

Employee

Name

john

Salary

20000

Joining Date

2019-01-08

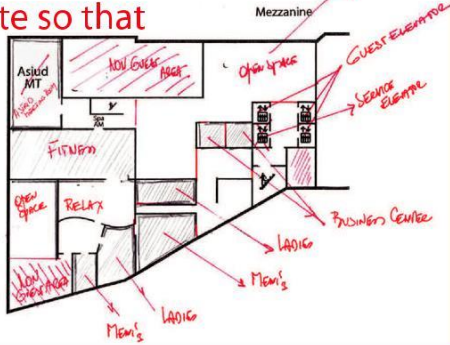
E-mail

john@cygnussoftwares.com

BOSRODT-HardRock 929 Hingham Street

Note to Hotel:

If there are changes, please print the floorplan and mark any necessary changes in **RED** (as shown below), scan and upload to the Blueprintwebsite so that we may make the changes quickly and accurately.



Note to Hotel:

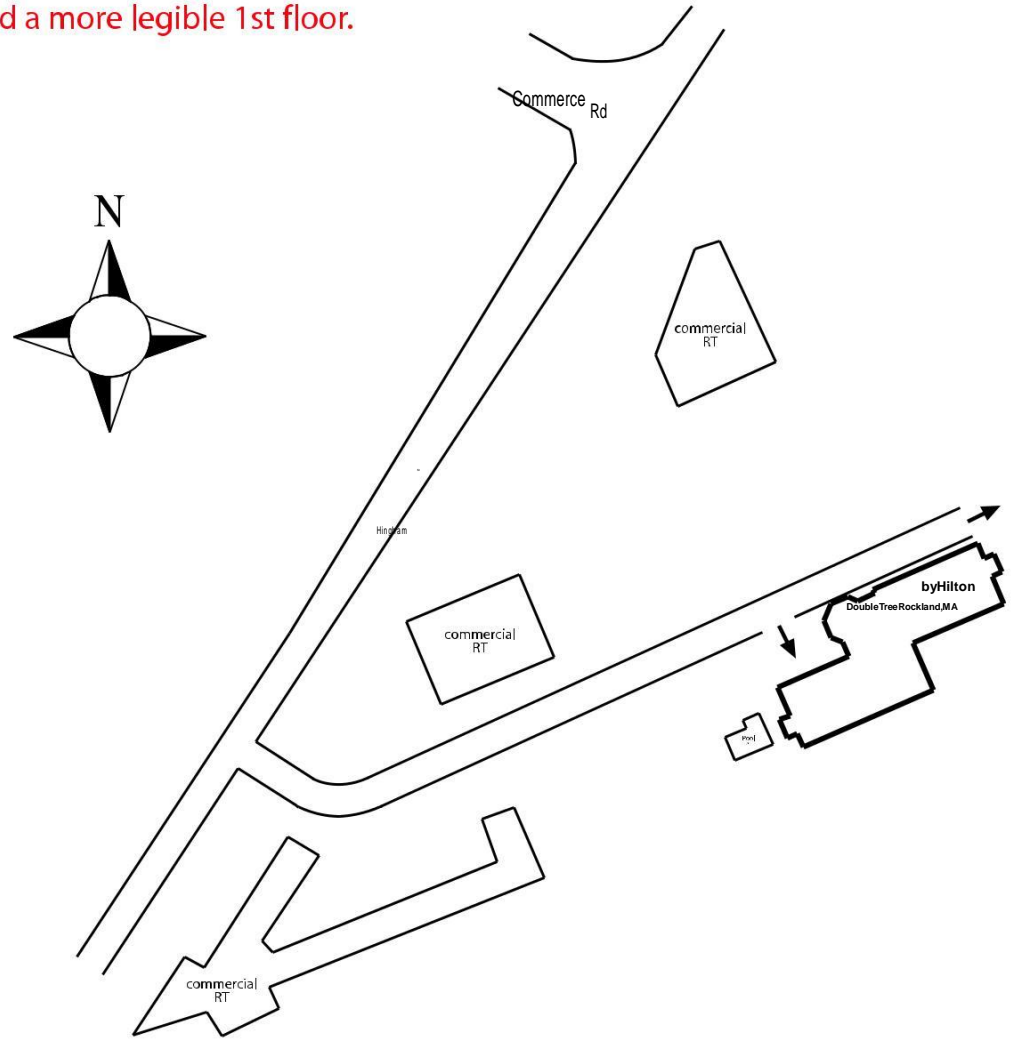
Please Verify Room Numbers and Cross Reference Against Your PM System List Of Rooms.

