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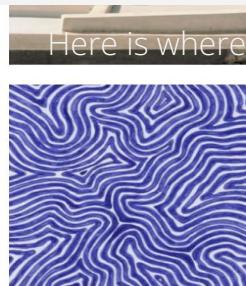


style



Sidi Abdallah Khelidia

Business Plan



Here is where your presentation begins



pictogrammes

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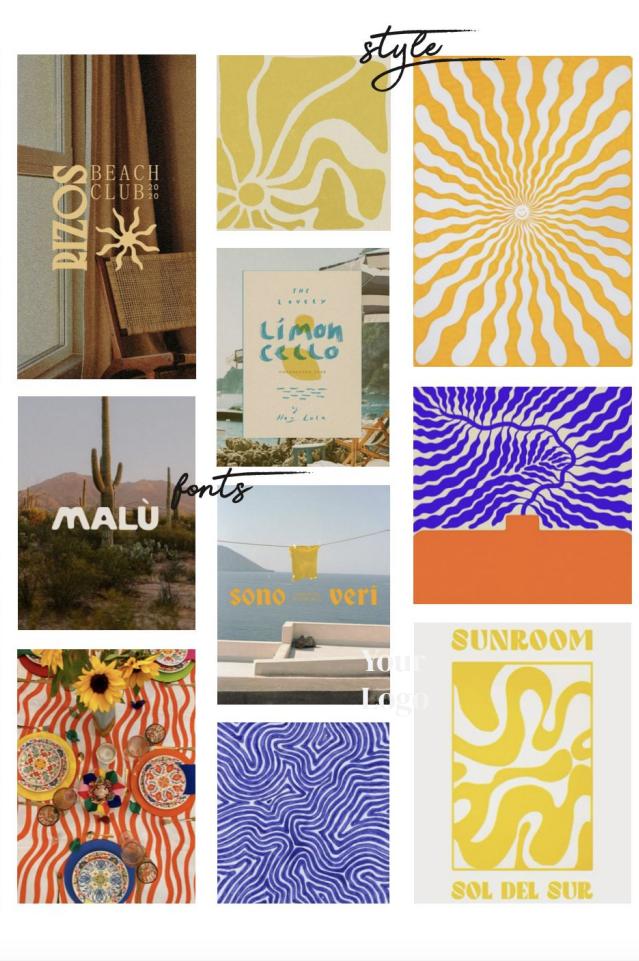


04

Marketing and Sales
Operation

01

Mission & Value



Mission

Our mission is to create a refined oasis of peace nestled within 20 hectares of flourishing citrus groves, where guests can slow down, reconnect with nature, and immerse themselves in the timeless beauty of the Tunisian land. By blending charm, authenticity, and well-being, the hotel offers an intimate escape that both honors and elevates Tunisia's natural heritage, turning its landscapes and traditions into a source of inspiration, renewal, and delight.

Nestled in the heart of an orange grove, our boutique hotel offers a multi-dimensional sensory journey designed to help you reconnect with yourself through the five senses. Breathe in the uplifting fragrance of oranges, feel the grounding touch of nature through outdoor activities and handmade crafts, take in the beauty of the landscape with your eyes, savor farm-to-table culinary delights, and listen to the soothing sound of stillness standing in the orange groves. Through this immersive experience, we aim to help you rebalance, recenter, and embrace a lifestyle inspired by the harmony of nature and the richness of local know-how.

Market Positioning Map

What other businesses are operating in the same geographical region?

What do they offer and what are their business plans missing?

La Senia, salle des fêtes



- Hotel ✗
- Event Space ✓
- Restaurant ✗
- Activities ✗
- Team Buildings ✓
- Spa ✗
- Pool ✓

Local Tourism >
International
Tourism

"A seulement 10 Km de Tunis, La Sénia vous accueillera dans son écrin de verdure pour vos rassemblements en famille ou entre amis, à l'occasion des fêtes."

- ✗ No Hotel Rooms
- ✗ No Spa
- ✗ No Pool
- ✗ No Food Service
- ✗ No Activities Offered
- ✗ Outdated Decoration
- ✗ Outdated Website



Domaine Tarenti



- Hotel ✗
- Event Space ✓
- Brunch ✓
- Activities ✓
- Team Buildings ✓
- Spa ✗
- Pool ✓

Local Tourism >
International
Tourism

"Domaine Tarenti: l'alliance entre agriculture, artisanat et hospitalité. Le Domaine Tarenti est bien plus qu'une ferme : c'est un espace hybride, où élevage, événementiel, gastronomie et artisanat cohabitent dans une démarche durable et responsable. Rendez-vous tous les dimanches pour un brunch gourmand, une baignade en piscine, des rencontres avec les animaux, un atelier créatif et des popsicles!"

- ✗ No Hotel Rooms
- ✗ No Spa
- ✗ No Dinner service, Brunch open reservation only



Mariages & célébrations



Événements d'entreprise



Brunchs du Weekend



Dar Zaghuan



"Dar Zaghuan est une écolodge, située dans la région de Zaghuan, à 45 minutes de Tunis. Fondée par Mr Zribi Skander en 2007, elle comprend aujourd'hui, des chalets, des jardins, 2 piscines, une aire de jeux et un moulin à huile d'olive traditionnel. Le capital de démarrage était aux alentours de 400 000 DT. La ferme crée aujourd'hui, entre 15 et 20 emplois directs ainsi que 60 emplois indirects."

- Hotel ✓
- Event Space ✓
- Dining ✓
- Activities ✓
- Team Buildings ✓
- Spa ✓
- Pool ✓
- Local Tourism > International Tourism

- ✗ Outdated decoration
- ✗ Rooms and Spa are not luxurious
- ✗ Dining not high end
- ✗ Outdated Website



Description du menu

Assortiment de salades :

- Salade du potager + Salade Omek Houria + Salade Méchouia + Harissa Arbi + Tajine ou doigts de fatma (selon disponibilité) + Fromage ou ricotta (selon disponibilité) + Mloukhia ou Chakchouka (selon disponibilité).

Plat principal au choix :

- Nwasser Mfawara
- Couscous
- Borghol Mfawer
- Riz Djerben

Dessert :

Fruits de saison ou salade de fruits (selon disponibilité).



Pack Terroir



Pack Fermier Riche



A partir de
54 DT / Personne

A partir de
78 DT / Personne

Past Programs Supporting Sustainable Tourism in Tunisia

★ Programme to Support Entrepreneurial Initiatives in Sustainable Tourism:

The program supports an innovative vision of rural tourism.

