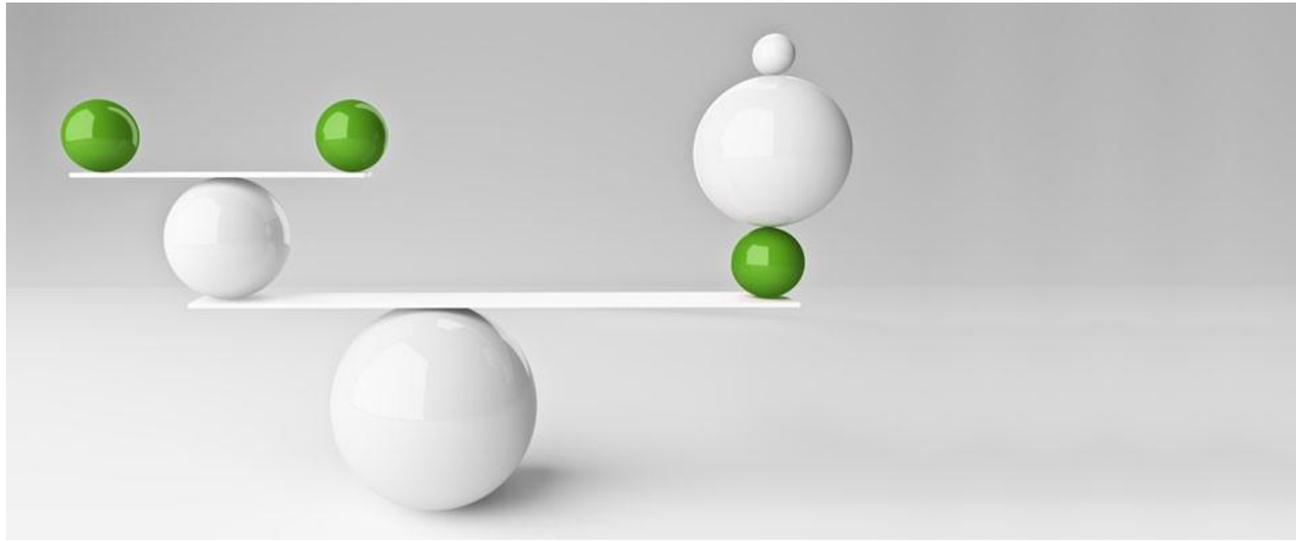
OASIS
BANGLADESH



Middle East - Asia - Africa - West Indies

DEVELOPMENT SOLUTIONS

Development Solutions

Getting ready to open a hotel is the first step towards actualizing a dream and this can be complex and stressful. The key is when all the pieces of the puzzle fall into place with good planning, timing and a detailed understanding of process.

The tourism industry over the last 10 years has shown a tremendous upswing in Asia, developing many new service offerings for guests and this is reflected in the construction and establishment of many new hotels and mixed use properties.

The current new hotel property pipeline in Asia was last reported as the highest building activity in the history of lodging.

The last few years of sustained travel levels have pushed average room rates higher and regional rates in key Asian markets have increased by as much as 24 percent over the same period year on year.

Thought European markets presently look soft with the American market on a slow recovery, the economies of Asia and BRIC are projected to continue on the growth curve for 2012/2013 based not only on international market opportunities but also from domestic and regional travel needs.

We at Oasis Bangladesh recognize this changing travel trend and assist our clients in providing financially feasible end to end solutions in hospitality development geared towards their mid to long term profitability.

Concept & Feasibility

With prohibitive initial investment costs and a long gestation period for return on investment, it becomes critical to have a well-planned and clearly articulated project concept for success.

At Oasis Bangladesh we tackle every project with a holistic approach, taking into consideration every element that contributes to the success of the project. From examining its financial feasibility, location and design configuration to conducting a feasibility studies to finally presenting a set of recommendations from a hospitality perspective.

We will not only present a careful review of the location (in the existing market scenario) but also outline possible challenges and opportunities for success. Depending on each project's mix ,this approach allows a customized framework of recommendations and ensures that the design solution meets the vision and helps forms the DNA of the development strategy.

