

HOSPITALITY

2022.11



Transform your
business

Development and
technical objectives

Making the
tough decisions

WHAT ARE THE BENEFITS TO USING EXTERNAL ADVISORY SERVICES?

Some general reasons to engage the services of an advisory company can be beneficial to your company:

- Some owners and operators, even after some time in the industry, have difficulty in clearly defining their business and objectives. Opportunities appear, often overlapping and troubling and leave no time for the company to make a proper decision. An external specialist advisor, with a focused experience, market knowledge, and vast contacts, is able to **identify strengths, take full advantage of opportunities, and ensure that resources are used optimally.**
- **The importance to detail.** The secret to success is often in the details with solutions coming from real-world experiences. The advisory service firm is able to make full use of these experiences to your benefit and advantage.
- **New opportunities.** An advisor has worked with many companies, projects and situations and has numerous contacts within the market segment. There can be great value to access new opportunities, advantages, and resources for your company.
- **Proven solutions.** It often seems that every challenge that arises is new and unique, and that it takes time to study and resolve. For these circumstances, it is likely that a specialist advisor with experience has already dealt with a similar issue and can resolve the problem using an effective and efficient solution that has been applied in the past.
- **A facilitator.** It is very common for projects to have disagreements and interpersonal conflicts that prevent progress. These conflicts can be resolved by a third-party advisor whose opinion and expertise is respected.



ABOUT US

Hospitality hos·pi·tal·i·ty the friendly and generous reception and entertainment of guests, visitors, or strangers.

We are **HOSPITALITY**, a specialist consulting firm operating as a strategic partner for owners, operators, and investors in the development of hospitality, wellness, mixed-use, and commercial projects. Working **across China** we have **advised and guided clients with truly integrated services** as they begin their hotel project. If you are taking the initial steps toward launching your project or are reconsidering your current position, we invite you to save energy, effort, time, resources, and money.

THE HOSPITALITY SOCIETY professionals have experience as developers, financial managers, advisors, owners, operators, buyers, sellers, and franchisees. This multi-disciplined background facilitates a balanced perspective for each assignment. And each of us has an average of 25 years of hands-on experience in their field of industry expertise.



WHAT WILL WE CONTRIBUTE TO THE DEVELOPMENT OF YOUR PROJECT?

DEFINITION OF CONCEPT

If you have not chosen the concept we will analyse variables such as market and competition. We will guide you to define the type of project that will deliver the best performance.

FEASIBILITY ANALYSIS

If you question the profitability of your concept, initiating a study will define its feasibility on a technical and economic level. We will determine the investment needed, the return on investment, and develop a plan to ensure success.

BRANDING

A brand is a narrative, it tells a story. This story should communicate to the guest. To craft a compelling narrative is knowing exactly what the guest will find interesting and attractive.

BRAND

Brands all have costs associated with development, fees, and expected revenue performance. We can help select the best balance of income potential relative to cost.

MARKET EVALUATION

Understanding the current and potential performance within your market can foretell your project's performance and potential ease of market entry.

EXIT STRATEGY

Understanding all the ways to exit can guide investment decisions and maximize profitability.

OPERATOR SELECTION

One decision that will impact your ROI is the selection of the management company, specifically who you chose as your General Manager. We have the experience that can maximize your chances of success.

CONTRACT NEGOTIATION

Our guidance through the evaluation of the management and franchise options can make a difference to your returns.

PROGRAMMING REQUIREMENTS

Programming can include recommendations for unit count, mixes, sizes, back of house requirements, and supporting amenities.

PLANNING

We will work with you and the brand to determine the optimum project programming package to achieve the best balance of income to cost.

DESIGN

We provide efficient and current industry design solutions to support business and take advantage of opportunities.

BUILD/OPERATION STANDARDS

Our knowledge of international standards allows us to work with brands to direct your resources into areas that generate the most value and return.

KEY HIRE

The selection of the general manager and other key hires can have a significant impact on your financial returns. We can help ensure the right candidate is approved.

OPERATIONAL ADVISORY

We can evaluate current performance, and if a change is needed, we can assist and recommend high-quality options.

TECHNICAL SERVICES

We can advise and assist with planning, designing, engineering, furnishing, and equipping your project to defined standards.

TEAM ASSEMBLY

We recommend project-specific architects, designers, consultants, contractors and procurement companies with proven China track experience.

