



Challenge: Selling the Concept to Ownership

The client had a unique concept idea for a hotel lounge conversion. The client's ideation process enabled them to verbalize the concept and its unique points and potential. However they were in need of a "statement" of the concept in order to present it to the key parties, without which the project would likely not go forward. The **Concept Statement** was to be presented to hotel ownership (funding), hotel management, designers, project manager and company executives.

Services provided by Grill Ventures Consulting

GVC conducted a review of the property and the immediate area, including the hotel's F&B competition. After preparing an initial review report, an interview was held with key ideation participants, to ensure that an understanding of the new concept and its goals would be achieved.

Following that, GVC was able to **transform the two-hour interview into a full-fledged 30-page (researched & illustrated) Concept Statement.**

GVC Concept Statements differ as each individual project differs. For example, financial analysis will be different depending on whether the concept is a conversion in an existing hotel, or a new-build; demographics and psychographics of local residents and/or workers might be critical in one case while not relevant to a concept targeted to hotel guests only. Key elements common to GVC Concept Statements:

- ▶ Executive Summary
- ▶ The concept "story" – from the guest's point of view
- ▶ Mission & Vision
- ▶ Background: the guest, the customer, the competition
- ▶ Explanation of the USP (Unique Selling Proposition), and how it supports the hotel's image & profits
- ▶ Key attributes of the concept – Concept Standards
- ▶ The product Touch Points – how we "tell" the story
- ▶ Marketing plan (internal, external)
- ▶ Projections
- ▶ Appendix (e.g. critical source documents, illustrations, etc.)

Results

The owner was sold and the new lounge opened with great fanfare, is regarded a success.