This Entrepreneurial Support Program for Sustainable Tourism Initiatives was implemented by the association TAMSS, in partnership with the project "*Promotion of Sustainable Tourism*", led by the Tunisian Ministry of Tourism and Handicrafts with the support of GIZ Tunisia. It was co-financed by the German Federal Ministry for Economic Cooperation and Development (BMZ) and the European Union in Tunisia, as part of the "*Tounes Wijhetouna*" program.

★ USAID Visit Tunisian Activity

The USAID Visit Tunisia Activity, launched in February 2022, is a five-year initiative with a \$50 million budget, designed to revitalize and diversify Tunisia's tourism sector. The project focuses on promoting sustainable tourism that is inclusive, culturally enriching, and economically beneficial, with a particular focus on underserved regions of the country.

Partnerships and Collaborations:

In March 2022, the Smithsonian Center for Folklife and Cultural Heritage joined the project to support community-based cultural heritage tourism. This partnership includes workshops, mentorship, and the creation of cultural tourism experiences that benefit both visitors and local communities.

So what is Sidi Abdallah's added value?

02

Business Description

La Cenia Hotel de Charme

Imagine six elegant rooms, each inspired by the citrus fruits grown on the estate, a serene pool for leisurely afternoons, and a fine-dining experience curated by a renowned chef, celebrating farm-to-table cuisine with local flavors. Guests awaken to breakfast overlooking the orange groves, immersing themselves in the landscape's beauty. Beyond the intimate charm of the hotel, the wider property offers exclusive access to a second pool, sauna, gym, massage room, yoga sessions, horseback riding, tennis, and padel creating a luxurious retreat and an idyllic oasis just outside Tunis.



Agrumia Country Club

Now imagine an exclusive members' club, offering Tunis residents year-round access to the property's amenities. Perfect for a day escape, it combines a serene coworking environment with wellness and fitness facilities, from the gym and tennis courts to padel, yoga, and curated workout classes, all complemented by the on-site café and restaurant. With a monthly membership, members enjoy a true retreat from the city's chaos, while becoming part of a community that values balance, connection, and the slower rhythms of life in the Tunisian landscape. For the property, the membership scheme ensures steady, recurring income during quieter months when room bookings or large events may be fewer, while fostering loyalty and belonging that elevate its visibility, prestige, and attractiveness.

Property Layout

Pool & Event Space

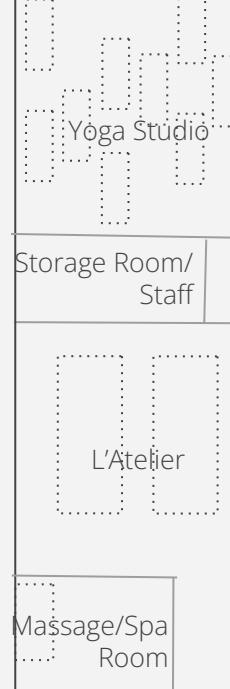
Boutique

Hotel

Hotel Restaurant



Wellness Loft



Tennis
Court

Paddle
Court

Club Restaurant

Club Pool

Alternative Name Options

Le terroir des agrumes

Dans les agrumes

Les oranges du soleil

The citrus path

Au coeur des orangers

Au coeur des agrumes

Le chemin des oranges

La route des oranges

Agrumia

Agrumi

Lagrumia

Lagrumier

Chambre Orange

Chambre Citronnier

Chambre Mandarine

Chambre Pamplemousse

Chambre Clémentine

Chambre Fell



Sales Channels

- | Hotel | Events | Property Amenities |
|---|--|--|
| <ul style="list-style-type: none"><input type="checkbox"/> 6 Hotel Rooms<input type="checkbox"/> Restaurant Service<input type="checkbox"/> Hotel Boutique<input type="checkbox"/> Property Activities | <ul style="list-style-type: none"><input type="checkbox"/> Birthdays<input type="checkbox"/> Private Catering<input type="checkbox"/> Team Buildings<input type="checkbox"/> Symposium<input type="checkbox"/> Weddings<input type="checkbox"/> Retreats<input type="checkbox"/> Photoshoots<input type="checkbox"/> Music Videos | <ul style="list-style-type: none"><input type="checkbox"/> Yoga Classes<input type="checkbox"/> L'Atelier<input type="checkbox"/> Cooking classes<input type="checkbox"/> Tastings<input type="checkbox"/> Ceramics<input type="checkbox"/> Perfume/soap making<input type="checkbox"/> Padel and Tennis:<ul style="list-style-type: none"><input type="checkbox"/> Court Rental<input type="checkbox"/> Classes<input type="checkbox"/> Massages<input type="checkbox"/> Sauna and Gym<input type="checkbox"/> Membership Fee<input type="checkbox"/> Day Passes, Packages, and Gift Cards |

*Revenue
dependent of
bookings

*Revenue dependent of
bookings

* Higher benefits the higher
total event costs

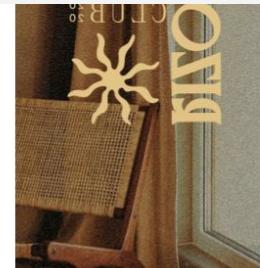
*Constant monthly revenue stream



Hotel de Charme La Cenia

Unique Selling Points

Design your own stay: book your hotel nights or choose from a list of curated experiences tailoring all client needs for a perfect getaway experience.



Your Getaway, Your Way

Guests are invited to craft their own retreat from a selection of bespoke experiences, ranging from wellness rituals and culinary workshops to outdoor adventures and cultural immersions. The hotel will also collaborate with diverse creatives, such as yoga instructors for wellness retreats, dance practitioners for movement residencies, and artists-in-residence, to continuously enrich the programming. Each stay is available only on select dates, ensuring an intimate atmosphere with limited spots for a truly exclusive experience.

Design or Pick Your Getaway Package

Wellness Retreat

A tailored wellness escape where movement meets balance. Guests will partake in a list of activities ranging from padel and tennis to horseback riding, pilates, and yoga.



Spa Retreat

A holistic retreat blending spa rituals with the healing power of the outdoors. Filled with relaxing massages, facials and local skin care products.



Agrume Tour

An authentic agri-tourism journey celebrating everything orange through immersive cooking classes, curated tasting menus, and guided hikes among fragrant orange groves.



Classic Stay

Enjoy a classic hotel escape with overnight accommodation and daily breakfast. Personalize your experience by selecting from a curated list of on-property activities and amenities.



Inspiration: *Canyon Ranch*

CANYONRANCH.

Canyon Ranch Tucson is our flagship destination, offering a world-class, all-inclusive wellness resort and spa experience that inspires lasting change. From movement to mindfulness, every aspect of well-being is nurtured in one place immersed in the quiet majesty of Arizona's Sonoran Desert.



