
Re: David's Tasks

From David DELACRUZ <David.DelaCruz@swissotel.com>

Date Tue 3/11/2025 11:49 AM

To FORRESTER Steven <Steven.FORRESTER@swissotel.com>; Yutaka MORIZONO <Yutaka.Morizono@swissotel.com>

Morning Steve,

I'm not sure what led to the assumption that I have 'a lot of spare time.' If there's a gap in understanding regarding my workload, I'll outline my tasks below for clarity.

- **Is the content/ flyer not already complete? If not, then the draft should be finalized if you were working on this yesterday (day 1)**
**No, it is not yet completed, but it will be by tomorrow 12pm as previously discussed.
- **There are no events this week- what events are you referring to? What parties are you contacting?**
**While there are no immediate events this week, preparations for upcoming initiatives are ongoing. Salsa Night requested some information, updating and printing Don Magazine flyers, Retro Night flyer and SNS materials, Drag Queen Show contract, need to start working on flyers for next month, working on a reservation website for the Latin Republic event, contacting DJ and the Taiko drummers for the GM conference next month, and there could be other that I am not taking into consideration at the moment. Even if some of those tasks are not a priority for this week, I still work on them during my spare time from the priority tasks.
**Even if some projects are not currently moving forward, I still maintain contact with the teams involved, as I receive requests and updates from them; for example, the Kickboxing event, the mural painting in NAMBAR10 and the Art Exhibition in the 10th floor lobby.
- **Great- keep this up, not sure why it would take an entire day though, please explain as it seems Jayesh was completing this within an hour**
**Regarding time allocation, I'm not aware of the specific timeframe or focus areas that Jayesh follows, as his scope and responsibilities are different. However, if there are particular aspects you would like me to prioritize to streamline this process, please feel free to let me know.
- **Great- what materials are due this week? Are you waiting on any info from teams? I thought all were up to date? As per last audit? If nothing to update- why two days? if making sure everything is up to date, is this not part of your online platforms audit? Its the same thing?**
**Apart from the online platforms (Tablecheck, Ikyu, HotPepper, Tabelog), I need to update documents to the microsite for the restaurants. More often than not, after checking the menu there are changes needed or Ikemune san requests for changes for the JA version. Since it's the beginning of the month and most restaurants updated their menus, the necessary adjustments can be time-consuming depending on the changes.

Sure, I can work on a plan to increase patronage after I clear the priority tasks for this week. As you are aware I also got a request from Shirly to create some graphs about the restaurants online score in various platforms.

In the meantime, a marketing-driven contribution I would suggest is to advertise with EDMs as we discussed with Shane. If you could please answer to Shane email about the EDM content or let me know if any decision was made in person I can move forward.

Let me know if you'd like me to re-prioritize any of the above. Otherwise, I'll proceed with the tasks as planned. If you need further clarification on any of these processes, I'd be happy to explain.

Best Regards,

デビッド・デ・ラ・クルス

David De la Cruz

F&Bマーケティング

F&B Marketing

Swissôtel Nankai Osaka

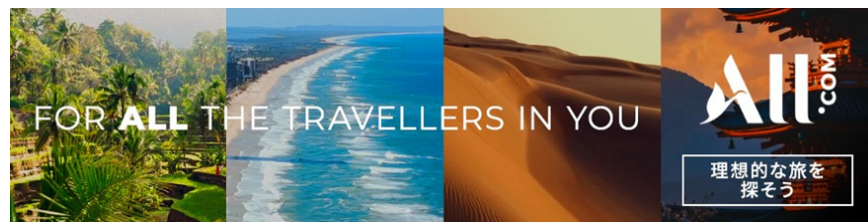
スイスホテル南海大阪

5-1-60 Namba, Chuo-ku, Osaka 542-0076 Japan

大阪市中央区難波5-1-60

Tel: +81 (0) 6 6646 5009 (Ext: 8619) | Fax: +81 (0) 6 6646 5013

David.Delacruz@swissotel.com | swissotelnankaiosaka.com | swissotel.com | all.accor.com





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From: FORRESTER Steven <Steven.FORRESTER@swissotel.com>
Sent: Tuesday, March 11, 2025 8:53 AM
To: David DELACRUZ <David.DelaCruz@swissotel.com>; Yutaka MORIZONO <Yutaka.Morizono@swissotel.com>
Subject: Re: David's Tasks

Thanks David, this is a good start;

Please see comments below;

This are the tasks I am working on at the moment for this week. Let me know if you have any questions or want more details.

Tasks I'm working on:

1. Prepare screens for Hospo Night event
Is the content/ flyer not already complete? If not, then the draft should be finalized if you were working on this yesterday (day 1)
2. Prepare event materials and contact relevant parties
There are no events this week- what events are you referring to? What parties are you contacting?
3. Perform online audit for platforms (check for any issues, update if needed)
Great- keep this up, not sure why it would take an entire day though, please explain as it seems Jayesh was completing this within an hour
4. Update and upload materials to the microsite (make sure everything is up-to-date)
Great- what materials are due this week? Are you waiting on any info from teams? I thought all were up to date? As per last audit? If nothing to update- why two days? if making sure everything is up to date, is this not part of your online platforms audit? Its the same thing?

Time frame for completion:

1. **Hospo Night screens** – 2 days (prioritize design, finalize on day 2)
2. **Event materials & contact** – 3 days (materials on day 1, contact on day 2, follow-up on day 3)
3. **Online audit** – 1 day (check platforms, update or report issues)
4. **Microsite updates** – 2 days (final updates, check uploads for accuracy)

What I (Swissotel) need from you- as there are no events and it seems that you have a lot of spare time, I require a plan on how FB marketing can be more pro-active in getting guests into our restaurants, not just through events. As our outlets are currently tracking behind budget for the year, what can be done to get more patronage.

Once you have a plan of activities prepared, I would like to discuss with yourself and Morizono san on how we execute this.

If there is no movement and we see little to no growth we will have to reallocate resources including our full time labour to ensure our costs can come into line.

Kind regards,

Steve.

From: David DELACRUZ <David.DelaCruz@swissotel.com>
Sent: Monday, March 10, 2025 5:16 PM
To: Yutaka MORIZONO <Yutaka.Morizono@swissotel.com>; FORRESTER Steven <Steven.FORRESTER@swissotel.com>
Subject: David's Tasks

Hello,

This are the tasks I am working on at the moment for this week. Let me know if you have any questions or want more details.

Tasks I'm working on:

1. Prepare screens for Hospo Night event
2. Prepare event materials and contact relevant parties
3. Perform online audit for platforms (check for any issues, update if needed)
4. Update and upload materials to the microsite (make sure everything is up-to-date)

Time frame for completion:

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Thank you!

Best Regards,

デビッド・デ・ラ・クルス
David De la Cruz

F&Bマーケティング
F&B Marketing

Swissôtel Nankai Osaka
スイスホテル南海大阪

5-1-60 Namba, Chuo-ku, Osaka 542-0076 Japan
大阪市中央区難波5-1-60
Tel: +81 (0) 6 6646 5009 (Ext: 8619) | Fax: +81 (0) 6 6646 5013
David.Delacruz@swissotel.com | swissotelnankaiosaka.com | swissotel.com | all.accor.com



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