



Hospitality Consulting

Swiss Business Enterprise



Our consulting perspective is different and our approach is rather specialized. Our main goal is to improve the quality of service while reducing the cost of providing this service to hotel guests. Besides, we look for areas where new sources of revenue can be generated without large capital expenses

Who we are & what we do ?

SBE is a game changer in hospitality consultancy
With our business development and creative insight we drive results for independent hotels and starting hotel groups to achieve competitive edge and leverage their profits

Put behind the old-fashioned hotel industry approach, and turn around your hotel into an outstanding success story. We make every effort to challenge the status quo and established order with our gained expertise and proven strategic methodology. Whether you require help, want to develop and start out a new creative hotel concept, turn around an underachieving property, or want to leverage your hotel profits.

Our hotel strategy experts are here to transform your hotel into a market leader

We will work hand-in-hand with you to define the right priorities and focus on action steps that produce an effective ROI with your hotel real estate asset. With our proven track of expertise we provide you with the proper tools to turn the tide in your hotel and boost your financial results. Our recommendations are customized to our clients' needs.

Our experts enjoy an extensive experience in both the hospitality travel & tourism industry, and leave no stone unturned to uncover the hidden revenue potential of your hotel and to leverage your bottom line profit. We apply our innovative and proven revenue model to grow the RevPar and GopPar results of your property.

We work together with your executive team help you implement the best practices, proven techniques and the latest business development strategies. In other words, we help you to overcome business challenges and become a groundbreaker in your market.

For every hotel project, we devise a customized strategy plan, repositioning the hotel more successfully amongst its competitive market landscape. Our hotel experts focus on the distinctive selling points of the property to increase financial performance at all levels of its PNL; NOI, GOP, EBITDA..





SBE can help in early planning stages and is able to make recommendations on the infrastructure needed to provide the desired technology

Operational Analysis

Operational assessment & analysis is ideal for underpinning areas that require improvement

Hotel Profitability

Past performance is the key point for improving future performance. By applying our operational analysis, we will be able to ascertain if you are managing your hotel in a profitable way, and if it is possible to further improve it.

Valuation of the Property

The operations research entitles us to know the total value of your hotel. This includes recognizing the financial position, verifying past management performance, establishing new financial policies, capital restructuring, leveraging operational efficiency, etc.

Optimize Asset Management

Our operational analysis model provides insights and allows improving asset management. At the same time, such analysis enables us to optimize resources at your hotel and achieve better support for other processes.

Improve Financial Management

We pinpoint the most applicable financial resources to work with. As such, we work to reduce risks and increase profitability. Accordingly, this facilitates the decision-making process and leads to more efficient administration.

Competition Analysis

Our operational model also helps in evaluating the competition, both strengths and weaknesses. Understanding your competitors will enable you to identify what services you should offer, how to market them, and how to get better positioning for your hotel.



Turn-key Hotel Projects

SBE

Passion for Excellence

We leverage best-in-class financial modeling to offer clients immediate access to the top service providers in the industry, allowing for a smooth sail through all aspects of the development and capital planning process, including design, branding, operations and legal

Project Development

www.swissbe.co

What we do ?

- ▶ Predict project profitability
- ▶ Define the appropriate target
- ▶ Define the right hotel concept
- ▶ Develop commercial strategies
- ▶ Execute the project optimally

How we will do that ?

1. Initial Analysis

We start with a feasibility analysis of the project, the market needs, the geographic location, competition and other specific variables to each project. With this information, a forecast of profitability is established afterwards we proceed to define the profile of the hotel, which will be the foundation for the design of the whole project.

2. Define the hotel profile

Outline the fundamentals of what will be the new hotel: the type of services that will be offered, to whom it will be offered, how much and how we will do it. This also includes defining the commercial strategies.

3. Outline the Plan of Action

Upon completing the stages of research and product definition, we proceed to the planning phase. At this stage, we develop a plan of action that will aim to realize the best results in the most effective way for the hotel project. As such, we provide you with the tools to define a functional planning according to your hotel and its objectives.

4. Project Execution

At this stage, we use our gained expertise to act as intermediaries and representatives of your interests against third parties (architects, suppliers, etc.), for the purpose of achieving the best results for your project.