Drawing inspiration from Canyon Ranch' stay options, hotel guests in La Cenia will also be able to choose to design they own stay, or pick from designed experiences offered by the hotel.

All Stays Include:

World-Class Spa Amenities

Enjoy access to our indulgent spa and fitness amenities, including whirlpools, cold plunge and more. Choose from over 200 services designed to restore and revitalize.

[EXPLORE SPA](#)

35+ Daily Optional Activities

Chef-Crafted Dining

A Serene Desert Setting

Well-Appointed Accommodations

Round-Trip Transportation

Four Pools & Hydrotherapy

Designed Experiences & Package Deals



The Ultimate Michelin Stay Experience

[Save \\$100 Nightly + Bonus](#)



Best Friends Getaway

\$1,000+ in Savings & Bonuses



ALL YOU CAN SPA

A spa lovers dream come true! This special package allows you to indulge in unlimited services from over 30 of our best offerings.



MINDFUL JOURNEY

Build a mindfulness practice for yourself with the guidance of a team of experts.

Target Customer: The Conscious Lifestyle Traveler



gypsylust

Profile: 28–45 years old, solo travelers, couples, families or small groups of friends. They tend to be urban professionals or creatives from Europe, North America, or the MENA region who travel several times a year but seek meaningful, immersive escapes rather than standard tourism. Many are wellness-oriented, practicing yoga, meditation, or slow travel habits.

Values & Interests: Prioritize authenticity, sustainability, and personal growth. Less interested in crowded beaches or “checklist tourism” of ruins and medinas; more interested in connecting with the land, traditions, and local know-how. Love experiences that engage the five senses: from tasting farm-to-table meals to smelling citrus groves and hearing the stillness of nature.

Motivations for choosing the Hotel:

- Desire to recenter and recharge away from urban stress.
- Looking for alternative tourism models: agritourism, wellness retreats, mindful workshops.
- Attracted by the intimacy of a boutique stay (only six rooms), where exclusivity and tranquility are guaranteed.
- Value hands-on experiences: cooking classes, harvesting oranges, artisanal workshops, yoga at sunrise, guided hikes.
- Seek a retreat that blends luxury, nature, and cultural immersion rather than mass tourism.

Gift Packages

Agrumia Day Passes

The perfect solution if you need a short getaway from Tunis' bustling capital life! With a growing demand for co-working spaces, Agrumia offers the perfect combination of healthy eating, quiet space for working, and physical activity like no other gym or coffee shop can! This day pass gives you access to the property for a day including all its member amenities like the pool and gym, and allows you to choose from a list of on-site activities such as massages, yoga classes, and the tennis and paddle courts. This package is also a perfect gift idea for friends or family looking to get away for the day when an overnight weekend trip just isn't in the cards!

40 TND / Day

- + voucher for activities on property

Experiential Gift Cards

Inspired by the packages offered by spas like Dar El Jeld, La Cenia will introduce experiential gift cards designed for couples, friends, or individuals. These packages go far beyond a single massage, offering half-day or full-day access to multiple amenities. For example, a one-hour massage combined with three hours by the pool and time to unwind in the orange grove oasis creates a true rural reset. This immersive formula makes the journey worthwhile, encouraging guests to spend the full day on the property and enjoy multiple experiences rather than just one, while also providing a practical solution to the challenge of the property's geographical distance.

* Price ranges depending on package *

* These day passes also encourage clients to become members which is important for **customer acquisition** and **customer retention**

Inspiration: *Staycation & Gift Packages*



staycation

THE BEST EXPERIENCES NEAR YOU

For 24h, 48h, or even just a few hours.



Offering package deals on activities and day passes to the country club can be positioned as a staycation experience, which is increasingly popular in France. Many people today seek affordable escapes that allow them to disconnect, recharge, and indulge in a vacation-like atmosphere but without the cost or time commitment of long-term rentals or travel abroad. A country club day pass recreates this sense of getaway: guests can enjoy pools, saunas, fitness, outdoor activities, and dining all in one place, as if they were on holiday, while staying close to home. It taps into the growing trend of micro-retreats, where people prioritize well-being, leisure, and quality experiences over distance and duration.

FOR EVERY TASTE AND EVERY MOOD

From private spas, to intimate bar, award-winning room service and late checkouts, there is definitely a staycation for you.



POOL



GO GREEN



COCKTAIL



SPA

Packages



La Cenia will also offer gift card packages for couples, friends, or individuals, providing half-day or full-day access to multiple amenities similar to the immersive concept of many spas around the world.



Forfaits pour deux

Ensemble, c'est mieux.

[CONSULTER](#)



CIRCUIT D'EAUX Zéphyr Pour 2 personnes

Circuit d'eaux Escalade et massage ou soin esthétique de 90 minutes

- 600 \$ (en tout temps)
 520 \$ (période 1 uniquement)

[CONSULTER](#)

[OFFRIR](#)

Bota Bota, Montreal, Canada

LES FORFAITS PACKAGES

• Détente

Rituel hammam & massage 2 H 230 DT
Ritual hammam & massage

• Beauté

Rituel hammam & soin du visage purifiant ou hydratant 2 H 230 DT
Ritual hammam, face care purifying or moisturizer

• Bien-être

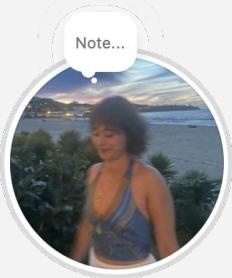
Rituel hammam & spécial dos 1H30 mn 180 DT
Ritual hamma & special back

