kitchen utensils, cutlery, crockery, glassware, etc & assistance in procurement through reputed vendors
15. Role plays for F&B staff, Operational planning of food and beverage Departments.
16. Designing of F&B controls & systems, Menu trials & food tasting
17. Property management software evaluation and invitation of quotations
18. Assistance in application for operating licenses & making hotel website (Min 6 months in advance before launching date)
19. Printing agency selection & coordination for various printed systems & procedures
20. Designing & implementation of brand standards.
21. Planning of hotel operations & Service Departments in synergy with hotel design & preparation of service flow chart.



PRE-OPENING, HOTEL OPERATIONS AND MANAGEMENT SERVICES

22. Planning of organization chart and hierarchy, Manpower projections and planning, planning of HR – staffing & recruitment either internally or through reputed agency, Selection & appointing select HOD's & staff for trial runs. Hotel Consultants shall not be able to provide any staff to the hotel and this will be not be part of their responsibility.
23. Planning of front office Departments, lobby, back office, admin office etc
24. Preparing exhaustive list of operational supplies to be purchased
25. Setting up operational systems for the functioning of all service deptts. along with trial runs & play roles.
26. Preparing of detailed SOP documents & operational policies for all Departments
27. Setting up of rooms with all necessary furniture, mattresses, amenities, linen, toiletries, House-Keeping Department.
28. Trial runs for hotel management software systems
29. Control systems for all service Departments, Launching plan/trial runs/ press release
30. Grand opening and handing over with 6 month of free operations monitoring.



MARKETING SERVICES (ONLY ADVISORY)

(This will be executed either directly by promoters or through employed staff members. We will not be directly involved in the marketing activity. Entire business decisions are at the discretion of hotel owner)

1. Preparing detailed marketing & sales action plan along with well-defined strategies
2. Market positioning of resort and defining customer base.
3. Preparation of yearly revenue & expense budgets along with MIS.
4. Recruitment of sales team
5. Formulating systems & procedures for sales team & Sales & Marketing Deptt.
6. Preparation of letter of introduction, finalization of tariff, resort fact file and basic presentations
7. Appointing agencies for tele-calling, e-mails, SMS Campaign, newspapers teasers, hoardings
8. PR parties and inviting corporate bookers and who's & who of city
9. Suggesting Travel Agent's FAM tour
10. Enlisting hotel on leading OTP's (online travel portals)
11. Appointing a reputed marketing agency from nearby region





Post Opening Services – Free for 6 months

INCREASING PROFIT & SALES - FINANCIAL SERVICES

1. Increasing profitability by cost cutting methods
2. Business plans and break-even analysis
3. Theoretical food and beverage cost programs, Cost control analysis
4. Cost and contribution analysis of menu programs
5. Analysis & redesigning of labour and staffing plans (if required)
6. Automation of control systems using computer hardware and software systems
7. Contract documentation formation with corporates

VALUE ADDITIONS {PERFORMANCE ENHANCEMENT & AUDITS}

1. Overall performance review
2. Brand audit for all service Departments & HR audit.
3. Review of manpower cost. & Analysis of services rendered.
4. Holistic review of existing customer relationship management
5. Front of the house and back of the house audits
6. To check if guest is happy with the services with professional feedback systems





Option for Pre-Opening Services & Hotel Operations set Up **– To identify a suitable Hotel Management Company**

After the successful completion of your hotel project, if you do not intend to manage it on your own, then we offer another option of managing your hotel by a branded hotel operator. Details of the same as listed as below.

ROLE OF BRANDED HOTEL OPERATOR:

A branded hotel management operator takes on various responsibilities to ensure the smooth and successful operation of a hotel under their brand name. Here are some basic responsibilities typically associated with a branded hotel management operator:

Operational Setup:

The operator is responsible for setting up and organizing the day-to-day operations of the hotel. This includes establishing standard operating procedures (SOPs), hiring, and training staff, and ensuring that all aspects of the hotel's facilities are ready for guests.

Brand Compliance:

The operator must ensure that the hotel adheres to the brand standards and guidelines. This includes maintaining consistent quality in service, amenities, and overall guest experience to uphold the brand's reputation.

Marketing and Sales:

Developing and implementing marketing strategies to attract guests is a key responsibility. This involves promoting the hotel within the brand's marketing framework, utilizing online and offline channels, and participating in sales efforts to maximize room bookings.

ROLE OF HOTEL OPERATOR

Revenue Management:

The operator is tasked with optimizing revenue through effective pricing strategies, inventory management, and other revenue-generating initiatives. This involves analysing market trends, monitoring competition, and making data-driven decisions.

Customer Service:

Ensuring a high level of customer satisfaction is paramount. The operator oversees the training of staff to provide excellent customer service, handles guest complaints and feedback, and works to continuously improve the overall guest experience.

Cost Management:

