

# GIANORA CONSULTING

*Bright and vibrant new ideas for a fresher hospitality world...*



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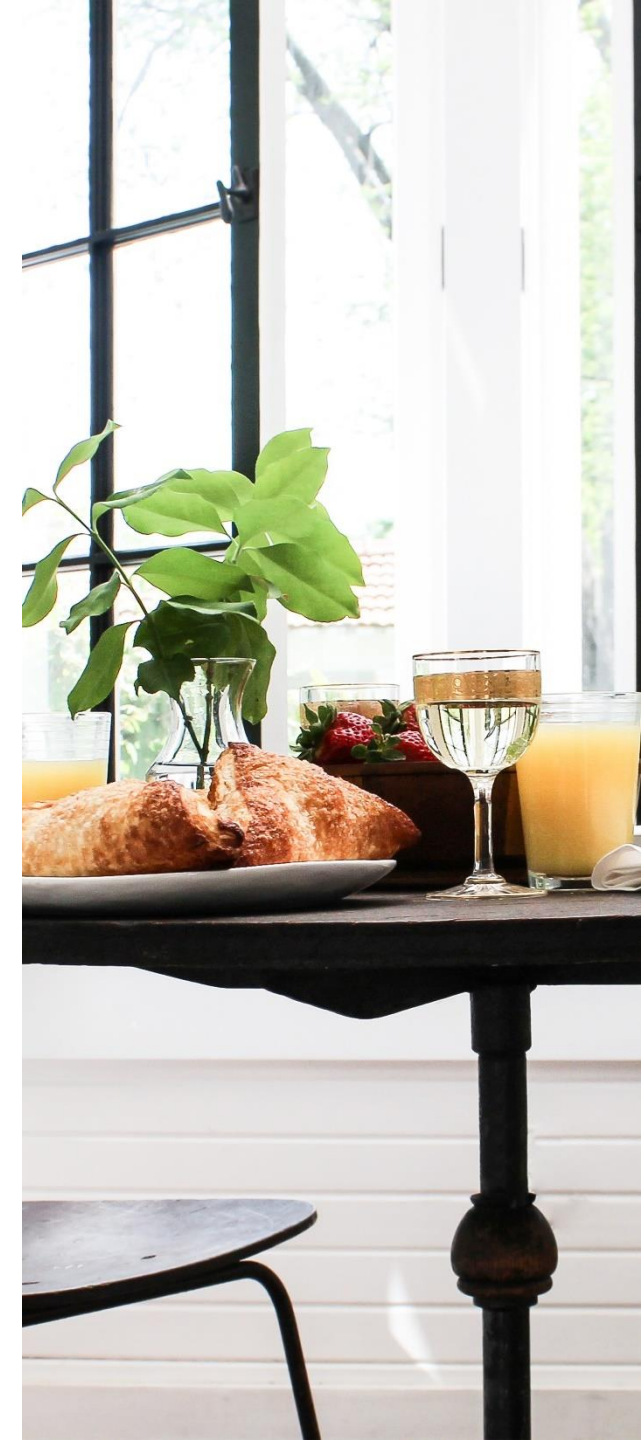
**GIANORA CONSULTING** offers a fresh and creative approach to hospitality consulting. Always aware of the latest trend and news, **we are passionate** as much as you are about the hotel industry. Our ambition is to develop **new ideas and feasible tailor-made suggestion** for hoteliers.

## **WE PROVIDE:**

- Consulting services and assistance in the hospitality & tourism industry.

## **WE DELIVER:**

- International consulting experience
- Extensive operational background and understanding
- Innovative tailor-made solutions
- Client-focused approach





# GIANORA CONSULTING WILL:

- Assess your idea and give shape to your **DREAMS**
- Analyze and plan your future **BUSINESS**
- Inspire you by monitoring hospitality **TRENDS**
- Develop and implement a **MARKETING PLAN** to increase and monitor your performance
- Document experiences and feelings of your hotel with beautiful **PICTURES** and **VIDEO**
- Develop and implement **SALES ACTIVITIES** to rise your revenue
- Assist you in increasing revenue by optimizing your **PRICE** and **DISTRIBUTION STRATEGY**
- Develop and implement advertising campaigns and **PR** activities to expand your visibility and notoriety
- Increase your staff satisfaction and customer service through targeted **TRAININGS**

# SERVICES

Feasibility  
Study

Business Plan

Marketing

Sales

Revenue  
Management

Reservation and  
Online  
distribution

Public Relation

Foto & Video  
Services

Staff training



# FEASIBILITY STUDY

The feasibility studies are a necessary tool to calculate and reduce the risks of a new hotel or restaurant project. An essential document for understanding the sustainability of a product in a specific market place.