• Détente totale

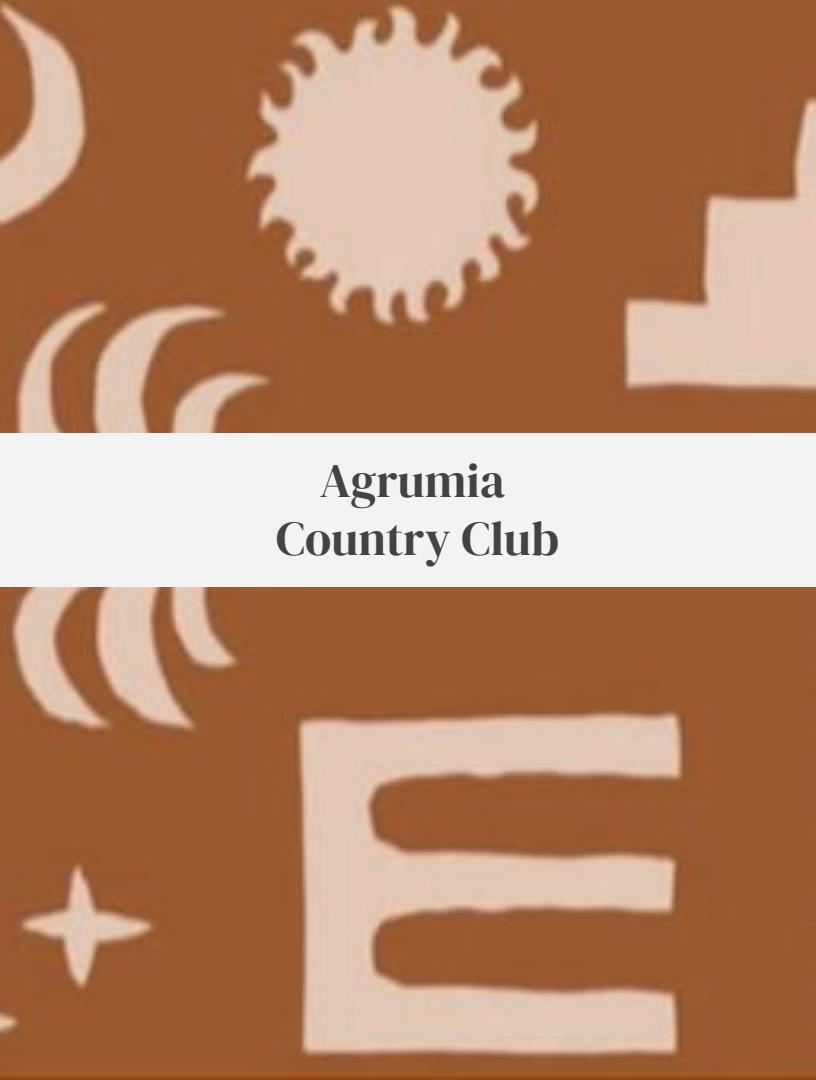
Rituel hammam & spécial dos, jambes et soin du visage 2 H 280 DT
Ritual hammam, special back and face care

Dar El Jeld, Tunisia

Target Customer: The Urban Staycationer



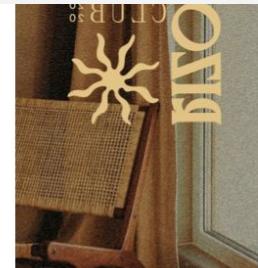
Profile: A young professional in their late 20s, working in Tunis with limited vacation time and budget. They're eager to escape the city chaos without committing to a long trip or expensive resort stay. They see day passes or curated packages as a "mini-vacation," offering a refreshing reset close to home. For special occasions like birthdays, they enjoy gifting experiences to friends choosing packages that combine activities (massage + pool + dining) to create memories together. They value affordability, accessibility, and the chance to enjoy a vacation-like feel within a single day.



Agrumia Country Club

Unique Selling Point

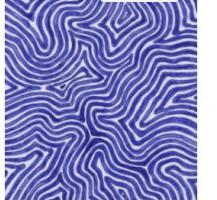
The first membership-based country club in Tunisia!



Membership Access to Property & Events

The hotel introduces a pioneering concept in Tunisia: a members-only country club meets Soho House-style retreat, where exclusivity meets lifestyle. As the first of its kind, membership grants access not only to the hotel's curated experiences but also to its extensive property amenities, fostering a sense of community and belonging. Members become part of the brand itself, supporting and shaping both the hospitality and recreational offerings, while enjoying a unique, immersive escape that blends luxury, culture, and nature.

textures



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Exclusive Membership Benefits:

- ★ Access to Agrumia amenities during operating hours (7:00 AM – 8:00 PM): swimming pool, sauna, gym
- ★ Special discounts on food and beverages on sites
- ★ Discounts on activities offered on site and padel and tennis court rentals
- ★ Ability to bring guests
- ★ Priority access to La Cenia events and openings
- ★ Agrumia Member Events: networking, thematic events, community-building
- ★ Preferred rates on La Cenia Hotel rooms
- ★ Access to the hotel restaurant upon reservation
- ★ Preferred rates for renting conference rooms and event spaces



- Access to Amenities
- 2 Day Passes for Guests
- 2 Free Trial Passes for Members or Guests (Yoga Class, Padel/Tennis Court Rental)

**Used as customer attraction strategy in early stages: 3 month trial period duration, renewable if successful customer retention*

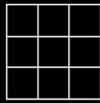
Pro 200 TND/Month



Premium 400 TND/Month

- Access to Amenities
- 6 Day Passes for Guests
- 6 Free Trial Passes for Members or Guests (Yoga Class, Padel/Tennis Court Rental)
- VIP Access to Events
- Free Locker Access
- 10H+ Meeting Room Access
- 20% off Hotel Nights

Inspiration: *Soho House*



SOHO HOUSE

The Houses provide a home away from home for members to eat, drink, relax and have fun in our club spaces, spas, gyms, pools, and bedrooms. Every House members get unlimited access to more than 40 Houses, Soho Health Clubs, events, and screenings.



Drawing inspiration from the Soho House membership system, L'Agrumia will offer benefits such as:

**La Cenia
Hotel &
Agrumia
Country
Club**

Wellness Studio

Retreats & Events



Houses



Bedrooms



Soho Health Club



*Similar to Soho House members having access to various houses, L'Agrumia members will get discounts on La Cenia Rooms & beneficial rates for event spaces:

Gift a Soho House stay

Treat members or non-members to a stay in one of our bedrooms around the world and let them experience everything that the Houses have to offer – from spas and gyms to rooftop pools and restaurants

Target Customer: The Creative Professional



faresammar

Profile: Mid-30s, urban-based, part of Tunisia's growing creative and entrepreneurial scene. Works remotely or in hybrid mode, often from cafés but seeking a more balanced and inspiring environment. Owns a car, making weekend or weekday escapes feasible.

Values & Interests: Prioritizes health and well-being, regularly practices fitness, or outdoor activities. Has a strong appreciation for aesthetics, design, and authenticity, and seeks spaces that align with a mindful, slow-living lifestyle. Loves discovering local culture, art, and cuisine.

Professional Mindset: Ambitious but selective. Interested in meaningful collaborations over purely transactional networking. Sees value in being part of a curated community where cross-sector conversations (design, tech, media, art, sustainability) can naturally happen.

