

HOTEL CONSULTANCY SERVICES

1.0 Hotel Consultancy Services

1.1 Introduction

Avillion offers consultancy on conceptualization, development and project management services for independent hotel owners. It is most ideal if Avillion is involved from the early stages of a project to enable the Avillion team to guide the development of the project. This usually also ensure the brand philosophy and values have influence over various facets of the project to delivery a holistic and exceptional finished product.

1.2 Concept & Design development

We assist in the design and the planning of the project facilities in cooperation with the appointed designers, consultants and other specialists to provide advice and specifications in the following areas:

- (a) Overall concept theme and operational layout of the project.
- (b) Operational requirements for the property
- (c) Layouts and requirements for:
 - Guest rooms
 - Guest services
 - Public areas
 - Service areas
 - Staff facilities
 - Sports and recreation facilities
 - Back of house and other support facilities
 - Retail shops
 - Spa
- (d) Kitchen design
- (e) Laundry
- (f) Landscaping
- (g) Floor, wall and ceiling finishing and treatment
- (h) Sanitary wares and fittings in all areas
- (i) Staff uniform
- (j) Property based artwork

1.3 Technical services

We recommend a list of project operation's Furniture, Fixture & Equipment (FF&E) for your designer and consultant. We will also advise and comment on:

- (a) Any special hotel systems like security, fire alarm, telephone, paging, property management software and hardware, point of sales system, TV and entertainment system, audio and visual and key system.
- (b) Final Recommendations by the appointed M&E consultant on air conditioning, plumbing, drainage, power supply and distribution, general lighting, alarm, radio, television and telecommunication.

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- (c) The preliminary and final quality, quantity, specifications and installation of the hotel's list of FF&E.
- (d) Hotel operating equipment such as chinaware, glassware, cutlery, linen and utensils.
- (e) Heavy duty equipment such as kitchen, laundry and M&E.
- (f) Best source of suppliers for all the capital investments above and strategies for tendering, analyzing and making the final selection.

1.4 Pre Opening Services

- (a) Preparation of the pre-opening budget and financial forecast for the first year of the hotel operations.
- (b) Preparation of working capital calculations, accounting and purchasing policies.
- (c) Preparation of manning guide and recruitment schedules, HR administration plans, salary structure and benefits, leave systems and the hotel HR handbook on policies and regulations.
- (d) Preparation of hotel SOPs (Standard Operating Procedures) which the owner can use for continuous training. We take a very practical approach on SOPs and they are simple, task oriented and easily executable.
- (e) Preparation of Sales and Marketing plan which will cover above the line and below the line activities targeting all the various client groups of the hotel.
- (f) Preparation of the hotel's sales and marketing collaterals.
- (g) Assist and advise on the selection of a suitable PR agency and the hotel's PR plans.
- (h) Test runs on the operations of the hotel prior to opening.

1.5 Site Visits and Inspections

The Avillion team will need to make visits to the site at several stages of the project to attend meetings and conduct inspections of the progress of the project. For each project, there will be a recommended amount of trips factored into the client's contract.

1.6 Consultation Fee for Concept development and Pre- Opening

There will be total project fee for the consultation services of the project based on the scale and execution time frame of the project. The project fee will be billed on an interval basis until the opening of the project.

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2.0 Hotel Management Services

2.1 Introduction

Avillion provides a holistic hotel management service which will assist the hotel owner set up the hotel's key objectives, milestones and the entire hotel's operating and management system. Generally, a hotel management service will encompass the below.

2.2 Financial Accounting

- (a) Accounting System which will spell out the work process and procedures in financial control, banking and accounting.
- (b) Performance management reports will be generated for management to track revenue performance, profit margins and other main key performance indicators (KPIs)
- (c) To deliver drafts of accounts to the Independent Accountant for audit.
- (d) Administration and ongoing training within the Finance department of the hotel

2.3 Annual Business Plan

- (a) Supervise and recommend the Annual Business Plan of the hotel which will include Annual Budgets and KPIs, cash flow projections, capital cost expenditures and a detail strategy paper to deliver the plans.
- (b) Annual Sales and Marketing plans on how to drive revenue
- (c) Cost and purchasing controls on how to manage operating expenses.

2.4 Day to day operations

To be accountable to supervise, manage and trouble shoot on the daily operations of the hotel.

2.3 Quality Assurance

To conduct bi annual management operating reviews and audits are carried out at the hotels. The Avillion audit team specializing on this will travel to the hotel to conduct audits at an operating and management level to ensure the operating systems are still intact and continue to meet the brand standards.

2.4 Insurance & Licenses

To ensure the hotel has updated insurance and licenses on behalf of the owner.

2.5 Maintenance

- (a) To plan and execute a maintenance programme for the hotel that will keep the capital assets of the hotel in good working condition.
- (b) To recommend an asset change or upgrade if required.

2.6 Management Staff

Selecting and managing a qualified and experience team at the hotel to ensure the hotel delivers its promised performance.

2.7 Sales & Marketing and PR

- (a) Developing a comprehensive plan to market the hotel in various distribution channels across the world to various client groups, be it leisure travelers or corporate clients.
- (b) Supervise and coordinate the hotel's sales force and marketing activities.

2.8 Fee Structure

Avillion's management fees are calculated as a percentage of the hotel's revenue and gross operating profits.

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3.0 **Business Partnerships**

At Avillion, we believe in openness and enjoy exploring the potential of working together with other organisations in joint development and joint venture projects.

We have existing and past projects that have been joint ventures. An example is the Avillion Sydney Hotel. It was a 400 rooms city business hotel that was sold in 2006 that was developed and managed in partnership with an esteemed developer, IJM Berhad.

4.0 **Contact Us**

Please email us as management@avillion.com. We look forward to hearing from you.