## The analysis include:

- Assessment of the location and area
- Evaluation of the tourism environment (demand-market-competition)
- Assessment of the project offer and its positioning in the market
- General appreciation of the hotel and the whole concept
- Assumptions and financial projections for the first 10 years of activity
- Project-related recommendations
- Review and approval of the projections by Horesman SA, Trust hotel company  
[www.horesman.ch](http://www.horesman.ch)

# BUSINESS PLAN

The feasibility study is naturally followed by a business plan, a useful tool to consciously evaluate the strengths and weaknesses of the future business project. Once the company started, the business plan becomes the guide to follow for current operations and management.

## BUSINESS PLAN

- The business plan is also the fundamental for the lenders, document needed in order to obtain subsidized public loans and bank credit.
- As specialists in the Swiss tourist market and in particular for the Italian and French part of Switzerland, we will develop a realistic business plan for your new hotel or restaurant project. Each business plan can be customized in order to apply for a loan from the [Société Suisse du Crédit Hôtelier](#), or to get the [cantonal funding](#) for tourism promotion.

# BUSINESS PLAN

## STRUCTURE OF THE STUDY:

- Assessment of the location and area
- Evaluation of the tourism environment (demand-market-competition)
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## CHAPTERS:

1. Summary
2. Company description
3. Location, environment, product analysis
4. Competition analysis
5. Market research
6. Marketing and sales plan
7. Operations and management plan
8. Risks analysis
9. Financial plan
10. Conclusions

# MARKETING

Effective marketing is a key element for the success of a hotel. (Philip Kotler)

## MARKETING SERVICES:

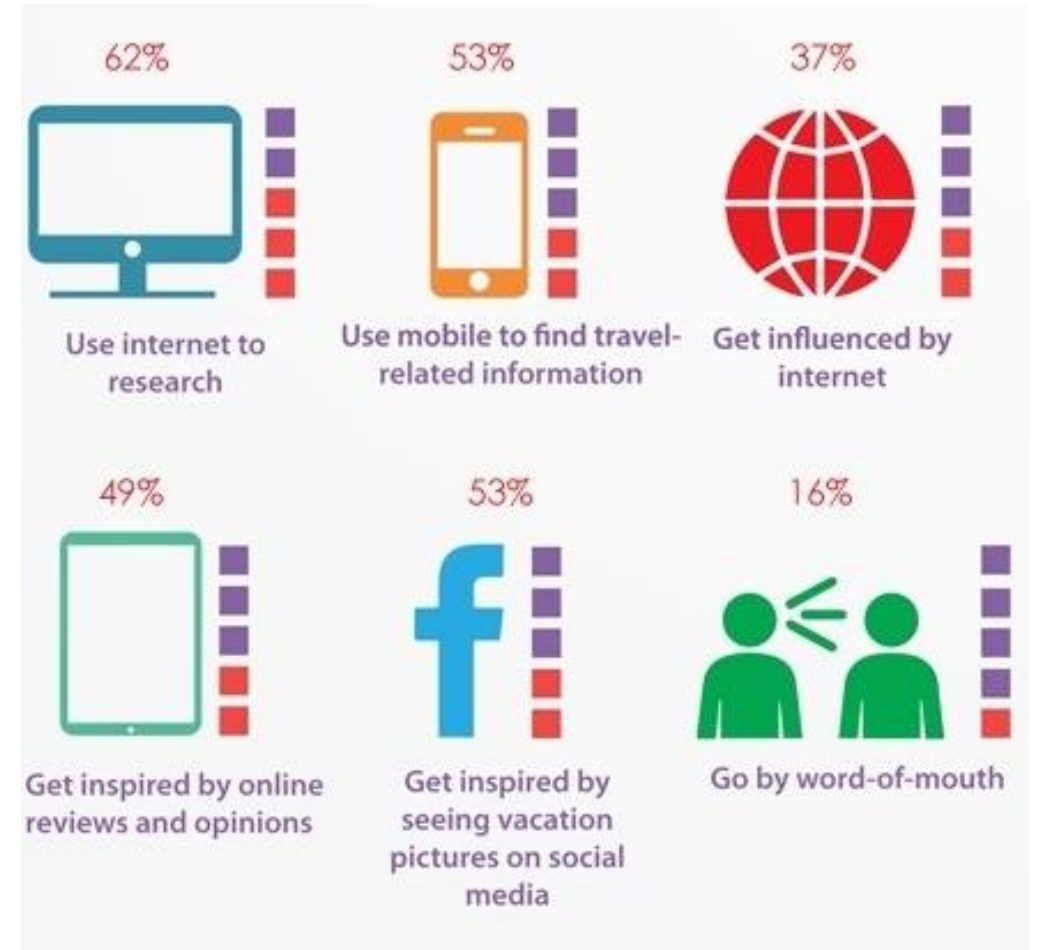
- We will identify your marketing needs, evaluate your current marketing strategy, and provide detailed, specific improvements across your marketing channels. We will help you to set clear marketing strategies to retain your customers and to attract new segments.

