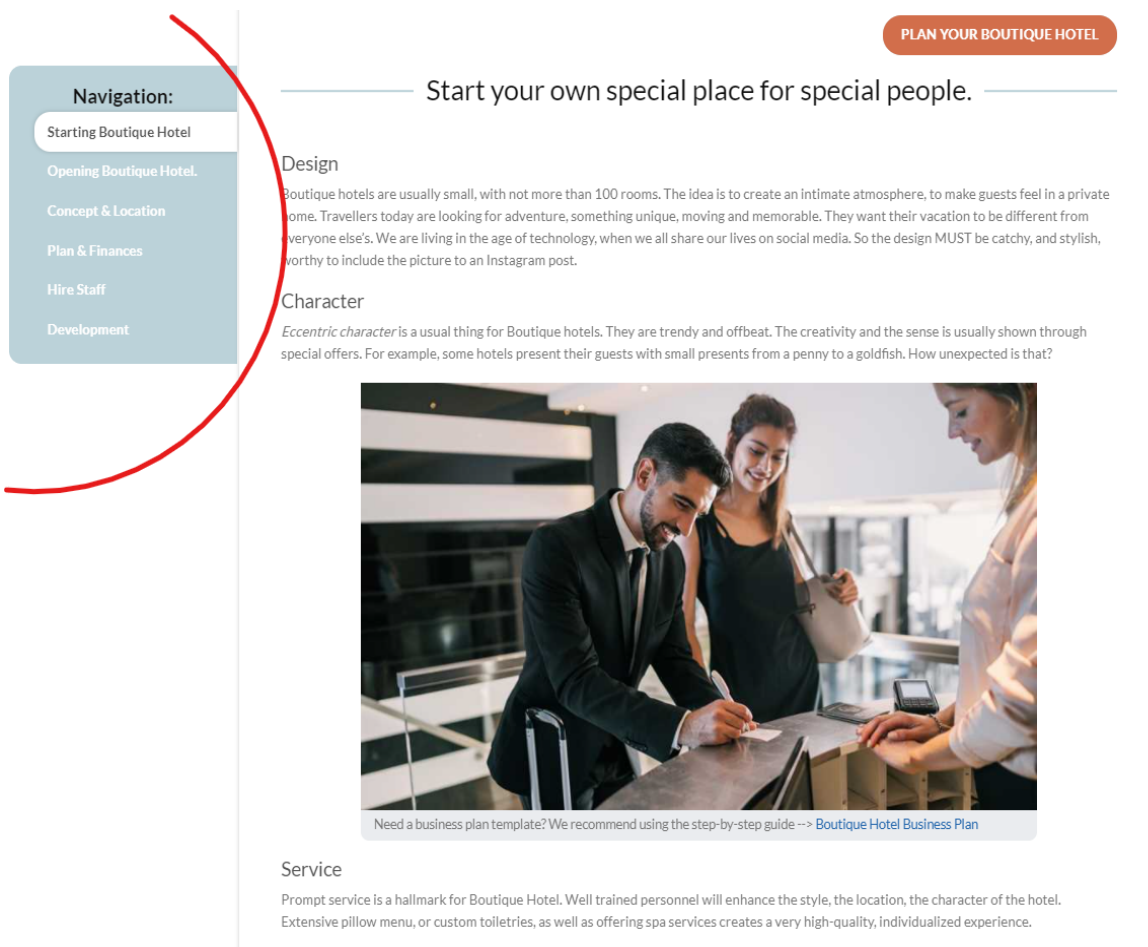


Задание: Написать текст, который сможет продать заготовку финансовой таблице в формате Excel для разнообразных стартапов. Данный документ связан с темой Boutique Hotel.

Для написания текста был изучен материал по бизнес советам о том, как начать собственный бизнес + материалы о самой концепции бутик отелей, виды, в чем отличия, ценовой политике и требованиях.

В тексте были использованы ключевые слова, предоставленные заказчиком. Уникальность текста - 97%.

Общий вид статьи на сайте:



PLAN YOUR BOUTIQUE HOTEL

Start your own special place for special people.

Navigation:


- Starting Boutique Hotel
- Opening Boutique Hotel.
- Concept & Location
- Plan & Finances
- Hire Staff
- Development

Design

Boutique hotels are usually small, with not more than 100 rooms. The idea is to create an intimate atmosphere, to make guests feel in a private home. Travellers today are looking for adventure, something unique, moving and memorable. They want their vacation to be different from everyone else's. We are living in the age of technology, when we all share our lives on social media. So the design MUST be catchy, and stylish, worthy to include the picture to an Instagram post.

Character

Eccentric character is a usual thing for Boutique hotels. They are trendy and offbeat. The creativity and the sense is usually shown through special offers. For example, some hotels present their guests with small presents from a penny to a goldfish. How unexpected is that?



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Service

Prompt service is a hallmark for Boutique Hotel. Well trained personnel will enhance the style, the location, the character of the hotel. Extensive pillow menu, or custom toiletries, as well as offering spa services creates a very high-quality, individualized experience.

Все заголовки и новые разделы можно увидеть в удобной панели для навигации слева (выделено красным).

