

XYZ HOTEL

3 - YEARS PLAN 2003 - 2006

Prepared by: General Manager / Financial Controller
Place , Date

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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

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THREE YEAR PLANNING

FORM 3YP - I

OPERATION: XYZ HOTEL

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OPERATIONAL & ENVIRONMENTAL ANALYSIS

	OPERATIONAL STRENGTHS		OPERATIONAL WEAKNESSES
1	• Fill in yourself	1	• Fill in yourself
	ENVIRONMENTAL STRENGTHS		ENVIRONMENTAL WEAKNESSES
1	• Fill in yourself	1	• Fill in yourself

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THREE YEAR PLANNING

FORM 3YP -II

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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.

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THREE YEAR PLANNING

FORM 3YP -II

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MAJOR MARKETING TARGETS AND ACTIONS

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

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THREE YEAR PLANNING

FORM 3YP -IV

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ACHIEVEMENT REPORT CURRENT YEAR

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

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THREE YEAR PLANNING

FORM 3YP -V

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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	

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THREE YEAR PLANNING

FORM 3YP -V

OPERATION: XYZ HOTEL

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FACT SHEET OPERATION AGREEMENT

20	FEES FROM OPERATION • Licence fee • Basic management fee • Incentive fee • Marketing cost contribution REMARKS	BASIC PERCENTAGE → Fill in yourself
21	OTHER MATTERS	
22	REVISIONS OF THIS FACT SHEET	Date: _____ Prepared by: _____ _____