

Seychelles Investment Bureau



Guidelines to Assist in Writing Your Business Plan

HOTEL AND/ OR RESTAURANT

- Business Plan Prepared By:
- For and On Behalf Of:
- Submitted To S.I.B. On:

Tick here

- **Enclosed** :Other Documents Relevant to your Project

You can also e- mail us your Business Plan at **sib@seychelles.sc**

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Checklist: Hotel/Restaurant

Please ensure that the following accompany your project submission:

- **Project Summary Sheet**
- **Cashflow statement**
- **Promoter's CV and that of the person appointed to manage the operation of the establishment upon completion.**
- **Location Plan (on A3 paper and must be clear), obtainable from the Land Use Department of the Ministry of National Development**
- **Site Plan (on A3 paper)**
- **Sketch of Elevation Plan (on A3 paper)**
- **Sketch of Layout/Floor Plan (on A3 paper)**
- **Photos of building (if existing building)**
- **Artistic impression (if available)**
- **Other references/certificates or relevant documents**
- **Completed Environmental Authorisation Form**
- **Completed application form for Government sanction (non- Seychellois only – Please download forms)**
- **Company Registration (if a registered company, Certificate of Incorporation, Memorandum & Article of Association)**
- **Electronic version of Business Plan**

Project Summary Sheet

1 Name of Promoter(s)

2 Promoter contact details

3 Nationality of promoter. If naturalised provide 'Certificate of Naturalisation'. If foreigner provide 'Character Certificate'

4 Shareholders / Directors / Partners of business

5 Brief Project Description

6 Location of Project

7 Level and Type of Investment and Financing:

Amount of investment: _____

Borrowings: _____

Personal Contributions: _____

8 Employment

Number of local employees: _____

Number of foreign employees: _____

9 Proposed No. of keys/ Rooms of the hotel

10 Construction Commencement Date

11 Construction Completion Date

12 Opening/ Launching Date

INTRODUCTION

Once a project is conceived and is in line with the Tourism Policy, the promoter has to write out a project memorandum. The writing up of this memorandum will help the promoter to think carefully through the process of what the project involves and provide as much information as possible. This document should clearly state the type of activity the promoter intends to undertake and clearly define his/her intentions.

FORMAT FOR PROJECT MEMORANDUM

I. SYNOPSIS

This briefly describes what the project is about and what it hopes to achieve. A good synopsis makes it easier for the reader to grasp the details as they unfold. Usually a few sentences will suffice.

- Name of promoter
- Address
- Telephone/Fax number/E-mail
- Are you employed in the Public Sector Yes No

JUSTIFICATION This part should also state justification for the merit of the project and how it will benefit the tourism industry, the country and the economy.

II. PROJECT DESCRIPTION

This describes the detailed technical, financial and other aspects of the project. It is divided into several sections.

1. BACKGROUND

The background section should cover issues such as:

- Promoters' Nationality
- Professional Status
- Promoters' Experience in the field
- Previous/ Current Activities
- Earlier phases of the present project if it is a continuation/renovation project
- Location of project (new/ existing)
- Any other details

2. TECHNICAL DESCRIPTION

The project should be designed by a qualified architect capable of maintaining and upgrading the quality of the built form and of producing details to make each and every resort unique and well integrated into its site.

This will cover issues like:

Location

Environmental concerns

Project size

External works

Checklist of Technical Description

- Site analysis
- Site development and existing/or proposed accesses
- Master Plan (all phases)
- Existing public utilities and services (water and sewage, electricity)
- Building (Construction/Renovation/Addition/Rehabilitation)
- Architectural concept
- Other facilities to be provided
- Method and Standard of Construction (materials)
- External works (site clearance, earth moving, rock blasting, felling of trees specifying species and maturity, ...)
- Environmental matters prior to construction energy efficiency considerations, water management and solid waste management
- Hard and soft landscaping
- Life cycle costs (planning of the building's cycles for maintenance, choice of materials, use of technology, replacing furniture,...)
- Sketch design
- Brief visual presentation of the full project within the site (photo montage of all the buildings including staff quarter, services ...)