Ниже представлен полный текст статьи.

What does it take to open a Boutique Hotel?

Start your own special place for special people.

Before we present the useful tips on opening the boutique hotel, let's make sure we understand the whole concept and the idea behind it. So what does 'Boutique Hotel' mean? Ask 5 different people, and you will get 5 different definitions. The idea is simple—intimate atmosphere, personalized attention, a place that plays on a motif. This is what brings attention, makes people fall in love with the accommodation, and distinguishes Boutique Hotels from larger chain hotels. But what exactly makes them different?

Even though the definition is somewhat vague, there are common features to characterize the genre:

- **Design**
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- **Character**
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Prompt service is a hallmark for Boutique Hotel. Well-trained personnel will enhance the style, location, the character of the hotel. Extensive pillow menu, or custom toiletries, as well as offering spa services creates a very high-quality, individualized experience.

A country house, something in the style of "Alice in the Wonderland", can also be a great place for a boutique hotel. Fabulous, bright, green, and fresh—guests will certainly appreciate the creativity and idea.

2. **Plan and manage finances**
Without a business plan, it is impossible to move on to design and engineering. For example, after examining the target audience and the region, taking into account the budget, we decided to open a mini-hotel by the sea with 4 rooms. Business planning should outline all the requirements of clients for a vacation for an upcoming design project: the composition of guests, what they do in the room (for room planning), on the territory (for landscape design or patio). The plan provides for how to build everything you need on the site, a budget for the construction plan, filling and opening a mini-hotel itself is determined.

For further work, you need to think over internal documents:

- brand book, revealing the use of the style,
- customer service standards and rules,
- job descriptions for employees.

The operating cost plan for the hotel can be reduced if the construction costs are correctly allocated and if the hotel's construction budget includes high-quality materials and equipment, as well as logistics and services in order to maintain the beautiful appearance of the complex for a long time.

Inevitable costs and expenses in the hotel business are associated with customer behavior (breakage of furniture, broken dishes, theft). For a hotel, this should be foreseen at the budgeting stage, and an advance wholesale purchase of "in-demand" items will resolve the issue of urgent shortages and reduce their price, which also reduces the cost of the hotel business.

Also do not forget about calculating the income for future investments. To save time, you can use a

Now that we know the essentials, let's see the steps to opening your own Boutique Hotel.

The hotel business is a highly competitive and risky industry. The complexity of doing business in this area is obvious, as there are a lot of things to care about: marketing, personnel, location, building and equipment, even the kitchen. Let's say you are confident in your innovative ideas and can handle running a hotel business. Where to start preparation, how to build a building and open your hotel in order not to fail at the start and unleash the full potential of ideas—this is exactly the part we have to work on.

Any business starts with an idea. This is the stage that you can work on independently and without special knowledge. It is worth starting with a notebook, where the answers to the main questions will be consistently found:

How to start—write down the idea and everything that you want to implement in the work.

How to develop—highlight the strengths and weaknesses of the idea, describe how the idea can be improved on each of the points; search for similar projects and mark what you would use.

How to implement—conduct a target audience research, start business planning and finally create the project.

1. Choose concept and location

Finding a perfect place for a hotel requires more research, trips and takes more time, than looking for a restaurant or an office location. It makes sense, as the hotel might take more space, and this has to be a well-thought, well-argued, and well-prepared place.

It is difficult to imagine a boutique hotel in the city center because the very idea implies comfort, silence, and coziness. But it all depends on what you dream about. Maybe your hotel is the perfect addition to the bustling streets of New York or Los Angeles, close to trendy offices and blogger-popular restaurants. Or maybe a quiet place on the

finance projection service that will help you see the full picture of your business.

3. Hire and train staff

The boutique hotel has an exclusive nature of the service provided to guests, and not just the individual one that is possible in small family hotels, but options at the level of a 5-star hotel. Your staff is the face of your hotel. First of all, guests pay attention to their appearance, the culture of communication, etiquette, and of course competence. Here it is important to focus on the fact that your employees should be able to help the guest in any situation. Often, tourists are ready to turn a blind eye to an imperfect design or an incompletely thought-out hotel idea, but never to poor service.

When choosing personnel, pay attention to the general consciousness of the person. Soft skills are very important in the modern world, and everything else can be taught. There are tons of useful courses, coaches who can be invited to your hotel for training. Make sure you and your employees have common values, then—success awaits you.

4. Development

So we have come to the most important stage of any business. We prepared the concept, drew up a business plan, planned finances, and projected income. Now you need to start building, buying materials and furniture. At this stage, it is important to find quality-oriented suppliers.

This is where you most likely need professional help. Take care of the selection of competent specialists in the field of design so as not to worry about this stage. At least you only have to worry about finances and quality control.

Starting a Boutique Hotel is incredibly difficult. It takes a lot of effort and courage. Now, gather your will into a fist, think it over, write it down, look for inspiration, and do not forget that guests always appreciate whatever has a soul in it. Give your business a piece of your heart and your guests will always choose you.

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На следующих страницах можно просмотреть скриншоты каждого раздела статьи отдельно.

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