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HOTEL PROJECT FEASIBILITY STUDY SCOPE OF SERVICES

AUM HOSPITALITY CONSULTANTS
Start Up Consultants for New & Established Hotels

Strategic Insight Seamless Execution





YOUR ASPIRATIONS, OUR MISSION

At Aum Hospitality consultants, we believe in turning aspirations into reality. Whether you're dreaming of luxury, seeking new experiences, or aiming for personal growth, we are here to guide your journey. Our services are crafted to meet the desires of individuals like you—people who strive for excellence and deserve the best.

From exceptional experiences to unmatched quality, we understand what you're looking for. Let us help you achieve your dreams. Your future is limitless, and we're here to make it happen. Start your journey today with [Your Brand]—because your aspirations are our top priority.

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INTRODUCTION

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 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 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.

OUR FOCUSSED AREAS

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



SUBODH GUPTA'S PROFILE

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.



SUBODH GUPTA



Mr Gupta 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

VISION & MISSION



VISION:

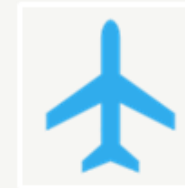
To offer Advisory & Consulting Services for Hospitality Projects & Operations with the focused attitude of Reducing Costs & Increasing Revenues

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

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



Destination
Wedding Resorts



Boutique Hotels



Theme Resorts



Adventure Tourism
Resorts



Camping &
Glamping Resorts



Agri Tourism
Resorts



Theme
Restaurants

WHY FEASIBILITY STUDY?

In over 25 years of helping hotels to open and remodel successfully as a Hospitality Consultant, we have seen time and again how indispensable a hotel feasibility study is.

We have also seen how many would-be hoteliers simply assume that their vision will succeed, without conducting any notable research on building a hotel business that will be consistently profitable and competitive.

In this article, we look at the steps involved in carrying out an effective hotel feasibility study and provide practical examples on how to obtain one effectively.

WHAT IS FEASIBILITY STUDY?



As the name suggests, a feasibility study investigates your hotel, resort, restaurant or hostel proposal to see if it is feasible as a sustainable and profitable business model. It does so by considering its viability relating to market, location, costs and financing. Typically, hotel feasibility studies are completed by external consultants who review the overall value and quality of the proposed project from an independent third-party point of view.

Below you will find a template and plan of our approach as an expert hotel consultant takes to put together a comprehensive validation report, based on the financial and market analysis, to determine the viability of a new hospitality project or lodging concept.

The Importance of a Hotel Feasibility Study

A feasibility study and hotel business plan form the cornerstone of your preparations for your new or remodeled hotel. It shows investors how they will receive a return on their investment (ROI, and if you're able to stand out by producing an innovative hotel concept. It is therefore ill-advised to proceed without carrying out this crucial investigatory and illuminator step.

STEPS INVOLVED IN PERFORMING HOTEL EASIBILITY STUDY

LOCATION ANALYSIS

- Studying proposed sites for your hotel or resort aims to answer several questions critical to the success of your hotel project.
- What makes the location an attractive site?
- Is there a supply of labor sufficient in number and quality?
- What human resource costs can be expected?
- Is the hotel supported by easy transport links?
- What are the potential risks and advantages associated with the local area?

TOTAL COST CALCULATION

- Starting your own hotel business involves a large scope of expenses that must be investigated including development and architectural costs that are incurred prior to opening.
- Then there are the operating overheads which the hotel will incur, including:
- Licenses (consider government restrictions, taxes, zoning limitations, sustainability requirements)
- Franchising (whether it will be an independent or franchise hotel)
- Taxes, Equipment
- Amenities (e.g. F&B outlets, swimming pool, spa, parking, and their upkeep costs)
- Furniture, Insurance, Human resources, Inventories
- Electricity, Water, Future refurbishments

LOCAL HOTEL SUPPLY DEMAND INVESTIGATION



This involves analyzing all competition in the local area according to your selected concept type (hotels, resorts, hostels, apartments). Chiefly, their competitiveness. Information can be found on tourist boards, tour operators and travel research groups. Knowing local hotel supply and demand helps in projecting occupancy levels and rates for your hotel, one of the key elements in establishing its economic feasibility.

Ask questions about competitors such as: "What has their performance been like during the past years in terms of ADR, RevPAR, and occupancy levels?"

ROOM RATES AND YEAR-ROUND OCCUPANCY LEVELS

After establishing hotel supply and demand, hotel's competitiveness, projected operating costs, desired ROI, and crucially, benchmarking your competitor hotels, you can focus on room rates to see which ADRs (Average Daily Rate) you can anticipate. Year-round projections for demand will go a long way to informing your pricing decisions.

HOTEL FEASIBILITY STUDY PROJECTED ROI

- One of the most important parts of your hotel feasibility study is the projected ROI. ROI is worked out by using several metrics, including internal rate of return (IRR), net present value (NPV), debt coverage ratios and discounted cash flow (DCF), as well as others. They help to show if the investment return is enough to proceed and if you will need to find financing from elsewhere.
- If so, will the lenders of this capital be content with the projected ROI? If not, the hotel proposal can be abandoned altogether or it can be altered to make the return on investment attractive enough to proceed, such as changing site, tweaking room rates and reducing costs. A clear and comprehensive report is what banks, institutional or private investors (family offices) will be looking for.



