



## Business Planning

LOCS principals are well versed in the requirements of the preparation, documentation, presentation and implementation of Business Planning. Whilst the Business Plan provides a sound foundation for the business/property it will incorporate the following major segments;

- Research
- Positioning
- Design and Development
- Operations
- Forecasting
- Budget.

The Business Planning processes undertaken for clients includes;

- KPI Review and Setting
- Market Overview
- Product Review
- SWOT Analysis
- Competitor Analysis
- Demand and Supply Analysis
- Market Share
- Positioning Statement
- Source and Geographical Origin Of Business
- Target Market Segmentation
- Pricing Policy
- Sales and Marketing Objectives, Strategies and Tactics
- Branding
- Promotions Calendar Of Events
- Web Strategy
- Public Relations
- Advertising Plan
- Sales Targets
- Database Management
- Compliancy and Best Practice
- Risk Management
- Human Resources and Training
- Asset Care and Development
- Environmental Review
- IT and Communications
- Revenue Reporting, Forecasting, and Budgeting
- Cost Reporting and Management
- Operating Divisions Positioning, Objectives and Strategies
- Payroll and Manning Guide
- Operating Budget and Cash Flow.

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LEFT OF CENTRE STRATEGIES