

Name:

Business Plan for: Saint Inn Hotel

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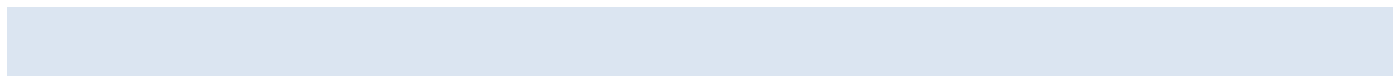
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1 Executive summary (We suggest you complete this section after you have completed the other sections of the Business Plan).

: In this report will be recognized the leading hotel that reinvents its tradition, by being an excellent option to enjoy the best of products and services. By taking into account sustainable economic development through appropriate investments, ensuring job stability for its employees and maintaining high quality standards. Its primary objective is to provide excellent customer service and ensure customer satisfaction. It will also explain its business details and its key personnel.

: It will perform a SWOT analysis and determine their advantages, disadvantages, opportunities, and threats through an in-depth examination of these variables, the hotel's owners can make well-informed decisions aimed at enhancing overall performance and competitiveness within the industry.

: Also, it will identify the 5 business goals of the hotel and the progress of the business in the next 3-5 years. It will define the difference between Saint Inn Hotels and its competitors, identifying the legal requirements that will be applied in the business and how these requirements will be met.

: It will use primary or secondary data in order to conduct and identify the trends in the chosen market area by providing examples for the market research.

: In the report will explain the profiling of customers, its target customers group that Saint Inn Hotel will be selling more and the number of customers that will be expected to win each groups and what they might pay.

: Also, it will be defined by the profiling of the competitors and how Saint Inn Hotel can improve in the price in order to have a unique offer.

: It will identify the market risks and how to manage those risks in order to become less of a threat by conducting regular inspections of services and market research.

: It will explain how to calculate the prices per room and to compare the reason of the prices between the competitors. The hotel operates as a niche operator in the hospitality industry and caters to a variety of consumer segments.

: It will describe how and when Saint Inn Hotel will promote and advertise their product/service by using online platforms, conferences and events, and partnership with other businesses.

: By using tables, it will be explained how the business will run, the role of their staff, the total costs, their necessary experience and their skills or qualifications; their premises and its suppliers, what Saint Inn Hotel will buy from them; the equipment used and its costs and how Saint Inn Hotel manages its operational risks.

2 Business details

Company name:

Saint Inn Hotel

Address:

9 Aldgate Street, London EC3N 1AH, England

Primary contact method

Telephone Number: 020 3805 1000

Website: <https://www.hotelsaint.com/>

The business will: provide lodging, meals, and other services to

Guests, travellers, and tourists. Hotels can range from small family-run businesses to large international chains, an inspiring, iconic, innovative, influential yet contemporary hospitality company, committed to offer abundant and rewarding customer experiences.

The hotel creates a welcoming and comfortable environment for guests and provides them with personalised services. This also be responsive to guest feedback and address any complaints promptly.

Merriam Webster's Dictionary defines hospitality as, “generous and friendly treatment of visitors and guests or hospitable treatment.” Dictionary.com goes further to define it as, “the friendly and generous reception and entertainment of guests, visitors, or strangers.”

3 Key personnel

Details of owner(s):

Name: Rapsun Magdalena

Position/main responsibilities: Front Desk

Experience and knowledge of our industry: 5 years in Hotel Industry

Previous employment: Hotel Ibis London, Britannia International Hotel Canary Wharf, Zedwell Piccadilly Circus

Key skills brought to the business: Attention to detail, Adaptability, Patience, Teamwork

Business experience and any training undertaken: No training needed

Academic/professional qualifications: MA, University Of Derby

Salary expectations £ 27500

Name: Rezul Serafim

Position/main responsibilities: Marketing Coordinator

Experience and knowledge of our industry: 3 Years in Marketing

Previous employment: The Tower Hotel, London

Key skills brought to the business: Data Analysis and Analytics, Leadership, Attention to Detail

Business experience and any training undertaken: Marketing Interface Training

Academic/professional qualifications: Doctorate, Hotel Trinity Saint David. International Hotel Management