ESTABLISHING AND PROJECTING HOTEL REVENUE SOURCES

- The main sources of revenue for your hotel will come from room stays, food and beverage, and events such as conferences and meetings. Using your projections for average year-round room rates and occupancy levels, you can project sales from different revenue sources, including food and beverage, leisure and events



INITIAL START UP SERVICES & PROJECT CONCEPTUALIZATION

- Complete Business Plan with Pricing Strategy, Conceptual Presentation of Resort, EBITDA, P&L & ROI Preparation. (Bankable reports)
- 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.
- Site Visit & Investigation
- We will prepare an investor presentation of your Hotel/Resort. This presentation will be prepared based on the project details provided by the "Company". This presentation will include following:
 - Details about "Company"
 - Details of Rooms with amenities, design images
 - Resort positioning in terms of targeted customers.
 - Preparing Business Plan & Project Report (Bankable) along with Cash Flow Statement, P&L on EBITDA basis
 - Resort facilities and amenities along with Revenue projections for 5 years



INITIAL START UP SERVICES & PROJECT CONCEPTUALIZATION

- Benefits to the investor & ROI (Returns on Investment) in years.
- Conceptualization of the Project - Keeping the very strong vision in mind, we can assist you from the beginning of a project - such as the overall conceptualization of the project, to the final stages of marketing and sales of its retail real estate components. In nutshell from Concept to Conceptualization (C2C)
- **STEPWISE COMPREHENSIVE ANALYSIS OF DATA COLLECTED**
 - 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
 - Hotel Feasibility Study
 - Final Word & Recommendation



INITIAL START UP SERVICES & PROJECT CONCEPTUALIZATION

• STEPS OF YOUR HOTEL BUSINESS PLAN

- Executive Summary – Mission Statement (Objectives)
- Company Analysis – USP's & Concept details
- Industry Analysis – Trends Targeted & State Of Market.
- Customer Analysis – Description of Target Audience (Demographic, Geographic, Behavioral, Psychographic, Socio Economic). Answering Why my hotel?
- Competitive Analysis & Value add Evaluation.
- 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)
- Operations Plan – Approx Staffing Requirement, Brief Service Standards, Vendor Management,
- Inventory Management Strategies
- Management Team – Include Bios, describe Expertise.
- Financial Plan – Start Up costs, Fund Raising, ROI Timelines for Investors
- Key Milestones (Location Selection, Permits & Licenses, Build Out – Construction, Staffing & Training, Opening, GOP Breakeven, NOI Breakeven, EBITDA Analysis)
- Conclusion & Recommendations



PROJECTS COMPLETED & ONGOING SINCE 2010

1. DPR, Project Planning & Operations Set Up of 25 Rooms High-end Hotel at Manor.
2. DPR, Project Planning & Execution of 25 Keys Hotel at Shirol On Mumbai-Nasik HW
3. DPR, Project Planning & Execution of 30 Keys Boutique Hotel at Wada, Near Thane
4. DPR, Project Planning & Execution of 30 Keys Boutique Hotel at Pali Near Khopoli
5. DPR, Concept & Project Planning of 50 Keys Hotel at Tapola Near M'war.
6. DPR, Concept & Project Planning of 50 Keys Boutique Hotel at Roha on Goa HW.
7. DPR, 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. DPR, 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. DPR, Concept, 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



PROJECTS COMPLETED & ONGOING SINCE 2010

20. DPR, Concept & Project Planning of 90 Keys Hotel & Beach touch Restaurant & Camping site at Shrivardhan, Konkan
21. Conceptualization & Project Planning of 70 Keys Hotel & Resort Dapoli – Ongoing
22. Conceptualization & Project Planning of 30 Keys Hotel & Food Court at Wardha – Ongoing
23. Conceptualization & Project Planning of 75 Keys Island Hotel & Resort at Mahad – Ongoing
24. Conceptualization, Project Planning & Execution of 100 Villas & Club House at Pali near Mumbai
25. Conceptualization, Project Planning & Execution of 50 Keys Resort at Alibaug.
26. Conceptualization, Project Planning & Execution of 100 Villas Resort at Khopoli.
27. Conceptualization, Project Planning & Execution of 50 & Club House near Pune.
28. Conceptualization, Project Planning of 125 Keys Luxury Resort near Pune.
29. Cloud Kitchen at Raipur from concept till commissioning.
30. Restaurant & Banquet Project on 16k sq.ft. at Raipur
31. Hotel Operations Set Up for Hotel Savitri Signature, Narsinghpur, MP
32. Conceptualization, Project Planning & Execution of 50 Keys Boutique Resort at Manchar near Pune
33. Hotel Operations Set Up of a Boutique Resort at Pawna Dam near Lonavala, M.H.
34. Conceptualization, Project Planning & Execution of a Pet Theme Boutique Resort at Hyderabad.
35. Concept, DPR, Project Planning of 100 Keys Business Hotel & Convention Centre in Mumbai.
36. Concept, DPR, Project Planning for 42 Keys Resort & spa at Aksa Beach, Mumbai
37. Hotel Operations Set Up & Project Development of Sports Resort at Dapoli
38. Hotel Operations Set Up pf Wildlife Resort at Pench National Park.



THANK YOU...WE ARE HAPPY
TO HELP YOU!

Aum Hospitality Consultants

Strategic Insight, Seamless Execution

Your Hospitality Business Start Up Consultant from
Concept till Commissioning

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www.aumconsultants.net

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Creative and Innovative



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BRIDGING THE GAP BETWEEN IDEAS & REALITY

**With us your hospitality business will be more
advanced and growing**

Call Subodh Gupte, Principal Consultant
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