## WEB MARKETING CONSULTING:

- We will also assist you to develop your web marketing and content strategy. We will help to build your online marketing and advertising program including Social Media, Website Consulting, Photos and Videos Marketing, Email Marketing, Advertising and Online PR.



# MARKETING RESEARCH



Source: Milestone and google research, 2015

# MARKETING PLAN

## WILL HELP YOU TO:

- Analyze the **performance indicators** and to fix new objectives
- Evaluate the hotel **positioning** and to compare it with the environment and its **concurrent**
- Evaluate the existing and potentials **markets**
- Develop a marketing **strategy** and an **action plan**
- Consolidate an **expenses plan** according to the revenue forecast

## WILL INCLUDE:

- Situation analysis
- Hotel mission and vision
- Market analysis
- Segments identification and positioning
- Swot analysis
- Competitor analysis
- Sales & Marketing strategies
- Marketing mix
- Rate structure
- Budget and forecast
- Controls with daily, monthly, yearly statistics
- Performance drivers, indicators and analysis

# SALES

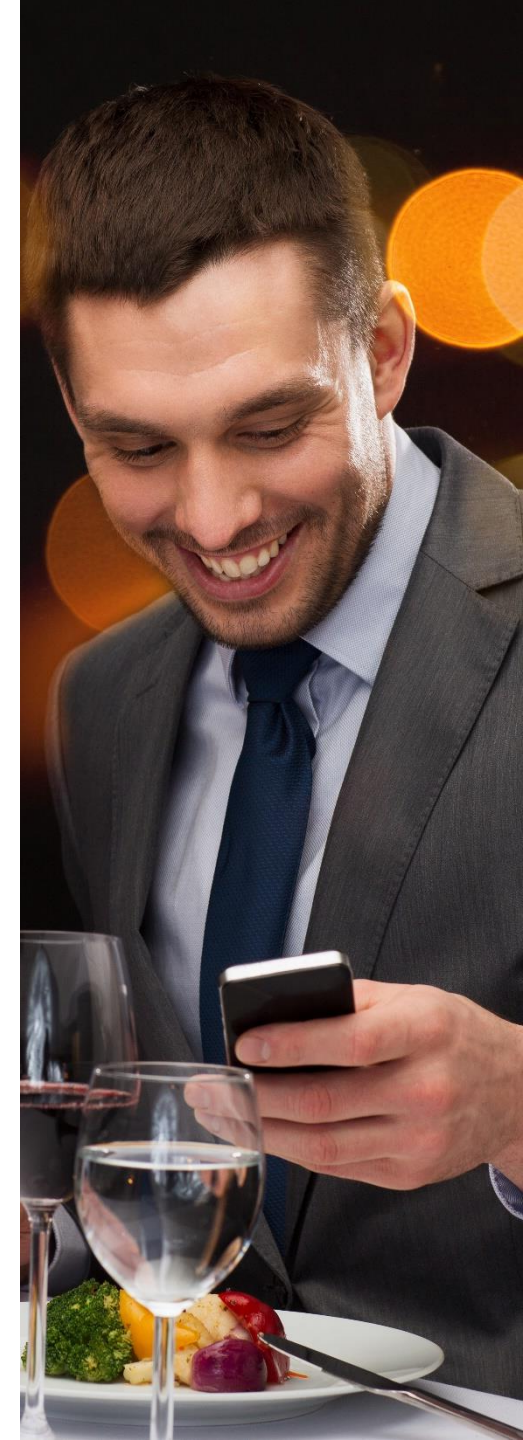
The power of a **GOOD SALES** strategy can make the difference between empty rooms and a **SOLIDLY BOOKED HOTEL**.

We will identify your needs, assist you in creating a **SALES PLAN**, and then take you through each step of executing that plan.

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We will help you through the following steps:

- Market research
- Positioning Statement
- Competitive analysis
- Key suppliers
- Target accounts
- Segments strategies: Individuals, Corporates, group, tour, etc.
- Trade shows & Sales events
- Sales calls
- Promotional and incentive campaigns
- Sales daily/monthly/yearly reports
- Sales targets and revenue goals
- Partners: travel agencies, tour operators, wholesalers, companies, etc.
- Online sales strategies
- Sales tools
- Employee trainings



# REVENUE MANAGEMENT

Revenue Management is all about “selling the **RIGHT ROOM** to the right **PERSON** at the right **TIME** for the right **PRICE**”

We will assist you in...