Design

The initial concept gives birth to the design process

At Oasis Bangladesh we believe in blending the creativity &imagination of our experienced hospitality designers, with their attention to detail & constructa- bility experience to the vision for the project our client.

We align the finest design solutions with accurate specifications, keeping in mind budgets and the client objectives and work in close coordination with Owners/Operators to ensure their design specifications are met and the final design is aes- thetically appropriate and operationally responsive to all intended uses.

It is this approach at Oasis Bangladesh allows us to present an original and creative design based on the client's specific needs and requirements.

Strategic Business Plan

For any new project, post the initial feasibility study, it becomes important to evaluate what will be the initial strategy on the ground, from year one to year five.

To achieve the financial projections made in the study, a road map is necessary for t the property to achieve projections.

Oasis Bangladesh with its decades of pre-opening experience, is able to assist clients to create a comprehensive business plan, not only with financials planning but also with an initial strategic business plan and a detailed marketing strategy, enabling the roadmap to success.

Pre-opening consultancy

As part of our Pre-opening support services, Oasis Bangladesh will work closely with your project manager, architects, designers, and project team in every aspect of creating an accurate pre-opening work flow that ensures that plans are translated into an efficient operational frame work.

From hotel properties positioning, branding and concept development, to monitoring standards of product and service, Oasis Bangladesh will also assist in reviewing pre-opening budget, financial forecasting, and activities of the hotel. Oasis Bangladesh can assist in facilitating appointment of key executives and contribute to overall marketing strat- egy and in the development, set-up and implementation of operating guidelines, policies and procedures.

Operational Turnaround

Oasis Bangladesh can help create a solid foundation from where the hotel can efficiently operate.

We assist review of existing plans, SOP's and operational procedures to improve your operational productivity and offer insights and ideas to sustain your competitive advantage..

For a pre-opening property , in conjunction with the General Manager, operational procedures can be tailored for the entire operating departments of the hotel, including services like developing policy manuals, SOP's and training modules..

ASSET MANAGEMENT

Overview

With an increasingly competitive environment and rapidly changing trends leading to uncertain economic landscapes, the need to maximize hospitality assets becomes critical.

Oasis Bangladesh can deliver a comprehensive range of services designed to maximize profitability and minimize risk. We tailor our services to meet your specific goals, needs and assets.

From corporate-level strategic analysis and planning to operational reviews of individual properties, we ensure you maintain
appreciation and profitability for your asset.

Operator Selection

Hotel operator selection is a major factor in the overall success of an investment not only in terms of selecting the right partner but also in setting the right terms and conditions.

Oasis Bangladesh starts by reviewing the client's market dynamics and then presenting options of possible brands for the project, in order to find the most suitable operator.

We work closely with our clients and their legal teams in operator searches creating agreements that are balanced to ensure that operators are able to perform whilst allowing owners to also oversee their investments.

Together with our client, and our detailed understanding of commercial terms, we negotiate to deliver the best commercial terms with the operator to ensure a win-win financially viable result for the property.

Owner/Client Representation

Owners in the past had to rely on the efforts of hotel management groups to manage the day-to-day operation of a hotel without in most cases, having the benefit of experienced representation and technical input. With the increasing cost of hotel development, operating costs and volatile markets resulting in the threat of diminishing returns, hotel owners and investors are looking for hands-on involvement in the long term management of their assets for better ROI's.

As a hotel investor today, it becomes mandatory to have a comprehensive skill set that includes

- An understanding and knowledge of hotel operations
- Management of revenues and costs
- An understanding of marketing
- Knowledge of global economics and the markets

Oasis Bangladesh with its wealth of hospitality experience in all these areas helps investors at identifying their profit potential , maximizing it for the benefit of the owner.

We do not manage the day-to-day operations of the hotel but act as a liaison representative from the owners to the management company. Simply put, as the owner's representative advising on new profit opportunities, cost savings and operational advantages we ensure that the hotel owner's strategic objectives both financial nonfinancial are met.

