



VARDAVENTURES

HOSPITALITY | TRAVEL | F&B | HOLIDAYS

A N I S O 9 0 0 1 : 2 0 1 5 C O M P A N Y

HOSPITALITY AND F&B EXCELLENCE PROGRAM



TURNKEY MANAGEMENT SOLUTIONS

BRANDS

VARDA HOSPITALITY & F&B

providing 360°services for Hospitality and Food & Beverage sector

TravelbyVarda
a complete Travel Management Company

AFFILIATIONS & CONSULTANT CERTIFICATIONS



CONTACT DETAILS

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Thank you for considering Vardaventures as your possible partner in providing management and operations assistance to your property. We offer the finest opportunity for hotel owners like you to engage in other core activity and maintain liberty from complicated daily affairs of running a hotel, while enjoying highest level of hotel management expertise.

Our core value is 'Hospitality Excellence' which we continuously work hard to achieve with technical accuracy, to deliver the highest standards of practice through our Hotel Excellence Program based on Result Oriented Business Intelligence. We strive to build enduring relationships with our partners and maintain the healthy business relationship by constantly delivering our promises.

We look forward to an opportunity to continuously associate with you and your esteemed organization professionally.

Thanking you,
Sincerely

Arungopal Menon
Managing Director and Chief Consultant



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“The art of hotel management is a composite blend of generating optimal revenue while maintaining service excellence and achieving supreme guest experience. The perpetual responsibility of hotel management is to ensure that the hotel property is forever appealing to its guests. Moreover, while ensuring ultimate guest satisfaction with unparalleled hospitality, our management system aims at bestowing the prestige of its fine management upon its owners.”





COMMITTED TO PROVIDING EXPERT MANAGEMENT SERVICES WITH TECHNICAL ACCURACY

CONSULTANT PROFILE

A combined experience of over 45 years in the hospitality industry, most of it with leading international brands, and hands-on experience in management, operations and sales & marketing, using latest techniques and technology, their highly professional consultants at **VARDAVENTURES** are capable of providing enduring solutions to manage your property effectively, yielding maximum results.



BENEFITS OF HOSPITALITY EXCELLENCE PROGRAM

Boost Business
Introducing innovative ideas that would boot business by tapping untapped market segments and introducing new products



Reduce Costs
Maintain P&L Balance to increase retention and reduce costs. Implement control systems to reduce material, staff and over-head costs



SIMPLIFY MANAGEMENT



BOOST BUSINESS

ENHANCE REVENUE



REDUCE COSTS

IMPROVE SAFETY



Simplify Management
Simple yet highly effective Management Solutions by qualified professionals that will ease your concerns

Enhance Revenue
Obtaining optimal Revenue by maintaining highest service levels to accelerate inflow of repeat business. Stimulating KRA's to improve performance by upselling and value selling techniques

Improve Safety
Infection Control Protocol Audit System developed by Vardaventures is designed to address current situation, maintaining safety of the guests and staff alike and to maintain effective business



**VARDAVENTURES
HOSPITALITY AND F&B EXCELLENCE PROGRAM**
provide complete solution for
dynamic turnkey Hotel & F&B management
that includes management, operations,
marketing, business development and sales

The objective of the program is to manage and develop your hospitality facilities of all levels and standards using our extensive experience, resources, international alliances and high-level expertise. Our dedication, commitment, result oriented business intelligence and desire to deliver on our promises allow you to optimize your investment, while being released from daily management responsibilities. This allows you concentrate on your core activity and business diversification.



VARDAVENTURES CONSULTANCY PVT. LTD. provides hotel and resort owners turnkey management solutions.

Our unparalleled international industry experience and exposure have geared us with the ability to handle every situation positively. You will be supported by sophisticated technical features and a highly experienced management team who understands how to handle and resolve the core issues of optimizing revenue across the spectrum – from increasing room sales, upgrading F & B revenue, maximizing meeting and conference opportunities and enhancing the unique image and positioning of your property. We proudly present before you this proposal, that opens the door to many of the unique advantages and benefits that you will enjoy as a result of the skills, resources and world-wide exposure that Vardaventures can provide.



