

Assessment Task 2

- Individual Presentation Pitch

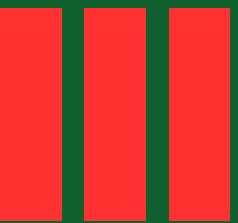


Module Name: Enterprise and
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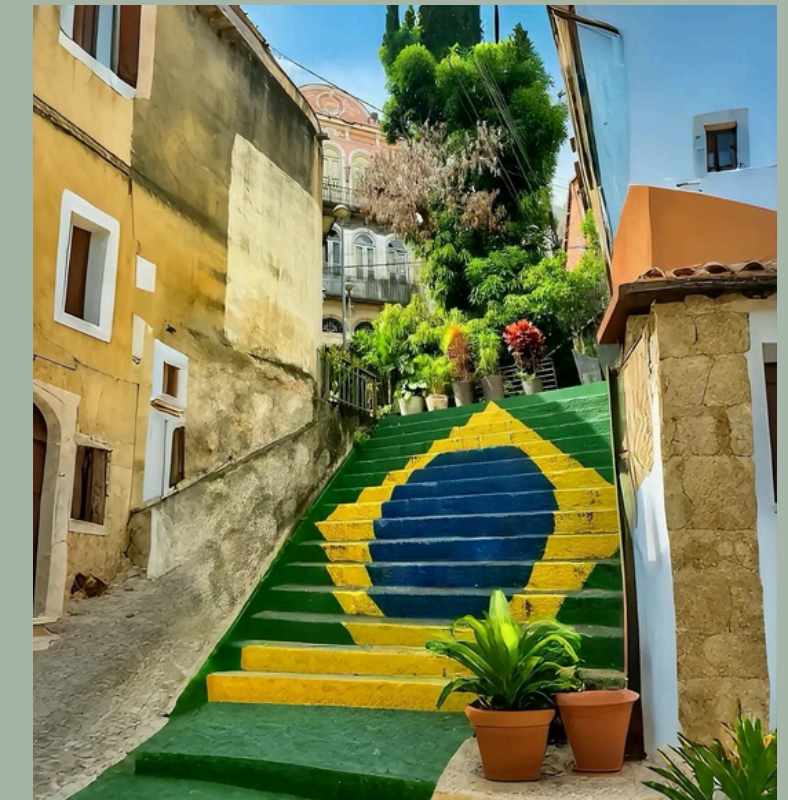


Raíces Boutique Hotel – Stratford, London



Section 1 - Overview of the Business Idea

- Boutique Brazilian-themed hotel experience
- Accommodation, restaurant, and cultural events
- Social enterprise employment model
- Based in Stratford, East London
- People buy into experiences not just a hotel room

