



# CONCEPT DEVELOPMENT



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# DEFINING PROJECT OBJECTIVES

Usually reflect  
governmental, financial,  
developmental,  
operational, and personal  
goals and aims



# THE CONCEPT OF ACCOMMODATION

- Resorts (beach, village, marina)
- Convention Hotels
- Condominiums
- Residentials
- All-suite Hotels
- Boutique Hotel
- Exclusive Villa



# Defining Project Objectives

1. **Market** (individu, group, business, holiday, family, special interest)
2. **Classification** (star, non star, luxurious, moderate, economy)
3. **Size** (number of rooms, unit, room size)
4. **Location** (beach, cliff, river, lake, village, city, airport)
5. **Facilities** (according to the target market and classification)
6. **Service style** (butler, customer oriented, personalize)
7. **Design**(traditional, modern, contemporer, classic, combination, low or high rise)
8. **Operating Characteristics** (self manage, chains, franchise, management contract)
9. **Financing** (self finance, from buyers)
10. **Environmental Friendly** (conservation on flora and fauna)
11. **Community Involvement** (place to work, economic of scale, social and cultural preservation)

(Adapted from E.A. Kazarian: Food Service Facilities Planning)

# Example:

## THE AMARIS:

### Private Luxury Beach Front Villa in Seminyak

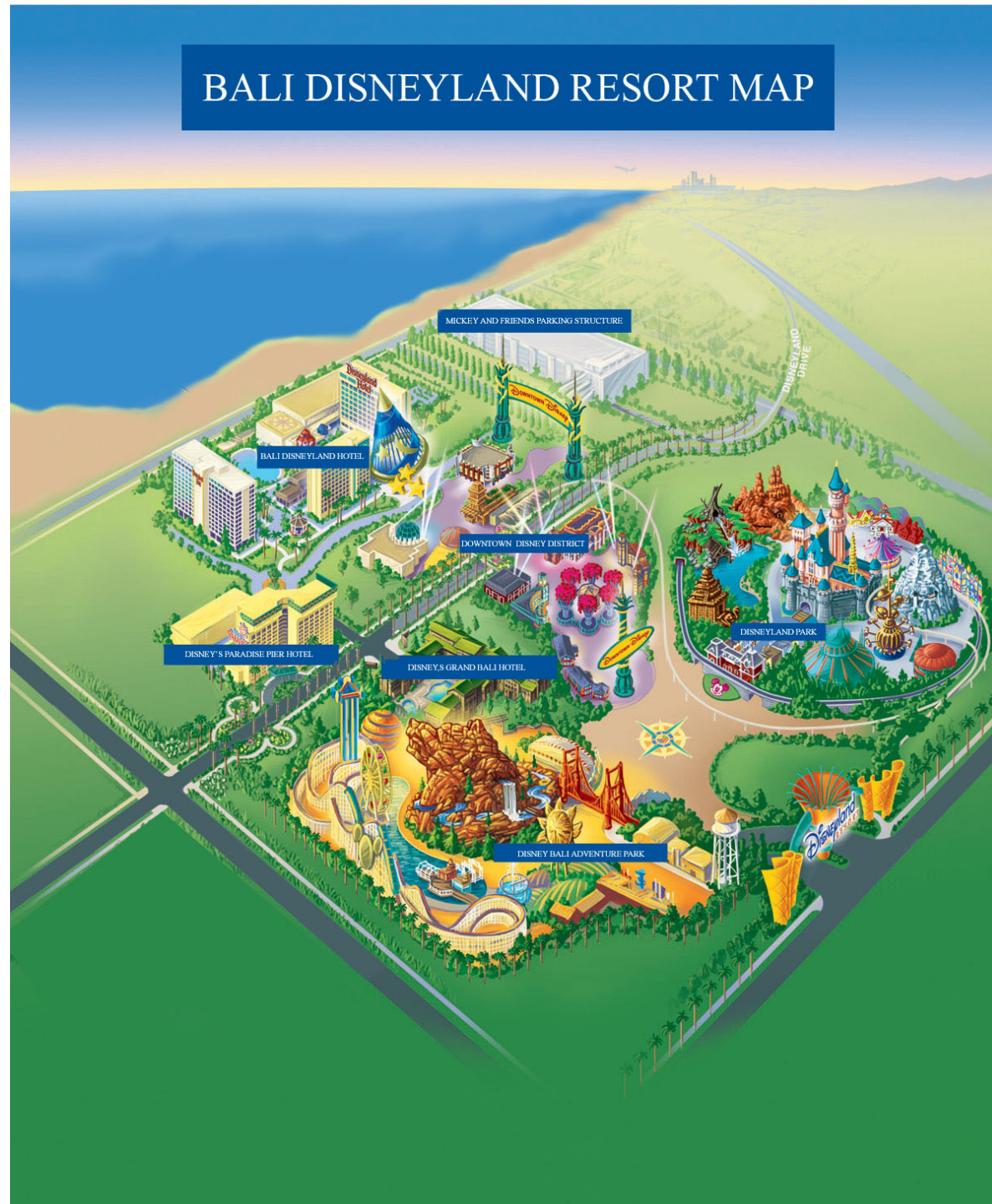
The complex is small with limited number of villas but each one is very **luxurious, spacious, complete and very private**. A perfect mixtures of **traditional architecture, modern facilities**, truly Balinese atmosphere and hospitality. The **service is outstanding** and the whole package is exceptional value for money. Preserving local culture and traditions, and also the natural beauty. It is an **eco friendly** villa in the heart of Seminyak

