

BETUGA CONSULTING

Hospitality & Financial Consultants



DETAIL TAKES US TO PERFECTION

EUROPE · MIDDLE EAST · AFRICA · ASIA

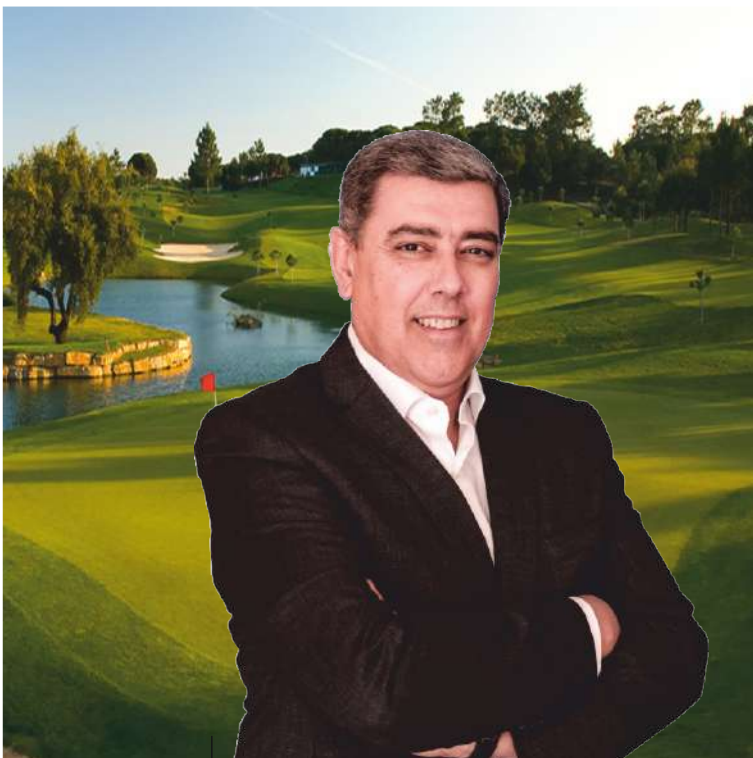
Business in my mind, Hospitality in my heart

We welcome you to Betuga Consulting – Hospitality & Financial Consultants, as an International company with more than 27 years of history in the hospitality industry and 15 years in the Financing consulting and fundraising, which has never stopped developing and modernising since it was established.

At present, we continue to be one of the leading consulting companies in our field as a benchmark for the hospitality and tourism industry, with a determination for a continuing project that will take us absolutely to new destinations.

This progress couldn't be possible without the output of our services portfolio and our strong commitment to delivering quality and service distinction in all our assignments, which has driven us towards constant modernization of products, services, and skills, as always have placed us at the vanguard of the Hospitality and Tourism consulting for the evolution of the industry.

“OUR AMBITION IS TO BE SEEN AS A WORLD-LEADING HOSPITALITY & FINANCIAL CONSULTANTS COMPANY, BY EXCELLENCE, SUSTAINABILITY AND RESPONSIBILITY, WHICH IS AND WILL ALWAYS BE CONNECTED WITH OUR VALUES”



Luis De Brito
Chief Executive Officer

Given that, we don't intend to stop here, and we seek to keep expanding with partners like you, we'd like to present our company to you, so we can start something together.

Contents

''We can offer this and much more to your project''

5



Turn-Key Project Management

7



Concept Development and Design

9



Asset Management

11



Feasibilities Studies

13



Brand Development & Positioning

15



Management Consultancy & Operation

We at BETUGA CONSULTING – Hospitality & Financial Consultants, are dedicated to offering the most comprehensive quality services to turn your investment with profitability and maintain your assets, by applying our operating method with professionalism, seriousness, and confidence of a key brand with international prestige. Our goal is always to maximize the profitability and value creation of your project in the medium and long term.

We never stop improving our methods, has been our ambition from the very first day, that has led us to reinvent ourselves continuously and has made us different from our competitors in the hospitality industry, always with special attention being paid to the project innovation.



Turn-Key Project
Management

Turn-Key Project Management

Getting ready to start your hospitality project, can be complex and stressful. The key is when all the pieces of the puzzle fall into place with good planning, timing and a detailed understanding of the process.

Turn-Key Project Management is what we call a full package of all needed projects for the materialization of the asset and having only one management team controlling the entire development, avoiding stressful situations to Project Owners, by providing them total control and full understanding of all ongoing processes, a solution as we can call it "all in one".