Salary expectations £
35000

Name: Scorpio Natalie

Position/main responsibilities: Head of Security,

Experience and knowledge of our industry: 4 Years of Head of Security

Previous employment: Leonardo Royal London Tower Bridge

Key skills brought to the business: Teamwork, Professionalism, Emergency response, Situational awareness

Business experience and any training undertaken:

Academic/professional qualifications: MSC Coventry University

Salary expectations £ 23600

Name: Stefan Palis

Position/main responsibilities: Food and Beverage Manager

Experience and knowledge of our industry: 2 Years of Food and Beverage Manager

Previous employment: Park Plaza London Waterloo, Strand Palace Hotel

Key skills brought to the business: leadership, customer service, knowledge of food and beverage industry regulations and trends.

Business experience and any training undertaken: Training of fire and safety

Academic/professional qualifications: PHD University of Aberdeen

Salary expectations £ 30000

Vision

4 The business idea

Sum up your business idea:

Saint Inn Hotel embodies the essence of hospitality, offering a unique experience to guests through personalised services, comfortable accommodations, a warm ambiance, and at the same time focusing on sustainability. With an interest in customer satisfaction, Saint Inn Hotel aims to provide a home away from home, creating lasting memories for its guests. By keeping the number of guests manageable, the staff can be attentive to individual needs, ensuring personalised attention and exceeding expectations. Unlike larger hotel chains, Saint Inn Hotel focuses on creating a cosy and welcoming environment, where guests feel valued and attended to and taking care of the planet through its sustainability programs (Townsend, 2023).

In the today's competitive hospitality industry, it is essential for Saint Inn Hotel to conduct a SWOT analysis to identify their strengths, weaknesses, opportunities and threats. By evaluating these factors, the owners of the hotel can make informed decisions to improve the overall performance and competitiveness in the market.

SWOT

S

strengths

Distinctive, sustainable hospitality,
Works with local suppliers
Recognise human capital as essential for excellence service
Focuses on check-in/check-out and personalised experiences

weaknesses

W

High employee turnover,
Seasonal workforce leading to inconsistent service quality.

O

opportunities

Increasing tourism in the region,
Introduction of new services or packages, Upgrade potential for technology and digital services,
Collaboration with travel agencies for increased bookings

threats

T

Competition from new hotels in the area, Rising operating costs (energy, labor, etc.), Global health crises affecting travel



5 Business goals

1. What do you want to achieve in your first year of business?

- Build Brand Awareness: Establishing brand recognition and awareness is crucial for a small hotel in its first year. This can be achieved through providing quality services and products, creating a positive customer experience, online presence, social media engagement, and collaboration with local businesses (Wright, 2023).
- Achieve High Guest Satisfaction: Guest satisfaction should be a top priority in the first year. By consistently exceeding expectations, addressing any issues promptly, and actively seeking guests' feedback, the hotel can continuously improve its operations and services. Positive guest reviews and word-of-mouth recommendations are invaluable for attracting new customers and building a strong reputation.
- Establishing Strong Partnerships: Collaborating with local businesses, travel agencies, event organisers, and tourist attractions can significantly benefit Saint Inn Hotel in its first year (Elphick, 2023).

1. Where do you see your business in 3-5 years' time?

(Use Klostens business platform to explain)

Klostens' business platform offers a comprehensive framework that can help businesses strategically plan and achieve sustainable growth. Using Klostens' business platform, The Saint Inn Hotel will focus on key aspects such as innovation and market positioning to envision its future (Yencken and Murray, 2006, p. 350).

Over the next 3-5 years, Saint Inn Hotel plans to invest in technology-driven solutions to enhance the guest experience, streamline operations, and optimize revenue management. For example, will implement a mobile check-in system and will incorporate smart room technology.

To differentiate Saint Inn Hotel business in a crowded market, the hotel will focus on positioning the brand effectively. By developing eco-friendly accommodations, the hotel can attract specific customer segments and build a loyal customer base. Additionally, collaboration with local suppliers or tourism organizations will increase visibility and attract more guests (Davidsson et al., 2003, pp. 1-26).

By focusing on these key areas and staying agile in response to market trends and customer needs, the hotel will achieve sustainable growth and maintain a competitive edge in the dynamic hospitality industry (created by the author).

