

LOCATION:

116-118 Church Road, Hayes. UB3 2LW

CLIENT:

P T P A R C H I T E C T S L O N D O N L T D

Walmer Courtyard

225 Walmer Road, Holland Park, London W11 4EY

# Resource Forecast Document

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DOCUMENT NUMBER 04

Fountain House Hotel which is currently a 2-star bed and breakfast will be renamed and branded as a 4-star 'Primrose Boutique Hotel', owned and operated under Rosemay Hotels Ltd. This 4-star boutique hotel will also have a coffee house which will be open to residents.

The owners of the Primrose Boutique Hotel believe in the passionate pursuit of excellence and reaching financial success with offering uncompromising services which is why they have been involved in the hospitality sector for over 4 decades.

Their vision is to run a customer-centric boutique hotel by establishing service culture, deeply rooted in the fabric of their operational team. With that, the business strategy is to consistently achieve their business goals, increase the profitability and reinforce their positive long-term relationships with guests, partners, and all their employees.

Primrose Boutique Hotel will always demonstrate the commitment to sustainability, both individually and as a firm by actively participating in Hillingdon and Hayes community and integrating sustainable business practices wherever possible. They will ensure that they hold themselves accountable to the highest standards by meeting their guest's and local community needs.

The owners and directors of Primrose Boutique Hotel are keen investors in the hospitality industry. Mr. Yousuf Ali has well over 40 years of experience in the hotel management and has earned his degree in Hospitality Management from AHMA. Asmi Ali has an MBA in Business Strategy, and PhD in Operational Excellence. She specialises in designing and deploying service excellence strategies. This combination of experience, skills and knowledge from the management, supported by a service centric team would make the Primrose Boutique Hotel as one of the most successful SME in Hillingdon.

To manage and run a smooth operation, the following resources will be employed by the Rosemay Hotels Ltd for the Primrose Boutique Hotel

| Role                          | Description                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Number of People and Employment basis                                             |
|-------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|
| Exec Management               | The executive management group serves as the leadership of the business and includes the general manager duties.                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | 2 people - Full time                                                              |
| Duty Manager(s)               | Responsible for supporting the Exec management and handling specific issues assigned. Directly oversee Front office and Beverage departments and handle the issues related to that team. Because this operation is 24-hour-a-day businesses, this role may vary their hours to ensure that a manager is onsite throughout both days and evenings. The Duty manager will also manage the hotel in the event the Exec management is unavailable.                                                                                                                                         | 1 - person - Full time<br>1 - person - Part time (covering weekends and holidays) |
| Front Office                  | The front desk staff will address questions, concerns and problems of the guests.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | 4 - people on shift hours covering 24*7                                           |
| Housekeeping                  | Housekeeping is an area that greatly affects the satisfaction of guests at any hotel. If a guest finds his or her room to be dirty or poorly cared for, they may not remain at the property and may not return in the future. While most guests will not come into contact with the person who cleans their room, their ultimate satisfaction with their stay at a property will be largely dependent on how well the room was cleaned and maintained. Housekeeping staff should understand their important role within a hotel and strive to provide excellent service to all guests. | 3 - people on day shift                                                           |
| Coffee House –Rose Bud Bistro | The coffee house facilities will be provided at the property and that will be for hotel guests as well as accessible by local residents of Hayes, providing a hub to local community. The opening time will be from 7AM till 8PM.<br>This department is important for providing convenience to guests (serving breakfast) and neighbourhood. The cafe areas will be kept very clean, provide quality products, and offer superior service.                                                                                                                                             | 3 -4 people on shift hours                                                        |
| Maintenance                   | This role will cover maintenance of the building and also manage contracts with authorities such as council, fire, refuge, laundry services etc.                                                                                                                                                                                                                                                                                                                                                                                                                                       | 1 - person - on day shift                                                         |
| Professional Services         | This will include IT support, accounting services and marketing support. These professionals would require to conduct their duties mostly off site with a couple of meetings on-site and that is when need arises.                                                                                                                                                                                                                                                                                                                                                                     | Various on need basis.                                                            |