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Primary Advantages of Program

- Technically accurate Management and Operations Systems
- Liberty to owners from engaging in day-to-day management issues
- Availability of relevant reports to assist decision-making
- Industry best human resources management by accurate staff selection and training
- Emphasis on achieving optimal Revenue Per Available Room (RevPAR)
- Drive
- Maintain highest service standards of international level
- Expert revenue management systems
- Professional Rooms Division and F&B Management Systems
- Effective control systems to eliminate revenue loss
- Accurate financial and control systems
- Professional sales & marketing coordination

PROGRAM OVERVIEW

The proposed Hospitality and F&B Excellence Program is designed to provide the hotel property owners hassle-free management system that shall take care of the day-to-day functioning of the hotel with optimal revenue opportunities



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BE ASSURED THAT YOUR FACILITY IS IN SAFE AND EXPERIENCED HANDS

OBJECTIVES

- To develop realistic business plan for your property and put them into practice
- To provide effective marketing plans
- To provide realistic facility improvement and capital investment plans
- To provide reports on progress and highlight areas needing attention
- To ensure that the property is well-maintained and capital investments are in the right manner
- To ensure that the staff are highly motivated through proven human resource techniques that encourage a sense of belonging
- To train staff and equip them to provide best service
- Maintain P&L balance to increase revenue and reduce costs
- To optimize sales by developing KRA's
- Developing and maintaining professional, planned sales effort and marketing and strategic partnerships

Through our Hotel Excellence Program, you can enjoy hassle-free management at affordable, realistic fees designed to suit your budget



SERVICES OVERVIEW

- Benefit from service contract with VARDAVENTURES
- Every aspect of the operational services covered
- **Peace of mind** by knowing that your property is being managed optimally towards increased profitability
- Relieved of the responsibility for having to painstakingly indulge in daily operational affairs
- Recruiting the hotel manager and other key staff
- Carrying out **financial management**
- Managing human resources
- Providing **technical support** through our expert consultants who have extensive experience in managing hotels at the highest level
- Years of experience providing accurate decisions
- Commitment to service
- Commitment to optimizing your return on investment
- Viable business plan formulated on the basis of the resort hotel's market environment, capital improvement needs and operations
- Active calendars that includes Budgets and Forecasts



SERVICES OVERVIEW

MARKET FEASIBILITY AND BUSINESS VIABILITY

Vardaventures provides feasibility and viability studies for:

- Hotels, Resorts & Wellness Retreats
- Restaurants, Cafés & Specialty Dining Concepts
- Catering Units & Central Kitchens
- Food Processing & Food Manufacturing Facilities
- Cloud Kitchens & Delivery-Based Food Businesses
- Tourism & Destination Development Projects
- Convention Centres & Hospitality Infrastructure Projects
- Franchise Evaluation & Expansion Projects

Our services include:

- Market Demand & Opportunity Assessment
- Location & Site Feasibility Analysis
- Competition & Benchmarking Studies
- Concept Development & Positioning Strategy
- Product Mix & Revenue Stream Analysis
- Investment & Capital Expenditure Evaluation
- Financial Feasibility & Profitability Forecasting
- Operational & Manpower Planning
- Risk Assessment & Mitigation Strategies
- Business Model Development & Growth Planning
- Investor & Lender Feasibility Reports
- Pre-Opening Advisory & Project Guidance

Outcome:

- ✓ Data-driven investment decisions
- ✓ Reduced business risk
- ✓ Optimized market positioning
- ✓ Improved profitability potential
- ✓ Sustainable long-term business growth



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SERVICES OVERVIEW

GENERAL MANAGEMENT

- Hospitality Management Systems – Software and Operational implementations of management and control programs
- Hospitality Operations Procedural Support
- Technical Operations Procedure **TOPS®** implementation
- Vendor Liaising Support
- Departmental liaising support
- Management Reports & Updates
- Operations and F&B Cost Management
- GM – Departmental Head Relationship and Communication
- Daily HOD Meeting Procedures
- General Management Responsibilities based on JD
- Formulating Organizational Structure and Key Position Job Descriptions
- Setting up and maintaining management pattern
- Revenue optimization
- Budgets & Forecasts
- Performance Review
- P&L Review
- Departmental Review & Training



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SERVICES OVERVIEW ROOMS DIVISION

- Front office operations
- Front office management and Daily Reports
- Bell division management & Concierge services
- RevPar, ARR and ADR optimization
- Front Office accounting procedure
- Night audit
- Guest relations management
- Guest history management
- Reservations management
- Room inventory management
- Guest communications
- Inter-departmental communications
- Guest folio management
- Tariff and rate structuring
- Revenue optimization
- Revenue and occupancy forecasts
- Supplier (Agents / TA / TO / Others) coordination



