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**ET PARADISE HOTEL**

**OWNED BY GOLDEN WINGS AIRLINE COMPANY**

**BY**

**PORTO TEAM**



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The long term goal of Sunset Paradise Hotel is to become the best choice in Barcelona, Rome and Antalya for temporary lodging by creating a differentiated experience capitalizing on personal service, the historical nature of our building, and its unique locations in one of the most attractive places in Europe and Turkey. We plan to be more than just lodging and accommodation. We plan to create an environment of luxury that surpasses the standard fare for our locations. Expanding our exposure via the Internet and introducing new products and services to customers in all our locations will allow us to maintain a higher than average occupancy rate and above average profits.

The short term goal is to increase sales that will allow us to compete with our competitors, make short term profits, increase our market share, improve our marketing strategy and we to continue to innovate our businesses.

### **The Company and Ownership**

Porto Hotel Resort will be built in three locations namely Barcelona in Spain, Rome in Italy and Antalya in Turkey. Sunset Paradise Hotel is owned by Golden Wings Airline Company that was established in 2006. Golden Wings Airline Company will set up partners between Sunset Paradise Hotel and major travel agencies so as to ensure steady flow of patrons (tourist and locals) through its doors.

The people that will be responsible for running the company will be provided by Golden Wings Airline Company. The Sunset Paradise Hotel will be managed by a regional director Mr. Henry Akwari. Mr. Ondrej Hajek, Mrs Cigdem Percin, and Mr. Evaldas Moisenka will be the managing directors in the three locations. A Manager will appointed that will reside on the property, managing and maintaining the business and satisfying our locations license agreements.

### **Our Services**

Sunset Paradise Hotel will begin on March 22, 2008 and is expected to complete construction on the March 22, 2011 and we expect the construction to be completed in three years time.

potential of 540 roomsøaccommodation.

ö which is often more beautiful and palatial than where they are travelling from will ensure many return customers. The riches of the locations where Sunset Paradise Hotel is located will potentially draw significant numbers of tourist to the region. In addition to providing information about our locations, we plan to collaborate with tour agencies and business throughout the area and business throughout the area by offering packages and special rates.

As the company becomes established through the peak season, we plan to expand our services to the residents of our locations in time of the off-season. The adjoining rooms open creating a large area, ideal for formal or informal gatherings (e.g. weddings receptions, office parties, Christmas parties, etc.).

## BUSINESS ENVIRONMENT AND ANALYSIS OF COMPETITORS

Sunset Paradise Hotel will focus on quality, luxurious, yet affordable, lodging for vacationers interested in exploring the locations where our hotels are located together with the corresponding surroundings.

Our target markets are new visitors travelling to the area, middle and upper income bracket, returning visitors to the area, business needing to hold small overnight planning and strategy sessions, area wedding parties and couples.

Our two major customer segments are tourist from all over the world who traditionally prefers cosy environment and local partners who needs the facilities for various events.

The table below outline the market potential for our business.

A modest projection for rental is 25 per cent per year for tourist and 10 per cent for local patrons.

**Table 1: Estimates of potential customers in the market**

Potential customers	Growth	Estimates of customers in the market		
		2011	2012	2013
Tourists	25%	100000	125000	156250
Local patrons	10%	5000	5500	6050



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in a competitive market so we strive to differentiate our  
. Our potential competitors are Pine bay hotel in Turkey,  
ain.

## **BUSINESS ENVIRONMENT**

In order for us to analyse our business environment and to strategically plan our company we used PESTE Analysis to arrive at the above following conclusions.

### **Political and Legal Environment**

This is an exclusive preserve of the state government where our hotel is built. Sunset Paradise Hotel will not move forward with the project until it has obtained the necessary documents to acquire the land to build our hotel. As faced by all business, the proper insurance needs shall be met and all operations and policy manual shall be reviewed by appropriate legal experts. The facility will obtain the necessary building permits prior to construction.

### **Economical Environment**

The economies our locations are generally prosperous; full employment, rising wages, and low inflation, leading more people to be able and willing to spend money and to get away for some time. The close locality of our hotel to the airport offers an affordable means to fly.

### **Social Environment**

Our locations boost a large number of people, and the countries itself have a very good standard of living and the demographics of the people living in these areas show a high propensity to consumed our products and services. We believe the social environment is viable enough for our business.