6 What the business does

Product/service	Features	Benefits
Breakfast	Local and organic sourced products	Improves sustainability and local partnerships.
Complimentary tea, coffee and water in the room.	Tea, coffee facilities, and one bottle of water per guest in every room.	Improves guest experience and satisfaction.
Flexible check-in and check-out.	Depending on hotel availability, guests can request early check-in and late check-out.	Improves guest experience and satisfaction and builds loyalty.
Room-service	Room service available 24 hours for any extras needed in the rooms and set hours for food.	Source of extra revenue, builds loyalty and contributes to overall satisfaction.
Housekeeping services	Regular cleaning of guest rooms. REstocking toiletries and amenities.	Contributes to overall satisfaction.
Evening meals	Memorable dining services available from 18:00 until 21:00 Monday to Sunday.	Source of revenue, improves guest satisfaction.
Bar	Available 24 hours.	Source of revenue, improves guest services and overall satisfaction.

7 What makes the business different (Value Proposition)

Your product/service is unique or different compared with the competition because:

- Saint Inn Hotel is different from other hotels in the industry due to its focus on sustainability and guest services. By incorporating energy efficiency, waste management, and sustainable sourcing practices, Saint Inn Hotel not only attracts environmentally conscious guests but also reduces costs and increases profitability. By prioritising sustainability, this hotel will be able to differentiate itself from competitors and succeed in the competitive landscape of the hospitality industry (London College of Contemporary Arts, 2023).

8 Legal requirements (including regulations and licences particular to your business)

The legal and insurance requirements that apply in your business are:

1. Licensing and Permits
 - a. The sale of alcohol
 - b. Fire safety regulations.
 - c. Food hygiene requirements and
 - d. Health and safety standards.

Employment Law and Contracts

Health and Safety Compliance

Data Protection and Privacy

Accessibility and Disability Discrimination.

6. Contracts and Agreements.

You will meet your legal and insurance requirements by:

1. Stay up to date on legal requirements.
2. Adequate insurance coverage to protect against potential liabilities.
3. Training and protocols, by implementing proper training programs and protocols for staff.
4. Regular Inspections and Audits (LegalVision, 2023).

Marketing

9 Market research

- Trends in your chosen market are:
- . . . **Virtual Reality tours: This trend is about making immersive, one-of-a-kind visitor experiences, including themed rooms**
- Expanded revenue sources: This trend focuses on generating finances outside of hotel reservations (Davahli *et al.*, 2020).
- Customized loyalty plans: This trend emphasises user interaction with direct information and feedback from several media platforms.

How you know this: (Provide examples with references)

- By conducting secondary research regarding the topic of trends in the hospitality industry, I found a relevant and appropriate source.
- For example, The book of “*Exploring the hospitality industry*” by Walker (2022), helps me developing knowledge regarding the trends which are recently taking place in the hospitality industry in which Saint Inn hotel operates

10 Profiling customers

The customer groups you will be selling to are: (4 x Customer profiles minimum)

1. High rollers
2. **Voracious travellers**
3. **Comf-trotters**
4. **Lazy voyagers**

Your customer research has shown what your customers want is:

1. (What research did you undertake and what were the results?)

1. **Packages and facilities that are customisable** - Customers expect many options when making decisions, whether it's selecting from a menu of accommodation upgrades or between several resort activity packages.
2. **VIP handling** - Customers usually enjoy it when hotels make them feel valued, whether it's through VIP social clubs, lounges, or concert tickets (Hossain *et al.*, 2023).
3. **Ecologically beneficial choices** - Customers like eco-friendly hotels, so everything from adding solar panels and Energy Star-rated cooling and heating systems to recycling and donating food from the kitchen can make a major impact in how appealing the hotel is to them.

How you know this:

- (What evidence can you offer)
- By conducting secondary research regarding the customers wants and requirements in the hospitality industry, I found a relevant and appropriate source
- For example, the journal of “*The Impact of Service Quality on Customer Satisfaction in Hospitality*” by Ali *et al.*, (2021), helps me in gaining understanding regarding the different customer types as well as the different wants and needs of the customers in the hospitality sector.

