

STEP

01



audit

- onsite life on-the-go video conferencing in order to visualise your units and grounds.
 - optional: pending a mutual agreement regarding travel expenditures, I would prefer an onsite inspection & familiarisation visit.
- as owner or operator I will ask you to complete a comprehensive checklist per unit.
- ☆ presentation of a SWOT analysis
- ☆☆ analyse / review or create an initial Business Plan

WHAT I'LL NEED FROM YOU:

EXISTING BUSINESSES

- video-conferencing capabilities
- copy of your business plan
- your latest rate strategy input
- actual performance
- comprehensive list of your distribution channels
- architectural plans
- complete my check-list

NEW PROPERTIES

- video-conferencing capabilities
- architectural plans
- detailed informative photographs
- your input in identifying your property's USP's (unique selling points)
- precise geographical location
- complete my check-list

☆ SWOT=Strengths - Weaknesses - Opportunities - Treats presentation

☆☆ descriptive Business Plan not including a financial plan