



**SAMPLE**

# Alternaty Operator Selection Sample



**Prepared by:**

Alternaty Co., Ltd.

Unit 38, 26 Ly Tu Trong Street, District 1, Ho Chi Minh City, Vietnam

[www.alternaty.com](http://www.alternaty.com)



Highly Commended - Best Property Consultancy  
(Vietnam), at the 2013 South East Asia Property Awards.

**ALTERNATY**<sup>®</sup> | alternative  
real estate<sup>™</sup>



**SAMPLE**



# Alternaty Operator Selection Sample Information Memorandum IM



## Information Memorandum Table of Contents

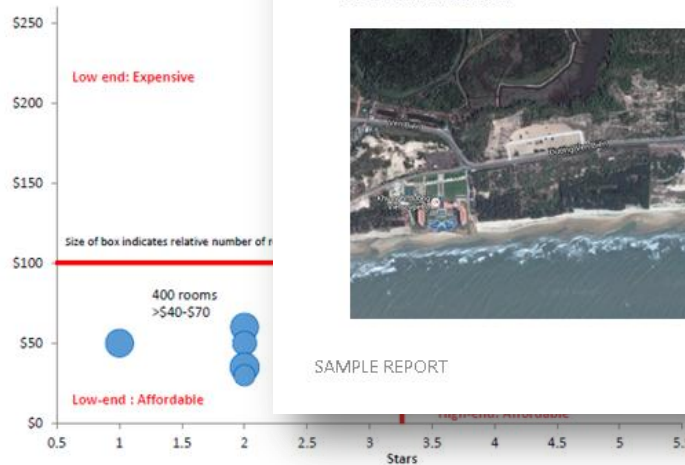
- Introduction
- Developer's Requirements
- Project Overview
  - Location
  - Accessibility
  - Current Site Status
  - Site Description
  - Positioning
  - Comparison
  - Project Features
- Developer
  - Company Overview
  - Board of Management
  - Selected Projects
- Market Overview

SAMPLE REPORT



## Information Memorandum Project Overview Positioning

Weekend Rate \$ Per Room



SAMPLE REPORT



## Information Memorandum Project Overview

- The [Confidential] Ha development ("the Resort") is proposed to be a mixed use project which comprises of hotel resort and residence. It is located in [The Province], which is expected to be the new destination with a large and wide beach of clear sand, ideal for both weekend getaway or long-term retreat.
- The hotel is positioned to be the only family 5-star beachfront resort in South Vietnam with rental pool option integrated in the operation program.
- The typography of the site is described to be a flat area with white sand across the beachfront and small lagoon on the South of the site.



SAMPLE REPORT

Strictly Confidential  
Prepared for The Client

Strictly Confidential  
Prepared for The Client

SAMPLE REPORT

Strictly Confidential  
Prepared for The Client



**SAMPLE**



Alternaty Operator Selection Sample

# Hotel Operator Selection

## Why may an international brand be required?

- Highly competitive marketplace with several similar product
- Developer seeks to increase rates and occupancy
- Developer seeks to reduce operating costs
- Residential component in need of an identity
- Residential component to increase trust of buyers
- Developer with low experience in the hospitality field
- Developer seeks low or no involvement in daily operations
- Bank requesting developer to involve a professional management company