- **Dimension and Size**
 - Size of building – State number of rooms for hotel**
 - Seating capacity for restaurant**
 - Dimensions - rooms, bathrooms, kitchen, living/dining rooms, etc**
 - Provide details for each floor if multi-storey**

3. FINANCIAL ANALYSIS

This section of the project memorandum should analyse the financial implications of the project. A projected cashflow statement should be provided. Such analysis should cover:

- (a) **Capital Expenditure:** Total capital expenditure should be broken down into logical components. It may adopt the following classification for capital expenditure
- Land (Leased/ Owners)
 - Renovation works
 - Construction works (Building/ Landscaping/ etc.)
 - Plant, equipment (Gadgets, etc.)
 - Furniture

- Fire Safety Equipment
- Vehicles
- Other capital expenditure

(b) **Recurrent costs:** Financial analysis of the project should include analysis of recurrent cost that would be incurred when the construction phase is over and the project is operational. The following checklist should be used in estimating recurrent costs of projects.

Checklist for recurrent costs

- Salaries (including breakdown of individual salaries)
- Allowances
- Social Security
- Training Budget
- Administration costs
- GOP's
- Consumable materials (Food Related, Other e.g. soaps, tissues, etc.)
- Transportation costs (Fuel, Running costs)
- Insurance
- Marketing
- Fuel costs (generator running/ kerosene/etc.)
- Utilities (water/stationery)
- Other Charges (Accountancy fees, Rent, Maintenance)
- Replacements
- Taxes (Trades Tax, Business Tax)

Total Recurrent Cost

Other charges to Profit and Loss Account

- Depreciation
- Interest on Loan

(c) **Revenue:-** Revenues to be derived from the project should be thoroughly discussed when carrying out the financial analysis of the project.

- Occupancy Rate
 - Price per room/ cover
 - Food and Beverages earnings
- Total revenue

N.B. If the project is functioning, the Audited Accounts (Profit and Loss, Balance Sheet) of the previous year must be submitted.

Every effort should be made to get the financial sums right since poor financial analysis may lead to delays in projects' implementation. These figures will later be compared with comparative averages.

4. FINANCE ASPECTS

The mode of financing of the project should be specified clearly. Items should include the following:-

- Loan from private individuals / non-banking entities
- Amount of Loan from Commercial Bank/DBS
- Amount of personnel contribution
- Foreign financial institutions fund
- Contribution of foreign partner
- Company details on shareholders contribution/ funds

5. FOREIGN EXCHANGE COSTS/EARNINGS:

List detail of all foreign exchange earnings and cost. The figures must be in terms of the foreign currency spent. However, please note that these amounts already form a part of Capital Cost Revenue.

Costs

- Importation details (Equipment/ Furniture/ Building Material/ Kitchen gadgets/ etc.)
- Cost of each item in foreign currency

Earnings:-

- State total earnings in foreign exchange expected from the project.

6. MANAGEMENT ASPECTS

The project memorandum should specify the organisational structure of the project. Importance should be given to detailing all aspects of the organisation including the following:-

- Sole Proprietorship
- Partnership (Give the name and contribution/ holding of each partner)
- Company (Give shares/ shareholding of each member and names of the shareholders)
- Foreign participants (State the name and other particulars along with contribution/ holding)

7. MANPOWER ASPECTS

This section specifies the number of staff required and the manner in which they will be recruited (see **appendix**)

- a. Occupation/Field (post title)
- b. Number needed
- c. Minimum salary
- d. Minimum level of Education/Training (minimum work experience)
- e. *Source i.e. recruitment, promotions, transfer, expatriates/ etc.
- f. Date on which required
- g. Pre-opening training plans, programmes, trainers

- **Source**

- (Where/ How the promoter expects to obtain the manpower needed) i.e.
- Recruitment (Is it from the national labour market or abroad)
- Promotion (Is an existing staff to be promoted to a higher level e.g. cook to senior cook)
- Transfer (Transfer of staff from an existing establishment into a new one. Please indicate if the staff is being transferred from a unit/ section of the same establishment into the proposed unit/ section where applicable)
- Expatriate (Recruitment of an expatriate from the international labour market)

8. MARKETING ASPECTS

Give details on how and where the product is to be marketed

- Tour Operators
- Personal contacts abroad
- Marketing countries
- Others

9. ENVIRONMENTAL ASPECTS

This section should take into account externalities. All details of any environmental impact must be listed.

- Landscaping
- Felling of trees
- Site clearance/ bulldozing
- Gas emission
- Others

10. IMPLEMENTATION PLAN

This section explains how the project will be implemented. Main project activities and sub-activities should be scheduled in terms of expected completion dates. Target dates should be realistic and must be determined bearing in mind the internal logic of the project as well as the project's relationship with other projects. For simple projects a bar chart will be enough as a visual presentation of the implementation plan. The following checklist shows some project implementation activities.