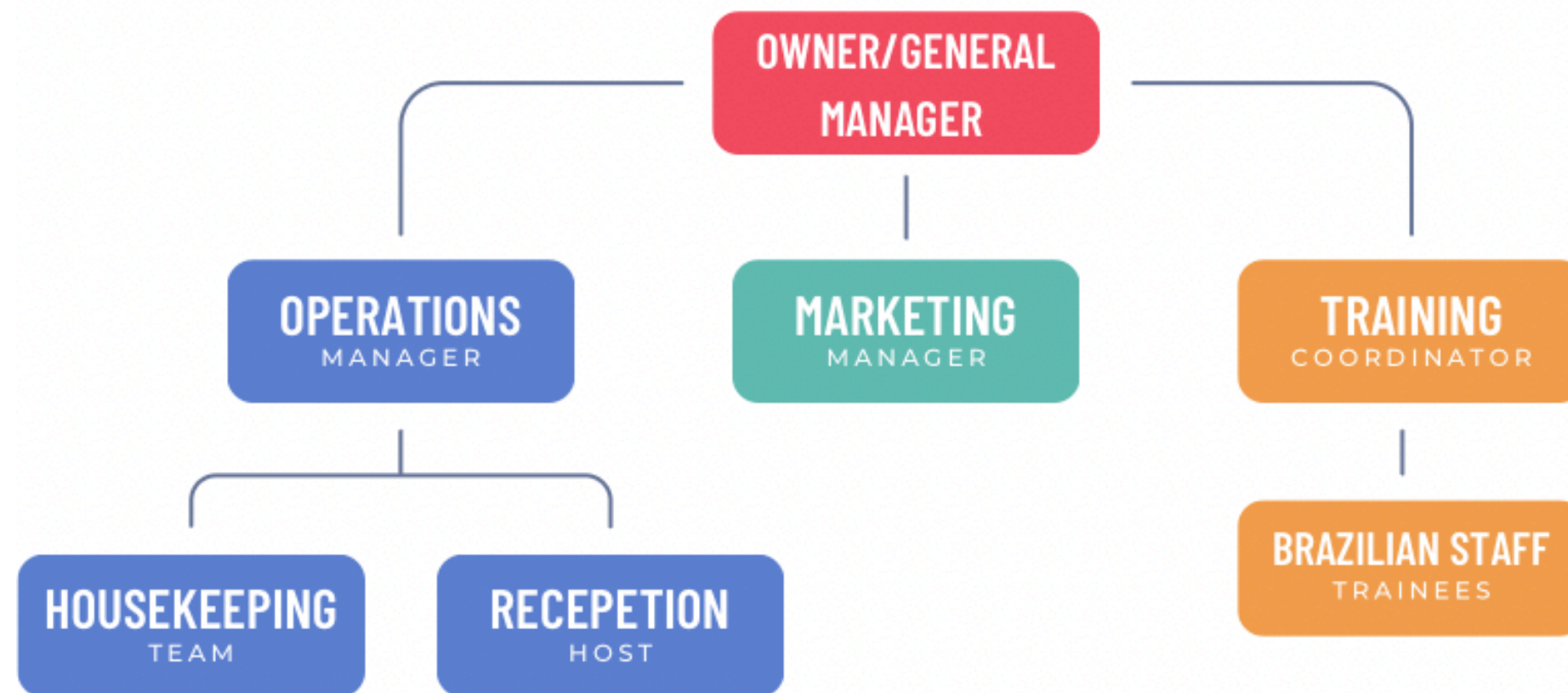




Section 2 - Legal Format and Management Structure

- Legal Structure: Private Limited Company (Ltd)
- Why Ltd: limited liability, professionalism, investor trust.
- Flat Structure:
- General Manager
- Operations Manager
- Marketing Manager
- Training Coordinator
- Multi-skilled staff
- Why flat: better communication, flexibility, suits startups.
- Limitations: may need more hierarchy as it scales.

RAÍZES ORGANISTION



An organisational
chart of Raízes
Hotel

Section 3 – PESTEL Analysis

Political – Tourism support

Economic – Strong London tourism spending and Stratford footfall supports occupancy rates.

Social – Rising demand for unique and affordable stays.

Technological – OTAs like Booking.com & Airbnb drive visibility.

