[COMPANY NAME]

[COMPANY ADDRESS]

VERSION [NUMBER]

VERSION [DATE]

**VERSION HISTORY**

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| --- | --- | --- | --- |
| **Version Number** | **Author** | **Version Date** | **Change Notes** |
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Sample Market Survey

1. **INTRODUCTION**
2. **Who We are**

[Insert here description of your company including basic information such as history, your service, leadership team, employees and location.]

1. **Service and Amenities**

[Insert description of how your hotel operates and where it operates out of]. Describe services and amenities that will be made available to guests such as the following:

* Lodging
* Meals (Menu items, cuisines and delicacies, etc.)
* Drinks ( Beers, wines, spirits, martinis, beverages, and non-alcoholic drinks )
* Gym
* Laundry service
* Pool
* Convenience store / Mini Mart
* Business Center
* Shuttle Service
* Car Rentals
* Banquet venues
1. **EXECUTIVE SUMMARY**
2. **Vision Statement**

Our vision is opening a [TYPE] hotel that will be the number one choice in [AREA OR CITY SERVED].

1. **Mission Statement**

Delivering trustworthy, caring and superior excellent service exceeding what our competition offers in any location that our hotel will be situated is our mission ensuring over ninety percent occupancy during most parts of the year.

1. **Market Goals**

[Statement of market goals here] An example of things planned to achieve would be:

* [NUMBER] visitors at the hotel in the first [NUMBER] months
* [NUMBER] branches in [NUMBER] cities within [NUMBER] years of operation
* Minimum of [NUMBER] visitors at planned club weekly
* Being listed among the top [NUMBER] hotels in the country within [NUMBER] years.
* Number one choice for hotel service in the country
1. **Marketing Budget**

We are committed to setting aside a good deal of money in our marketing efforts. [AMOUNT] dollars will be set aside for marketing in our first year of operation. This will be spread evenly among different advertising modes during the course of the year. Management plans to allocate five to seven percent of our annual income on marketing and promotions for the hotel in the state and in other parts of the country.

1. **MARKET ANALYSIS**
2. **Target Market**

The hotel is strategically located at the heart of [CITY] where there are to be many people needing hotel services. Apart from visitors of [CITY], there are bound to be businesses close by who will be needing our services for their purposes. The following lists potential clients that our hospitality business would be catering to:

* Tourists
* Travel connoisseurs (men and women)
* Young adults
* Businesses catering to [CITY] but are located outside of [CITY]
* Government establishments
1. **SWOT Analysis**

Identifying our strengths, weaknesses, threats, and opportunities would only help us know the options to take in order to come out on top of the hospitality service business. This is particularly important in coming up with different business strategies for the purpose of achieving our overall business goals and objectives.

* **Strengths -** The hotel is strategically located to cater to various individuals who are in need of hospitality service. Our management team provides the desired experience in the industry which is second to no other hospitality business in the country.
* **Weaknesses** - Compared to far larger hotels, we are a relatively new player in the industry. We do not have huge or large financial backing to carry out elaborate activities to improve our company or business.
* **Opportunities** - We have chosen a strategic location in the city of [CITY] where a large volume of individuals move through each day. They include a large percentage of individuals who need our hospitality services. We are additionally equipped with facilities that accommodate to additional business needs. Additionally, the hotel is located just a few minutes away from the [LOCAL OR INTERNATIONAL AIRPORT].
* **Threats** - There will always be threats of new hotels being built in the area where our hotel is located. Possible additional threat is that of government policies and taxation which directly affects not only the hotel but the overall economy of the country.
1. **Competitive Advantage**

Our hotel takes pride in the excellent and personalized service that we provide our guests every time they check into our hotel. We treat each and every guest the same way we pamper delegates and dignitaries that come and visit us often. We also have the edge due to the location chosen which is right smack in the middle of everything happening in [CITY]. Going to any location within the city would be a breeze and offer little or no stress at all.

We additionally but mostly take pride in the management team we have. They have been in the industry for some time and have gathered many untold learning experiences that only add to our ever growing list of strengths and advantages in serving our customers.

1. **Sales Forecast**

[Insert sales forecast per year of the hotel for the duration of three years]

* Our sales forecast is based upon the pricing strategy that is the standard used for hotels in the area and in the city of [CITY].
1. **Unique Selling Point**

To make our hotel stand out and be superior from competitors in the area, we have come up with the idea of [INSERT IDEA HERE].

[CITY] city itself is one big heterogeneous mix of different cultures and subcultures. There are a lot of people who not only like going out during the day but during the night hours as well. We are therefore offering [SERVICE] for those looking for a place to hang out, eat, or just plainly relax and unwind.

The hotel has a [AREA OR CLUB] equipped with state of the art [EQUIPMENT] that can house more than [NUMBER] party people. This is certainly a great way to unwind and meet new and interesting personalities. Our rooms have been designed for a [STYLE] feel that only adds to the elegance and attraction that is the [HOTEL NAME] hotel making our guests keep coming back and referring us to their friends and acquaintances.

