

Case Study 2 - Charity Owned Hotel Group

The Background

A registered charity owns and operates 4 hotels throughout the UK, mainly in secondary leisure locations.

A Director of Flexis was asked to review the provision of hotel services and present a report making recommendations to develop the future strategy of the hotels.



The Solution

Extensive reviews were carried out on all four properties, covering all aspects including strategic planning, marketing, budgeting, business plans, margins, payroll, food and beverage delivery and general operational standards.

The report also highlighted those areas of concern and weakness across the business as well as those strengths upon which they could build.

The findings were presented back to the Directors of the Charity, resulting in the Flexis director being asked to instigate the changes and start the process of clarifying the strategy to the respective teams.

A focused strategic marketing plan was produced by an independent marketing company that clarified the current situation and resulted in a more structured approach to marketing the properties in what is, ostensibly, a niche market.

Regular monthly business reviews were introduced as a means of getting a stronger business focus within the teams. The budget process for the year 2008/9 was rolled out using more relevant facts and historical data. Teams were empowered to make decisions based on fact and data rather than other sources.

Other strategic areas of the report are being rolled out over the coming months and occupancy levels are now looking strong.

The process is still on-going and the future of the hotels is secure.

