

Project Initiation Document

Project Marriott London Heathrow – Annual Internal Audit

Completed by “Integral Success Consulting Ltd.”



Table of Content

<i>1 Project Definition.....</i>	<i>3</i>
<i>1 Purpose.....</i>	<i>3-4</i>
<i>2 Purpose Objectives.....</i>	<i>4</i>
<i>3 Project Scope.....</i>	<i>4-5</i>
<i>4 Deliverables.....</i>	<i>5</i>
<i>5 Constraints.....</i>	<i>6</i>
<i>6 Assumptions.....</i>	<i>6</i>
<i>2 Confidence in the Audit Team.....</i>	<i>7</i>
<i>3 The Audit Team and the Project Plan.....</i>	<i>7-8</i>

1- Project Definition

During the brand inspection, our company examines the current position of the Marriott brand, in relation to its own standard and competitors.

We help to filter out and develop any inequalities and weaknesses within the brand, so that Heathrow Marriott can provide the same high level of service as all the brand representatives do around the world and the high standards that customers are already used to and expect.

We are one of the leading consultancy organisation in the hospitality industry. We offer consulting to catering companies, you can benefit from 25 years of experience of our experts. Together with our passion for the hospitality industry and our expertise, we work together to share our professional experience with you to help your business increase profitability, improve your brand and outperform your competitors.

1- Purpose

Our goal is to determine how your business works in the eyes of customers and the brand, we help you determine your business situation and plan possible corrective strategies. We analyse your company's strengths and weaknesses, providing guidance on how to effectively and quickly achieve and maintain a high brand standard.

The Hotel

London Heathrow Marriott Hotel is located in the neighbourhood of the Heathrow Airport, only 15 miles away from London city centre. Top local attractions include : Legoland, Windsor Castle, Kew Gardens and Buckingham Palace only 14 miles away from the hotel.

The hotel has 391 rooms, 2 en-suites across and 18 meeting rooms 5 floors with wireless and wired internet. On-site parking fee is 15.00 GBP per day.

Room options include double, queen and king rooms. The rooms are air-conditioned with luxurious bedding, down/feather and foam pillows to choose from. Internet and TV access from every guest room. The hotel offers 24 hours dining service and continental/buffet breakfast from 12.00 GBP. The hotel's Carluccio's Italian Restaurant is open for breakfast, lunch and dinner. There is an on-site fitness centre in the hotel, with a large swimming pool, sauna/steam room and a jacuzzi.

Renovation of the hotel was completed in May 2016 with 14 completely remodelled meeting rooms

The hotel is a great destination for business meetings, weddings or social events.

Both the managed and franchised hotels operate according to a conventional brand standard, which ensures that guests at the Marriott hotel anywhere in the world receive the same level of service. The annual brand standard audit ensures consistency across all brands and provides an opportunity to fill any gaps and eliminate inequalities so that the hotel continues to comply with the brand standards in all locations all over the world.

2- Purpose Objectives

The audit of the following departments will be evaluated by a scoring system.

During the audit, our company summarises its observations, highlighting any deficiencies, and then prepares an effective plan for troubleshooting for the brand standards to be met.

Areas we will evaluate:

- *Cleanliness*
- *Condition*
- *Operations*
- *Service*
- *Financial Performance*
- *Employee Engagement*
- *Facilities Management*
- *Leadership*

3- Project Scope

London Heathrow Marriott is ranked #4 out of 15 hotels located in Hayes. Guests are happy about its location, as it is located only two miles away from Heathrow Airport.

Hayes is a town in west London, situated 13 miles west of Charring Cross. The town's population was recorded as 83,564 in 2011.

Nearby London Heathrow Airport is the largest single provider of employment.

Competition:

The town of Hayes is mainly used as accommodation by tourists and business people.

Travellers can choose from 15 cheap accommodation offers in Hayes in total. These options offer competitive prices and have received good reviews from Expedia travellers.

For example:

Holiday Inn London - Heathrow Ariel - Guests like this 3-star hotel for its overall value and helpful staff. There is free Wi-Fi, a restaurant and a bar.

Shepiston Lodge Heathrow - This 3-star hotel features free WiFi. Reviews mention overall value and comfortable beds.