Number of customers you expect to win in each group and what they might pay:

Calculation for customers = Number of rooms (100) * occupancy rate (70%) * number of days in year (365) * percentage of each customer group

Group	Number of customers	Price they might pay per unit
High rollers	2100	£ 165
Voracious travelers	525	£ 180
Comf-trotters	10,500	£ 135
Lazy voyagers	2100,	£ 150
		£
		£
		£

11 Profiling competitors

Competitor name	Strengths	Weaknesses
Marriott International	Strong presence across the world	Confronts fierce competition
Travelodge	Devoted to minimising its influence on the environment	Significant hygienic issues
InterContinental Group	Favourable standing within its sector	Sensitive to the state of the economy
Accor SA	Give clients reasonably priced lodging	Depend on a big labour force
Premier Inn	A strong brand image throughout	Restricted worldwide reach

How you can improve on their offer and/or price(s) unique offerings:

- **By designing unique packaging and utilising resourceful distribution strategies**
- Using data-driven forecasting and revenue management technologies (Hayes *et al.* 2021)
- Conducting appropriate market research to know about the trends

12 Managing market risks

Write down the risks you have identified:

1. **Changing customers' needs and preferences**
2. Financial risks due to uncertain events
3. Increasing number of customer complaints

How will you manage these risks so that they become less of a threat:

1. By conducting regular inspection of services and market research and by focusing on financial planning

13 Pricing

How you can calculate your prices:

Price per room = (Fixed+ variable costs+ desired profit)/ number of rooms.

How your prices compare with the competition:

Product/service	Your price(s)	Range of competitor prices (per unit)
Dining options	£ 30	£ 25
Local tours	£ 50	£ 49
wedding packages	£ 10,000	£ 9500
Conference facilities	£ 500	£ 600
Catering services	£ 600	£ 400
Entertainment services	£ 300	£ 350

Reasons for the difference between your price(s) and your competitors' price(s):

- The hotel operates as a niche operator in the hospitality industry and caters to a variety of consumer segments.

14 Promotion and advertising

How and where will you promote your product/service?

- Online platforms
- Conferences and events
- Partnerships with other businesses

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Running the business

15 Staff

Role	Total cost	Necessary experience	Specialist skills and/or qualifications
General Manager	£ 60,000	MBA on Hospitality management	- Leadership skills - Communication skills - Problem solving skills
Front desk manager	£ 42,000	Bachelor Degree on Hospitality management	- Communication skills - Proper decision-making skills - Ability to tell all the services of company
Marketing Manager	£ 45,000	MBA on Marketing	- Campaign management - Effective sales management - Brand management - Market research and decision making
Housekeeping and staffs	£ 40,000	Graduated from College	- Ability to clean - Time management
Food management and Cooking	£ 48000	5 years experiences on this sector	- Making dishes of different cuisine - Quality management of foods

16 Premises

Here is the requires premises for Saint Inn hotels:

	Cost £
Premises required at start-up:	£ 115,000
Premises required in the future (if different):	£

17 Suppliers

Supplier	What you'll buy from them	Number of days' credit
● Foods raw materials	● This particular supplier will be the source of the company's purchases of food ingredients and other products.	● 15 days
● Furniture's and other materials	● Purchases of various kinds of commercial furnishings for use in hotel rooms and other locations will be made from this particular provider.	● 30 days
● Technological support	● This will be the source of the technological materials that the hotel needs to purchase.	● 45 days
● Suppliers for event	● With regard to the management of the event, there will be a need for certain additional items, which this provider will supply.	● 15 days
● Maintenance suppliers	● Hotels need to maintain their properties, so this supplier will provide these materials.	● 15 days

Promotion and marketing materials supplier	This provider will provide help for all different kinds of marketing and promotional materials available to the hotel.	60 days
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18 Equipment

Resource	When	How funded	Cost £ per unit
Property	Starting of the business	Owners' capital	£ 1,20,000
Furniture's	Starting of the business	Owners' capital	£ 30,000
Infrastructure	Starting of the business	Bank loan	£ 20,000
Transportation	Midway of the business	Bank loan	£ 50,000
Technological materials	Midway of the business	Bank loan	£ 15,000

19 Managing operational risks

Risk	Solution
Staff ● Inefficiency of the staff's ● Unable to manage customers	● For these problems, the company will arrange training and development initiatives to make them efficient.
Suppliers ● Provides low-quality materials ● Taking a high price	● Negotiate with the suppliers and search for new suppliers with low prices and high quality.

