

# Designing Your 2021 Business Plan

Following is the format that will apply in developing your Business Plan. As we attempt to improve and simplify the budgeting process each year, there are revisions from last year's directions. Therefore, please read and follow this form carefully. It is recommended to review the User Guide, prior to building your business plan using the Ultra Documents platform. Here is the link to access the User Guide - [https://1drv.ms/w/s!AluTfLj5eYIt0OwX0xcA5kXM8nR3\\_A](https://1drv.ms/w/s!AluTfLj5eYIt0OwX0xcA5kXM8nR3_A).

Technical support is available from Proden Technologies at 720-324-7724 from 9:00 AM to 5:00 PM Eastern, Monday through Friday.

**Executive Summary:** Due September 11, 2020

- You will complete the Executive Summary in Ultra Documents following the new template. Your VP will be able to follow your progress in Ultra Documents.

**Sales Action Plans:** Due September 18, 2019

- Email John Argonish when you complete your 2020 Sales Action Plans in Smartsheets so he can mark you as complete. Once approved John will authorize you to upload the document to Ultra Documents.

**Preliminary 3 Year Capital Plan:** Due October 2, 2020.

- Email John Meunier and your VP a copy of your Capital Plan once completed.
- Phone review date will be scheduled by your VP for early October (date to be determined)

**Schedule 3:** Due October 9, 2020.

- Projected rates and occupancies for 2020 are due to the CFO, VP of Revenue Management, and the corporate officer who oversees your property.
- Phone review date will be scheduled by Owen to review rates and occupancy projections for 2021 (date to be determined)

**A&P Detail:** Due October 16, 2020

- You will email your updated GM Summary to Owen two weeks prior to your Budget Meeting.

**First Draft:** Your meeting ready draft is to be completed one week prior to your scheduled Budget Review Meeting. You will collate and print your rough draft and email it in one PDF file to the VP who oversees your property. This PDF file will not include the budget numbers.

**Final Version:** Due one week after Budget Review Meeting.

- You will digitally email your entire final version including the marketing plan, capital plan and budget to the VP who oversees your property.

## **Business Plan Format**

### **Table of contents specifying section and page number-**

This page will be automatically created.

### **Mission statement** –Smartsheets

*Use this exact statement: "Our Mission for the (hotel name) for 2020 is to relentlessly pursue the highest levels of employee and guest satisfaction while maximizing the return on the owner's investment."*

**Executive Summary** – You will complete the Executive Summary in Ultra Documents following the new template.

### **Property Analysis-** Smartsheets

Be clear and to the point in discussing your property attributes (example): lobby, rooms, restaurant, lounge, kitchen, hallways, function/meeting space, hotel amenities, and curb appeal. This section is limited to a discussion of your property's physical attributes only. There are to be no service plans, Signature, training programs, etc. in this section.

### **Property Analysis Data Chart-** Smartsheets

At a glance chart detailing room count breakdown, outlets hours of operation/seating capacity, pool dimension, parking spaces, etc.

**Hotel Interior map (professional quality)-** Static Sheet Uploaded to Ultra Documents.

### **Service Plan Overview-** Smartsheets

Discuss Signature, service measurement scores, on-going training, incentives, etc. Be specific about what your team's goals are. For example, ranking in top 10% of system (for whichever franchise system is appropriate). Mention Pulse and action steps taken from surveys.

### **Service/Safety Plan Action Steps-** Smartsheets

Use the Safety Action Plan in Smartsheets. You will fill in the column for "Due Date" and "Assigned To" for the business plan copy. Remember to list the Assigned To as a position and not someone's name.

**Coronavirus Sanitation Protocols/Checklists** – Static sheet uploaded to Ultra Documents. Use template in Smartsheets as a guide.

**Hotel Strengths and Weaknesses-** Smartsheets

List strengths on the left side and weaknesses on the right.

**Competition Analysis-** Smartsheets

Complete the table/matrix with the information from your competitors. Primary and secondary competition should be included if applicable.

**Sales Action Steps-** Smartsheets

**Marketing Recovery Plan** – Static Sheet uploaded to Ultra Documents

**Rate Philosophy-** Smartsheets

**Three Year Capital Improvement Plan-** Smartsheets

**2021 Budget-** Static Sheet Uploaded to Ultra Documents- Sent to you by Owen after your Budget Meeting.

All other budget numbers are prepared by the corporate office before the budget review meeting, sent out at least 2 days before the review to the property and corporate officer, reviewed by the property during the budget review meeting, and then finalized by the corporate office thereafter with any final changes from the property coming within 2 days after the meeting.