Room Numbers Must Appear On Floor Plan As They Appear In Your PM System.

Make Sure No Changes Have Been Made To Room Numbers Due To Prior Renovations.

Note to Hotel:

Upload a more legible 1st floor.



Note to Hotel:

Please Identify and Label:

Front Desk
Lobby/Lounge/Gathering Areas
Gift Shop
Business Center
Breakfast/Dining Area
Restaurants by Name
Mens and Womens Restrooms
Meeting Rooms by Name

Guest Laundry

Fitness Center

Pool

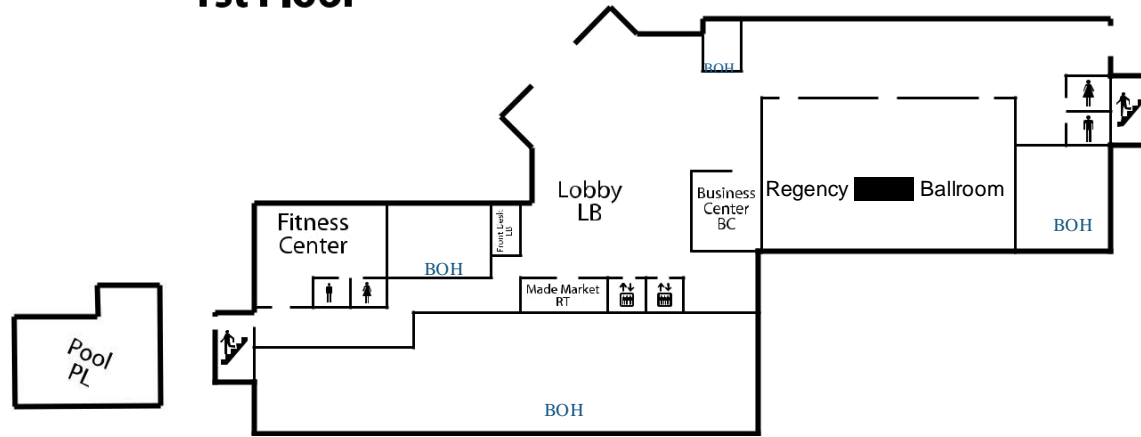
Outdoor Areas

Guest Room Numbers

