Pre-Feasibility Report on Five Star Hotels

Description: The number of tourists visiting India is likely to soar to 10 million in the year 2010 from 5 million in 2007-08. Recent estimates show that India has a shortage of 150,000 rooms, fuelling hotel room rates across the country. About 60,000 quality rooms are currently in different stages of planning and development; most of these rooms should be ready by the year 2012. Looking at this potential in hotel business, international giants are flocking India and forging joint ventures to earn their share in the race. Government of India has approved 300 hotel projects, nearly half of which are in the luxury range. Demand-supply scenario suggests that the hotel industry has great potential for investment. However, the feasibility of investment in this industry needs to be examined.

Pre-feasibility Report on 5-Star Hotel attempts to examine critical factors that will provide vital inputs to the potential investors and estimation of commercial viability of such an investment. The Project Concept has been worked out for a 155-room five-star hotel which will be set up in Bengaluru. This report is structured into four chapters—Project Concept, Industry Analysis, Project Details and Conclusion. Industry Analysis provides an overview of the structure of Indian hotel industry, its market information and growth drivers. Project Details gives an insight into the procedure for setting up a hotel, type of machinery and floors space required, regulatory permissions and clearances, capital outlay, profitability, payback period, internal rate of return (IRR) and other project related analysis. Potential investors may be interested to examine the financial viability for the project. A sample financial analysis is given in excel separately (Soft copy in CD) for their convenience. Variables in this excel can be changed by the investors to assess financial viability of a hotel.

This report will be useful to entrepreneurs interested in setting up hotels, banks offering loan services to hotel industry, management consultants, private investors, venture capitalist, MBA institutes and hotel administration and management students.

Use this report to...

- Understand how the hotel industry is growing
- Setting up hotels, Industry analysis, and financials and much more......

Providing you with:

- Overview of Indian Hotel Industry
- Insight into the Procedure for setting up
- Hotel Industry Structure & Segmentation
- Major Hotel Chains
- Requirement of Floor space, land, Machinery & utility
- Manpower Requirement
- Capital Outlay
- Financing
- Profit & Loss calculation
- Ratio Analysis etc
- Attracting Investors
- Industry Statistics

Scope of Report:
- The objective of the report is to provide the details/information on how to set up a hotel. This report is structured into 5 chapters consisting of Project Concept, Industry Analysis, Project Details, Industry Statistics and Conclusion; going into further detailing as - Technical Aspects, Human Resource Planning, Marketing & Promotions, Market development, Mobilizing bank loan, Financial Estimates, project cost, issues & Challenges and Critical Success Factors.

- The most sought after feature of the report is Financial Models (3 excel sheets) which helps the customers to do their customized calculations.

- It will act as a ready reckoner for you in the field of hotels setting-up.

Reasons why you should buy the report (Uses):

- Procedure of Setting up a Five Star Hotel
  categorization of hotels & regulatory requirements

- Helps in understanding various requirements of a Hotel

- A deep insights into the Financials of the project

- Financial Model (excel sheets) for customised calculations

New Features Added in the report:

- Attracting Investors
  a. List of Private Equity / Venture Capital Firms

- Industry Statistics
  b. Average Occupancy and Rate in 30 cities
  c. Technology Adoption in Hotels (% of hotels uses uses Different Technology)
  d. Environment Management Practices (% of hotels monitoring quantitative performance)
  e. Average Monthly & Daily occupancy (Overall India)

For whom:

- Entrepreneur Planning to set up a New Hotel
- Existing Hoteliers
- Real estate /Construction Companies
- Venture capitalist / Private Investors
- Management Consultants
- Banks
- Management Institutes
- MSME Development Institutes

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