### **Technical Environment**

Computing programs greatly influence how we run our business from record keeping to Internet transactions. We will be utilizing software packages available in the hotel industry, including room and facility management database, control bar and inventory management, etc. Sunset Paradise Hotel shall attract the resources necessary to train and operate the system in order to generate the reports and manage the inventory.

to maintain the beauty of the location where our hotels are located. Money will be invested to keep the nature, air, water, soil and cultural heritage of the place where are hotels are situated.

## COMPETITOR ANALYSIS

Sunset Paradise Hotel when inaugurated will strive to be the best and to deliver better and quality service through well trained and qualified workforce. We are aware that we are not the only hotel in the area where our hotels are located so for us to continue to position our company to meet the needs of our clients in a way that differentiate us from our competitors is imperative, therefore an analysis our competitors is necessary for us to know the type of competition we face.

### **Catalunya Hotel Barcelona Spain**

This is one of our main rivals. The company is located in Barcelona, Spain about 4 km from our hotel. The room available is 134 rooms and their rate is as follows:

Superior Room (85) single/double	US\$165
Premier Room (12) single/double	US180
Pool View Room (6) single/double	US\$185
Family Garden View (12) single/double	US\$180
Family Pool View (11) single/double	US\$190
Executive Suite (11) single/double	US\$195

The above rates was calculated by excluding the 19 per cent tax rate and service charge

The hotel has a meeting room capacity of 50 up to 3000 persons.

### **Pine Bay Hotel Antalya, Turkey**

This hotel is located in Antalya, Turkey and located 5 km from our hotel. The rooms available



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US\$125

US\$160

Deluxe Rooms (25) single/double US\$180

The above rates was calculated by excluding 15 per cent tax and service charge

The hotel has no meeting room

## **VISSION AND MAIN GOALS**

The vision of company (Sunset Paradise Hotel) is creating a wonderful experience for our esteemed customer in Sunset Paradise

In order to succeed, the new management will strive to achieve the following goals:

- Position Sunset Paradise Hotel as the best hotel in all our locations among numerous tourists;
- Build strong market position among the local patrons
- Maintain sound financial management of the venture

## **MISSION AND BUSINESS IDEAS**

The mission of Sunset Paradise Hotel is to be the best in the hospitality industry for temporary lodging by expanding our exposure via the Internet and introducing customers to places and services they are yet to discover. We plan to create an environment of luxury that surpasses the standard fare of Sunset Paradise Hotel.

Sunset Paradise Hotel guest will have the every need met to ensure his/her comfort for special occasions, catered meals, chilled wine etc. can be provided for additional costs. During the weekends, guests will return to the rooms in the evening and find cheese, fruit, and wines for snacking before turning in.

Tourists will want to explore the riches of the areas that our hotels are situated. In addition to providing information about such locations, we plan to collaborate with tour agencies and businesses throughout the area by offering packages and special rates with in-kind incentives



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...ding tour originating from the Sunset Paradise Hotel.

...developed. The fee schedule takes into account seasonal rates that are common in the area where our hotels are located. For businesses and other large group functions, pricing can be discounted depending upon the number of rooms reserved.

## **MARKETING AND SALES STRATEGY**

We committed to creating and providing the best hospitality in all our locations for our guest from the beginning. We will position our hotel as the leading hotel in all the areas where our hotels are located, offering high quality service and value for money, at the same time focusing on the need of both overseas tourist and local tourist based in the market.

For this to be achieved, we will foster an environment in which all our employees can play a part through continued training in excellence, emphasis on teamwork, effective communication and innovation in all areas of the hotel orientation.

As a furnished hotel we aim to invest more money and time into the finer things (the extra amenities that go above and beyond those associated with the other hotels in the locations). In most areas parking space is a problem. Sunset Paradise Hotel has off-street parking that will accommodate all guests. These are the extras people remember, and separate an exceptional lodging from one that is merely okay.

We believe that with the right exposure, that an untapped market of vacationers can be enticed to our hotels.

## **MARKETING/PROMOTION STRATEGY**

Our efforts are designed to create awareness and build referrals. A cost-effective campaign-focused on direct marketing, publicity, our frequent guest reward program and advertising is being proposed.

### **Direct Marketing**

This will be done by officially launching or making a presentation of our hotel at strategic places that we believe is crucial to the success of company.



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newspapers and magazines announcing the launch of Sunset Paradise Hotel. We will also search for local talents that could provide entertainment for guests.

### **Guest Reward Program**

For present guests, we will offer the possibility of staying for six days and having the seventh day for free as a means of building business by word of mouth; present customers should be encouraged and rewarded for referring future guests.