Hotel Sales and Marketing

“ We help you achieve market positioning, improve your image, and increase your sales

We utilize our sales and marketing activities to maximize your profits. Our work includes customer loyalty activities, improving service quality, optimizing resources, or even modifying the design of the brand. With our Hotel Sales and Marketing plan, we will try to make your hotel growth planned and controlled. As part of our services in this prospect we offer the following services:

Develop or improve brand image

We utilize our expertise to develop or improve the brand image of your hotel. Make it recognized, more easily remembered, and well positioned it in the market.

Develop new products or services

We develop new offerings that meet customer’s unsatisfied desires, and make them even more lucrative.

Promote managing customer relationships

We help you to increase the number of customers, increase the margin or prolong their life cycle in your hotel, we will work with all the tools available at your hotel to optimize the relationship between your hotel and your customers, and make it more profitable.

How we do that ?

We analyze both external and internal factors that may affect directly or indirectly the hotel operational performance. Through this analysis, we will be able to devise the proper business development strategy that will help to position your hotel advantageously in the market in order to face competition. With this, we will seek to achieve higher profitability of commercial enterprise resources.





Our objective is to optimize resources and achieve better support for other processes in your hotel

Asset Management

SBE has professional experts with a profound level of hard-earned knowledge in the hospitality industry. Based on such experience, our hotel consultants have learned to react appropriately to changing market conditions. We offer a tailored range of services to provide both asset management and operational review services for hotels and resorts. Most important, our Asset Management services are designed to meet the objectives of our clients so as to maximize the value of the asset, protect the economic value, and to serve as an amenity to the institution.

Our Asset Management services include:

- ▶ Budget and financial performance review
- ▶ Benchmarking against relevant competitive sets
- ▶ Capital expenditure review
- ▶ Title and form of ownership
- ▶ Capital and corporate structure
- ▶ Building survey
- ▶ Brand review
- ▶ Real estate market conditions, trends , and impact on the business

Our clients benefit from our expert independent analysis and unparalleled local and global market insight to help achieve their investment objectives. We offer a unique combination of analytical expertise and hands-on experience to help you maximise the profitability, value and potential of your asset.

Our hotel asset management team begins by conducting a comprehensive study of the competitive market and operating environment, including the hotel's physical condition, capital expenditure history and capital expenditure plan. Financial performance and labor productivity are reviewed and benchmarked. Sales and marketing strategies are evaluated and measured for ROI. We review and benchmark the hotel manpower productivity. Sales and marketing strategies are assessed as well and evaluated for ROI. Legal documents are thoroughly examined with respect to compliance to hotel operational and business terms. We aim to maximize your hotel operating profits and protect its economic value and physical condition of the investment.





Our work covers all aspects of hotel management: personnel management, the way that reservations are made, customer service, innovation in service or hotel positioning in the target market; everything should be structured based on long-term goals



Operational Analysis

Our operational analysis reveals whether you are managing your hotel in a profitable way and how we can improve it

Our operational analysis model enables us to define the total value of your hotel, such as the financial situation and past management performance so as to establish new financial policies, conduct capital restructuring, and innovative strategic tools. Our work also involves identifying the most appropriate financial resources to work with. Accordingly, we seek to reduce your property risks and increase profitability in order to improve the decision-making process and have a more efficient management.

How we will help you to improve your operational efficiency

We will dive deep in your hotel as a "mystery guest", analyzing in detail the areas of your hotel that are in contact with visitors; as well as, the location, accessibility, the process of booking, service offering, check-in, the restaurant service, the tourist offers and more. Having done this, we then perform a comprehensive analysis of your hotel services so as to understand the tools that we have to work with.

We also study what is happening in the market and the competition. Understanding the most relevant competitors in the market, and knowing market characteristics (financial, legal, seasonal, etc.), will help us to have an overview of the situation in which your hotel is operating. All such findings enables us to optimize whatever is needed or develop new business ideas. We utilize our expertise to establish the desired position in the client's mind. In order to achieve the desired positioning, we will develop several options to find the most feasible option that envisages the best results. With this process, what we do is refine the concept chosen and begin to communicate it with all the tools of the hotel.

Finally, we conduct a thorough analysis of the facilities, service, procedures, positioning, staffing, and other multiple parameters, which allows us to set the initial evaluation of your hotel, with its pros and cons. Such findings shall allow us to know the starting point of the Hotel Management, and in turn, this will allow us to understand how the hotel will reach higher levels of productivity, quality and service.





SBE

Passion for Excellence

Make a difference with us !

Tel. +41 44 586 44 44
+41 22 548 38 27
E-mail: info@swissbe.co

Zurich , Geneva , Vienna , Brussels , Madrid , Jeddah , Beirut