OPERATIONAL CONTROL

Overview

Often, the daily pressures of operating a hotel make it difficult for management to take a step back and look at the macro picture.

It becomes imperative then, to seek an evaluation and analysis of their business, be it the aspect of reviewing the maintenance processes or a review and audit of the sales and marketing strategy or even the entire operation.

Oasis Bangladesh, using our decades of hands-on experience in the hospitality business has developed processes for assessing the operational management of a hotel in an efficient and timely manner to improve profitability and ensure continued success in all operational areas.

Operational Efficiency

With escalating costs and the addition of new competitors, there is a continuous decline in human capital. The impact is felt not only on operational effectiveness but also its efficiency. In such a market scenario, it becomes important to understand the difference between “nice to have” and “need to have” both in terms of processes as well as human resources.

The team at Oasis Bangladesh addresses the hotel operation at its core of SOP’s, processes and policies, evaluating the involvement of training and standards vs actual service and guest satisfaction and provides recommendations on challenges and opportunities for growth; for cost effective management and ensuring guest satisfaction and as a result delivering higher profitability to property and its shareholders.

Quality Assurance

Mill (1986) identified the aim of service quality as being able to ensure a satisfied customer. Unfortunately till the recent decade, the focus of quality initiatives in hospitality have been primarily on selection and training of front line staff with the issues of measurement and process improvement having been largely neglected.

Feedback related to guests is critical for hospitality companies as guests visit your property and want to be a part of a memorable and delightful experience in exchange for value that they are spending.

As a hospitality services investor/ owner/ provider do you believe that the guests staying at your property are getting value for money services? Or could it be possible that a competitor is offering more for the same amount or treating their guests much better or maybe even giving the same services but for a lesser amount?

The probabilities are many, in each of such situations you may stand to lose, as guests will sway to the better option and such a swing towards a rival will mean lower revenue for your business.

At Oasis Bangladesh, we recognize that QA is an integral part of any operation's profit- ability and overall brand growth and so we design our Quality Assurance programs to improve your profitability and meet your specific business goals

Mystery Shopping

As an Investor /Owner, are there times that you ask yourself

- Are the services that we proudly market “as brand”, actually provided to our guests?
- Is the repeat guest ratio from a certain market / country / areas reducing YOY?
- Is my cash handling at F&B outlets secure?
- Are my guest cheques being played?
- Could there any other financial pilferage, be it in purchasing or front office or spa?

At Oasis Bangladesh we recognize that all of these are very valid concerns and have created a two-step breakdown for addressing them individually

- Mystery shopping for improving internal processes
- Mystery shopping for improving guest experience

Once commissioned and depending on your need, Oasis Bangladesh will send a mystery shopper disguised as a guest, who will evaluate your services, operation and delivery. An invisible auditor ,but with the eyes and ears of a guest.

His visit may last from half a day to a 5 days stay using all your services and facilities depending on the need of the project. The identity of this auditor at this point of time is only known to the Oasis Bangladesh team.

On the day of his departure and completion of audit, this shopper will reveal himself to your leadership team contacting first the GM or Owner and the same day meeting with the Ex.Com team providing them with an initial synopsis to help close immediate areas of leakage.

Our professional team of consultants will then analyze the data collected by the auditor, and in due time, present to your management/ leadership team a detailed report with recommendations.

Training & Development

The next logical step towards profitability and building brand strength after any mystery shopping activity is ensuring operational consistency in the delivery of services to guests.

We at Oasis Bangladesh work with third party consultants and specialists to provide your team, a customized package that will combine your brand philosophy with Oasis Bangladesh's quality assurance recommendations and translate them to a process reality.

Oasis Bangladesh also offers stand-alone training and process improvement

- packages of Area specific operational audit & process improvement
- Management team evaluations
- Operational Training modules
- Sales and Marketing Training modules

SALES & MARKETING SUPPORT

S&M Support

Sales and Marketing in hospitality, by virtue of its high pressure targets and role is generally one of the areas that has a very high turnover in human capital, this is primarily also because the rate of growth in hotels is not matched with the growth of experienced & qualified human resource for S&M.