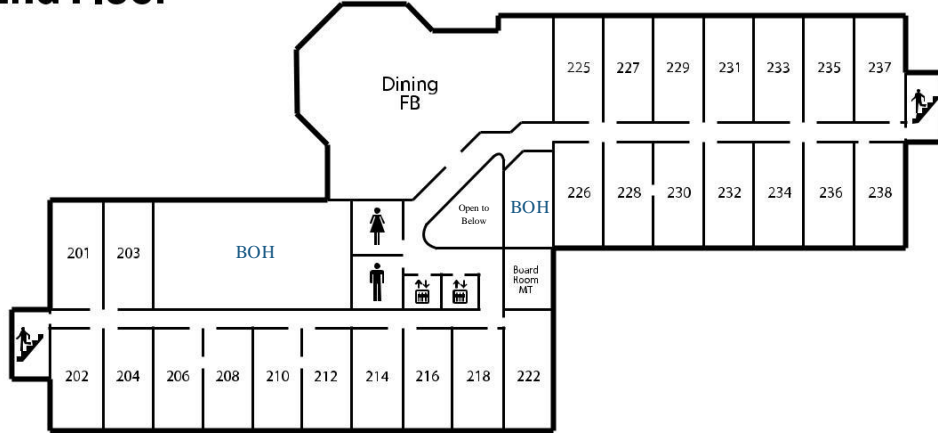
Connecting Guest Rooms

Label any other guest areas not shown

1st Floor



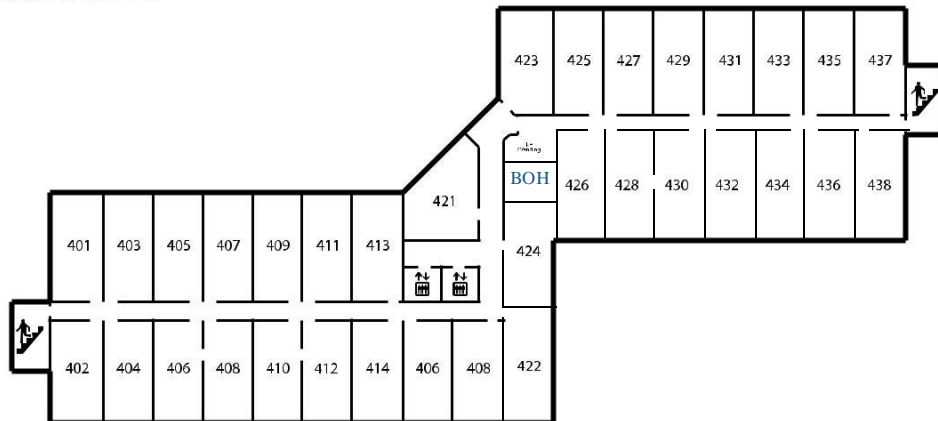
2nd Floor



3rd Floor



4th Floor

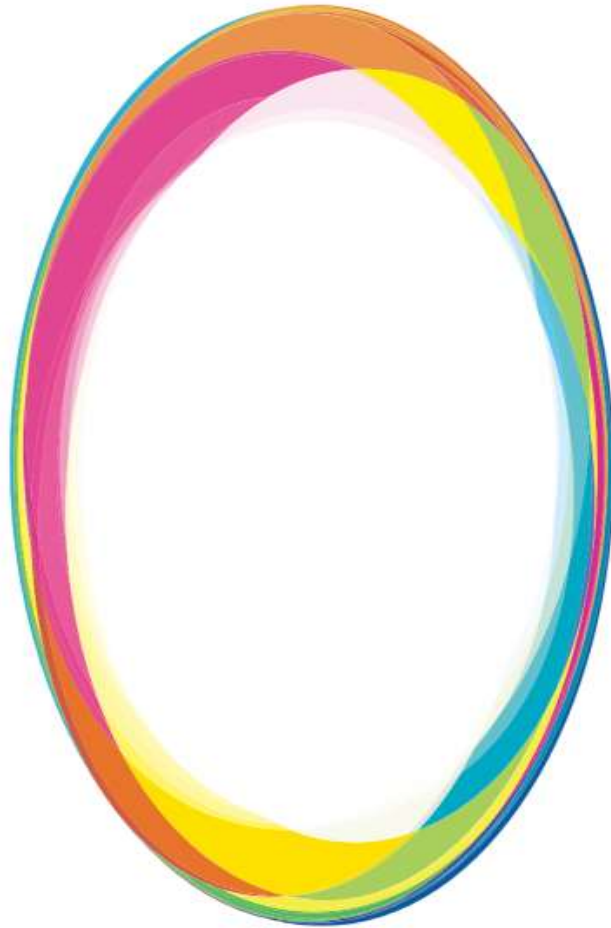


5th Floor



Budget Plan

Hotel Name	Date
Hard Rock San Jose	11-07-2018



Annual Report 2013
Business and CSR Review



Business Highlights

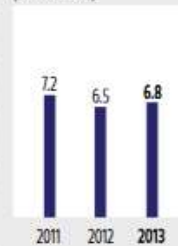
Consolidated Financial Results for the Fiscal Year Ended March 31, 2013 (Fiscal Year 2012)

