



# SWOT analysis to fully understand your hotel

Strengths	Weakness
Opportunities	Threats



**Present Financial reports to collaborate with  
Owners for better long term planning**

- This will be completed after we have had an opportunity to meet the prospective Hotel Owner



# Create Strategic Goals

- Marketing Department
- Rooms Division
- Food and Beverage
- Human Resources
- Accounting Department
- Spa and Other Revenue Departments
- Facilities Maintenance
- Energy Department



# Hire for attitude and not experience

- We sincerely believe that all human beings are created EQUAL by GOD
- Human Resources department will be keen on recommending prospective employees with the following Acronym in mind KASH
- K—knowledge can be increased with on the job training.
- A—attitude-you have it –cannot be learned
- S—Skill can be taught
- H— Habits cannot be changed



# **Train managers to be better leaders**

- All department heads will be required to be hands on trainers.
- Department heads are to be visible and must be available to all hotel guests.



# Build relationships with key customers

- General Manager will visit key business that have the potential of driving revenue to the Hotel.
- As a goal General Manager will keep Five accounts, to service these accounts as a member of the sales team. In most cases these are recovery accounts
- Involved in civic activities that provide human services to the needy



# Look for new business opportunities

- By staying involved in the selling function of the hotel sales department enables the GM to be the first in line for all new business opportunities and also to steer business to our hotel.



# Customized reporting to manage cost daily

- Develop systems to track daily labor cost by position based on projected occupancy for that day.
- Maintain and system to track daily food and beverage costs.
- Rooms department to track daily cleaning efficiency
- Costs in all other departments are tracked on a daily basis, so that owners cash flow is maintained in the positive level