Finance

Please double click in the table below to access the embedded Microsoft Excel sheets to input your figures, Microsoft Excel will automatically update the total for you. If you do not have access to Microsoft Excel you can use the link below this table and save the file onto your PC. You can then use Open Source Software such as [Google Docs](#) or [OpenOffice](#) to access the information by uploading the file into this software. Please note that all tables can be customised and additional rows and categories can be added.

20 Start-up costs

Calculate how much money you need before you start trading

Category	Estimated Cost
Accessory Equipment	\$20,000
Stock	\$5,000
Tools	\$1,000
Vehicles	\$20,000
Professional Fees	\$5,000
Insurance	\$5,000
Rent	\$12,000 per month
Stationary	\$500
Marketing	\$5,000
Consumable	\$2,000 per month
License	\$1,000
Training	\$2,000
Association fees	\$1,000
Wages	\$50,000 per month
Security	\$5,000 per month
Market research cost	\$5,000

* Total from here should be used in 22 Sourcing finance below

21 Profit and loss forecast

	Year 1 (£)	Year 2 (£)	Year 3 (£)
Total expected sales	1,200,000	1,500,000	1,800,000
Less variable costs	720,000	900,000	1,080,000
Gross profit (sales less variable costs) =	480,000	600,000	720,000
Calculate your gross profit margin % (gross profit divided by total sales x 100) (A)	0	0	0

Salaries/wages (survival income + any staff	600,000	624,000	648,000
Premises (including rent, rates, utilities)	144,000	144,000	144,000
Telephone and broadband	6,000	6,000	6,000
Printing, post and stationery	2,400	2,400	2,400
Advertising and promotion	12,000	14,000	16,000
Bank charges	600	600	600
Professional fees	12,000	12,000	12,000
Insurances	12,000	12,000	12,000
Bank/HP/Interest (payable to your bank)	12,000	10,800	9,600
Stock	12,000	14,600	16,800
Consumables	6,000	7,200	8,400
Equipment and vehicle leasing	12,000	12,000	12,000
Depreciation	12,000	12,000	12,000
Other (please specify)	12,000	12,000	12,000

Total fixed costs	855,000	883,600	911,800
Net profit (gross profit less fixed cost)	-375,000	-283,600	-191,800
Calculate your net profit margin (net profit divided by total sales x 100)	0	-19	-11

Calculate your break even	Year 1 (£)	Year 2 (£)	Year 3 (£)
Total variable costs + total fixed costs (B)	1,575,000	1,783,600	1,991,800
Break even (B) divided by (A)	3,937,500	4,459,000	0

22 Sourcing finance

Total borrowing requirement for the business

		£
Start-up costs		180,000
Personal start-up contributions	-	100,000
Other start-up contributions	-	15,000
Total required	=	65,000
The assets you have available as security		
	=	85,500

23 Managing financial risks (such as, sales are less than forecasted or start-up finance takes three months longer to obtain)

The risks that you have identified for your financial forecast are:

1. **Economic Downturn:** A potential decrease in consumer spending during economic downturns could impact the hotel's revenue streams.
2. **Fluctuating Currency Exchange Rate:** Currency exchange rate fluctuations may affect the hotel's profitability, especially if a significant portion of revenue comes from international guests or transactions.
3. **Regulatory Change:** Changes in local or international regulations, such as labor laws or health and safety standards, could necessitate costly adjustments to hotel operations and compliance measures.

How you will minimise their impact:

- 1. Diversification of Revenue Streams: Implementing a diversified revenue strategy involves expanding offerings beyond traditional room bookings to include ancillary services like spa treatments, dining options, and event hosting, thus reducing dependency on any single source of income and mitigating the impact of economic downturns.
- 2. Pricing Strategy: A dynamic pricing approach, incorporating factors such as demand forecasting, competitor analysis, and seasonality, allows the hotel to optimize room rates and maximize revenue while remaining competitive in fluctuating market conditions.
- 3. Regulatory Development: Proactive monitoring of regulatory changes and swift adaptation of operational protocols ensure the hotel remains compliant with evolving standards, minimizing the risk of penalties or disruptions to business operations.