## ... IMPLEMENTING:

- Past years analysis
- Forecast
- Pricing strategy
- Distribution Channel
- On-site training



## ...SOLVING:

- Overbooking
- Availability controls
- Group management
- Pricing strategy image



## ...FINDING the best tool:

- Revenue management
- Channel Manager
- Rate shopping



# RESERVATIONS AND DISTRIBUTIONS

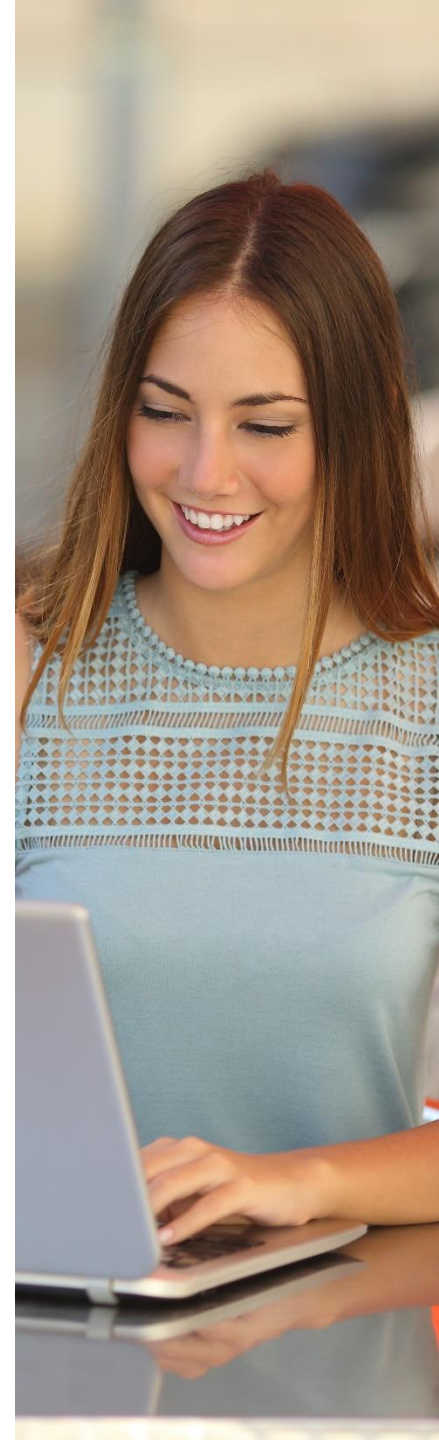
Am I paying too many commissions? Am I correctly selling my property? Am I using the right channels? How can I drive more reservations through my website? ... Those are only some of the questions that we can help you to solve.

## IN ORDER TO ...

- Optimize and drive more bookings directly without intermediaries
- Manage all distribution channels (Web, Mobile, GDS, Voice, Direct, OTAs, etc.)
- Drives demand to maximize bookings and revenue across all channels
- Implement one or two way XML interfaces for PMS and CRS to improve staff time and tasks

## We will help you in choosing and implementing:

- Reservation System
- Website Booking Engine
- Mobile Booking Engine
- Global Distribution System
- Channel Management System
- Online Marketing
- Rate check
- Competition analysis
- Online reputation management



# PHOTOS AND VIDEOS

A picture is worth a thousand words... and photography and video capture special moments and spread **FEELINGS** and **EMOTIONS** about your hotel.

Thanks to an exclusive partnership with **photographer** and **video maker Milo Zanicchia**, we will assist you in planning and making photos/videos and we will make sure that the **MESSAGE** that you want to show is **CLEAR** and **COHERENT**.

Example of videos & fotos : <http://www.gianoraconsulting.com/hotel-fotoshooting-and-videoshooting/>





# PUBLIC RELATIONS

An effective Public Relation (PR) strategy will contribute in **INCREASING** your **VISIBILITY** and **BRAND KNOWLEDGE**.

We will assist you in creating the following tools for :

## EXTERNAL PR:

- PR
- advertising plan
- press release, media kit
- brochure
- press conference
- crisis communication
- fam trips, site inspections
- journalist relations
- special events

## INTERNAL PR:

- internal communication
- partners findings (PR & advertisement office, printing agency, etc..)

## ONLINE PR:

- online PR
- website content
- online press kit
- blogs
- social media



# STAFF TRAININGS

Training offers the opportunity to encounter and exchange **IDEAS** and points of view, to develop the **COMPETENCIES** of employees, share the **COMPANY CULTURE**, promote the integration of a new employee, create a team dynamic and guarantee a **GOOD WORKING ATMOSPHERE**.

**TRAININGS** available:

- Service attitude
- Reservations
- Revenue management
- Selling techniques
- Complains Handling
- On the job training
- Dress code & “savoir être”
- Leadership
- Team building – team spirit
- Other trainings available on request





# GIANORA CONSULTING

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