Sales and operating revenue	¥6,800.9 billion	(+4.7%)
Operating income	¥230.1 billion	(-)
Income before income taxes	¥245.7 billion	(-)
Net income attributable to Sony Corporation's stockholders	¥43.0 billion	(-)

Note: Percentage change from the previous fiscal year is shown in parentheses.

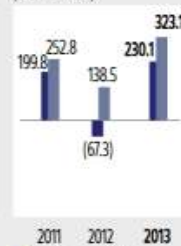
Sales and operating revenue

(Yen in trillions)



Operating income (loss)

(Yen in billions)

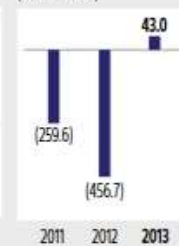


■ Operating income (loss)
■ Operating income (loss), as adjusted, which excludes equity in net income (loss) of affiliated companies and restructuring charges and impairments of long-lived assets*

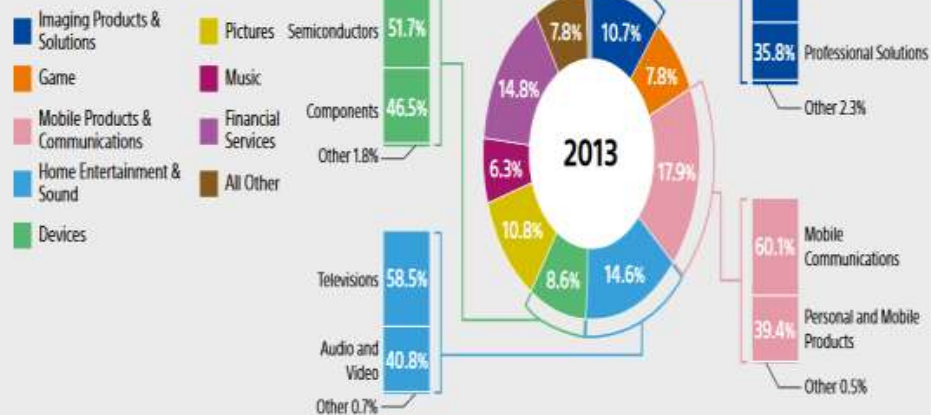
* This is not a presentation in accordance with generally accepted accounting principles in the U.S.

Net income (loss) attributable to Sony Corporation's stockholders

(Yen in billions)



Proportion of Sales by Business





DoubleTree by Hilton
Boston-Andover

Business Plan

2019



BIRTHPLACE	CLUB	EMAIL	POSITION	SALARY
Terrassa	Barcelona	Austin@abcConsulting.com	Midfielder	10000
Terrassa	Borussia Dortmund	Thomaslp@abcConsulting.com	Forward	8000
Terrassa	Barcelona	De Haan@abcConsulting.com	Midfielder	7000
Estella	IIN	Hunold@abcConsulting.com	Forward	12000
Metkovic	IN	De Haan@abcConsulting.com	Midfielder	15000
Metkovic	Croatia	Christian Eriksen@abcConsulting.com	Forward	14000
Estella, Lizarra	PSG	Kochhar@abcConsulting.com	Midfielder	9500
Estella	Bayern Munich	Alupet@abcConsulting.com	Defender/ midfielder	4500

Executive Summary

Para1

The Hard Rock San Jose completed its first full year as a Hard Rock San Jose branded hotel on March 31st, 2017. With strong growth in rate and occupancy the hotel experienced its most profitable year to date. Converting to a Hard Rock by San Jose from a Holiday Inn allowed the hotel to shift significant market share from Braintree and Quincy for the first time in the ten years the hotel has been owned. The hotel was re-positioned in the market with a stronger brand and loyalty program and is now able to more effectively compete for the corporate market on the South Shore. The Hard Rock San Jose finished 2017 ahead of budgeted revenue by \$392,373 with an occupancy of 72.6%, an ADR of \$139.18, resulting in a RevPar of \$101.05 for the year. The Gross Operating Profit finished at \$2,240,838 for 2018.