We aim to offer loyalty cards or vouchers to our regular customers in order to build our brand loyalty.

### **Advertising**

Advertising is used primarily to attract new guests and serves to build awareness and name recognition of the hotel in general, which is important for word of mouth referrals.

Overseas advertising budget will be used to support travel agents brochures and provide flyers for hotel packages. Local advertising will be used to support the travel agents.

Periodic advertising in target market area newspapers will afford Porto Hotel Resort name recognition benefits.

Yellow pages e.g. Telephone directory. This is aimed at new guest or those who do not have many personal experiences to ask about hotel and lounge services will look to the Yellow Pages to establish a list of potential hotel and lounge services to call.

### **Joint Marketing**

To partner our airline to feature our hotel in the guide book to their preferred member card holder and also to feature in their in-flight magazines with special to some airline passengers who has a boarding pass.

Sunset Paradise Hotel will arrange with a credit card company to publish our hotels into their monthly magazines for a reasonable fee.

We will partner with our parent company to see that our airline flies to our hotel



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count rate could be offered to customers that board our

### **Web Plan**

A website will be designed to offer an intimate look into the hotel and to guide visitors towards two potential steps which are to set an appointment for virtual tour for corporate or private prospects and to reserve rooms at the hotel for private prospects.

To these ends, the website will be designed to answer questions which visitors would have about rates, services, location, etc. of the hotel so that they are comfortable and enticed to visit.

The website reservation will also be designed to make reservations a simple and quick process. A confirmation email and personalised thank you note will be sent to everyone who makes an online reservation.

Our website strategy hinges upon making sure all major travel sites as hotels.com list our hotel when customers search for hotels in our area.

### **The Social Media Plan**

The hosting of our hotel in the social media sites will be proposed.

### **SALES STRATEGY**

Sunset Paradise Hotel will sell its rooms directly to repeat customers, as well as via traditional travel agents and through the Internet. All reservations will be handled by the resident manager. Repeat customers will have the privilege of priority reservations during the high season. As mentioned above the owners will create a website that will be capable of operating on its own and can be accessed through the parent company domain as well as hosting the website in special activity website where potential tourists can be able ton access.

### **Sales Forecast**

Our sale forecast is based on the historical industry trend of the locations where our hotels are situated and the following rates and occupancy assumptions.



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- Standard Rooms- US\$125
- Superior Rooms-US\$150
- Deluxe Rooms- US\$175
- Suite Rooms- US\$200

Off season (October-April)

- Occupancy rate- 45 per cent
- Standard Rooms- US\$110
- Superior Rooms- US\$130
- Deluxe Rooms- US\$150
- Suite Rooms- US\$160

## **PRODUCTION STRATEGY**

Sunset Paradise Hotel will be positioned as a new, beautifully landscaped, nature-filled, unique atmosphere hotel with a bar lounge service that fits an adult ogetawayö market niche. A full range of referral services (i.e. restaurant, recommendations, shopping, taxis, and area attractions) will be made available and tailored to meet the need of the particular guest.

Business services range from room phones that are Internet jack ready and telephone answering message service for each room to on site fax services (lounge sitting area and cabaret room). Sunset Paradise Hotel will aim to attract business guests and their partners needing to hold planning and strategy sessions away from the office in a new and comfortable surrounding, in order to even out revenues throughout the week.

Above shows the type of rooms we offer at our hotel

**The room types are:**



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Deluxe Rooms totalling 75 rooms

Suite Room totalling 10 rooms

A meeting room that will contain up to 8000 guests.

### **Distribution**

Hotel and lounge services are produced and consumed simultaneously in a real environment. Thus distribution issues centre on marketing the services available in a convenient manner to the greatest number of potential guest. Porto Hotel Resort will maintain a front office staff member throughout the night so guests are able to get answers to any questions or service when they need it. This flexibility is especially attractive to business travellers. Clients will be able to contact Porto Hotel Resort by telephone, fax and email.

### **PERSONNEL PLAN**

As mentioned above, resident manager will reside in the hotel property while performing necessary day-to-day management tasks.

Our company provides services which should meet the highest criteria. Therefore we demand highly qualified professional. We seek people who understand and accept the vision of the company and are willing to help achieve our goals.

