

(Trading Name of Hotel/Business)

Business Plan

Template

Executive Summary

The executive summary provides a brief description of the business. It is the reader's first glance at what the business is about and has to offer. A brief history of the business or property is oftentimes included in the Executive Summary.

Company analysis

The company analysis provides information regarding the structure and legalities of the organization including:

- *Date of formation*
- *Accomplishments to date*
- *Legal structure or type of business (specific licensing information etc)*
- *Office location(s)*
- *Name of Owners of Lead Partners/Shareholders*
- *Number of employees*
- *Business stage (where are you from inception?)*

Market Analysis

This section will give some insight into the social, economic or even political climate in which the business is expected to operate within this period particularly if there appears to be some instability in the economy due to a recession or other pressures. This section will also speak to your perceived market pull (the estimated share of the market your organization controls) as well as the following:

- *New trends relating to your field (what may have changed or be changing as it relates to your travel market)*
- *What is the current state of affairs in the economy and consumer market?*

Customer Analysis

This section allows you to speak on knowledge you have about your customers, including:

- Who are they? Where are they from? What kind of lifestyle do they live?(Basic Demographics)
- What are their likes and dislikes? What are they interested in?
- What are their basic needs
- Describe how you are qualified to meet their needs
- Provide ways you will employ during this period to retain (KEEP) your customers and expand you loyal client base.

Note: *Make every effort to provide objective information from database systems, registration cards, comment cards and other such documents.*

Competitive Analysis

This section helps you put your business into perspective of the many companies vying for the attention of your customers. This section requires some basic research work where you find out exactly what your chief competitors are doing. For this section to truly be useful to you, you must:

- *Carefully identify your key direct competitors (those companies delivering similar or exact products and services to the exact client base.*
- *Mention giants in the industry and the market pull they have*
- *Identify what competitive advantage you have over all of your competitors including the giants*

Note: *Your focus in reviewing your competitors is to highlight what you do better or are more qualified to offer (eg. Personalized service, small quite tranquil environment, private beach etc.) and sell those things. You can only manage the advantages they have over you.*

Marketing Plan

This section demonstrates how your company will penetrate the market with your products and services. Let's review marketing strategy using the Four P's:

- *Product: What product have you placed on the market or do you have available that might be appealing to your customer? And what expansion plans do you have (what do you propose to do to enhance the product)?*
- *Promotions: What might induce a customer to engage your business? What specials can you run this year to entice them? What can you give to customers to sell them on your business? What methods of communication will you invest in to bring this to the attention of your target audience?*

- *Price: What are the price points at which the products and services are to be offered to customers? What are your competitive rates compared to everyone else's? How do you demonstrate value for the consumer buck?*
- *Place: How will the products and services be delivered to customers? Demonstrate how you have made it convenient for customers wishing to enjoy your products and services (eg. Air, hotel, ground transportation, island tour packages etc.).*

Operations and Management Plan

This part of the business plan maps out how you execute your vision in the short and long term. It focuses on the daily actions of persons employed in the business to deliver on what is promised. It must include:

- ❑ *The processes to be performed and frequency of these actions in order to satisfy guests and secure revenue (eg. Staff briefings daily for five minutes, emails of all arrivals and departures sent to all staff etc).*
- ❑ *What does the business have to achieve daily, weekly, monthly, quarterly in order to be successful (pertaining to revenue and sales, productivity and staff development, reduction of expenses etc)*
- ❑ *The key players in your management team identified to make this happen*
- ❑ *How each team member contributes to critical company goals*

Financial Plan

This section of the Business Plan should realistically represent how the company will make money for all its beneficiaries (particularly the investors). It provides a accurate information regarding the value of **assets** of the business, **outstanding loan** and other liabilities, as well as **forecasts** for all fiscal matters to be expected during this business planning period. It includes then:

- *Initial capital investments*
- *Sources and uses of profits*
- *Appraised value of fixed and current assets*
- *Validating assumptions and projections of operating margins and expenditures (utilities, salary, depreciation of assets, theft, etc) and*
- *An exit strategy (what is the plan to pack up the operation with everyone getting quick returns on their investments)*
- A **P& L Statement** is a financial statement that summarizes the revenues, costs and expenses incurred during a specific period of time - usually a fiscal quarter or year. These records provide information that shows the ability of a company to generate profit by increasing revenue and reducing costs. The P&L statement is also known as a "statement of profit and loss", an "income statement" or an "income and expense statement".

Sample P & L Statement

2008-2009	Budget	2009-2010
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Sales Revenue

Rooms			
Food and Beverage			
Total Sales Revenue [J]	0	0	0

Cost of Sales

Rooms			
Food and Beverage			
Total Cost of Sales [K]	0	0	0

Gross Profit [L=J-K]

0	0	0
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Operating Expenses**Sales and Marketing**

Advertising/Direct Marketing			
Other expenses (specify)			
Total Sales and Marketing Expenses [M]	0	0	0

Research and Development

Training/ Staff Development			
Computers/ Internet purchases			
Other expenses (specify)			
Total Research and Development Expenses [N]	0	0	0

General and Administrative

Wages and salaries			
Outside services			
Supplies			
Meals and entertainment			
Rent			
Telephone			
Utilities			
Depreciation			
Insurance			
Repairs and maintenance			
Other expenses (specify)			
Total General and Administrative Expenses [O]	0	0	0

Total Operating Expenses [P=M+N+O]

0	0	0
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Income from Operations [Q=L-P]

0	0	0
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Other Income [R]

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Taxes

National Insurance			
Real estate taxes			
Other taxes (specify)			
Total Taxes [S]	0	0	0

Net Profit [T=Q+R-S]

0	0	0
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Appendix

- Copy of the business licence, zoning restrictions etc.
- Partnership Agreements
- Customer Lists & Letters:
- Expanded Competitor Reviews or benchmark studies
- Training certificates/ company awards