

The Background



THE DINTON HERMIT

A successful entrepreneur, whose main business interest was a chain of 20 care homes, was interested in buying a property and developing it into the first of a chain of small Inns.

The individual entrepreneur was aware of his lack of knowledge within the Hospitality Industry and one of the Flexis team was contacted on a recommendation from one of the major lenders.

The first property was a 13 bedroom Inn set in rural Buckinghamshire. It had been trading very poorly over the previous years and was suffering from the previous owner's lack of experience and knowledge.



Case Study 1 - New Small Hotel Group

The Solution

Initial meetings were held in order to establish where the property sat in its current market and where the owner believed and wanted the property to be.

- As the property was bought from the Administrators, the sale was completed without the normal due diligence procedures. This created operational issues which had to be resolved on a daily basis
- Business and Market strategy was created following an analysis of the marketplace
- Staff needs were assessed
- Introduction of basic controls and procedures
- Search and recruitment of permanent Manager and Head Chef
- Appointment of one of the Flexis team to handle a complete overhaul of the existing branding, marketing collateral and the creation of a new web site to fit the new strategy
- Obtain recognition by the AA as a 3* property
- Appointment of external stock takers
- Appointment of external Accountants to produce timely and accurate financial reports
- Implementation of basic Health & Safety policy and procedures
- Introduction of Contracts of Employment, a Staff Handbook and other HR related information
- Feasibility report produced on the viability of a major refurbishment programme
- Project management of the refurbishment of the bedroom stock and the bar/restaurant area
- Involvement with architects and Local Planning Authority with a view to extending the restaurant area

The Results

After the first 6 months of operation, the property is now in a positive trading environment and is outperforming other competitors in the locality. Budgets are now in place and the property is performing strongly against them, even in the current difficult economic climate (early 2009).

The Flexis team have been retained to keep an ongoing watching brief over the unit in all operational matters as well as taking fuller responsibility for ongoing sales and marketing activities.

The owner is currently on a proactive acquisition programme and the Flexis team have been retained to continue with the strategy and to grow the company to a portfolio of approximately 8 units within a certain geographical location.