Cash Flow Forecast

	Start-up	0	1		2		3		4	
	Forecast	Actual	Forecast	Actual	Forecast	Actual	Forecast	Actual	Forecast	Actual
INCOME										
Cash from sales (incl. VAT)	10000	9000	12000	11000	15000	14000	18000	16000	20000	19000
Cash received from debtors	5000	4500	6000	5500	7000	6500	8000	7500	9000	8500
Capital/loans received	20000	0	0	0	0	0	0	0	0	0
Other (please specify)	0	0	0	0	0	0	0	0	0	0
TOTAL £	35000	13500	18000	16500	22000	20500	26000	23500	29000	27500

EXPENDITURE

[illegible]

Other Payments	500	480	520	500	540	520	560	540	580	560
VAT	1500	1350	1600	1450	1800	1650	2000	1850	2200	2050
Owner's wages/salary	2000	2100	2100	2200	2200	2300	2300	2400	2400	2500
Owner's National Insurance	300	320	320	340	340	360	360	380	380	400
Loan repayments (incl. interest)	1000	1050	1050	1100	1100	1150	1150	1200	1200	1250
Stock	2000	1900	2100	2000	2200	2100	2300	2200	2400	2300
Consumables	1000	950	1050	1000	1100	1050	1150	1100	1200	1150
Other (please specify)	0	0	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	0	0	0	0	0
TOTAL £	23500	14482	25012	15740	26990	17320	29050	18930	31150	20510
Income less expenditure	11500	-982	-7012	7630	-4990	3170	-3050	4560	-2150	6980
Opening bank balance	10000	19880	19880	12120	17120	20090	17040	19990	16940	19690

Closing bank balance	19880	1988 0	12120	1712 0	20090	1704 0	19990	1694 0	19690	2267 0
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24 Cash flow forecast (Click on the tabs within the Microsoft Excel sheet to view the second 6 months and summary)

[illegible]

Item	Year 1 (f)	Year 2 (f)	Year 3 (f)
Total expected sales	\$1,200,000	\$1,500,000	\$1,800,000
Less variable costs	\$720,000	\$900,000	\$1,080,000
Gross profit	\$480,000	\$600,000	\$720,000
Fixed costs			
Salaries/wages	\$600,000	\$624,000	\$648,000
Premises	\$144,000	\$144,000	\$144,000
Telephone and broadband	\$6,000	\$6,000	\$6,000
Printing, post and stationery	\$2,400	\$2,400	\$2,400
Advertising and promotion	\$12,000	\$14,400	\$16,800
Bank charges	\$600	\$600	\$600
Professional fees	\$12,000	\$12,000	\$12,000
Insurances	\$12,000	\$12,000	\$12,000
Bank/HP/Interest	\$12,000	\$10,800	\$9,600
Stock	\$12,000	\$14,400	\$16,800
Consumables	\$6,000	\$7,200	\$8,400
Equipment and vehicle leasing	\$12,000	\$12,000	\$12,000
Depreciation	\$12,000	\$12,000	\$12,000
Other	\$12,000	\$12,000	\$12,000
Total fixed costs	\$816,000	\$828,400	\$844,800
Net profit (loss)	-\$336,000	-\$228,400	-\$124,800

Profit and Loss Forecast

Cash Flow Forecast

Month	Cash Inflows	Cash Outflows	Net Cash Flow
January	\$100,000	\$140,000	-\$40,000
February	\$80,000	\$130,000	-\$50,000

March	\$110,000	\$135,000	-\$25,000
April	\$120,000	\$140,000	-\$20,000
May	\$130,000	\$135,000	-\$5,000
June	\$140,000	\$130,000	\$10,000

