



Challenge: A Hotel Bar & Restaurant are Under-Performing

A full service upscale hotel recently renovated their restaurant and bar. However capture was low, the facility lacked personality and contributed little to the sales team marketing and selling the hotel.

Services provided by Grill Ventures Consulting

1. Research

- › Market study: residents and workforce demographics and lifestyle data, local restaurant performance, trends
- › Internal review of hotel guests, financial performance, design, workflow, marketing and hotel objectives including occupancy and ADR, role fo concept in achieving hotel goals

2. Concept Ideation review of data, local knowledge, industry trends

- › Result: concept decision with supporting rationale and USP (Unique Selling Proposition)

3. Concept Statement

- › Established the UGE's – Unique Guest Experiences that define a concept
- › Concept Mission, Vision, with detailed description of the concept
- › Description of the customer experience
- › Naming & Identification
- › Signature menu, service and design features and attributes
- › Restaurant "Brand Standards"
- › Design touch points
- › Marketing strategies including social marketing plan
- › Sales projections (based upon client occupancy projections)

4. Concept Menus

- › Develop menus, food and beverage, recipes, costs, prices
- › Design & furnishing changes
- › Implementation of marketing plan
- › Training and concept manual

Results

Opens October 7.