Besides the hit and miss rate, the S&M function for any hotel, to put it lightly, is normally the fuel that allows any hotel to pay its bills and turn profits, so this Oasis Bangladesh support service of S&M assumes even more significance.

We recognize the critical value of the Sales and Marketing department and its teams in the success of any hospitality project and as part of our support services, our team of Hospitality Sales and Marketing specialists make it their goal to ensure our clients business unit turn to their profit potential through easy and effective sales and marketing techniques.

- Be it a pre-opening stage where you may need us to come in for setting up your complete Sales and Marketing structure and processes

- Task force assistance to help set S&M systems and processes

- Lead your project with an interim DOSM or

- An existing operational hotel with its own set of Sales and Marketing troubleshooting needs (Audit and re-engineering)

We evaluate your projects opportunities, challenges and areas of immediate growth & customize a plan to advance your sales and marketing department, so that your hotel or resort can find enhanced revenue and profitability for the short, mid as well as long term.

S&M Audits and Troubleshooting

With the constant change in global markets and platforms, time and again hotels tend to underperform .This is due to lack of proper sales resources, processes, market coverage or distribution systems & sometimes even spending much more than necessary with inferior results.

To identify what needs to be done to help improve and enhance the S&M process for higher revenue generation it becomes important to first identify where the problems may lie.

Like a doctor performs a diagnosis before determining what is wrong with a patient and then prescribing medicine and corrective action, we at Oasis Bangladesh firmly believe that prior to making any Sales and Marketing recommendations a proper Sales and Marketing audit is mandatory.

The Oasis Bangladesh S&M team upon being commissioned for a project will first do basic research on your property during which it will then spend 3 to 4 working days on property/hotel with your S&M Leadership team and GM.

Post this audit we will, along with your management team present the areas of opportunity for growth in revenue for the hotel.

This collaborative process not only bolsters the confidence for your management team, but also allows the Oasis Bangladesh team to look deeper into the hotels S&M processes and challenges. This allows us to present better cost effective and efficient solutions for our clients while simultaneously building their teams confidence towards success.

Brand Positioning

As a hospitality services company, who are you? What do you stand for? How are you recognized in the market? What is your core? How is that different from your competitors?

These are some very important questions that an owner or operator needs to ask him/herself when launching or even refurbishing a hospitality product.

Your positioning in the market place allows you the opportunity to define your standards of quality and show-case them to the market justifying the charges you apply for the services that your hotel provides.

At Oasis Bangladesh, we work very closely with our clients by understanding their vision for the brand and matching it with their product to create a synergy that showcases both the investor's vision as well as the product's potential.

Oasis Bangladesh along with its team of brand specialists, can help you create or revisit your organization's softer side.

A softer, yet critical side that helps build a connection with your staff. We can help you do this by assisting in creating your Mission and Vision, defining your brand's DNA or delving deeper into your brand values and building your personalized Brand Wheel.

These tools once set, act as seeds for the complete hotel's strategy, including human capital. These tools allow a hotel to set standards and benchmarks for how they will be viewed by guests, staff and the market .

Sales Systems and Processes

The Oasis Bangladesh team understands that you may not always have the resources available that differently branded competitors may have. However, that does not mean that you as a hotel company, cannot have better, simpler and more efficient processes to generate higher revenue.

The increased usage of social media and the internet, has revolutionized the sales process., The channels of booking are changing and today, it does not matter how big you are, but, how fast you are to evolve with the right systems and processes in place for sustained growth..

Allow the Oasis Bangladesh team to work with you and evaluate your current sales systems, processes and practices.

Partnering with your management team, we will help you develop faster, simpler , cost efficient and highly effective sales processes and systems which will seamlessly integrate various sales channels to generate higher revenue for your organisation.

Sales systems and processes may vary for branded hotels from city to city (with cultural , leadership and market sensitivities) Oasis Bangladesh can also assist chain hotels with a customized package to audit, evaluate and streamline current processes on a corporate as well as unit level.