**“AS A RESULT OF PLACING OUR HEART AND OUR MIND
IN EVERYTHING WE DO, OUR JOB SEEMS TO BE EASIER”**

The services we offer

- Construction Site Evaluation & Proposals
- Project Master Plan Development
- Feasibilities Studies
- Project Concept Design
- Architecture Project
- Engineering Project
- Technical Projects (*AVAC, Electricity, Water System, Communications System, etc...*)
- Interior Architecture Design
- Project Management
- FF&E Implementation

-- Hospitality Operational Projects (if requested by the Project Owner)

- Brand & Image Development
- Management Operation Setup (*All Property Operation Departments S.O.P's*)
- Sales & Marketing Action Plan
- Development of the Digital footprint, targeting the different markets
- Development of a Dedicated Website for the property
- Development and implementation of all Financial Services
- Implementation of Operational Budget & Control
- Definition of the Executive Search for Top & Middle Management

Betuga Consulting - Hospitality & Financial Consultants team will work with you to convert your ideas into a feasible business and see it through until the Grand Opening day.





Concept Development and Design

Concept Development and Design

Nowadays prohibitive initial investment costs and lengthy development periods affect the return on investment, it is critical to have a well-planned and clearly formulated project concept for success achievement.

At Betuga Consulting - Hospitality & Financial Consultants, we undertake every project with a complete approach, taking into consideration all elements that will contribute to the success, as of analyzing all factors such as business viability, location, design configuration and other relevant issues which will steer to a comprehensive study that will decisively lead us to present a set of recommendations from a hospitality standpoint.

“ WHETHER CREATING FRESH IDEAS FOR SUSTAINABILITY, ENHANCING FACILITY PERFORMANCE, OR DESIGNING A UNIQUE DETAIL TO IMPROVE GUEST EXPERIENCE, WE UTILIZE OUR KNOW-HOW TO CREATE EXCEPTIONAL HOTEL ENVIRONMENTS.”

The initial concept gives birth to the design process, we strongly believe in blending the creativity and imagination of our skilled team of designers, with their attention to detail and implementation experience, the final art of the project will certainly meet the client's expectations.

We always align the premium design solutions with accurate specifications, keeping in mind budgets in place and the client objectives, by working in close coordination with Owners/Operators, we ensure their design specifications and the final design is aesthetically appropriate and operationally responsive to all intended uses. Implementing this approach, allows us to introduce an original and innovative design based on the client's specific needs and requirements.



YOU MAY NEED FOR YOUR PROJECT

Concept & Feasibility
Design
Strategic Business Plan

- Pre-opening Consultancy



Asset Management

Asset Management

The increasingly competitive environment and swiftly changing trends leading to uncertain economic environments, the need to maximize hospitality assets becomes crucial.

We at BETUGA CONSULTING – Hospitality & Financial Consultants have a comprehensive selection of services aimed to maximize profitability and minimize risk for the Asset Owners, tailoring our services to meet the Owner's specific goals and needs.

“ STARTING FROM A CORPORATE-LEVEL STRATEGIC ANALYSIS AND PLANNING TO OPERATIONAL ANALYSES OF INDIVIDUAL PROPERTIES, WE CAN MAKE SURE YOU RETAIN APPRECIATION AND PROFITABILITY FOR YOUR ASSETS.”



Owner Representation

Owners/investors in the past had to depend on the efforts of hotel management groups to manage the day-to-day operation of the property without in the majority of the cases, having the benefit of some experienced interpretation and technical input. With all the increasing costs of any asset development nowadays, the operating costs and the unpredictable supply markets for hotel occupancy resulting in the threat of weakening returns, hotel owners and investors are looking for hands-on involvement in the long term management of their assets for better ROI's delivery.

We won't manage your day-to-day hospitality operations but act as a liaison representative from the owner's side to the management company. Simply advising on new profit opportunities, cost savings and operational advantages, as of that, we can ensure that the hotel owner's strategic objectives both financial or not financial will be achieved.

You, as a hotel investor or hotel owner these days, it becomes essential to have a comprehensive skill set that includes

- An insight and expertise of hotel operations
- Management skills of revenues, costs and expenses
- An understanding of sales & marketing
- Knowledge of global economics and their impact within the supply markets



Feasibility Studies

Feasibility Studies

BETUGA CONSULTING – Hospitality & Financial Consultants, consider feasibility studies as the essential element in any project development.

We have conducted feasibility studies for Hotels and Resorts expansion strategies in Europe, Central Asia and Africa for several Hospitality and Tourism projects.

Our approach allows us to cover every single aspect and provides us with a detailed understanding of whether or not a project's concept and the desired vision are the right choices.

