



THE CONCEPT



**WE AIM** to quickly develop a brand which is recognised for simplicity, affordability and style. We believe that TOWNHOUSE will become a recognised fixture in the UK, lauded for its charming and knowledgeable service delivered by our aspirational team who love the neighbourhood in which they work and live. We won't just offer a bed for the night but offer our guests access to the experiences of the city and encourage them to be part of the action.

We have aggressive expansion plans with an ambition of 12 properties within 5 years, an annual turnover of £27Million and net profits of £5million. We will hone and perfect our model during the first 18 months in order to then replicate the experience all across the UK.

Over the next few pages, we've detailed what we believe to be some of the key attributes to success for TOWNHOUSE. Broadly speaking these are

- ▶ Simple, functional, beautiful bedrooms around 18m2
- ▶ The use of technology, specifically our in-house app, to improve guest experiences, harness information for marketing and improve business efficiencies.
- ▶ Knowledgeable, personal service from our Hosts, helping guests to personalise their 'experience' of the city.
- ▶ TOWNHOUSE USP's which will help us stand out from the crowd such as our connected Townhall lobby, school hall gym and membership programme.







THE CONCEPT