THE LANGHAM  
Hotels and Resorts



BANYAN TREE  
HOTELS  
AND RESORTS

starwood  
Hotels and  
Resorts



HILTON  
WORLDWIDE

SIX  
SENSES.  
RESORTS & SPAS

CENTARA  
HOTELS & RESORTS

HYATT

CARLSON

SHANGRI-LA  
HOTELS and RESORTS

INTERCONTINENTAL  
HOTELS & RESORTS

Marriott



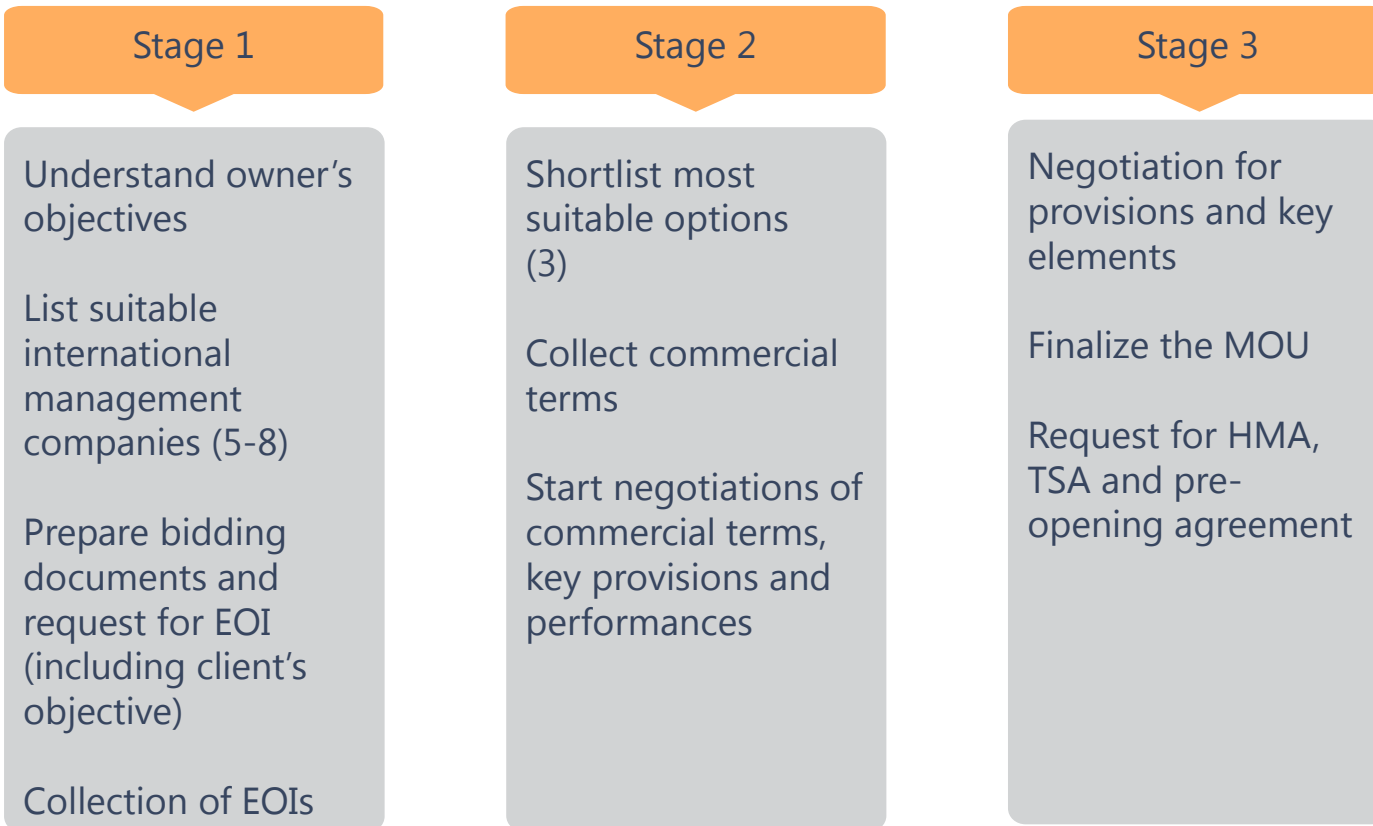
**SAMPLE**



Alternaty Operator Selection Sample

# Hotel Operator Selection

## Operator Selection Process





**SAMPLE**



Alternaty Operator Selection Sample

# Hotel Operator Selection Commercial Terms

## **Example of Questions for the Operator**

- Brand specifications (branding general guidelines, design and sizes)
- Indication of construction costs excluding land per room (if available in Vietnam, otherwise other countries)
- Performances expectations
- Expected rates (published rate and ADR)
- Competitor positioning
- Marketing and distribution
- GDS systems and loyalty programs
- Training and pre opening
- Information on the training program for the pre opening
- Point of difference to existing brands
- Facilities suggested for enhance performances
- Comments on initial design



**SAMPLE**



Alternaty Operator Selection Sample

# Hotel Operator Selection Commercial Terms

## Major Points of Negotiation in the Hotel Management Agreement

- Owner to approve budgets
- Owner to approve general manager and financial controller
- Bank accounts to be the property of the owner
- Owner's right to deal with the hotel
- Restrictions on competitive use of the operator's brand name
- Performance criteria
- Asset management
- Opening date and term
- Restrictions on redevelopment
- Fees management
- Fee marketing & maintenance
- Confidentiality clauses
- Policy approvals
- Shared services and group purchasing
- Branded operator's equipment
- Replacement reserves
- The technical services agreement
- Pre-opening period
- Supervision and control
- Credit of patrons
- Repairs
- Review hotel position
- Trademark licence
- Use of the brand name
- Brand area restriction



**SAMPLE**



# Success Stories 2015 - 2016



**HB GROUP**  
The New Hoi An City  
Service: Operator Selection



Phase 1:  
356 midscale hotel  
Brand selected: Ozo (Onyx Hospitality)  
210 condo residence & 12 beach front villas  
Brand selected: X2 Vibe (BHMA)



**EUROWINDOW HOLDING**  
Cam Ranh



5 star resort and Residential  
Service: Operator Selection  
Brand Selected: Radisson Blu (Carlson Rezidor Hospitality)



**TANZANITE INTERNATIONAL**  
Ho Tram



The Hamptons Ho Tram – Condotel, Villa and Resort  
Services: Operator Selection  
Status: On progress



**NON-DISCLOSED**  
Cam Ranh, Vietnam  
Villa (55 units)  
Bungalow (10 units)  
Hotel (256 rooms)



Service: Operator selection & full range of advisory services  
Status: Under construction