The assessment/analysis process that we apply, is divided into several fields:

- **Financial Analysis:** *will provide in-depth yield analysis as it contributes to the overall financial results overlooking the project's financial feasibility.*
- **Market Analysis:** *The analyses of the market trends, will show us the unexploited markets and their niches be indicating us the best positioning, strategy recommendations that will ensure high attractivity levels from guests. This analysis is one of the keystones to establishing a future marketing and sales strategy action plan.*
- **Business Model/Plan:** *By being involved in the development of project business models and strategic planning process for multi-million dollar developments, our financial and market analyses, will provide us with business models for each scenario, allowing the client to make an informed decision on the vision and concept of their project while ensuring that the chosen scenario is not only achievable but as well financially profitable.*



“ FROM ALL HOTELS, RESORTS TO BOUTIQUE PROPERTIES, FOR WHICH WE HAVE BEEN CALLED TO PROVIDE OUR CONSULTING SERVICES, WE ARE EXCELLED TO DEVELOPED SOME HIGH-PERFORMANCE BUSINESS THAT HAS IMPACTED AND STILL IMPACT THE GUEST'S EXPERIENCES NOWADAYS.”

LOGO

IDENTITY

DESIGN

BRAND

ADVERTISING

STRATEGY

TRUST

Brand Development
& Positioning

Brand Development & Positioning

Most of the private or corporate clients often times when they came across your property, some common questions will arise; “Who are you?” “What do you stand for?” “Are you a recognized property in the market?” “What is your core?”

These are some very crucial questions that an owner or operator needs to ask him/herself when introducing or even refurbishing a hospitality property.

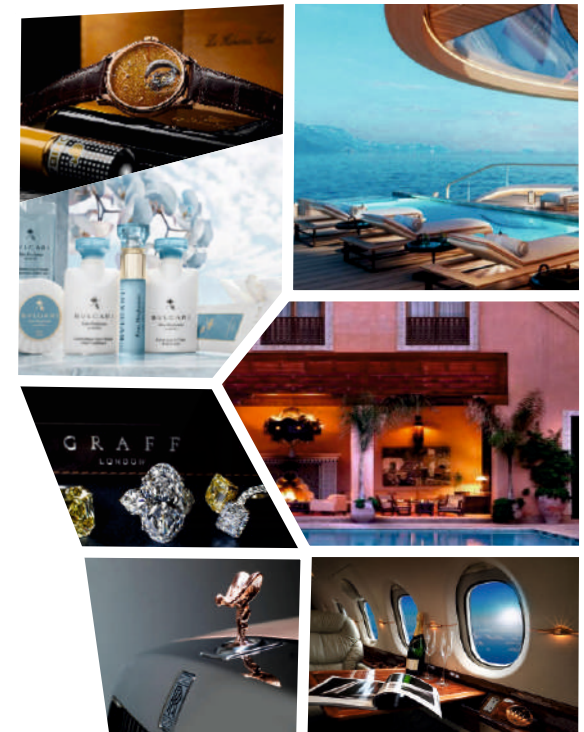
“EACH BRAND IS STRATEGICALLY POSITIONED TO ADDRESS DIFFERENT, WELL-DEFINED CUSTOMER PSYCHOGRAPHIC. THIS POSITIONING STRENGTHENS OWNERS AT THE LOCAL LEVEL WHILE LEVERAGING THE ADVANTAGES OF ECONOMIES OF MAGNITUDE AT THE INTERNATIONAL LEVEL.”

Working closely with our clients, helps us to understand their vision for the best development of the brand and match it with their product by creating a synergy that settings both the investor's vision as well as the potential of their property for the target client, and also set's it's position towards their direct competitors, but and not less important helps them established a footprint into the market as a reliable service provider.

What we can do to your Brand Development

- **Logo** (Design of the Logo)
- **Identity** (Meaning of the Logo - “What information is transmitting”)
- **Design** (Design features of the Logo for Offset / Reproduction)
- **Advertising** (How to use the Logo for Advertising without changing the image)
- **Strategy** (Where to place the logo and what sizes to apply)
- **Trust** (Where and how the logo gives the needed trust to the client/Market)

*Brands are the Architects
of our Society*





Management Consultancy & Operation

Management Consultancy & Operation

The hospitality industry since its beginnings was and will spin around return on investment, we offer a healthy business model to the management of your property by taking full advantage, in order to maximize its financial results.

With escalating costs and the addition of new competitors, Betuga Consulting - Hospitality & Financial Consultants will address the hotel operation at its indispensable set of SOPs, processes, and policies, by evaluating the entire involvement of all operation aspects recommending the opportunities for growth, our model of cost-effective management, and sales objectivity will ensuring results by delivering higher profitability to its shareholders.

Our set of solutions

- Operational Efficiency
- Training & Development
- S&M Support
- Sales Systems and Processes
- E-Marketing and Distribution
- Social Media Marketing
- Revenue Management
- Food & Beverage
- Human Resources
- Finance Services

“ FROM CITY HOTELS, RESORTS TO HISTORIC BOUTIQUE PROPERTIES, WE HELP TO BUILD A HIGH-PERFORMANCE OPERATION THAT DEFINITELY WILL INFLUENCE THE GUEST EXPERIENCE.”





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