Radisson Blu Edwardian Heathrow Hotel - Guests love this eco-friendly hotel for its comfortable beds and overall condition. It offers free Wi-Fi, 2 restaurants and a bar.

According to the majority of guests reviews, the Marriott Hotel stands out for its position, comfortable rooms and professional, friendly staff.

4- Deliverables

The three-member team of "Integral Success Consultancy Ltd" will be present at the hotel for 12 weeks to prepare for the audit, covering various shifts, day and night, working closely with company staff to get a comprehensive, detailed picture of how the hotel operates. The following departments are being observed during our stay: Food and Beverage; Kitchen; Front Office; housekeeping; Leisure; Sales & Marketing; Finance; Human Resources and Maintenance.

Upon the completion of the 12 week placement, a comprehensive report covering all objectives will be delivered to the Hotel General Manager and Senior Leadership with Marriott International, that will include a report which gives true and correct assessment of the working of the hotel and will contain suggestions for improvement and a result plan of helping you turn things around and we can help you write/rewrite your SOP (Standard Operating Procedure) manuals.

Recommendations:

Each department will be provided with a detailed scoring, the points will be summarised at the end of the report. Food safety departments may be PASS or FAIL certified. In the case of a FAIL rating, a rescue plan will be developed within 30 days of the Audit Completion.

5- Constraints

- *BREXIT – hiring and keeping the best staff; staff shortage*

- *Competition – growing competition; revenue loss*
- *The cost of operating – staff costs, tax, regulatory fees and charges*
- *Increased influence from online travel agencies*

6- *Assumptions*

- *BREXIT – Training of as many employees as possible in case of labor shortage, compilation of general and comprehensive training material.*
- *Competition - Highlighting the outstanding features and benefits of the hotel in the report.*
- *Giving tips on developing smart cost saving ideas to reduce costs and keeping expenses under control.*
- *Helping to improve online presence.*

2- *Confidence in the Audit Team*

Integral Success Consulting Ltd.'s solutions are tailored to our client's specific needs. We identify your challenges quickly and design impactful strategies to address them.

Our strategies are tightly structured and aim for minimal disruption to your business.

At Integral Success Consulting our focus is on hotel, tourism and leisure consulting.

Our services cover every aspect of hotel, tourism and leisure department.

Our consumers vote for us as we have won a status for unbiased guidance that will frequently

Lead to the contrast between failure and success. We are an international brand with 27 offices in 25 countries who have effectively carried out over 17,000 projects for clients.

We are known for our local knowledge, expertise and experience balanced by an international reputation for the highest quality in audit.

Our company has been familiar with the Marriott Brand Standard Audit because we have had the good fortune to work with the Marriott International brand in the past. Now, as always, we believe that the cooperation will be successful. We will put together a detailed and comprehensive summary for the end of the 12 weeks, with an emphasis on both successful practices and areas for improvement. The report will include recommendations from us on gaining an advantage over local competitors, respecting the standard rules of the already well-known brand.

Three members of the audit team will be present for 12 weeks, with a total cost of £ 1,500, 25 percent of which will be paid as an advance payment on the first day of the project.

In addition, the travel costs of each member of the team to be reimbursed every four weeks and a lunch and a hot / cold refreshment to be provided daily. The team will also need a small room or office space on Fridays, at which point all members of the team will meet to summarise their weekly findings. We believe that this minimal financial investment will pay you back many times over in the long run. In order to avoid possible misunderstandings, we recommend assigning one employee per day to our team.

3-The Audit Team and the Project Plan

Project Manager: Eموke Gego

Responsibilities:

- *Overall responsibility for the success of the project*
- *Planning, execution, monitoring and controlling of the project*
- *Documentation*

Project Controller: Sandra Seneko

Responsibilities:

- *Track, review and regulate the progress of the project*
- *Observe the project performance*
- *Oversee project budgeting*
- *Suggest and manage changes In project processes*

Quality Controller: Erol Assan

Responsibilities:

- *Supports the project manager with progress reporting including schedule updates*
- *Identifying opportunities for improvement*

Start Date for Audit:

Monday August the 3rd

Completion Date for Audit:

Sunday October the 25th

Project Manager

Emoke Gego