E-Marketing and Distribution

With the change and growth of technology over the last 15 years, hospitality electronic marketing has gained a high degree of significance in managing the web as well as GDS channels, in certain markets today, above 85 % of bookings are made through electronic marketing channels and not by a phone call / email/ fax. The ease of booking services at the click of a mouse allows guests to easily compare, access, discuss and book hospitality services.

Asia, at present, does not have that high a percentage. However, the market is fast turning towards higher usage of web based booking systems (both third party as well as direct) or GDS systems (for corporates). This change in technology and its availability to all consumers has also caused a flooding of service providers, with specialist providers for electronic marketing solutions in GDS and Web. Be it the GDS connection companies or their different interfaces such as SynXis - Sabre, Pegasus, Softbrands, IHotelier- TravelClick, Trust, Secure Rez or hotel representation companies like World Hotels , Preferred Hotels; with web and GDS booking engines or even third party hotel booking sites like Agoda, Bookings dot com and many, many others,the list goes on and on.

- who do I work with?what is the right balance of sales push?
- inventory availability?
- promotions, advertising, visibility and guest feedback?
- how do I ensure that all my electronic channels are interconnected to my PMS?

These are some of the many questions hotel investors / owners / management companies and GMs grapple with today .At Oasis Bangladesh, we recognize that there is no simple answer for all these questions but that the answer to most of these question lies within your organization's existing systems (except for a new hotel, where a tri-party interfaced system can be recommended).

Almost all systems have the ability with some upgrades, to be interconnected. We evaluate your current electronic marketing systems , create processes and steps to link and balance connectivity, in a seamless manner. Simultaneously the Oasis Bangladesh team, on your behalf, also develops sales strategies for electronic distribution and visibility with the right mix to generate and optimize revenue results.

Social Media Marketing

Today, increased usage of social networking tools and e – travel companies such as Facebook, Twitter, Trip-Advisor etc the rules of marketing, business-to-customer have changed forever The consumer -to-consumer endorsement provided by social media today allows guests to choose to stay away from a product completely.

Oasis Bangladesh with its digital specialists, provides seamless integrated solutions linking social media marketing with what your hotels offers allowing your product higher visibility and reach..

We also assist you by providing IPAD, Android solutions, as well as formulating a comprehensive social media marketing plan that is customized to your property and budget.

As a part of the social media development plan, the team at Oasis Bangladesh will :

- Review your marketing plan
- Work with your S&M leadership team to create a social media plan and
- Offer a 1 day training for key resources on social media marketing, including to department heads and line staff.

Revenue Management

With new distribution opportunities being added on an continuous basis, it becomes increasingly difficult to manage your business and ensure that you are maximizing every channel with optimum timing and price..

At Oasis Bangladesh, our team of revenue specialists will work with your team to analyze current performance trends in your segment and help in, applying industry revenue and distribution best practices that will help you increase the profitability of your distribution efforts.

These will include a revenue management audit and strategy review comprising of:

- your pricing strategy and business mix
- rate parity issues, room types selling strategy with room and rate hurdles
- current use of tools and reports
- electronic marketing strategy
- Performance trends and competitive market positioning

S&M Representation Offices

- Oasis Bangladesh, with its footprint in key markets of Asia also provides hotel Sales and Marketing representa- tion to those organisations who may want to expand their market reach in the key markets of Asia.

- We provide innovative and cost effective Sales & Marketing strategies & practices across both tradi- tional and digital distribution channels to ensure strong continued occupancy and revenue generation for our clients.

INVESTMENT SERVICES

Overview

For every established and aspiring business financing is critical to success and growth. Oasis Bangladesh Investment Advisory practice works closely with business owners and boards helping them maximize value of their assets while minimizing risks.

Be it raising capital or making an investment decision, there are plenty of options. Oasis Bangladesh ensures that the most appropriate option at right valuation is exercised unlocking optimal potential of the deal ecosystem.

Our differentiation in comparison to traditional transaction advisory firms is that, we are not a team of financial advisors; we are a team of operational business leaders who have built businesses and exited them successfully.

