

S.J.M Vidyapeetha , Chitradurga

**S.J.M College of Arts, Science and Commerce,**  
Chandravalli, Chitradurga. 577-501  
Accredited by NAAC with "A"

**Project Report of New Hotel Business**

**VINAYAKA HOTEL**

**SUBMITTED BY-** 3rd B.Com

1. Mahamed Mustaqheem
2. Mohammed Umar Farooq
3. Nag Dixith
4. Nagadarshan S
5. Narendra M
6. Nishani Nikil
7. P Udai
8. Promod G.P

**SUBMITTED TO**  
**Dr. R.V Hegadal**  
Associate Professor  
Dept. of Commerce

**2022-23**

## EXECUTIVE SUMMARY

XYZ INN Hotel (not a real name) was established in 1981 with a total investment of RM1.1 million. The main activities of XYZ INN is to provide accommodation to the customers that fulfill the customers need. This hotel provides management of accommodation and restaurant, catering and management of the National Service Training Camp, Gua Musang. In 2009 XYZ INN has opened a restaurant in the complex, Gua Musang. Ended December 31, 2009, XYZ INN achieved profit after tax of RM434, 950.00. XYZ INN can categorize as a 2 star hotel.

Hotel management is a professional field that has long been established to manage the hotel operations. The main aim of the hotel management is to ensure customers can take comfort maximum during their stay or stopover in the hotel. However, to ensure the sustainable XYZ INN in hotel business is very difficult because of many factors that influence XYZ INN hotel to manage their hotel to give the best environment for their customers. The management of hotel should not only be provides the best services, but also to manage their organization to overcome the several challenges and barriers to sustainable hotel business in Gua Musang town.

In this case study, XYZ INN hotel faced a problem to ensure the sustainable hotel business in Gua Musang. This is because too many competitors which prevents XYZ INN hotel to attract their customers to stay at this hotel. Other than that, the problems faced by XYZ INN hotel

How to describe hotel business?

Put simply, the hotel industry is the section of the service industry that deals with guest accommodation or lodgings. By most definitions, the hotel industry refers not only to hotels, but also to many other forms of overnight accommodation, including hostels, motels, inns and guest houses.

## **How to Start a Hotel Business: Everything You Need to Know**

January 26, 2021

**Hospitality, Hotels, Sales & Marketing**

By Cvent Guest



Wondering how to start a hotel business? You're not alone. One of the [first-ever hotels](#), as we've come to know them, was started in Exeter, England in 1768. Today, the industry has skyrocketed to be part of [one of the largest in the world](#). But dreaming of starting a hotel business and actually doing it are two completely different things. That's where we come in.

In this guide, we'll teach you how to start a hotel business with step-by-step instructions, expert advice, and actionable tips. Keep reading to discover the fundamentals all hotel businesses need to succeed.

The steps we cover in this guide:

---



The steps we cover in this guide:

- Step 1: Find a market need
- Step 2: Craft your strategic goals
- Step 3: Run the numbers
- Step 4: Review financing options
- Step 5: Do your paperwork
- Step 6: Hire and train your team
- Step 7: Draft a marketing plan
- Step 8: Launch your hotel business

### **Product/Service Innovation**

The Drowzey Hotel seeks to convert individuals up the pyramid by offering them services along the way.

Suspects (those who the Drowzey Hotel targets as they fit the target market well) will be offered a guided virtual tour of the hotel by a live hotel employee.

Prospects (those who visit the Drowzey Hotel website or call or email to express interest) will, when appropriate, be offered smaller rooms at the lower end of the price spectrum so that they feel a lesser commitment when they come to stay.

Customers (those who have visited the hotel once) will be offered package deals for multiple night stays, such as one night free after a three night stay.

Premium customers (those who have stayed at the hotel more than once) will be offered access to the penthouse suite, an option that cannot be purchased by those who have only stayed at the hotel once.

Champions (those who have stayed at the hotel more than twice) will be invited for a free weekend if they take part in a focus group session to discuss the hotel.

