

Bulldog Backup

Hotel Recovery and Turnaround



Hotel and Licensed Leisure Recovery and Turnaround

What we can offer you!

Our services include:-

- Operational Viability Reviews
- Temporary Management and Holding Solutions
- Long Term Asset Management

Case Studies

Contact Us

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What we can offer you!

Bulldog Backup is here to help Administrators, Banks and Creditors, when a Hotel or Hotel Group is not performing to its potential or is simply at risk. Bulldog can step in and help at very short notice.

This may be to give an 'Operational Viability Review' or, if preferred, to actually take over the management of the day-to-day operation. Ultimately we will aim to turnaround the business and enable it to be as streamlined and profitable as possible, whilst at the same time increasing the general standards and therefore the customer experience.

If we receive your instruction to take over the day-to-day running of the businesses, we will immediately start to stabilise the business and work on increasing its profitability and maintaining its asset value. This can buy valuable time for all concerned to make the correct long term decisions for the business. Please see our 'Temporary Management and Holding Solutions' page for more information.

We have experience in 'Long-term Asset Management'. We are able to enter into partnerships with individuals or consortium investors to help in acquisition, capital investment for refurbishment, and to operate hotel investments from a single hotel to a hotel group.

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Operational Viability Review

We appreciate that timing is often critical, and we are able to give a complete overview of any hotel business at very short notice. We realise that it is essential to determine the profitability of a business in order to determine its sustainability.

A complete analysis of the business will include:-

- Accounts history, current and future profitability
- Occupancy and room rate levels
- Employee and manpower review
- Supplier details
- Health and Safety and legal compliance
- Current marketing effectiveness
- Stock control
- Premises and repair condition
- Pricing structure
- Area and regional information
- Full SWOT analysis

This information will be presented in a clear format enabling owners, administrators and banks to make an informed decision on the business.



Temporary Management and Holding Solutions

At Bulldog Backup we listen to the needs of each individual instruction. When taking over a business our first priority is to quickly settle the existing staff, review security and put into place all Bulldog Backup operational procedures. We review all purchasing and staffing levels to enable cost reductions where possible, although not of course at the expense of the business.

To help build revenues we ensure that the customer experience becomes one where they are assured of being served by well trained staff in a venue that meets all current legislation. We also provide a complete set of monthly accounts and report to you on a regular basis. The result of the above is a business continuing to trade and becoming more profitable. This provides you with more time to decide on the best long term strategy for the business.

A hotel that is open and profitable simply has more asset value than one that is closed or has poor trading levels.

Included in our day-to-day management are:-

- Supplier review and purchasing cost savings
- Employment legislation, compliance and payroll
- Health and Safety compliance
- Property maintenance
- Monthly management accounts
- Budgets and forecasts
- Marketing and promotion plans
- I.T. and web performance
- Maintenance of occupancy and room rates

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Hotel Recovery and Turnaround



Long-Term Asset Management

Property investors, who can see the potential of Hotel ownership but do not want to actively operate them, can use our Bulldog skills and expertise to develop one or a number of hotel opportunities.

With many years experience, Bulldog can either take over an existing operation, or start from the beginning by advising on the acquisition and then project manage any capital investment needed. Bulldog has helped set up and develop various schemes to date including EIS schemes and development of green field sites.

Hotel Property Company

In addition, Bulldog is currently operating a scheme in which individuals are invited to invest into a dedicated hotel property company. Investors can either introduce an investment capital, or, invest an existing hotel property, (which in turn leases the hotel to Bulldog on a profit related rental basis).

This hotel property company already has the benefit of having Bulldogs existing hotel freeholds within it, and therefore allows investors to spread risk across a portfolio of hotel properties.



Case Study 1 - Long-Term Asset Management

Situation

Property investor wanted to purchase a grand but dilapidated 20 bed roomed hotel in the Cotswolds. A full renovation of the premises was required and the investor wanted a non active roll with this operation. He approached Bulldog to help advise in the purchase, capital expenditure and operation of the Hotel.

Initiatives/Results

Bulldog entered into negotiations with vendors to purchase the hotel

Hotel purchased in August 2008 with Bulldog entering into an agreement to lease

Put together a design and build scheme and obtained planning and listed building consent

Bulldog operated the hotel until its closure in early January 2009

Is presently managing a capital expenditure scheme of £950k for a full refurbishment of the hotel including the addition of 8 bedrooms.

Planned re-opening date set for May 2009



Case Study 2 - Temporary Management and Holding Solutions Case Study

Situation

We were approached by a regional brewery to look at the feasibility of converting a closed down Off Licence and Depot, with a high street location, into a branded concept bar.

After consultation with the brewery, we agreed to develop the premises as a joint venture with the brewery providing the main funding.

Initiatives/Results

- We obtained Planning permission and Licensing for the site
- We provided full project management for the build and refurbishment
- Brand installed and launch of business
- Operated the site for five years and produced higher than forecasted profits
- Sold on the business as a going concern



Case Study 3 - Operational Viability Reviews Case Study

Situation

We were instructed by a firm of solicitors, to operate and manage a busy wet-led town centre public house, due to the business owner suddenly passing away. The solicitors had been left to deal with the estate and required assistance.

Our goal was to quickly bring the business into line and to sort out the short comings we found on legal matters and health and safety legislation. In addition we analysed the financial position of the business and produced a short term plan to clear the inherent debt so as to maximise the price on the eventual disposal of the business.

Initiatives/Results

- We operated the Business for 7 months enabling profits to clear ongoing creditors
- New and existing supplier terms negotiated to aid cash flow
- Staffing situation stabilised and improved due to better communication and training
- Stock losses eradicated
- Arranged for essential repairs to be carried out
- Advised on disposal to enable uplift on disposal price to the benefit of the estate

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Contact Us

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