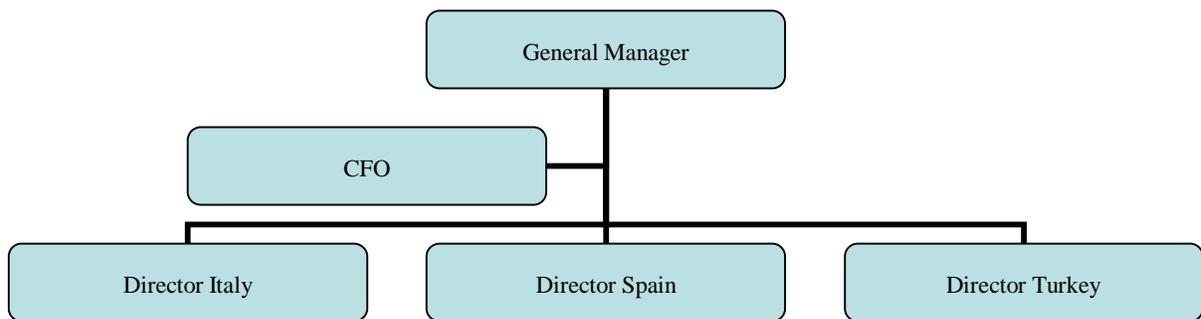
In order to achieve this we offer high salary and very complex care for employers like discount for holidays and flight tickets. In order to keep our employees in good mood we are organizing twice a year a team-building party for all our employees.

We intend to use a three (3) months probationary period for our employee so as to enable the management to use this valuable time to study and choose employees that fits to our demands. After successfully completing the probation period the potential employee is hired and contracts are signed for a minimal period of two years. Contracts involving employees are subjected to negotiation

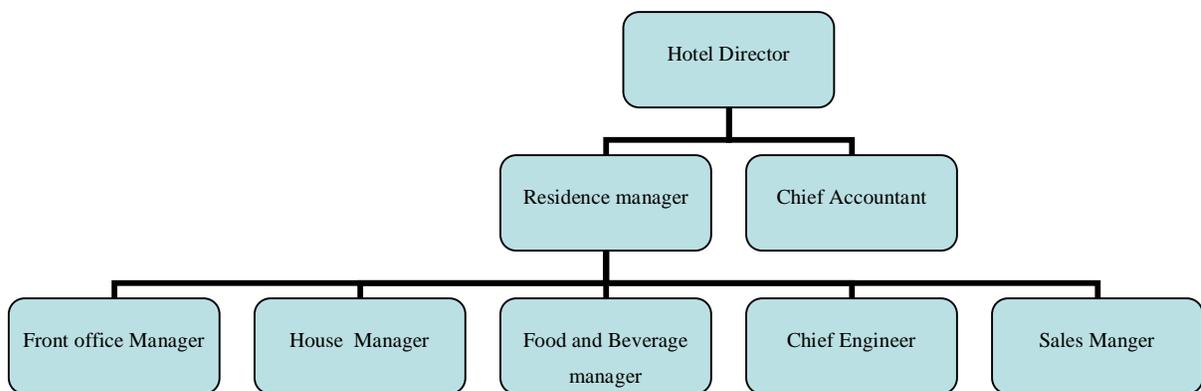
to use an apprenticeship as well, because it could cut the  
 ht find some extraordinary employees. So we are ready to  
 to the students during the apprenticeship in exchange for  
 signed contract for 5 years of working for us.

Concerning the hierarchy of our company, there will be three (3) hotel directors, one for each location. Each will be responsible for hotel in particular country (Spain, Turkey and Italy). Then there will be a General Manager who will be responsible for cooperation among the board members, ensure the future of the company and potential expansion. Last member of the board will be Chief Financial Officer. Those 5 people will make all decisions together and they will meet once a month.

The organisation chart of the board is shown above



**Figure.1:** Hierarchy of the Board



**Figure 2:** Hierarchy of hotel staff

In each hotel we will have 135 rooms in total. We calculated that we will need 15 cleaners, 5 receptionist, 10 security men/women, 10 animators and wellness staff and finally 4 cooks.

chosen very carefully, because our employees will create a brand that is so crucial that we will have the best quality personnel. This is only a limited number of high qualified employees in a particular brand so we have decided that we will create a conditions that even an employees from different hotels will desire to work with us even if that would mean lower margin of our company. Human resources would be very significant and important department for us and budget will be set accordingly. For better visualisation there are two organisational graphs.

## PRODUCT DEVELOPMENT STRATEGY

We understand that the foundation for a successful new product is the creation of a corporate culture that promotes and reward innovation.