Motivations for Membership:

- Escape the chaos and noise of Tunis without taking a long vacation from work.
- Access to premium amenities (gym, tennis, pools, yoga) that fit into a healthy routine.
- A calm yet stimulating coworking alternative that fuels creativity.
- Opportunities to meet like-minded professionals, artists, and entrepreneurs for cross-collaborations.
- Belonging to an exclusive community that values balance, culture, and the beauty and potential of the Tunisian landscape.

Target Customer: The Expat / Diplomat



thechrissyhazel

Profile: Early 30s to mid-40s, recently relocated to Tunis for a diplomatic posting or a position in the international NGO sector. New to the city, still building a social circle, and eager to explore what Tunisia has to offer outside of their immediate work environment.

Values & Interests: Values cultural immersion, balance, and wellness. Seeks spaces that combine recreation with meaningful connections. Enjoys fitness, nature, and weekend escapes that feel restorative yet social. Often curious about discovering local cuisine, traditions, and hidden gems.

Professional Mindset: Works in demanding, high-responsibility roles and needs a place to decompress. Looking for opportunities to meet interesting people outside of formal work circles spaces where genuine friendships or networks can form naturally.

Motivations for Membership:

- A weekend or day-escape that feels like a short holiday without leaving Tunis.
- Access to premium amenities, gym, pools, wellness activities, that provide a sense of routine and stability.
- A curated community where locals and internationals mix, offering opportunities to meet people from outside the office bubble.
- The chance to “recharge” in nature, while still having the option to connect and socialize

Target Customer: The Active Young Family



Profile: Parents in their early to mid-30s, living in Tunis, with one or two young children. They own a car and are constantly on the lookout for wholesome weekend escapes that suit everyone's needs. Busy workweeks make weekends precious for both relaxation and quality family time.

Values & Interests: Prioritize family bonding, children's wellbeing, and healthy living. Seek spaces that balance leisure for adults with engaging, safe activities for kids. Love discovering new experiences and teaching their children about nature, animals, and healthy lifestyles.

Why they choose to be members: The country club offers a balanced weekend solution where parents get to recharge individually while children are happily engaged, and everyone reunites over shared experiences like meals and family-friendly activities.

- *For the parents:* Mom can enjoy wellness activities (spa treatments, yoga), while Dad plays tennis or paddle with friends.
- *For the children:* Supervised activities like horseback riding, swimming, or nature-based workshops that keep them entertained and learning in a safe environment.
- *For the family together:* Farm-to-table meals, outdoor walks in the orange groves, and monthly themed activities (picnics, workshops, or cultural events) that bring everyone together.
- Desire for a full-day escape where logistics are simple, options are varied, and everyone leaves feeling refreshed.



Fine Dining on the Property



Fine Restaurant Dining

A signature menu crafted by a renowned chef, bringing five-star dining to the heart of the property.

Colorful Lunch Experience

A vibrant, seasonal menu inspired by the colors, energy, and refined atmosphere of the property for hotel guests and club members.

Culinary Collaborations

Partnerships with visionary chefs and creative talents to deliver elevated gastronomic experiences in a stunning setting.

Fine Restaurant Dining: Curated Excellence



The restaurant menu at the hotel will be carefully crafted by a renowned chef, such as Slim Bettaieb, to taste authentic, rich, and flavorful.

Each dish is crafted with ingredients from the property and sourced from local producers, celebrating the freshness of the season in a wholesome and flavorful way. This menu is presented and served to restaurant guests exclusively, yet open to members only upon reservation, enhancing their dining experience on the property. The menu will evolve each month to showcase the best of what is in season.

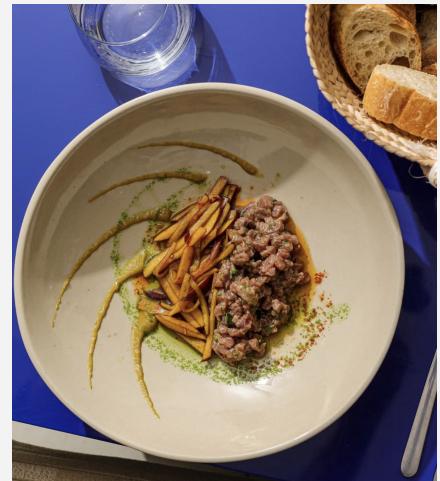
Chef Slim Bettaieb
L'académie des chefs

Colorful Lunch Experience



Les Indécis *Restaurant à Carthage*

Following in the same mindset of this innovative gastronomy, the club restaurant will collaborate with the team and chefs of Les Indécis restaurant in Carthage to create a colorful and flavorful in season lunch menu for the club house restaurant daily service.



Culinary Collaborations

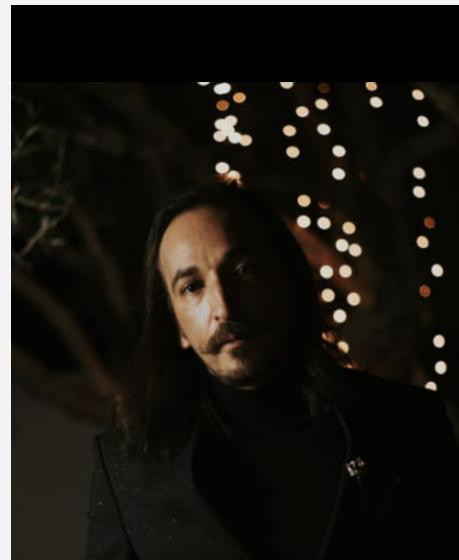
Finally, as a the final touch to the property's innovative gastronomical journey, the property will invite private chefs already working on curated menus for private parties in luxurious locations such as Yanis Slim, Rafram Chaddad, and Tara Invites.

Food

Rafram Chaddad on Djerba & the Jewish Culinary Traditions of Tunisia

Growing up in a Djerbian Jewish Tunisian household, Chaddad developed a deep connection to the culinary traditions of his homeland, where food is intricately tied to history, land, and memory.

Rafram Chaddad



Yanis Slim
Le Y Concept

T A R A

A Supper of Slumber & Veils

Cuisine par Amdouni Akrem et Ksouri Zakaria



TARA Invites

Key Suppliers & Partners

The property will partner with local Tunisian brands that already have traction to increase visibility. Some brands like Granit'ha can have their own pop-up stands on the property to serve guests and members all day long juices from the Cenia's produce.



Mago Olive Oil



Kâa Olive Oil



Lamiri Harissa



Rainbow Kitchen



Granit'ha

03 Operational Plan

Agrumia Country Club

Club Manager

Serves as Assistant Manager to Property Manager

Studio Staff

Yoga Teachers, Masseuse, Tennis/Paddle Instructors

Operate in wellness studio and hotel grounds depending on demand and event

Common

Property Manager

Kitchen Staff

Covers Lunch service in the Club House and Dinner service in the Restaurant

Event Coordinator

Oversees Events across entire property

Marketing & Social Media

Maintenance & Security

La Cenia Hotel

Hotel Staff

Breakfast Service & Cleaning

Concierge

Serves as the main Experience Curator for Hotel Guests

Operate exclusively within the hotel grounds, delivering top-tier service tailored to our guests.



