

CENTRALISED SERVICES

The Centralised Services model in hotels

Managed by **TFE HOTELS**

TFE Hotels' centralised infrastructure and systems operate across all brands and in all locations. Owners are able to benefit from the leverage generated by applying the TFE Centralised Model through both enhanced costs savings and increased revenue generation. A detailed explanation of the benefits and services offered are set out in this document.

1 Centralised Administrative Services

Provision from TFE Hotels head office means there is no pure accounting staff at a hotel, except for accounts receivable and cashier functions, receiving and logistics officers dealing with goods received, and timekeeping records. Functions covered by Central Administrative Services include:

- a Keeping books and records;
- b Administration of all bank accounts;
- c Information technology supervision;
- d Maintaining and promoting proper operational procedures and practices including the provision of manuals, procedures, instructions and application and supervision of all management practices in every department of the hotel accessing experts in these areas at head office level;
- e Preparation of all accounting reports and Annual Budgets excluding auditor's reports;
- f Payment of all accounts payable;
- g Preparation of any required tax certificates for employees;
- h Processing of all labour related costs;
- i Revenue Management training of front line sales, reservations and front desk employees to follow through on general strategy;
- j Human resource services including approving manpower planning budgets, assessing productivity, talent management of management level employees, recruitment advice, recruitment of senior positions, advising on salaries and ensuring wages meet legislative standards, preparation of employment contracts and job descriptions, providing training and professional development programs (but the costs of training attendance and participation are charged to the Hotel as Operating Expense), designing retention programs, assessing the performance of management employees, dealing with visa applications and compliance reporting, measuring employee engagement, liaising with regulatory authorities, managing trade union involvement, supervising any disciplinary action, terminations and redundancies, and providing a safety valve for all employee employer confrontations or dispute;
- k Work health and safety services;
- l Liquor licence registrations, compliance and administration;
- m Business Owner liaison; and
- n All software systems located at the Operator's head office necessary to assist with any of the points (a) to (m) above.

2 Centralised Marketing Services

Which includes:

- a Brand management;
- b Marketing planning;
- c Graphic design;
- d Database management;
- e e-commerce management;
- f Sponsorship marketing;
- g Creative agency – group activities;
- h Public relations – group activities;
- i Advertising in any form of media for all the hotels in the group (or brand grouping);
- j Trade fair attendance;
- k Customer mailing lists; and
- l Wholesale brochure listing.

3 Central Sales Services

All sales staff are part of the larger sales team promoting all hotels funded by head office. The benefits are enormous with many extra sales staff added to the promotion effort (sales managers at TFE cross-sell all brands), and access a much greater geographic, corporate and leisure segmented database.

Being services provided by sales staff who are part of the larger sales team promoting all hotels funded by head office which includes:

- a All business and sales promotion services that take place away from the hotel;
- b Planning for sales promotion;
- c Central reservation services;
- d Maintaining and negotiating corporate accounts;
- e Relationship management;
- f Corporate tender and consortia contract negotiations;
- g Managing key leisure market accounts worldwide;
- h Representation at national and international trade shows and exhibitions;
- i Reasonable office overheads for sales team members, stationery and equipment including rent and depreciation; and
- j Seasonal package promotions and events aimed at key demographic and niche target markets.

For more information please contact
one of our development team

AU

Michael Herman
Executive Development
Manager

+ 61 (0)419 254 285
mherman@tfehotels.com

EU

Matthias Niemeyer
Head of Development, Germany

+ 49 172 622 4094
mn@adina.eu.com