SERVICES OVERVIEW FOOD & BEVERAGE

- F&B Service Procedures and Standards
- F&B Service Training & Practices
- Hygiene Training – HACCP Standards
- F&B Operations Management – POS Systems
- KOT / BOT Analysis and Cost Control
- Menu Planning, Engineering and Food Cost Management
- Kitchen Management and Staff Orientation
- Production Control and workflow management
- Food flow management
- Waste and energy control management
- Food Pick-up and Delivery Procedure
- Restaurant, Banquet, ODC, Room Service and Coffee Shop Operations



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SERVICES OVERVIEW HOUSEKEEPING

- HK Management – Department, Area & Floor Management
- Guest Room Cleaning Schedule Management (Room Turn-around, Recleaning & Dusting Procedure & Timing)
- Linen Management
- Guest Amenities Procedure and Management
- Front Office Cross Communication & Room Release Systems
- Housekeeping cost control management – consumables and linen
- Public area upkeep
- Maintaining hotel standards
- Laundry Management
- Uniform Management



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SERVICES OVERVIEW

MARKETING & SALES

- Instrumental in producing marketing and sales tools and active in producing marketing material and collaterals
- Initiate trade fair and marketing event participation
- Lead marketing team in all marketing activities
- Liaising, negotiating and associating with domestic and international Travel Agents, Tour Operators, Booking Agents, Online Portals and other suppliers
- Liaising, negotiating and contracting with Corporate Partners
- Supplier, corporate and Individual sales management
- Producing Room Tariff and F&B – MICE Rate Schedules
- Room and MICE sales management
- Guest Relationship Management (GRM)
- Client Relationship Management (CRM) Procedure
- Sales call monitoring
- Daily sales performance review
- Sales forecasts and revenue optimization
- Upselling, Suggestive-selling and Spin-off revenue enhancement programs



SERVICES OVERVIEW

PROCUREMENT AND STORES

- Supplier Index
- Pricing Index and Seasonal Variance Index
- Procurement Protocol
- Food cost contribution
- Cost control and waste management
- FIFO Management
- Indenting Protocol
- Stock Entry and Management
- Storage systems and guidelines



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SERVICES OVERVIEW

HUMAN RESOURCES DEPARTMENT

- Hiring and Screening Procedure
- Candidate Profiling
- Employee File Management
- Payroll Assistance
- Employee Induction and Orientation Procedure
- Employee Training Procedure
- Employee Profiling Methods
- Employee Evaluation and Appraisal
- Employee Grievance Addressal
- Employee Facility Management
- Inter-departmental cross training



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SERVICES OVERVIEW

ACCOUNTS DIVISION

- Daily Revenue Reports
- Daily Expense Reports
- KRA Contribution
- P&L formulation assistance till EBITDA
- Cost center management & payable and receivable guidance
- Local purchase management
- Petty cash and payout management



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SERVICES OVERVIEW MAINTENANCE DIVISION

- Regular hotel maintenance practices
- Guest complaint addressal procedure
- Emergency situation addressal procedure
- Major equipment maintenance and upkeep procedure
- Annual Maintenance Contract (AMC) system
- Prioritizing Repairs & Maintenance (R&M)
- Utility Management & Cost Reduction
- Fuel Management & Cost Reduction



SERVICES OVERVIEW ESTATE DIVISION

- Resort estate upkeep
- Horticulture management & Guest satisfaction
- Outdoor recreational facilities management
- Swimming pool maintenance
- Property and structural upkeep



PROJECT SCHEDULE

PERIOD OF ASSOCIATION

Contractual Term - In Months

Agreed upon mutual consent
based on project requirement



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PROFESSIONAL SUBSCRIPTION

We provide complete freedom to business owners and management companies in selecting individual modules based on your requirement, fitting your budget appropriately



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TERMS AND CONDITIONS

- Prices exclude GST and any other taxes and government and statutory charges if and when applicable and will be charged extra
- Prices are valid only for 10 days from the date of proposal
- Any external payments, charges fees and/or other means of payment made to companies, organizations, authorities and/or other facility, data, document and/or service provider(s)
- Any and all other Governmental Fees, Statutory Fees, Municipal Fees and/or any other fees and/or charges
- All travel and accommodation expenses related to any activity as assigned by the Client
- Charges of procurement of samples, data, documents etc. for the verification and/or scrutiny of the Client and all product sampling costs for the purpose of this assignment, all and any Third-party Fees, Any Project Charges, Deposits and/or Advances



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Thank You



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