Hotel de Charme La Cenia



Space Planning & Equipment

This suggestion is based on the current plans for renovating the main house into an Hotel de Charme.

Staffing Plan

Total of 8 staff for the hotel area of the property. Staff includes: Event Coordinator, Kitchen Staff, House Staff and Concierge.

Space Planning & Equipment Overview



Hotel

- ❖ Room Bathroom:
 - Towels: bath, hand, face (branded)
 - Toiletries: soap, shampoo, conditioner, lotion, dental kit (branded and scented)
- ❖ Room amenities (other than furniture):
 - Essential oil distributors scented with hotel signature scent
 - Room service menu and/or QR code
 - Information folder (hotel info, emergency numbers, activities, property amenities)
 - Laundry bag and services info
 - Do-not-disturb / housekeeping signs

Restaurant Area

- ❖ Tables + Chairs
 - 10x 2-top tables for total of 20+ guests
- ❖ Kitchenette:
 - Serves as prep area and storage for breakfast service for guests
 - Large sink
 - Fridge & Dishwasher
 - Storage shelves (breakfast and dinner service)
- ❖ Coffee/water station (available and replenished all day for hotel guests)
 - Electric kettle, coffee maker, or capsule machine
 - Coffee/tea selection/sugar, sweeteners, and stirrers
 - Cups/mugs and teaspoons
 - Small tray or counter to organize items (ex: clean mugs/used mugs)

Conference Room

- ❖ Audio: microphones, speakers, audio system
- ❖ Visual: projector/screen or large display, smart board
- ❖ Video: conferencing camera, video system (Zoom/Teams)
- ❖ Connectivity: Wi-Fi, HDMI/USB-C, wireless sharing



Hotel Bathroom

*1st bathroom on the left when entering the house

- Towels: hand, face (branded)
- Toiletries: soap/lotion (branded), hygiene kit (tampons/pads)
- Essential oil distributors scented with hotel signature scent

Staff Area

*converted garage room end of hall on the left

- Office space:
 - Desks with monitors
 - Printer
 - Customer Phone
 - Storage
- Staff Area:
 - Lunch space: large wooden table with stools/bench
 - Staff lockers for personal belongings
 - Changing room with hooks or shelves for uniforms
 - Staff Bathroom
 - Separate hand washing sink
- Staff Room
 - Room in kitchen for cleaning ladies to sleep on property



Kitchen Staff

1x Chef & 2x Staff

Estimated Salary:

Chef: 4k

Staff: 2k

Starting Costs: 5k-10k TND for a full menu development (concept + tasting sessions + kitchen training)

Role and responsibilities:

1. Design menus and prepare food for both restaurants
2. Oversee lunch coverage at country club restaurant (fixed menu with some specials every month) & restaurant service at night at hotel for room guests and members (fixed menu options that vary every month)
3. Oversee kitchen logistics: suppliers, equipment, kitchen staff, etc
4. Provide daily staff meal: simple food for all staff available in kitchen and staff room everyday at lunch

*Staff area: must include office space, lunch table for staff, staff bathroom, lockers

*Lunch (country club restaurant): 11am-5pm

*Dinner (Hotel Restaurant upon reservation): 7pm-11pm



Event Coordinator

1x

Estimated Salary:
2.5-3k

Role and responsibilities:

1. Liaising with parties seeking event space: responds to inquiries by email and on phone, overseeing event calendar
2. Planning and supervising all event logistics: including transport to and from property, food options, activities offered, partnerships, contracting, liaising with country club for programs spanning over both hotel (conference room and restaurant) and country club (ceramics/cooking classes etc),
3. Organizes and oversees Agrumia Members Club events

*Events can include: team building, private lunches/ private dinners, activities (ceramics/cooking classes), weddings etc



Hotel Staff

2x

Estimated Salary:
800TND

Role and responsibilities:

1. Oversees breakfast services for 6 rooms (room service and dining service in breakfast room)
2. Oversees water/coffee/tea bar is full all day
3. Cleans rooms and common areas

*Staff stays on property in kitchen room: available 24/7

*Staff Hours: 6am-10am breakfast service & daily cleaning



Concierge

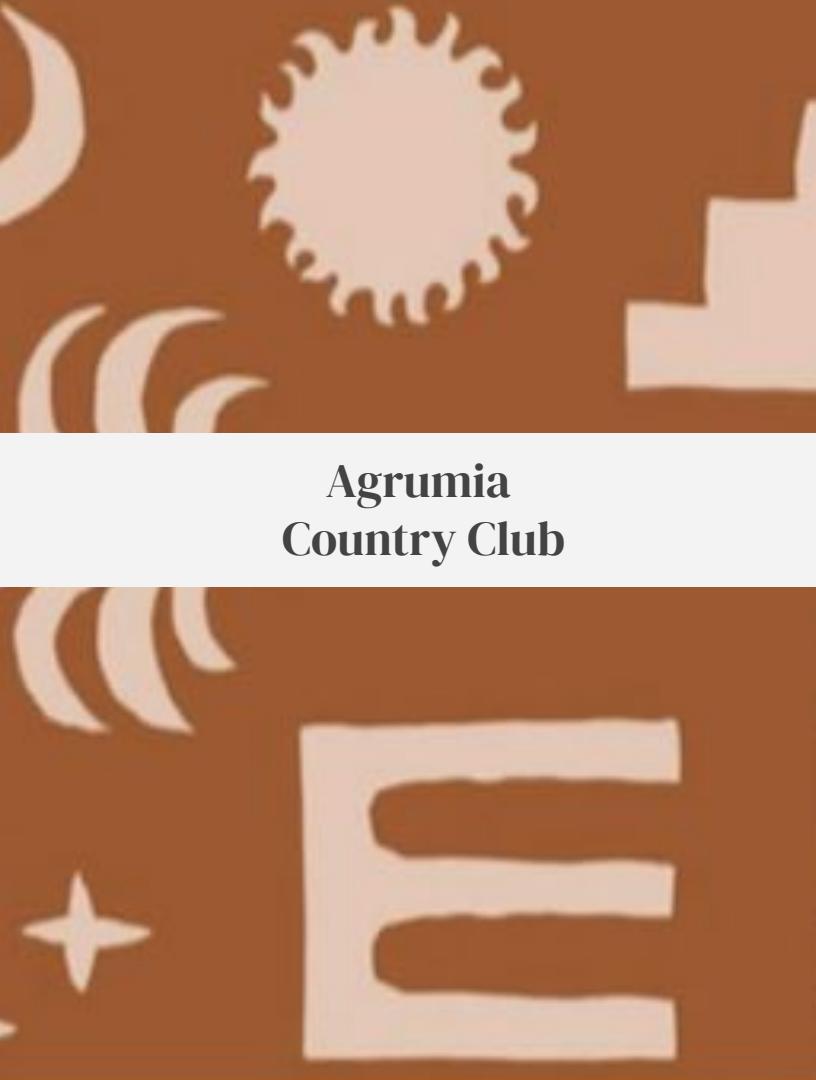
2x

Estimated Salary:
800TND

Role and responsibilities:

