# Hotel Management

Value Realization

Value Creation

Value Stabilization

Value Identification

Hotel Management Services

Strategic Operational Programming

Property and Market Evaluation

## Program Assessment

- Market and Financial Feasibility Studies
- Target Market Segmentation
- Competitive / SWOT Analysis
- Geographic Overlay Studies
- Operational & Financial Reviews
- Compatibility Modeling
- Debt Service Capacity
- Profit & Cash Flow Projections
- Staffing & Service Evaluations
- Capital Expenditure Assessment
- Revenue Management Analysis

ENGAGEMENT

## Customized Solutions

**Priority Action Items:**

- Strategic & Business Action Plan
- Risk Identification / Aversion
- Global Brand Affiliation
- Alternative Revenue Programs
- Branding Strategies / Market Integration
- Identify Joint Venture Marketing and Operating Partnerships
- Travel Network Expansion
- Efficiency, Functionality and Profitability Assessment

**Other Essential Action Items:**

- Database Strategy & Segmentation
- Global Marketing Alliance
- Building a "Cultural Identity"
- Staffing Level Optimization
- Neighborhood Integration Plans
- Facility and Operational Programming
- Procurement Management
- Global Exchange Programs / Commerce
- Special Events / Entertainment
- Technology Trends / Opportunities

## Results-Based Performance

- Launch Media, Print & Viral Campaigns
- "Consumer Pulse" / Focus Group Sessions
- Application of Benchmarking Tools
- Alternative Revenue Sources / Expense Curtailment
- Operational Practices / Quality Assurance Standards
- Loyalty Programs
- SEC / Other Regulation & Compliance
- Leverage & Exploit Databases
- Community / Local Political Relations
- Management Training / Labor Relations
- Internal Controls / Policies & Procedures

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