Beyond the room offerings, a wide range of additional services and amenities will be offered, some with extra charge and some free with room rental. These include:

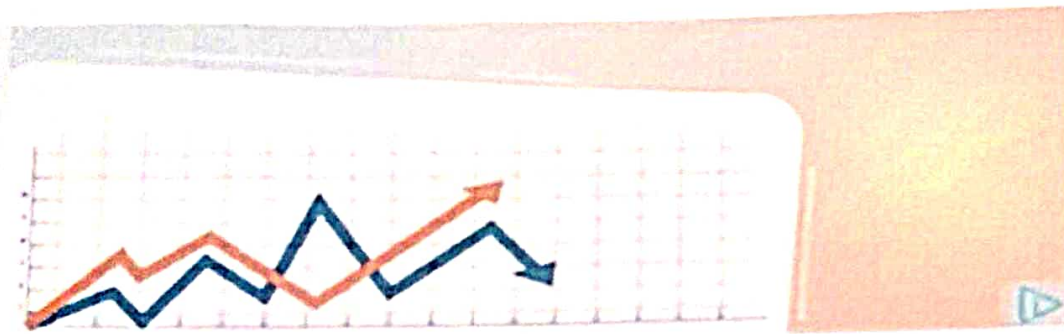
- In-room dining
- Concierge service
- Complimentary gourmet continental breakfast and coffee
- Fitness center
- Indoor lap pool
- Valet parking
- Bag service
- Business center (with reservation and additional fee)



One of the significant outcomes of globalization is the tremendous growth in the **tourism and hospitality industry**. With India being one of the most popular travel destinations, the government too is encouraging and investing in the development of these industries.

The hotel industry is a crucial part of the hospitality industry with a huge growth potential in the near future. The demand for hotel management professionals is already huge and is expected to grow more with the increasing number of hotels being set up in India and all over the world. Apart from its glamour, a career in hotel management has become lucrative and exciting, attracting more and more students to opt for it.

Hotel management jobs include multiple skills like food and beverage service, front office operation, sales and marketing, accounting etc. Many government colleges and private institutes in India offer certificate, diploma or degree courses in hotel management.



# Organizational Structure of a Hotel

Approximately 15.2 million people were employed in the hospitality industry in 2015. From general managers and financial directors to department managers and maintenance staff, each employee has a well-defined role in this type of organization. Hotels require a formal organizational structure to carry out their daily activities. This structure influences all processes and operations.



As a hotel owner or manager, it is your responsibility to organize the workforce. An effective hotel organogram can increase work efficiency and productivity. It is important to delegate tasks within and among departments, define the role and functions of each department and be clear about who is doing what.

# Required for Hotel Business

A number of licenses and registrations are required for starting and operating a hotel business in India. Many of the licenses and registrations must be obtained prior to starting the hotel and renewed while the hotel is operational. Further, most licenses require the hotel to meet certain rules or criteria's for maintaining validity. Therefore, it is important for Entrepreneurs in the hotel industry to be aware of these licenses and registrations - to operate a hotel business smoothly.

A lot of the license requirements depend on the type of hotel, star rating, amenities and the location of the hotel. Further, the rules and regulations to obtain license for hotel industry differs according to the states.

What's new in the hotel industry?

Smart hotels, **sustainable hotels**, robot staff, VR and AR, and unique brand experiences are all big trends right now. The sharing economy, OTAs, digital guest experiences, global tourism, young markets, and the power of social media are all trends that had staying power.

### 10 Smart Hotel Marketing Strategies to Increase Bookings

- Tip #1: Be Easily Searchable Online! ...
- Tip #2: Remarket, Remarket, Remarket. ...
- Tip #3: Ensure You're Targeting the Right Audience. ...
- Tip #4: Allocate More Marketing Budget During Peak Booking Seasons. ...
- Tip #5: Provide Incentives to Get People Interested.





What are the marketing strategies of hotel?

**What are the best 7 marketing strategies for hotels?**

- Invest in SEO for your website. ...
- Don't underestimate the power of data. ...
- Define your unique value proposition. ...
- Reward direct bookings. ...
- Map the customer journey and have touchpoints along the way. ...
- Take advantage of social media. ...
- Invest more money during peak booking season.

