

# Module 2 – Strategic Realignment and Construction Projects

## Brief description

Are you planning a strategic realignment or a construction project? We know all about challenging projects with long-lasting impact that are broadly supported, involve careful planning and systematic implementation. Working with our team of experts will bring you innovation and fresh perspectives from a neutral point of view – exactly what you need!

## Initial position

Like many other industries, the hotel, gastronomy and retail industries have seen great changes in recent years. This also means that ideas and concepts that did not exist a short time ago are very popular today. Guest expectations, regardless of their generation, are the benchmark for all services. As regards maintaining competitiveness, it still holds true that the ability to invest is a core prerequisite.

Innovative concepts and a successful operational implementation lead to economic success and, as a consequence, increase the value of your property. We guide your process and support you in its implementation.

## Our services

The review of a strategic realignment or a new construction project may include the following elements:

- Analysis of operating results, balance sheet, investments
- Analysis of the environment (location, supply situation, competition)
- Assessment of positioning (appearance, social media, distribution, reputation, quality management)
- Process analysis
- Degree of digitisation
- Evaluation of sustainability
- Evaluation of the infrastructure
- SWOT analysis
- Development of the strategic orientation and an action plan
- Cost-benefit calculation
- Financial planning
- Monitoring the implementation

We either lead the process together with you or guide you through it over an extended period of time. Our tasks and responsibilities change as the project progresses.

Price: individual offers as required

