

The Development of Local Hotel Chains 2 Star Brand



CONTINENTAL
HOTELS

Mai mult decât profesie. *Pasiune*

Market Analysis

- Demographics
- Economic Data
 - Av Wage, Disposable Income, Growth, Inflation
- Services Available
- Political stability
- Economical Influence (lobbying, Bribery, etc)
- **MARKETING RESEARCH & ANALYSIS**

Product Analysis

- Products Available
 - Hotels (Grouped by category)
 - Hostels
 - Serviced Apartments
 - Basin of attraction
- Alternative Products Opportunities
 - Hotels
 - Hostels
 - Camping
 - Serviced Apartments
 - Residential Estate

Locations

City Vs Resorts

Central Vs Periphery

High Street Vs Secondary Road

Tourist Attraction Vs Business Park

Commercial Centre Vs Commercial Street

Feasibility

- Commercial or Leisure Activities
 - Type of Operation
 - Logistics
 - Infrastructure
 - Resources
 - Capacity of attracting customers
 - Creation of New Opportunities for Revenue
 - Customization to Niche's needs
 - Forecast of Revenue
 - Forecast of Operational Costs

Project Financing

- Long Term Loans
- Short Term Loan
- Increase Capital
- Mixer of...

KPIs for Financing

- Time for Delivering Project (Year 0)
- Years/Months for Break Even
- Cash Flow
- Debt Ratio
- ROI (ROA)
- Economic Data (inflation, Growth, Interest Rate, Micro/Macro)

[Project Plan](#)

The BRAND

- Brand Characteristics – 5 Ws
- Brand Image and 5 Senses
- Brand Communication
- Brand Development



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Confidential

Hello^o
Hotels

Michele Meoni

HR Policy

- Hiring and Selecting
- Exit Interviews
- Employment policy
- Motivation
- PE and PDP
- Internal Communication

Sales Policy

- Segment pricing
- Contract conditions
- Sales Team activities
- Reservation activities
- Direct Sales
- Packages and Packaging

Final Stage

- The Implementation (Gantt Chart)
- The Follow Up
- Introduce new Team for New Project Face
- Look for New Opportunity
- Develop New Plan

Conclusions

- Choose properly WHO will develop the Brand (int. Vs ext.)
- Avoid Cross competing (The Starbuck experience)
- CH is looking for projects in both Franchising or Management
- Total Development in first phase is 10 hotels (3 already on going)