We have identified two key areas for our product development namely product improvement and market development.

Product improvement will focus on quality rather than quantity. We will spend more money in regular training of our staff and personnel for them to continue to equip themselves with the necessary knowledge needed in the industry. It is important for us to trademark our brand. For us to develop our market we will continue to spend money to advertise our company through the media or other news outlet and possibly expanding our company to include other services that we are not providing.

## FINANCIAL PLAN

Here is the Project Funding Summary for the Porto Hotel Resort

### Project Funding Summary

Building and Improvements Costs	US\$881,000
Fixtures, Build-Out and Furniture	US\$353,739
Development Start-Up Expense	US\$116,000
Five Months Working Capital	US\$49,261
<b>Total</b>	<b>US\$1,400,000</b>



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Development costs for the start-up of this new hotel and lounge services of Sunset Paradise Hotel are listed above.

**Classification: Cost**

Liquor License	US\$71,000
Architect Fees	US\$7,500
Accounting	US\$1,500
Marketing, PR & Advertising	US\$10,000
Engineering & Permitting	US\$5,000
Office Expense	US\$2,000
Founder Draw (Gen. Contractor)	US\$16,000
Legal	US\$3,000
<b>Total</b>	<b>US\$116,000</b>

The development of our hotels will require the full-time talents Golden Wings Airline Company. The next phase growth amounts will be developed and sought at a later date, based upon needs to be determined at that time.

**Financial Plan Assumptions**

The following assumptions will be incorporated on Sunset Paradise Hotel formal documents statements.

- All operating costs of are based on Sunset Paradise Hotel management research of similar operating companies
- Automated informational and bar control systems will reduce Sunset Paradise Hotel staff requirements



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are amortised over a five-year period

per cent, overhead and operational costs are calculated on an annual basis

- All fixed and variable labour costs should rise annually at 2.5 per cent per year
- All revenues are figured to rise annually at five per cent. Fixed annual, administrative, and office expenses rise at an annual rate of one half of one per cent.

### **Evaluation and Control Strategy**

Objectives have been established for Sunset Paradise Hotel so that actual performance can be measured. Thus, at the end of its first year of operation, Sunset Paradise Hotel should have

- US\$3772,000 total revenue
- Anticipate 58 per cent occupancy rating

Each subsequent year new objectives will be for these benchmarks and actual performance will be measured against them. If actual performance falls short of objectives, investigation will be made into the cause, and plans will be adjusted accordingly.

In addition, it is recommended that Sunset Paradise Hotel keep track of all new guests in order to measure the effectiveness of each type of promotion. Each subsequent year's budget should adjust spending toward the types of promotion that reach the most new clients.

<p><b>Strengths</b></p> <p>Well trained and qualified personnel</p> <p>Our partnership with our own airline company</p> <p>Full services with quality food</p> <p>Our hotel is located where there is an access to other destinations</p> <p>Advanced on-line ordering system</p>	<p><b>Weaknesses</b></p> <p>Small starting capital</p> <p>Lack of awareness of our company</p> <p>Limited capacity ó only three hotels</p>
<p><b>Opportunities</b></p> <p>Creation of Travel agency based on on-line ordering system</p> <p>Rising incomes</p> <p>Subsidies from Turkey to support and strengthen tourism</p> <p>Franchise agreement with smaller hotels</p>	<p><b>Threats</b></p> <p>Saturation of the market</p> <p>Impact of financial crises</p> <p>Unexpected natural disaster</p> <p>Potential problems with additional loans from bank</p> <p>Increasing competition</p>

Internal analysis shows big strength in human resources, that is our biggest advantage, because level of employees is very different in particular hotel. Our company otherwise has very high level of services and additional programmes which leads to fully satisfied and loyal customer. However our capacity is limited so in case of high demand we could not be able satisfied everyone. Besides personnel in hotels we provide exceptional support during ordering.



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There is very small awareness about our company due to we target group we prefer advertising based on references the hotels.

From external view we are hoping that we could gain some subsidies in Turkey because we are in tourism industry. Another opportunity in a future, when we establish strong brand, that we will offer cooperation with other hotels based on franchise cooperation, where the most important part of the contract would be level of services and qualifications of personnel. It could cut the costs and help us expand. In further future when we will have a bigger chain of hotels we plan to extend our websites and create an advanced on-line Travel agency.

As a threat we are considering mostly the saturation of a market which is smaller because of financial crises, but we are expecting constant growth, which could lead to another