1. Responds to emails, inquiries, phone calls and oversees bookings of rooms and packages
2. Tailored assistance for each guest in six rooms (program and activity booking during stay)
3. Welcome committee & tour of property

*Concierge hours: 7h-16h / 14h-21h



Agrumia Country Club

Space Planning & Equipment

This plan suggests renovating the secondary house into a club restaurant and coworking space, adding a second pool and renovating the existing garage into a multipurpose wellness studio with a gym, spa, yoga studio and Atelier for activities.

Staffing Plan

The club and hotel split the same restaurant staff. Lunch is served from 11am to 5pm at the country club. Teachers for activities are staffed separately and paid by class delivered.

Space Planning & Equipment Overview



The Yoga Loft

- ❖ Yoga mats (branded)
- ❖ Yoga blocks (branded)
- ❖ Yoga straps/belts
- ❖ Bolsters (branded)
- ❖ Meditation cushions or pillows
- ❖ Blankets (branded)
- ❖ Audio system for background music & instructor mic



Gym

- ❖ Treadmill
- ❖ Stationary bike
- ❖ Dumbbell set
- ❖ Adjustable bench
- ❖ Kettlebells or medicine balls
- ❖ Resistance bands (branded)
- ❖ Foam rollers (branded)
- ❖ Towels (branded)



Wellness Studio

- ❖ Professional massage table
- ❖ Side table/trolley
- ❖ Storage cabinet
- ❖ Handwashing sink





L'Atelier



- ❖ Large wooden tables down the middle (the tables are the heart of the multi-purpose room) with washable work surfaces
- ❖ Stools that can be moved around and used for different purposes (15-20)
- ❖ Durable flooring: easy to mop, resistant to stains/spills
- ❖ Adjustable lighting: warm central lighting with adjustable light fixtures for focus on tables
- ❖ Audio system for background music & instructor mic
- ❖ Projection screen or monitor to show pairings, recipes, class info...
- ❖ Bathroom for guests & separate hand washing sink
- ❖ Storage space: shelves, cabinets for ingredients, equipment & final product of activities
- ❖ Strong ventilation system for both food smells and clay dust
- ❖ Cooking classes equipment (ex: jam making):
 - Professional stove/oven (gas or induction)
 - Large Refrigerator + freezer
 - Dishwasher
 - Small appliances: mixers, blenders, food processors
 - Cookware: pots, pans, knives, cutting boards, utensils
- ❖ Tasting classes equipment (ex: orange jam/ orange wine/ local products etc):
 - Glassware sets
 - Serving trays, platters, and tasting plates

Space Planning & Equipment Overview

Pool

- ❖ Lockers (*members each have a locker and hotels guests can pay daily fee for lock)
- ❖ Showers
- ❖ Changing rooms
- ❖ Bathroom
- ❖ Pool
 - Towels (branded)
 - Slippers (branded)
- ❖ Sauna
 - Towels (branded)
 - Slippers (branded)



Tennis and Paddle Courts

- ❖ Common areas:
 - Player benches between both courts
 - Water station
 - Umbrella/shaded area
 - Storage for rackets, balls, and accessories
 - Ball machines for practice
 - Scoreboards & seating for referee
- ❖ Tennis court:
 - Dimensions standard singles/doubles: $23.77\text{m} \times 10.97\text{m}$ (doubles)
 - Surface types: Hard court (acrylic), clay, or artificial grass
 - Net system: Adjustable standard tennis net with tension control
 - Fencing: 3-4 m high perimeter fence to contain balls
- ❖ Paddle Court:
 - Dimensions: $20\text{m} \times 10\text{m}$ (standard for padel)
 - Enclosure: Glass walls on the back and part of the sides (minimum 3-4 m height) + metal mesh fencing
 - Surface: Artificial turf (most common) or other non-slip synthetic surfaces
 - Net: Standard padel net in the center, adjustable tension



Club Manager

1x

Estimated Salary:
3-4k

Role and responsibilities:

1. Oversee daily operations of the restaurant, gym, and activities studio, ensuring smooth service delivery and optimal member experience.
2. Manage staffing needs, scheduling, and performance across all country club facilities.
3. Coordinate with Event Coordinator programs that span both the hotel (conference room, restaurant) and country club (classes, activities).



Studio Staff

1. Yoga Teacher
2. Tennis Coach
3. Padel Coach
4. Gym Personal Trainer

Estimated Salary:

**Paid by number of classes and percentage
of total price charged for class*

Example: Yoga - 40 TND/ Hour

Marketing & Sales Strategy

04

textures



Promotion & Advertising Plan

On Property Branding

Online Marketing



Logo & Brand

We will collaborate with a graphic designer to craft a distinctive brand identity, drawing color inspiration from the surrounding land. All property amenities—towels, uniforms, and equipment—will carry the logo. Every element of the brand, including scented perfumes, soaps, diffusers, and specially curated collaboration items with key artists, will be available for purchase at the on-site boutique store.

Scent Branding

We will craft a signature fragrance that captures the story and atmosphere of the hotel, translating the essence of the brand into carefully curated scent notes. This orange fragrance is seamlessly integrated into the air circulation system, creating a subtle and immersive experience throughout the property. Guests encounter it not only in the ambient air but also through carefully crafted diffusers, candles, and room sprays, as well as in exclusive bath and body products provided in-room. Complemented by tailored laundry services and thoughtful amenities, the scent becomes a defining element of the stay.

photographers and videographers

Marketing the Property through unique local Tunisian



Bachir Tayachi



Hamza Bennour



Online Marketing through Collaborations



Influencers & Celebrities



Travel Journalists



Brands

Goal: increase visibility & attract new clients



Example

Collaborations with Influencers

Collaborate with online influencers like Zaineb Bescharnia and do brand deals to have her promote the property activities and offerings.