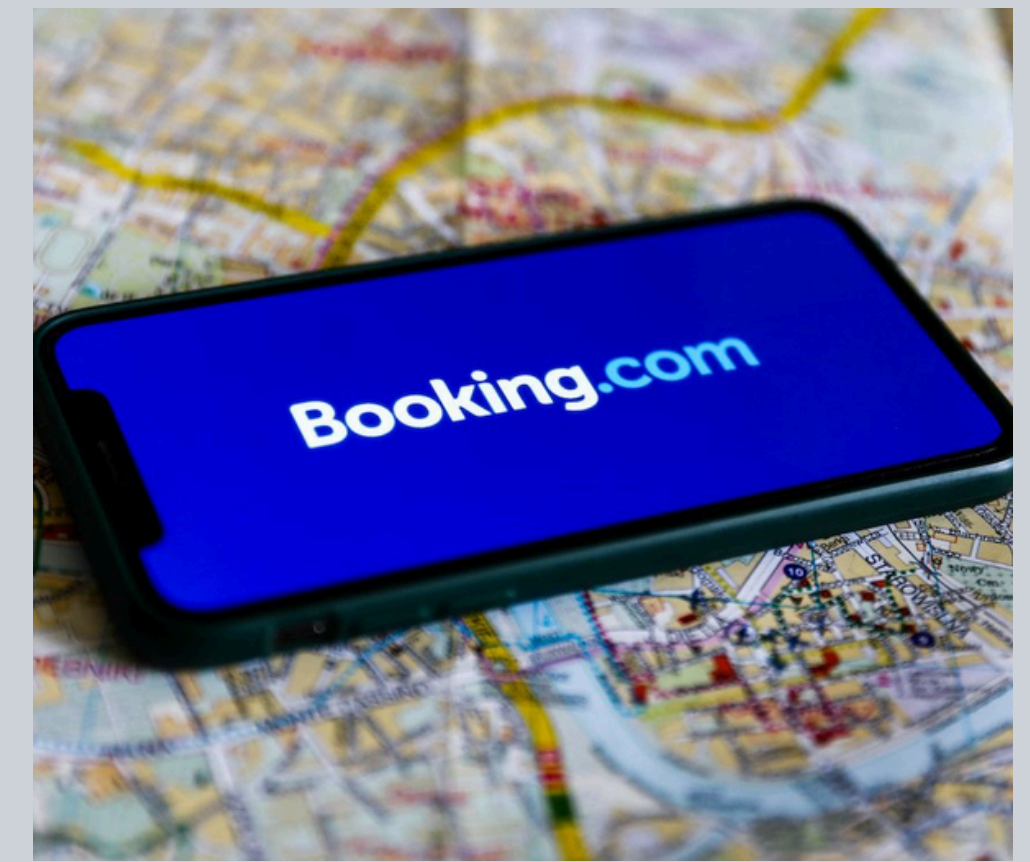
Environmental – Sustainability expectations

Olympic regeneration area

Excellent transport links

Westfield & stadium footfall

Lower rent than Central London



Section 4 - Marketing Strategies

- Digital Marketing
- Booking.com, Airbnb, Instagram, TikTok
- Experiential Marketing
- Samba nights, workshops, Brazilian food events
- Partnerships
- Brazilian community organisations such as Brazilian Worker Center UK, ABRAS (Association of Brazilians in the UK) and Migrants Organise .

migrants
organise
CREATES



Start up and Fixed Cost

Item	Cost (£)
Furniture and Equipment	8,000
Accessories & décor	4,000
Toiletries & initial stock	1,000
Renovation & interior theming	5,000
Licences, insurance, compliance	4,000
Lease deposit & legal fees	24,000
Marketing & launch	3,000
Total Start-Up	49,000

Fixed Cost	Monthly (£)
Rent	8,000
Business rates	300
Gas & utilities	150
Employee salaries	7,200
Accountant	100
Insurance & software	450
Total Fixed Costs	16,300

Variable Cost

Variable Cost	Monthly (£)
Cleaning & laundry	800
Toiletries restock	300
Breakfast/bar stock	1,500
OTA fees & digital marketing	1,200
Misc. maintenance	700
Total Variable Costs	4,500

6 Month Financial Forecasts

Month	Occupancy	Total Income (£)	Costs (£)	Profit/Loss (£)
Month 1	50%	21,000	20,800	+200
Month 2	55%	23,300	20,800	+2,500
Month 3	60%	25,600	20,800	+4,800
Month 4	65%	28,400	20,800	+7,600
Month 5	70%	31,200	20,800	+10,400
Month 6	72%	32,420	20,800	+11,620

Break-even Analysis



- Revenue per 1% occupancy (£420) × Occupancy
- = Fixed costs (£23,500) + Variable cost per 1% (£18) × Occupancy
- Break-even occupancy = 58%
- This means that once just over half of the rooms are filled each month, the hotel is able to cover all operational expenses before generating profit.

Questions?