We partner in converting brilliant ideas and attractive assets into commercially viable businesses.

To discuss further please write to maheshpunia@Oasis Bangladesh.net

- Project Development & Project Financing
- Buy Side Advisory
- Sell Side Advisory
- Joint Ventures & Strategic Alliances

Project Development & Financing

Tangible assets and brilliant ideas need a series of steps to be carefully thought through and executed to convert them into commercially viable businesses.
Oasis Bangladesh team will work with you to convert your ideas into a bankable business plan and see it through to go-live stage.

- Ideation to conceptualization
- Feasibility study
- Business planning
- Financial modeling
- Development of Investment memorandum
- Raising debt and equity capital
- Negotiating the deal on behalf of the project principals
- Structuring of shareholder agreement
- Post investment board structuring

Buy Side Advisory

- Defining the needs of the business – corporate, owners or investors.
- Understanding the real drivers behind the desire to acquire
- Identifying and analyzing the financial resources
- Characterizing the ideal target
- Identification of targets for acquisition
- Level 1 filtration
- Deep dive due diligence – financial, operational, cultural and people Consider brand fitment, market alignment and matching of ideologies
- Negotiations on behalf of the buyer to arrive at fair value
- Structuring the deal

Sell Side Advisory

Selling a business in whole or in part is an art, which goes beyond financial number crunching to unlock the real value. Various aspects must be considered like most appropriate buyer, timing of the same, intangible value, exit terms, valuation of the brand and team.

The main objective of Oasis Bangladesh in a sell side mandate is to help the principal get maximum value for their assets.

- Valuation of the business: skillfully present the true future earning potential.
- Positioning storyline: marketing pitch
- Targeted acquirers analysis: identify, analyze, customize the pitch and present
- Provide objective advice on transaction structure, pricing and timing
- Negotiations on behalf of the sell side shareholders
- Execution of the final transaction

Joint Ventures & Strategic Alliances

Fostering alliances at times is just the best solution for expansion without getting into an acquisition or divestment. Owing to the global and industry agnostic experience of Oasis Bangladesh senior executives, we have deep relationships with promoters across industries and across geographies. This helps to shorten the process to identify the most suitable alliance partner.

- Identifying and defining the gap required to bridge through an alliance: market access, technical, operational expertise
- Mapping the potential partners from within the geography or globally
- Developing value proposition for both parties
- Negotiating and structuring the alliance

TEAM @ OASIS BANGLADESH

About Us

Founded in 2007, Oasis Bangladesh is a leading hospitality consulting firm marked by dynamism and constant innovation and specializes in providing the hospitality, leisure, tourism & real estate industry with solutions geared towards service excellence and growth of shareholders profitability.

With over a 150 years of hospitality management experience the team at Oasis Bangladesh offers hospitality related concepts, efficiencies and performances, whilst providing practical and simplistic strategies, solutions and services that focus on Revenue Generation and Profitability for our clients.

Our Core Values

Many a time we are asked, why choose the name Oasis Bangladesh and what is its uniqueness.
At the time of our inception, keeping in mind our core values, we searched for what it was that we wanted to stand for.

“Oasis” as we know are one of the few things that can “live” in any climate on our planet providing every one of us on earth with the much needed nourishment that furthers life, this simple philosophy of nature and its positivity and pragmatism influences the team at Oasis Bangladesh in every aspect of our core.

We recognize that change being the only constant, the global hospitality scenario will continue to evolve, sometimes volatile with challenging environments and at other times calm with new opportunities for growth, (the Bean at all times continues to provide nourishment to all) in every scenario, Oasis Bangladesh will continue to seek and evaluate the opportunities for your success and assist you to grow revenue and profitability further.

360° Park(amusement/theme/water) Management & Cost Account Management Service

Park Management

We have professional for all of your park management service requirement like ride installations, maintenance service agreements, surveys, designs and total park management with 24/7 technical team supports.

Cost Accounting Management

We do have extremely experienced professionals of ICMA member to provide you this service.

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