



RESOURCE LIBRARY - ADMINISTRATION
Planning: Three Years Plan


CODE: 01.04.002

EDITION: 1

PAGE 1 OF 8

XYZ HOTEL
3 - YEARS PLAN
2003 - 2006

Prepared by: General Manager / Financial Controller
Place , Date

	RESOURCE LIBRARY - ADMINISTRATION Planning: Three Years Plan	<i>CODE:</i> 01.04.002
		<i>EDITION:</i> 1
		<i>PAGE</i> 2 OF 8

XYZ HOTELS & RESORTS


THREE YEARS PLANNING

2003 - 2006

COMPANY : ➔ fill in yourself
HOTEL : XYZ Hotel
PLANNING PERIOD : 2003 - 2006
GENERAL MANAGER : ➔ fill in yourself
CONTROLLER : ➔ fill in yourself

TABLE OF CONTENTS


I	OPERATIONAL & ENVIRONMENTAL ANALYSIS	3
II	MAJOR TARGETS AND MARKETING ACTIONS	4-5
III	ACHIEVEMENT REPORT CURRENT YEAR	6
IV	FACT SHEET MANAGEMENT AGREEMENT	7-8
V	ENVISAGED INVESTMENTS	9-12
VI	PROJECTED INCOME STATEMENT	13
VII	DETAILED PROJECTED INCOME STATEMENT	14-16

	RESOURCE LIBRARY - ADMINISTRATION Planning: Three Years Plan	<i>CODE:</i> 01.04.002
		<i>EDITION:</i> 1
		<i>PAGE</i> 3 OF 8

THREE YEAR PLANNING	FORM 3YP -I
OPERATION: XYZ HOTEL	PAGE 1 of 1

OPERATIONAL & ENVIRONMENTAL ANALYSIS

	OPERATIONAL STRENGTHS		OPERATIONAL WEAKNESSES
1	<ul style="list-style-type: none"> Fill in yourself 	1	<ul style="list-style-type: none"> Fill in yourself
	ENVIRONMENTAL STRENGTHS		ENVIRONMENTAL WEAKNESSES
1	<ul style="list-style-type: none"> Fill in yourself 	1	<ul style="list-style-type: none"> Fill in yourself

	RESOURCE LIBRARY - ADMINISTRATION Planning: Three Years Plan	<i>CODE:</i> 01.04.002
		<i>EDITION:</i> 1
		<i>PAGE</i> 4 OF 8

THREE YEAR PLANNING

FORM 3YP -II


OPERATION: XYZ HOTEL

PAGE 1 of 2

MAJOR MARKETING TARGETS & ACTIONS

(Specific targets & detailed measures are referred to within marketing concept)

#	TARGET	#	ACTIONS
1.	➔ fill in yourself		1. Fill in yourself
2.			1.
3.			1.
4.			1.
5.			1.

	RESOURCE LIBRARY - ADMINISTRATION Planning: Three Years Plan	<i>CODE:</i> 01.04.002
		<i>EDITION:</i> 1
		<i>PAGE</i> 5 OF 8

THREE YEAR PLANNING


FORM 3YP -II

OPERATION: XYZ HOTEL

PAGE 2 of 2

MAJOR MARKETING TARGETS AND ACTIONS

#	TARGET	#	ACTIONS
6.	➔ fill in yourself		1.
7.			1.
8.			1.
9.			1.
10.			1.
11.			1.
12.			1.

	RESOURCE LIBRARY - ADMINISTRATION Planning: Three Years Plan	<i>CODE:</i> 01.04.002
		<i>EDITION:</i> 1
		<i>PAGE</i> 6 OF 8

THREE YEAR PLANNING


FORM 3YP -IV

OPERATION: XYZ HOTEL

PAGE 1 of 1

ACHIEVEMENT REPORT CURRENT YEAR

TARGET / ACTION	ACHIEVEMENT STATUS
1.	•
2.	•
3.	•
4.	
5.	•
6.	•
7.	
8.	•
9.	•
10.	•

	RESOURCE LIBRARY - ADMINISTRATION Planning: Three Years Plan	<i>CODE:</i> 01.04.002
		<i>EDITION:</i> 1
		<i>PAGE</i> 7 of 8

THREE YEAR PLANNING


FORM 3YP -V

OPERATION: XYZ HOTEL

PAGE 1 of 2

FACT SHEET OPERATION AGREEMENT

1	OBJECT		→ fill in yourself
2	OWNER / LESSOR		
3	CONTACT PERSON		
4	OPERATOR		
5	DESCRIPTION OF OBJECT		
6	DATE OF CONTRACT		
7	SUPPLEMENTS		
8	START OF CONTRACT		
9	END OF CONTRACT		
10	CONTRACT PERIOD		
11	PERIOD OF NOTICE		
12	DATE OF NOTICE		
13	CONDITIONS OF EXTENSIONS		
14	RENTAL EXPENSES		
15	PAYMENT INTERVAL		
16	ADDITIONAL EXPENSES		
17	PAYMENT AND OWNERSHIP OF INVESTMENTS		
18	OTHER REMARKS		
19	RELATED CONTRACTS		

	RESOURCE LIBRARY - ADMINISTRATION Planning: Three Years Plan	<i>CODE:</i> 01.04.002
		<i>EDITION:</i> 1
		<i>PAGE</i> 8 of 8

THREE YEAR PLANNING

FORM 3YP -V

OPERATION: XYZ HOTEL

PAGE 2 of 2

FACT SHEET OPERATION AGREEMENT

20	FEES FROM OPERATION <ul style="list-style-type: none"> • Licence fee • Basic management fee • Incentive fee • Marketing cost contribution <p>REMARKS</p>	BASIC PERCENTAGE <p>→ Fill in yourself</p>
21	OTHER MATTERS	
22	REVISIONS OF THIS FACT SHEET	<p>Date:</p> <p>.....</p> <p>.....</p> <p>Prepared by:</p> <p>.....</p> <p>.....</p>