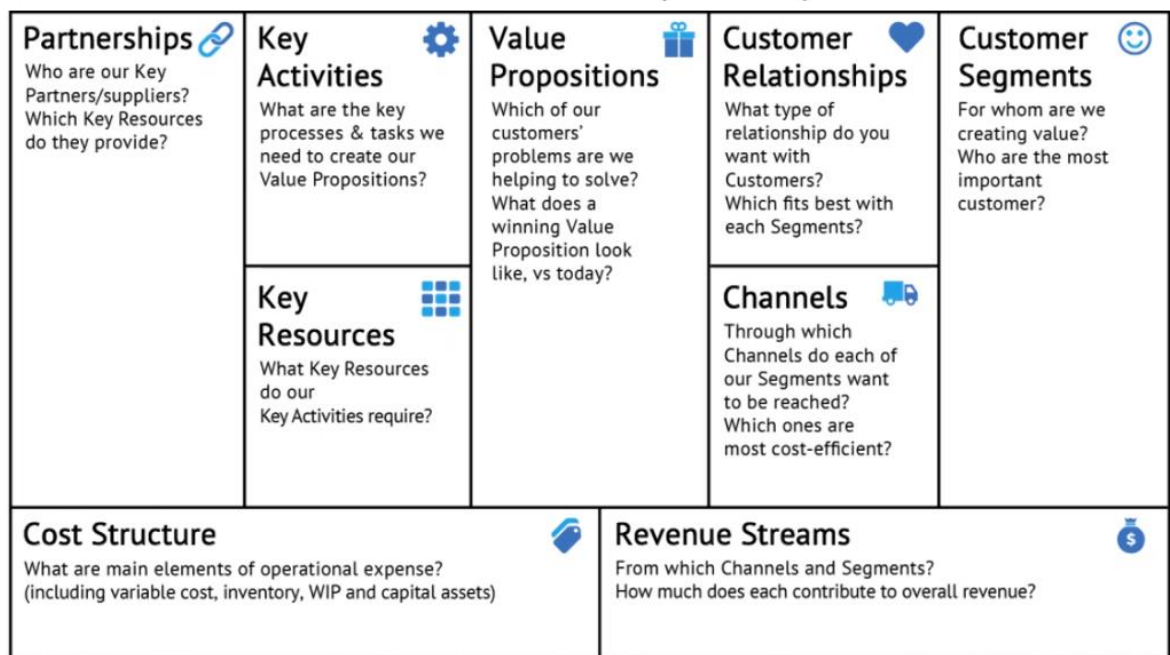
25 Conclusion.

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27 Appendix

(An appendix comes at the end (after the reference list) of a report, research project, or dissertation and contains any additional information such as raw data, tables, and supporting information such as screenshots, and additional evidence. The information in the appendices is relevant but is too long or too detailed to include in the main body of your work.

The Business Model Canvas (BMC)



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Business Plan for: Saint Inn Hotel



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Saint Inn Hotel

- Merriam Webster's Dictionary defines hospitality as, "generous and friendly treatment of visitors and guests or hospitable treatment." Dictionary.com goes further to define it as, "the friendly and generous reception and entertainment of guests, visitors, or strangers."
- The hotel creates a welcoming and comfortable environment for guests and provides them with personalised services. This also be responsive to guest feedback and address any complaints promptly.
- In this report will be recognized the leading hotel that reinvents its tradition, by being an excellent option to enjoy the best of products and services By taking into account sustainable economic development through appropriate investments, ensuring job stability for its employees and maintaining high quality standards. Its primary objective is to provide excellent customer service and ensure customer satisfaction

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1 Business Plan for Saint Inn Hotel
2 Saint Inn Hotel
3 Marketing
4 Marketing
5 MARKETING TRENDS

Marketing



- Saint Inn focuses on examining and keeping an eye on the tactics and costs of rivals such as Premier Inn, Mariott International, and others in order to preserve a competitive advantage.
- The hotel uses analytics and data, among other approaches, to optimise the way it sets prices and forecast demand from customers (Nilashi et al., 2021)

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1 Business Plan for Saint Inn Hotel
2 Saint Inn Hotel
3 Marketing
4 Marketing
5 MARKETING TRENDS

