



Strategies leading your HOTEL to success

Martina Hiertz
HOTELCONSULTING
Hotelcontrolling

Hotelconsulting



On track for the best solution

Our development team consists of experts with hotel experience, each member has substantial know-how of his special subject. A concept is developed co-ordinating assessment of market, location and demand. The expectations of the future guest/customer and the requirements of the market will be complied with.

- Market research and determination of location
- Hotel concept, based on the USP (unique selling proposition) of the project
- Assessment of investment costs
- Analysis of profitability
 - Feasibility calculation
 - ROI / return on investment calculation
- Supervision of construction/building works

Martina Hiertz



HOTELCONSULTING
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Specialised in hotel consulting and controlling with 30 years of professional experience

**Competence,
advice,
customized.**

My partners for project development and planning:

PETER KOGELBAUER

Many years of experience in leisure and city hotel management, specialised in hotel sales, PR and F&B areas.

HELMUT DANZER www.hdco.at

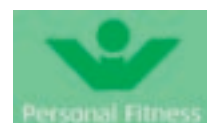
Practical experience for decades in electronic data processing. Expert in hard- and software for Austrian hotels (front office, F&B cash systems and software for operative management)

FRANZ FARTEK

Trainer and coach for 10 years in hotels both in Austria and Germany. Coordinated in-house coaching – a benefit for any company.

PERSONAL FITNESS

Substantial know-how on the subject of fitness and health. Details under www.personal-fitness.at



B & A BAU UND ARCHITEKTUR GMBH

(Building and Architecture)

The building professionals, specialized in property planning, calling for tenders, inspection and auditing –

Details under

www.bau-architektur.at



Hotelcontrolling

Management by targets

Management control does not mean checking, but leading a business both strategically and operationally by setting goals, planning and supervising.

By combining marketing and controlling as well as applying the relevant economic tools, a leadership concept is developed for your successful company.

A company software is not required!

The controller is the economic advisor of the management – a pilot and navigator to assist in reaching the goals.

Hotel controlling for small and medium-sized companies.

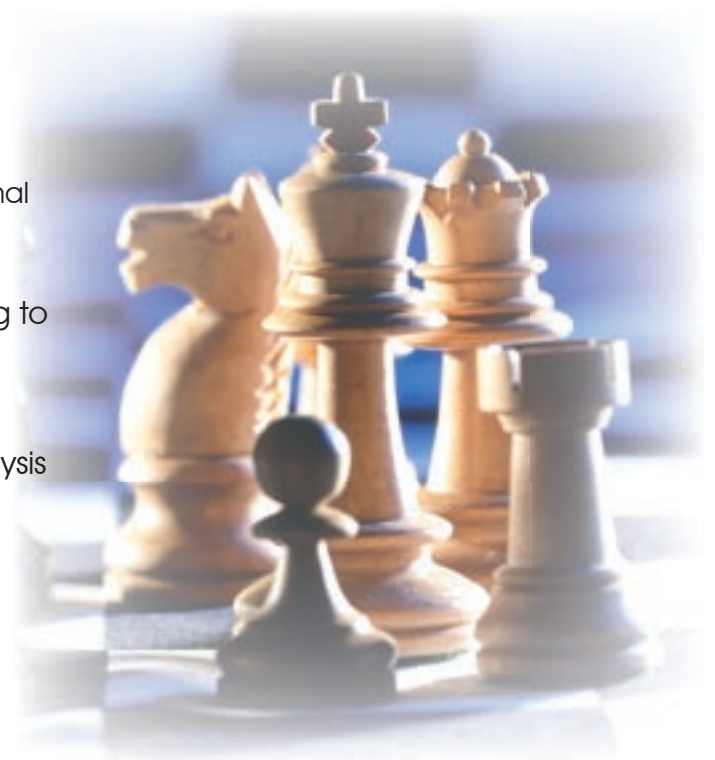
KNOW YOUR OPERATIONAL FIGURES BEFORE THE ANNUAL STATEMENT OF ACCOUNTS!

We will jointly compile controlling and planning tools for your business. These will be revised and analysed by me continuously or in periods agreed upon. Alternatively they can be evaluated and interpreted by you

Basis for efficient controlling:

Accounting on a monthly, quarterly or semi-annual basis, i.e. use your accounting system for operational information and controlling.

- Short-term profit and loss account, according to Uniform system of accounts
- Annual budget, on a monthly basis
- Target/actual comparison with variance analysis
- Management support
- Forecast accounting for the current year
- Strategic planning
- Statistics and calculation



Additional services for your company:

- Consultant for leisure and city hotels
- Consultant for hotel investors
- Consultant for banks
Meet requirements to continue hotel business in financial difficulties
- Consultant for project developers and architects
(area planning, etc.)
- Applications and accounting for governmental
project sponsoring
- Hotel pre-opening assistance

**Customized
solutions for your
business**



Do you know

- Your figures for lodging, such as lowest limit of lodging price?
- Your F&B figures, such as F&B margin
- Your cost structure, e.g. laundry costs per lodging?
- The average figures for efficient planning of staff requirements
- Your company results in advance?

Have you formulated your targets?

- Product planning
- Price policy
- Marketing strategy

Do you know

- How your price policy influences your company profits?
- How to increase the turnover per guest?
- How to reduce energy costs?

**Receive
well-substantiated
answers from**



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