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2021 Business Plans – Do it in 30 minutes

A case study.

Introduction

The approximate revenue that the Global Hotel Industry was above \$500 billion, and it has been increasing in to multifold in 2019. US is the global leader in travel and tourism. It is surprising to note that United States gross hotel bookings rose from \$120 billion to \$190 billion.

One of our hotel management clients, manages 50 hotels across the United States and prepare annual individual hotel business plans for the coming year for management and investors. The work of accumulating all data and forms and collating them into a business plans with the appropriate management signoffs was being done all manually and taking four months to complete. They were looking for a more efficient, timely and better controls in developing their business plans.

Business Plan – the headache?

It is a living document explaining about your business goals, investigates on the setbacks, helps you to get more insight on the methods to meet your goals for the next three to five years. It is a roadmap for the business to understand the current scenario of the business and based on that planning for the expansion of the business in future. A Business Plan will contain Executive Summary, Market Analysis, Competitive Analysis, Sales and Marketing plan, Capital Plan. Budget Plan etc.,

This is the most important document for any business, and it requires an investment of lot of man hour and accuracy to gather all updated related data, collate them into a single document to be presented in the budget meetings.

The right Solution:

Our client had been searching for the right solution which can automate their current manual process of creating Business Plans intelligently. Since they could not able to find the right solution, they stopped their search and continue to implement the painful and much time consumed job of creating the Business Plan manually. The business plans should be created with the help of the general managers and sales directors of the particular property. Since the general managers are always busy and are irritated by this admin work, they found it very difficult to complete this task. All their related data are stored in their Smartsheet and they need to convert them in to required format and create a final copy of the business plan. It was really time consuming and a boring task.

At last, in mid 2019, the group Vice President of Sales and Marketing realized the importance of the time wasted on manual work and the frustration of his general managers and restarted his search. He wanted to set up some criteria for his requirement.

Key criteria:

- Minimize the time his general managers spending on this and make use of the experienced general managers into more productive activities for the uplift of the hotels.
- Minimize the duplication of the work and repeated tasks and brings out an integration which can provide effortless access to documents and an accurate outcome.
- Automatic routing of different documents for approval by different heads
- Ensure full visibility and security of documents throughout the process
- Minimize the time consumed for this and maximize the efficiency and accuracy

He wants to make sure that the solution would need to reduce the amount of man hour being used and the effort it took to be minimized since the same document is being used multiple times.

The Right People:

When selecting Proden Technologies as the preferred supplier the Vice President explained, *“the support what we got was really amazing. People from the Support Team was awesome and truly understood our general managers nature and needs and respond to that immediately. We know that there were numerous calls and repeated work from us. But they are so patient and matured enough to walk our managers through each process. The product was great, and the operation is so smooth. In a single word it was worth the waiting.”* he goes on to explain that when you work in an industry which is purely based on people’s expectation and best services, it is really important to have a good relationship with the supplier.

The Team:

Here the project began successfully in October 2019 with the big implementation team led by the VP with his key general managers and Sales Directors from across the group. There are around hundred properties scattered in multiple locations. The product was so efficiently made easy for every single user to access to the solution. VP was very confident of starting the new financial year with an entirely new system to automate the complete process of creating, approving and signing the business plans to be presented in the budget meetings

Ultra Documents helped them to construct their business plan very easily by drag and drop different files in different format from different data sources including Smartsheet. MS Office, Smartsheet and Delphi Integration seemed very simple and easy and the business plans are created in few minutes. All the managers are happy and very much relieved. They felt that the Business Plan looked very professional and more presentable at the budget meeting. In fact they were literally amazed by the excellent support that the Ultra Document Support team had provided 24/7.

The Jollyride:

Now the complete process has become so simple that all business plans can be effortlessly created, routed automatically for authorization, periodical triggering were created as reminders, quick verifications were done finally, the top heads electronically signed those documents and approved them. This eliminates all manual efforts involved in the process. The big headache of creating business plans were now gone and the whole process was completed in few hours.

Managers are happy that they could able to complete the whole process without much tension. They spent very less time on this and moved over to their other priorities without bothering about this. This seamless workflow automation process required no coding and no shuffling. Just by drag and drop method they could able to complete the whole process in a very short time.

Our client's Hotels *and* its group also recognized that there would be value in using the Ultra Document Management system in other departments. All Business Plans are now automated, and the managers are now able to relax and concentrate much on other tasks leaving most of the headache to Ultra Documents.

The Ease:

Ultra Documents solution was implemented all over the group. The managers are happy to see the benefits. This shown them the new avenue that they can happily enter into the new year with ease. They are amazed to see the endless benefits for a single solution. The continual effort of the support team from the day one strengthens the supplier relationship stronger. The cost for this implementation was very minimal but the morale of the team was boosted up and encouraged a good staff engagement. They realized that the creation of business plans has suddenly become so simple and joyous too.

Conclusion

VP is extremely happy about seeing his managers happy and relieved and even interested to know more about this magical workflow automation. He even planning to bring this workflow automation into other departments as well. He said that he is satisfied that he could able to provide a better environment for both the staff and the company. With the feedbacks starting to pour in from other members of the group he said that he will consider introducing this benefit for all the members of his group of companies.