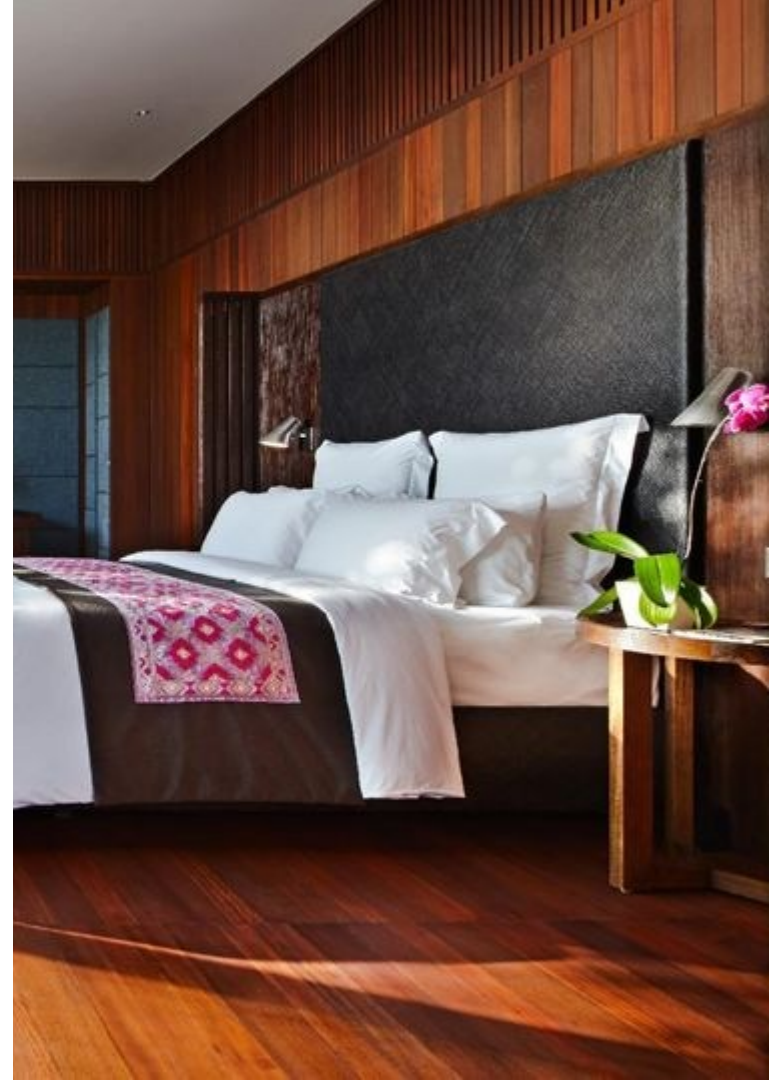
Controlling operating costs is crucial for profitability. The operator is responsible for managing the budget, controlling expenses, and implementing cost-effective practices without compromising on the quality of service.

Technology Integration:

Keeping up with technology trends and integrating efficient hotel management systems is essential. This includes property management systems (PMS), reservation systems, and other technology solutions to streamline operations and enhance guest experiences.

Quality Assurance:

Regularly conducting audits and quality checks to ensure that the hotel meets or exceeds the brand's quality standards. This involves monitoring cleanliness, maintenance, and overall compliance with brand guidelines.



A tropical resort scene featuring a swimming pool in the foreground, a wooden deck, and a building with a thatched roof in the background. The text is overlaid on the left side of the image.

ROLE OF HOTEL OPERATOR

Reporting and Analysis:

Providing regular reports to the hotel owner on key performance indicators (KPIs), financial performance, and other relevant metrics. Conducting regular analyses to identify areas for improvement and growth.

Legal Compliance:

Ensuring that the hotel complies with local regulations, licensing requirements, and industry standards. Handling legal matters, contracts, and any issues related to compliance.

Crisis Management:

Being prepared to handle emergencies, crises, or unexpected situations. Implementing contingency plans and taking appropriate actions to safeguard the well-being of guests and staff.

These responsibilities collectively contribute to the successful management of a hotel, ensuring its profitability, reputation, and alignment with the standards and expectations of the branded hotel management company.

Hotel Operator selection Criteria.

Role of aum hospitality consultants

1. PRE-MARKETING & BRIEFING DOCUMENT:

- **Review Plans and Documents:**

- Thoroughly assess architectural plans, market positioning strategies, budgets, and any existing trading or business plans for the hotel.

- **Define Key Selection Criteria:**

- Collaborate with the client to identify and finalize the criteria that will be used to evaluate and select potential hotel operators.

- **Prepare Information Memorandum:**

- Create a comprehensive document detailing relevant information about the hotel project. This will serve as a guide for potential operators during the selection process.

- **Compile Target List:**

- Identify and list potential hotel operators or brands that align with the project's goals. This list should be based on the agreed-upon criteria and the client's preferences.



Hotel Operator selection Criteria.

Role of Aum Hospitality Consultants

1. OPERATOR/BRAND SEARCH:

- **Distribute Information Memorandum:**

- Share the information memorandum with the identified operators or brands, gauging their interest in managing the hotel.

- **Organize Site Visits:**

- Facilitate site visits for interested parties, allowing them to familiarize themselves with the property and gather information necessary for their proposals.

- **Evaluate Proposals:**

- Review and analyse the proposals received from interested parties, considering factors such as experience, financial capability, and proposed management strategies.

- **Coordinate Presentations:**

- Organize presentations and pitches from shortlisted operators, providing an opportunity for them to showcase their plans and capabilities.



Hotel Operator selection Criteria.

Role of Aum Hospitality Consultants

1. OPERATOR/BRAND SELECTION AND CONTRACT NEGOTIATION:

- **Select Preferred Bidder:**
 - Based on the evaluation of proposals and presentations, choose the preferred hotel operator that best aligns with the client's goals and criteria.
- **Negotiate Commercial Terms:**
 - Engage in negotiations with the preferred bidder to finalize the commercial terms of the management contract. This includes discussing fees, revenue-sharing arrangements, and other financial aspects.
- **Liaise with Legal Team:**
 - Collaborate with the client's legal team to ensure that all legal aspects of the contract, including terms and conditions, are thoroughly reviewed and addressed.
- **Finalize and Sign Contract:**
 - Once negotiations are complete and both parties are in agreement, finalize the contract and facilitate the signing process. This structured approach ensures a thorough and systematic process for selecting a hotel operator, from the initial planning stages to the finalization of a mutually beneficial contract.





*Thank
you*



Subodh Gupte - Principal Consultant
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Aum Hospitality Consultants
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