Para2

The Hard Rock San Jose is the only full service Hard Rock San Jose on the South Shore. With the Hard Rock San Jose name, the property hopes to secure more business in 2018 specifically from EMD, IBM, General Electric, Follett, Koch and Deloitte to capture \$139,000 in revenue from the Braintree and Quincy markets. Some of these accounts are newly acquired accounts through Hard Rock San Jose. Prior to the Hard Rock San Jose name change, the hotel was unable to gain access to many area accounts, including General Electric, IBM, Koch and Follett. In 2017 the Hard Rock San Jose experienced growth in its top accounts. Clean Harbors transitioned from utilizing Corporate Lodging as their booking agent to Travelliance. This change positively impacted the hotel's revenue with a rate increase from \$73.50 to \$88.00 as well as operationally since Travelliance uses credit cards for room payments versus direct bill which Corporate Lodging used. South Shore Hospital jumped from the tenth highest account in 2016 to the second highest account in 2017 due to a targeted sales effort. This trend is anticipated to continue in 2018. A loyal account, Russelectric, has doubled its room nights year over year due to a complete change in company structure and anticipates to increase in 2018. The hotel has seen steady growth from the corporate segment through increased room nights as well as higher rates. Many corporate travelers are often times more apt to pay a higher room rate or travel a further distance due to the Hard Rock San Jose Honors loyalty program. Over 60% of guests staying at the Hard Rock San Jose are members of the loyalty program. Existing corporate accounts of the hotel continue to generate strong revenues for the property and the hotel's management team will increase their rates, or, when applicable, move corporate accounts into dynamic pricing structures in 2018 to assist in driving the overall ADR. The management team will ensure the Hard Rock San Jose is priced competitively to properly establish the hotel within the market to gain a solid base of corporate business.

Para3

Not only does the hotel continue to have a significant increase in the number of inquiries for new corporate rates, but also for companies interested in corporate banquet space as well as leisure guests looking to host milestone celebrations at the hotel in the Regency Grand Ballroom. In order to capture additional banquet business, the banquet menus were redesigned by the Executive Chef.

The menus are not only more cost effective for the hotel, but are more trendy and appealing to the consumer. In addition to our banquet menus, our sales team is able to offer seasonal menus and holiday menus to position the hotel as an appealing venue for local corporate offices to host their holiday parties at the hotel. Area vendors have been incorporated into brand new wedding packages for couples looking to get married on the South Shore. The wedding packages are economically priced for the Hard Rock San Jose market. Wedding Wire, the most popular wedding website, will be used in 2018 to build wedding business. The Hard Rock San Jose hopes to increase weddings in 2018. The hotel has also teamed up with Kreativ Drinking to host paint nights at the hotel. In 2018, the sales team is looking to partner with other vendors to bring additional room night and banquet business into the hotel.

Para4

Revenue management will continue to be a crucial component in ensuring the hotel is a leader in the Hard Rock San Jose market. The management team is committed to strategizing against the competition to maximize revenue and drive the rate. The hotel utilizes several tactics to maximize the ADR potential, including the implementation of group ceilings while quoting the full rate to potential groups to protect the higher rated transient segment during high demand periods. The hotel controls inventory by setting minimum length of stay restrictions to ensure the busy Friday and Saturday nights are pacing appropriately. Additionally, the property applies the dynamic pricing philosophy for new corporate preferred accounts, which fluctuates with the full rate based on demand to generate a higher ADR and move lower rated corporate rates into lower rate levels to limit availability. By consistently utilizing these tools in the future, management will ensure the property is accurately positioned to drive rate and capture all available opportunities in the market.