Checklist for implementation plan

- Concept
- Obtain funds
- Brief consultants
- Select site
- Design
- Appoint contractors, subcontractors
- Prepare tender documents
- Construct
- Purchase equipment
- Purchase vehicles

- Purchase furniture
- Recruit staff
- Train staff
- Start operation

Staff recruitment for new projects

Post Titles	No of Posts	No of Expatriate	No of Locals	Minimum Salary
Administration and General				
General Manager				
Resident Manager				
Executive Secretary				
Human Resources Manager				
Training Manager				
Secretary				
Clerk/Typist				
Drivers				
Store Porter				
Security Guards				
Groundsman				
Accounts				
Financial Controller				
Chief Accountant				
Accountant				
Internal Auditor				
Income Auditor				
Cost Controller				
Credit Controller				
Night Auditor				
Inventory Clerk				
Debtors Clerk				
Creditors Clerk				
General Cashier				
Post Titles	No of Posts	No. of Expatriate	No. of Locals	Minimum Salary
Front Office				
Front Office Manager				
Assistant Front Office Manager				
Reservation Manager				
Night Manager				
Public Relations Officer				
Customer Relations Officer				
Guest Relations Officer				
Reservation Supervisor				
Night Supervisor				
Head Receptionist				
Head Porter				

Senior reservationist				
Reservations Agent/Front Desk Agent				
Night Receptionist				
Front Office Cashie/Receptionist Cashier				
Receptionist				
Outlet Cashier				
Switchboard Operator/Telephonist				
Sales Assistant				
Uniformed Service/Porter				
Concierge				
Post Titles	No of Posts	No. of Expatriate	No. of Locals	Minimum Salary
Entertainment				
Golf Manager				
Animateur				
Pool Supervisor				
Senior Pool Attendant				
Pool Boy/Attendant				
Food Production				
Executive Chef				
Executive Sous Chef				
Sous Chef				
Pastry Chef				
Chef De Partie				
Pizzeria Chef				
Head Cook				
Senior Cook				
Senior Pastry Cook				
Cook				
Pastry Cook				
Assistant Cook				
Commis Patisier				
Butcher				
Fishmonger				
Canteen Attendant				
Head Kitchen Cleaner				
Chief Steward				
Kitchen Steward				
Kitchen Cleaner				
General Assistant				
Maintenance Department				

Chief Engineer				
Maintenance Supervisor				
Electrical Skupervisor				
Refridgeration Technician				
Electrician				
Head Gardener				
Gardener				
Storekeeper				
Painter				
Mason				
Carpenter				
Boilerman				
Greaser				
Post Titles	No of Posts	No. of Expatriate	No. of Locals	Minimum Salary
Housekeeper Department				
Laundry Manager				
Executive Housekeeper				
Assistant Executive Housekeeper				
Housekeeper				
Head Still room Maid				
Housekeeping Supervisor				
Laundry Supervisor				
Assistant Housekeeper				
Floor Supervisor				
Still Room Attendant				
Chambermaid				
Laundry Attendant				
Linen Keeper				
Handyman				
Machine Operator				
Laundry Pressers				
Laundry Assistant				
Public Area Supervisor				
Public Area Cleaner				
Cleaner				
Night Cleaner				
General Helper				
Post Titles	No of Posts	No. of Expatriate	No. of Locals	Minimum Salary
Food and Beverage				
Food and Beverage Manager				
Assistant F & B Manager				
Restaurant Manager/Maitre D'Hotel				
Beverage Manager				

Services Manager				
Banquet Manager				
Bar Manager				
Catering Manager				
Assistant Catering Manager				
F & B Controller				
Banquet Co-ordinator				
Restaurant Supervisor				
Head Bartender				
Head Waiter/Waitress				
Cashier/Waitress				
Waiter/Waitress				
Night Waiter/Waitress				
Barman				
Lounge Waitress				
Bartender				
Bar Assistant				
Bar Apprentice				
Waiter				
Assistant Waiter				
Apprentice				
Post Titles	No of Posts	No. of Expatriate	No. of Locals	Minimum Salary
Food and Beverage Control				
Purchasing Manager				
Food and Beverage Control				
Head Storekeeper				
Assistant Storekeeper				

