

Greenfield & Brownfield Development of Hotels & Restaurants

OBJECTIVES

- It is meant for single Hotel or Restaurant development projects, to be completed before the actual construction/conversion of the property.

TRAINING & WORKSHOPS

- The complexity of hospitality, being a capital and people-intensive business module, which requires long-term ROI planning.
- Feasibility Study, Conceptional Master Planning, Site-Finding, and Financing.
- Horeca Categorisation & Star-Rating Criteria, Life/Fire & Safety Criteria, Data-Privacy Legislation (GDPR), Hygiene compliance in the Kitchen, and structuring the cooperation about Architecture & Design with the Architect and a Civil Engineer.
- Business Planning, Branding & Franchising, Operating Budget, Organisation, Pre-Opening & Critical-Action Planning, Repairs & Maintenance Planning, Energy and Environmental Planning and Capital Investment Planning.
- Planning the required Technology for the sake of effective sales & marketing and proper administration.

ESTIMATE

- Duration up to 18 months.
- Financing facilitated by EBRD IA requires a confirmed donor, as well as participation by the Hotel or Restaurant.

PRE-REQUISITES

- Both the Owner and the Property Manager must both fully participate in the project.
- The Hotel or Restaurant must hire a reputable Architect and Civil Engineer before the start of the project.
- The bank provides best-practice Industry know-how, yet, will not manage the Development Project on behalf of the Client.
- The Hotel or Restaurant is recommended, latest prior to pre-opening, to the purchase and annual license fees of a USALI Performance Management & Reporting software, recommended further technology for Sales & Reservations (Website, CRS & CRM), Hotel Operating Systems such as a Front Office System (PMS) and/or a Restaurant Cashiering System (POS), and a Material Control System for Inventory Management & Cost-Controlling.