'Discovering Tunis' New Country Club Haven'

'My Rural Reset Just 45 Minutes from Tunis'



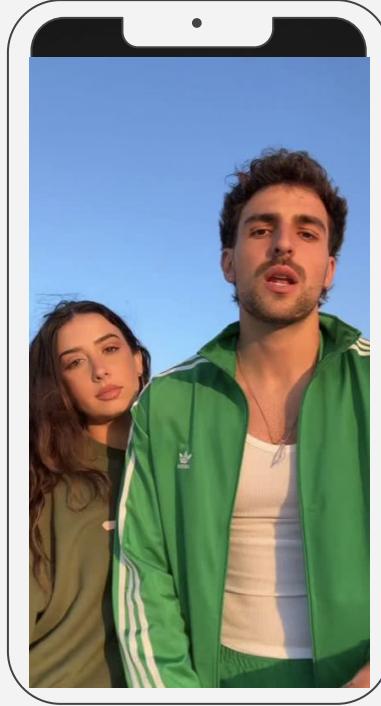
Example

Collaborations with Celebrities

Create trending Social Media videos following the same format as Vogue "A Day With" Video with hype celebrities who promote the space.

'Between Two Shows: My Oasis Escape Near Tunis'

'Recharging in Style'



Example



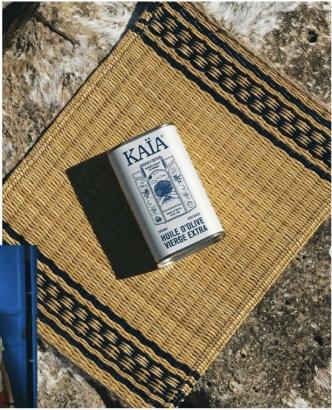
Collaborations with Luxury Travel Journalists

Conde Nast, CNN Travel, Art Deco, Elle, Mille World, Hypebeast Arabia

'A Country Club Resort Redefining Luxury Near Tunis'

'Among the Orange Groves: A Wellness Oasis Just Outside Tunis'

'The Capital's Hidden Oasis'



TÊTE CHERCHEUSE
L'huile au trésor
de Sarah BEN ROMDANE.

Travel Blogs & Travel Sites

Conde Nast Traveller

INSPIRATION DESTINATIONS FOOD & DRINK NEWS & ADVICE WOMEN WHO TRAVEL BEST PLACES TO GO VIDEO



Celine Tayt

DESTINATIONS

The listening bar bringing a new vibe to downtown Tunis

In a local twist on the Japanese trend, Atom bar is bringing people together to appreciate music old and new

Mille

ART & CULTURE MUSIC BEAUTY FASHION TRAVEL OPINIONS

How Lamiri Harissa is Turning Tunisia's National Condiment Into a Global Sensation

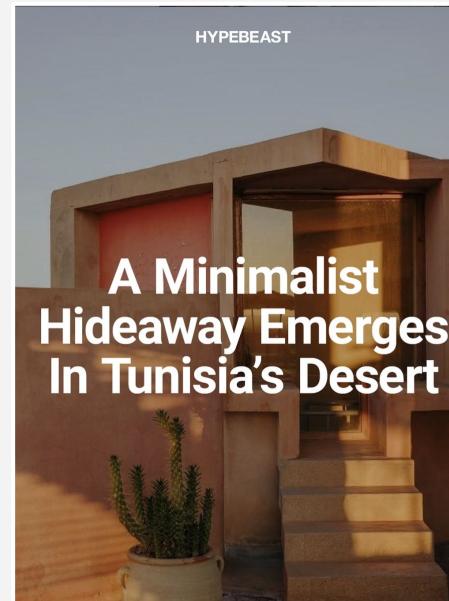
Get to known the brains behind Lamiri harissa

MAISONS D'HÔTES ET HÔTELS DE CHARME EN TUNISIE

EDITIONS FIL

Lifestyle Magazines

HYPEBEAST

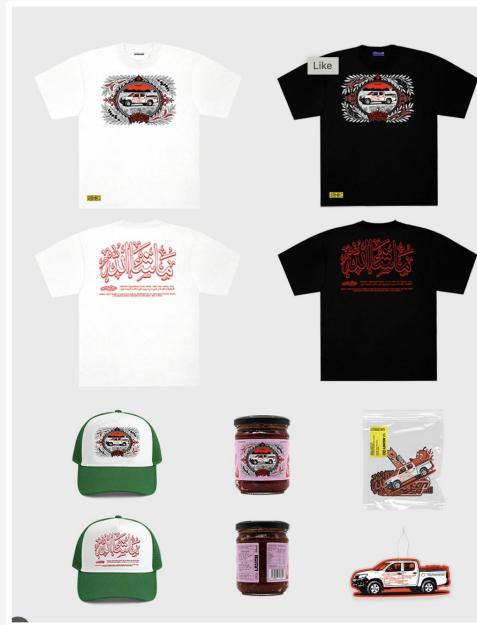


A Minimalist Hideaway Emerges In Tunisia's Desert

Culture & Deco Magazines

Collaborations with Brands

Develop collaborations with trending Tunisian brands to increase visibility and create wearable branding recognizable in the street.



Lamiri Harissa
X
Fichier Caché



W.A.H

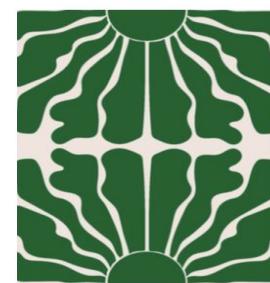
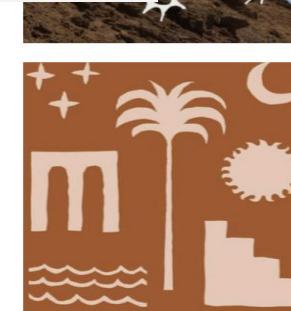
Launch Phase Timeline



textures

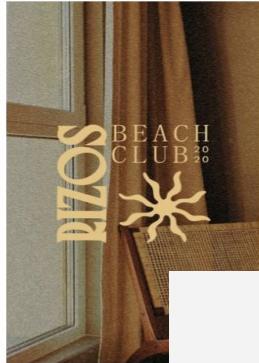


Questions?



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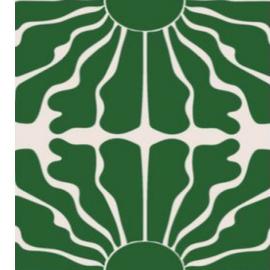
textures



Thank you!



Here is where your presentation begins



pictogrammes