## Hotel Business Plan - How to Start/Open a Hotel Business in India

Is it a small motel with just basic amenities? Is it an upscale boutique hotel? Or a luxury resort or 5 star property with modern amenities? You will first ...

## Hotel Resort Business Plan - Executive summary, Company

Positioning and Product Strategy. For its guests, Seven Elms Resort will be positioned as a new, beautifully landscaped, nature-filled, unique...

## Hotel Business Plan Template [Updated 2022] - Growththink

1. Executive Summary · 2. Company Overview · 3. Industry Analysis · 4. Customer Analysis · 5. Competitive Analysis · 6. Marketing Plan · 7....



## Examples of *Hotel Owner* in a sentence

FinanceHotel Developers/Operators  
Representative Matters for Hotel  
Developers/Operators Include: ■ Represented  
Rudra Investments, LLC in connection with a  
\$21.4 million mortgage loan from Columbia  
Pacific for the Hotel Santa Rosa in Santa Rosa,  
CA. ■ Represented Essex **Hotel Owner**, LLC, an  
affiliate of Oxford Capital Group and Quadrum  
Global, in connection two modifications of its  
\$169.8 million construction mortgage loan from  
various Goldman Sachs entities. ■ Represented  
233 E.

Moreover, §2K2.1 already dramatically increases  
the base offense level for firearms with high  
rates of fire.16 All of these provisions may apply  
in arms-trafficking situations.

None No None RHCP Owner LLC DE N/A 100% by  
Pebblebrook Hotel, L.P. None No None RHCP  
**Hotel Owner** LP DE N/A 99% by Pebblebrook Hotel  
L.P.; 1% by RHCP Owner LLC None Yes Hotel  
Palomar Los Angeles Beverly Hills RHCP Lessee  
LLC DE N/A 100% by Pebblebrook Hotel Lessee,  
Inc.



## Examples of *Hotel Personnel* in a sentence

Manager shall be the sole judge of the fitness and qualification of all personnel working at the Hotel ("***Hotel Personnel***") and shall have the sole and absolute right to hire, supervise, order, instruct, discharge and determine the compensation, benefits and terms of employment of all ***Hotel Personnel***.

***Hotel Personnel*** a) Friendly and cooperative staff  
b) Sales staff member assigned to assist committee  
4. Costs a) Rooms-single and double  
b) Meals and breaks c) Meeting rooms d) Exhibit area set-up  
e) "Extra" charges such as: gratuities, audiovisual equipment, electricity  
f) Hospitality hours  
5.

Manager shall select a general manager and the department heads for each Hotel, and they, or such person or persons to whom they may delegate such authority, shall select all personnel which any of them determine to be necessary for the operation of each Hotel (collectively "***Hotel Personnel***").

## **Introduction to Hotel Accounting:**

We all know that the main business of a hotel is to provide food and accommodation (i.e., shelter). But there are some big hotels who provide other comforts, recreations, entertainments, business facilities etc.

Naturally, the scheme of accounting will depend on the nature and size of a hotel and its requirement although the principle of accounting will be the same.

A hotel may have different provisions for serving of refreshments or for serving of lunches and dinners including the arrangement of bar.

# What can you include in a Business Plan Appendix?



## Supplementary Documents

Add information to support what you have mentioned



## Legal Documents

To protect your information.



## Organizational and Personnel Details

Add details about your organization and your team.



## Additional Financial Documents

Attach extra documents to back your financial section.



## Achievements and Testimonials

Add your business milestones and client testimonials.



# How to Make Hotel Financial Plan? Ultimate Financial Plan in Excel!

Business

## Contents:

- Intro: Profit Consideration
- 1. Assumptions
  - 1.1 Trendings and Pricing
  - 1.2 Other Revenue Channels
  - 1.3 Price Increase

---

So, you decided to establish or just wondered what would happen if you open your own Hotel.

Maybe you still have doubts about it...  
Or just want to know the main process of how to make an accurate financial feasibility study before opening.

That's great.

In this article, we will be trying to give answers to these three main sections below:



You must have thought about all the items above before. However, listing them item by item and quantifying them will clarify the whole process even on