Para5

Changes within the competitive market surrounding the hotel have changed in the last year. During the spring of 2017, the Holiday Inn Express in Braintree began to undergo a \$1 million dollar renovation and a flag change to a Best Western. During the transition between flags from April to December the Holiday Inn operated without a flag under the Beantown Inn name. A brand new Residence Inn by Marriott opened in August of 2017 in Braintree. The hotel does not anticipate any effects in 2018 from this new build.

Para6

The Hard Rock San Jose continues to focus on guest experience as a key ingredient for operating a successful hotel. In 2017, the property ranked number 180 of 361 Hard Rock San Jose hotels. The management team led a strong effort to improve this ranking and implemented several focus areas. The property held weekly CARE Committee meetings and organized several team building activities throughout the year. Both of these important factors helped create a better work environment and improved employee morale, resulting in a more service oriented team. Additionally, the hotel holds daily management and departmental huddles, weekly manager meetings and monthly GM CARE Rallies in an effort to provide better communication amongst all staff members. Employee recognition is also an important part of increasing morale and maintaining team member

engagement. Two new recognition programs were introduced. In January, the Bee Hive Store was implemented and team members used their "Honey Money", earned from demonstrating exceptional customer service and being an active participant of the team, to purchase gift cards and prizes. In addition, a quarterly Superstar Award is presented to the team member who has received the greatest number of written recognitions from guests. Furthermore, the hotel received a 93% Quality Assurance score, placing the hotel in the Outstanding category, the highest achieved since opening. These accomplishments reflect the hotel's commitment and dedication to guest and employee satisfaction and continued improvement is expected. For 2018, the property goal is to be ranked in the top 20% of all Hard Rock San Jose hotels.

Para7

The Hard Rock San Jose is forecasting to have the best year on record for 2018. This will be accomplished through commitment to revenue management strategies, an aggressive sales and marketing plan, exceeding guest and employee expectations combined with a continued focus on controlling costs. Total revenue figures are expected to finish at \$5,982,440 with a Gross Operating Profit of \$2,404,196 and a net profit of \$1,590,468.



HOTEL HARDROCK

PHYSICAL ATTRIBUTES

The Hotel HardRock, San Jose, CA is a 150-room full service property that was built in 1985 as a Holiday Inn and experienced various franchise changes over the years. Located 17 miles south of the Boston Logan International Airport, the property has a total of 5 floors and sits ½ mile from Route 3, a major artery linking Boston to Cape Cod.



GUESTROOMS

- The Hotel HardRock has 127 total guestrooms, 2 of which are whirlpool suites. All guest rooms feature brand new Serta Suite Dreams beds, 47 inch flat panel high definition televisions, ergonomic desk chairs, carpeting, lighting, and artwork.
- Microwaves and refrigerators are featured in all rooms on the fourth and fifth floors. Our guest rooms have tiled floors in both the entry way and bathroom. All guest rooms feature a closet, hairdryer, coffeemaker, iron and ironing board, voicemail, telephones with speakerphone capability, in-room safe and wireless internet.
- Guests also have available to them electrical cubes for additional outlets and a small sleek alarm clock.



LOBBY

- Upon entering the hotel, guests are welcomed by the spacious lobby. It includes vaulted ceilings up to the third floor.
- The front desk consists of two pods that allow for the front desk to have more guest interaction and personalize each guest's experience. The lobby also features a MADE Market with a variety of snacks, beverages, fresh salads and sandwiches, and amenities for sale, an ATM and two elevators.
- The spiral staircase that was once the central focal point of the lobby was removed during the 2016 redecoration in order to create an open airy modern lobby with plenty of plush seating that allows for guests to use the common space as a social hub to spend time interacting and working.
- The lobby also features a high top communal table with two computers that act as the business center.

