

Hotel Project Proposal Rubric

The following are the key segments to use for your plan. I have provided a grading scale for each section.

Exemplary 7	Clarity of thought and section is complete. Shows understanding of all processes and analysis. Recommendations are supported by the presented information, shows creativity, some graphic representation of data , analysis and recommendations when appropriate.
Advanced 5	Clarity of thought, shows understanding of major processes, includes good recommendations, draws acceptable inferences and conclusions from presented documentation. Section may have graphic representations.
Developing 3	Completes the section, but explanations may be slightly ambiguous or unclear, may contain some incompleteness, inappropriateness, or unclearness in representation, understanding of analysis, or recommendations.
Beginning 2	Begins successfully, but omits significant parts or fails to complete, representation of data may be incorrect or omitted, incorrect or incomplete in analysis, inferences and recommendation.
Unable to begin effectively 1	Section development and analysis is unclear, or major flaws in concept mastery, incorrect use of supporting documentation. Inappropriate or omitted analysis.
No attempt 0	Does not begin assignment.

Introduction

*Introduce the entity (company, and the developers of this proposal to which the plan refers and indicate the scope and structure of this document. **Do not summarise the plan here** – write the plan's summary once finalised in the next main section. Explain here who wrote the plan, when and for what purpose/reason (as a commercial hotel proposal). Give contact details (address, phone, fax and e-mail) for each project member. Provide the brief details of the proposed hotel, i.e. number of rooms, lodging category, and location.*

Executive Summary

Hit the highlights and key issues. Avoid detail. If desired, cross reference the reader to sections containing detailed text. Address the needs and interest of the reader (A corporate executive who is evaluating project proposals) – what information does the reader want to get orientated. Allocate one paragraph to summarise the contents of each main section.

Mission, Strategies etc.

Use succinct, affirmative statements making every noun, adjective and verb important to present the vision, mission statement, value proposition, objectives, SWOT analysis, operational strategies and targeted goals.

Franchise Comparison

Review the strategy used to select the franchise organization. What factors influenced the decision. What are the benefits of choosing a franchised flag to operate in your market? Explain the development of the business this franchise to its present status. Summarise sales growth and royalty fees over 4 years.

Product/Service Description

Explain what types of services and product does your property offer and who will use them. What advantages do they offer or needs do they meet for your customer. How does your product and service compare and compete with the local market. Select a trending service or product that you have identified for your segment and provide complete details, e.g. costs, specific items, operational consideration, and marketing strategy.

Operational Plans

Cover all aspects of the services that you will offer at the proposed property. Highlight major elements of operations such as health club, business center, meeting facilities, restaurants, room service. Do not forget your rooms.

Management & Operations

Key management staffing and strategies. Introduce the executive level positions that will run the property and their roles. Include short profiles of the skills required in each position. You will not include actual person's names since this is a business proposal. Titles Only.

Conclusion

Review what the business expects to achieve. Indicate why it will succeed and why it should be supported by investors etc. Be very positive and confident.

Professional Presentation

- Professionalism
- Thoroughness
- Neatness, grammar, and appropriate writing style
- Clear and accurate presentation of data in charts, tables and graphs.