ENGINEERING

Our team maintains expertise in mechanical, electrical, fire life safety and restaurant equipment systems and stand ready to assist and advise with all engineering issues.

OPENING

Our professionals can develop a customized project opening plan using our strategic methodology and proven experience.

ASSET MANAGEMENT

Owners use us to review current operation in comparison to industry metrics. We can identify gaps in performance and implement a plan to achieve full economic potential.

PROPERTY IMPROVEMENT PLANS

We can oversee the entire PIP/renovation, including budget development, brand relations, contract negotiation, and completion of work.



WE ACCOMPANY YOU DURING THE PROCESS TO DEFINE, DEVELOP, AND DESIGN THE BUSINESS PLAN OF YOUR HOTEL.



INTERNATIONAL EXPERIENCE

We collaborate with international companies and support them from initial phases to opening.



MARKET KNOWLEDGE

We have extensive experience in varied sectors and are committed to constant updating and improvement.



OPTIMISATION

By having the support of expert professionals brings clear benefits in terms of time management, costs, and resources.



ADAPTABILITY

We offer concierge service. We will adapt our strategies to get the optimum financial and performance returns.



COMMITMENT

Your success is our success, that is why we accompany you each day and become involved in your project.



RESOURCES

We are specialists and have access through their experiences with numerous industry contacts and resources.

IMPROVE YOUR PROJECT WITH OUR SUPPORT AND PROFESSIONAL ADVICE.

ASSIST WITH MANAGEMENT

We offer solutions for all the aspects that normally cause challenges for owners. We implement strategies aimed at improving the quality of the project, its services, and attaining the desired increase to revenue.

IMPROVE COST MANAGEMENT

Are your costs too high?

With the goal of **increasing profitability**, we will provide knowledge and resources in order to manage your costs in an efficient and balanced way in order to align with the objectives and interest of your project company.

COMPREHENSIVE PLANNING

Being clear about where you are and where you are heading is not easy to determine. We will define the objectives that your project needs and assist you to plan the needed strategies. We are going to develop and create a project that will direct your future towards success.

IMPROVE COMPETIVENESS

We will guide you to keep you current in the industry and assist your project in a competitive way with responsible innovation that is much more competitive, profitable, and attractive to your guests.



OUR WORK CAPACITIES: HOSPITALITY



NOVOTEL CHENGDU TIANFU



CROWNE PLAZA NANJING JIANGNING



INTERCONTINENTAL HOTEL GUANGZHOU

OUR WORK CAPACITIES: WELLNESS



YUPEI XIATANG CHUNJU HEALTH CARE, SHANGHAI



LOUFU MOUNTAIN HEALTH CARE, HUIZHOU GUANGDONG



JINGHU NEW TOWN, SHAOXING ZHEJIANG

OUR WORK CAPACITIES: MIXED USE



MU SHOPPING CENTER LONGHUA / MARRIOTT SHANGHAI LONGHUA



GUIHE SHOPPING CENTER / INTERCONTINENTAL HOTEL JINAN



CHENGDU YANLORD LANDMARK / INTERCONTINENTAL CHENGDU



OUR WORK CAPACITIES: RESORT



INTERCONTINENTAL HOTEL SHANGHAI WONDERLAND



INTERCONTINENTAL RESORT SANYA HAITONG BAY



INTERCONTINENTAL RESORT SANYA

OUR WORK CAPACITIES: RE-USE



HOTEL INDIGO SHANGHAI BUND



REGENT SHANGHAI



HOTEL INDIGO HSINCHU

CONNECT YOUR PROJECT NEEDS WITH OUR EXPERT ADVISORS

HOSPITALITY offers a full **suite of services** for commercial, hospitality, and wellness projects which include mixed use, hotels, resorts, service apartments, and urban retreats.

We have a network of **knowledgeable professionals with extensive years of experience** within the commercial, hospitality, and investment sectors that provide concierge services to owners, operators, and investors.

HOSPITALITY 's key leaders have worked with local and world premier **international hotel brands**.

From inception to opening, and every step in between, we are **alongside you and remain committed** to your investment.

HOSPITALITY will assist you with the appropriate development plan. We help optimize returns by **offering solutions, strategies, and alternates** to strengthen your hotel business decisions.





上海星古

HOSPITALITY

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