1. **Our Advantages**

We only offer top quality service and amenities that make us the choice hospitality service provider in our area, if not the best in [CITY]. Among the many services and benefits that a customer gets when he stays with [HOTEL NAME] hotel are:

* Highly competitive rates for premium services offered anywhere in the country.
* World class service comparable only to the warmth and enthusiasm our friendly staff provides
* Good value for your money
* Excellent cuisine and world class quality menu items
* Overall wonderful experience from reception to check out
1. **MANAGEMENT AND ORGANIZATION**
2. **The Owner**

[INSERT OWNER BIOGRAPHY HERE AND A FEW CREDENTIALS]

1. **The Management Team**
* **[ NAME ] / The Hotel General Manager -** [ INSERT CREDENTIALS AND JOB RESPONSIBILITIES HERE ]
* **[ NAME ] / The Hotel Resident Manager -** [ INSERT CREDENTIALS AND JOB RESPONSIBILITIES HERE ]
* **[ NAME ] / The Rooms Division Manager -** [ INSERT CREDENTIALS AND JOB RESPONSIBILITIES HERE ]
* **[ NAME ] / The Hotel Engineering Manager -** [ INSERT CREDENTIALS AND JOB RESPONSIBILITIES HERE ]
* **[ NAME ] / The Hotel Security Manager -** [ INSERT CREDENTIALS AND JOB RESPONSIBILITIES HERE ]
* **[ NAME ] / The Hotel Human Resources Manager -** [ INSERT CREDENTIALS AND JOB RESPONSIBILITIES HERE ]
* **[ NAME ] / The Hotel Food and Beverage Manager -** [ INSERT CREDENTIALS AND JOB RESPONSIBILITIES HERE ]
* **[ NAME ] / The Sales and Marketing Manager -** [ INSERT CREDENTIALS AND JOB RESPONSIBILITIES HERE ]
* **[ NAME ] / The Hotel Accounts Manager -** [ INSERT CREDENTIALS AND JOB RESPONSIBILITIES HERE ]
1. **The Board of Directors**

[IF HOTEL HAS BOARD OF DIRECTORS, INSERT NAMES OF MEMBERS AND CREDENTIALS HERE]

1. **MARKETING AND ADVERTISING STRATEGIES**
2. **Creating the Brand**

We are aiming for [HOTEL NAME] hotel to be the brand of choice if not the best hotel there is in the country through the use of conventional and non-conventional means of promotion. The ways in which we would be able to develop and advance our hotel to the next level would take, but not be limited to the following:

* Traditional advertising on hospitality industry magazines, newspapers, TV and radio stations.
* Website promotion
* Word of mouth or referrals from satisfied customers
* Local directories
* Online platform advertisements i.e. Facebook, Google, etc.
* Outdoor advertising such as billboards etc.
* Direct mail ads
* Fliers on crowded areas and malls
* Trade shows and expos
1. **Strategic Marketing Alliance**

Forming alliances with other businesses in the hospitality industry also greatly benefits our own business. A lot of businesses not based in [CITY] also cater to individuals planning to visit [CITY] city. By partnering with them, we are able to draw more customers which also give business opportunities for these businesses. This win-win situation is particularly applicable to e-commerce travel agencies.

1. **Customer Retention Strategies**

By improving the experience our customer gets while staying with us, it increases the chances of that customer coming back to stay with us whenever they are in [CITY] city. Through plans developed by our management team, we aim to achieve retention of over sixty percent of our customers by creating great impressions in our service, amenities and overall interaction. We are dedicated in improving our service to be at par if not better than most world rated big time hotels.

By doing the following and fine tuning our efforts, we will be able to make repeat customers out of current ones who are enjoying or have enjoyed our service:

* Offering highly affordable prices across the industry
* Ensuring quality service at all times
* Point system rewards to loyal customers
* Using effective customer relations management in handling clients
1. **Customer Incentives**

Incentives and commissions are principal driving forces for return customers and referrals. Individuals are always mindful of the value that they get with the money they are spending. Offering discounts, coupons and bonuses simply attract more potential returnees than having nothing at all. These are particularly applicable to loyal customers who deserve the additional incentive for choosing the [HOTEL NAME] hotel over the competition.

1. **After Sales Support**

As part of our efforts to providing world class quality service, we offer active after sales support to ensure customers who have been loyal to us are given the best possible options they could have and for them not to miss any important and great promotions and incentives. Keeping in touch with loyal customers is important in maintaining relationships with them and developing a long and lasting business relationship.

1. **FINANCIALS**
	1. **Financial Statements**

[PLEASE INSERT FINANCIAL STATEMENTS HERE]

1. **Balance Sheets**

[PLEASE INSERT BALANCE SHEETS HERE]

1. **Income Statement**

[PLEASE INSERT INCOME STATEMENT HERE]

**Appendix**

**Sample Hotel Survey Form**

|  |  |
| --- | --- |
| Customer Name: |  |
| Date filled out: |  |
| Room Number: |  |

1. Is the quality and standard of the [HOTEL NAME] hotel satisfactory or up to the standards of your expectations? [PROVIDE ANSWER HERE AND WHY]
2. Besides the current services we are offering, are there any other services that you like us to offer? [PROVIDE ANSWER HERE AND WHY]
3. Do our employees provide a prompt and friendly service? [PROVIDE ANSWER HERE AND WHY]
4. Do our services speak well for the [HOTEL NAME] hotel? [PROVIDE ANSWER HERE AND WHY]
5. Would you recommend us to your friends or family? [PROVIDE ANSWER HERE AND WHY]
6. Are you amenable to us communicating to you through letters, text messages, and email or mobile apps? [PROVIDE ANSWER HERE AND WHY]
7. What’s the biggest amount do you think will you pay for a service? [PROVIDE ANSWER HERE AND WHY]
8. What would be the lowest amount you will be willing to pay for a service? [PROVIDE ANSWER HERE AND WHY]