Marketing



- The marketing Strategy of Saint Inn hotel focuses on different aspects like market research, profiling customers and competitors, pricing, market risks and promotion
- The organization's distinctive value proposition of sustainable hospitality serves as the foundation for its whole marketing strategy
- The hotel targets distinct clientele according to their behavioural, demographics, and psychographic traits (Rashidovna, 2022)

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HOTEL MARKETING TRENDS



Marketing

- The company's distinctive qualities and design serve as the main draws for its social initiatives, as promoted by its marketing direction.
- The company enhances its services through frequent service inspections, market analysis, and an emphasis on financial preparation (Gallan *et al.*, 2021)

Required Staff's for Saint Inn hotels

Role	Total cost
• General Manager	£ 60,000
• Front desk manager	£ 42,000
• Marketing Manager	£ 45,000
• Housekeeping and staffs	£ 40,000
• Food management and Cooking	£ 48000

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Suppliers needed for Saint Inn hotels

Foods raw materials		Suppliers for event	
Furniture's and other materials		Maintenance suppliers	
Technological support		Promotion and marketing materials supplier	

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Resources needed for Saint Inn hotels

1. Property
2. Furniture's
3. Infrastructure
4. Transportation
5. Technological materials



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Saint Inn Hotel: Vision

*Home away from home: Saint Inn Hotel focuses on creating a unique experience for guests focusing at the same time on sustainability

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Unlike larger hotel chains, Saint Inn Hotel focuses on creating a cozy and welcoming environment, where guests feel valued and attended to and taking care of the planet through its sustainability programs (Townsend, 2023).

S strengths

- Distinctive, sustainable hospitality.
- Works with local suppliers
- Recognise human capital as essential for excellence service
- Focuses on check-in/check-out and personalised experiences



In the first year of business, the hotel should build brand awareness, achieve high guest satisfaction, and establish a strong partnership with local businesses and suppliers.

(Mycomputercareer, 2024)

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8 Resources needed for Start-Up Costs

9 Start-Up Costs

10 VISION

11 Start-Up Cost

12 Profit and Loss Forecast

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Start-Up Cost

Stock		\$5,000
Tools		\$1,000
Vehicles		\$20,000
Professional Fees		\$5,000
Insurance		\$5,000
Rent	\$12,000 per month	
Stationary		\$500
Marketing		\$5,000
Consumable	\$2,000 per month	
License		\$1,000
Training		\$2,000

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10 VISION

11 Start-Up Cost

12 Profit and Loss Forecast

13 Sourcing Finance

14 Financial Risk Management

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Profit and Loss Forecast

Gross profit	\$480,000	\$600,000	\$720,000
Fixed costs			
Salaries/wages	\$600,000	\$624,000	\$648,000
Premises	\$144,000	\$144,000	\$144,000
Telephone and broadband	\$6,000	\$6,000	\$6,000
Printing, post and stationery	\$2,400	\$2,400	\$2,400
Advertising and promotion	\$12,000	\$14,400	\$16,800
Bank charges	\$600	\$600	\$600
Professional fees	\$12,000	\$12,000	\$12,000
Insurances	\$12,000	\$12,000	\$12,000
Bank/HP/interest	\$12,000	\$10,800	\$9,600
Stock	\$12,000	\$14,400	\$16,800
Consumables	\$6,000	\$7,200	\$8,400
Equipment and vehicle leasing	\$12,000	\$12,000	\$12,000
Depreciation	\$12,000	\$12,000	\$12,000
Other	£15,000	£15,000	£15,000

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Sourcing Finance

Source of Funding	Estimated Amount	Notes
Personal Investment	\$100,000	
Small Business Loan	\$500,000	Loan amount qualification:
Angel Investor	\$200,000	Equity invest
Government Grant	\$100,000	Grant for su: eligibility)

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Financial Risk Management

Identified Risks

- Economic Downturn
- Fluctuating Currency exchange Rate
- Regulatory Change

Risk Management Strategy

- Diversification of Revenue Stream
- Pricing Strategy
- Regulatory development

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Cash Flow Forecast

	Cash Inflows	Cash Outflows	Net
	\$100,000	\$140,000	
	\$80,000	\$130,000	
	\$110,000	\$135,000	
	\$120,000	\$140,000	
	\$130,000	\$135,000	
	\$140,000	\$130,000	

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