# FEASIBILITY STUDY





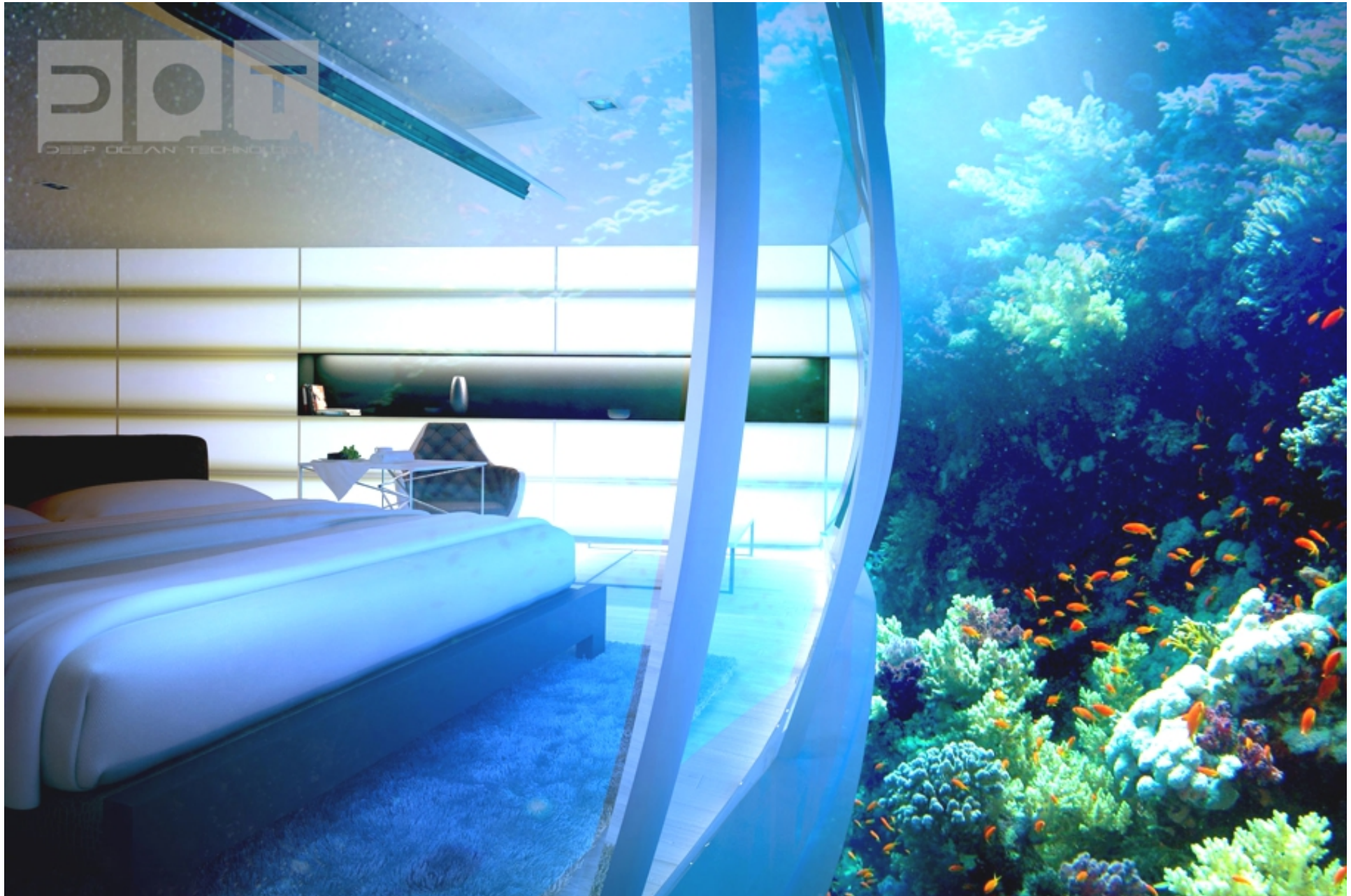
## BALI DISNEYLAND RESORT MAP











## Some Questions That Need to be Answered before Hotel Construction

- Is the **market** available? How big? Profitable?
- Is there enough **money** to develop? Where do they come from?
- Is it being **supported** by the community and government?
- Is it **legal**?
- Does it support the **environmental** sustainability?

TO ANSWER ALL THOSE  
QUESTIONS:

You have to prepare  
the Feasibility Study



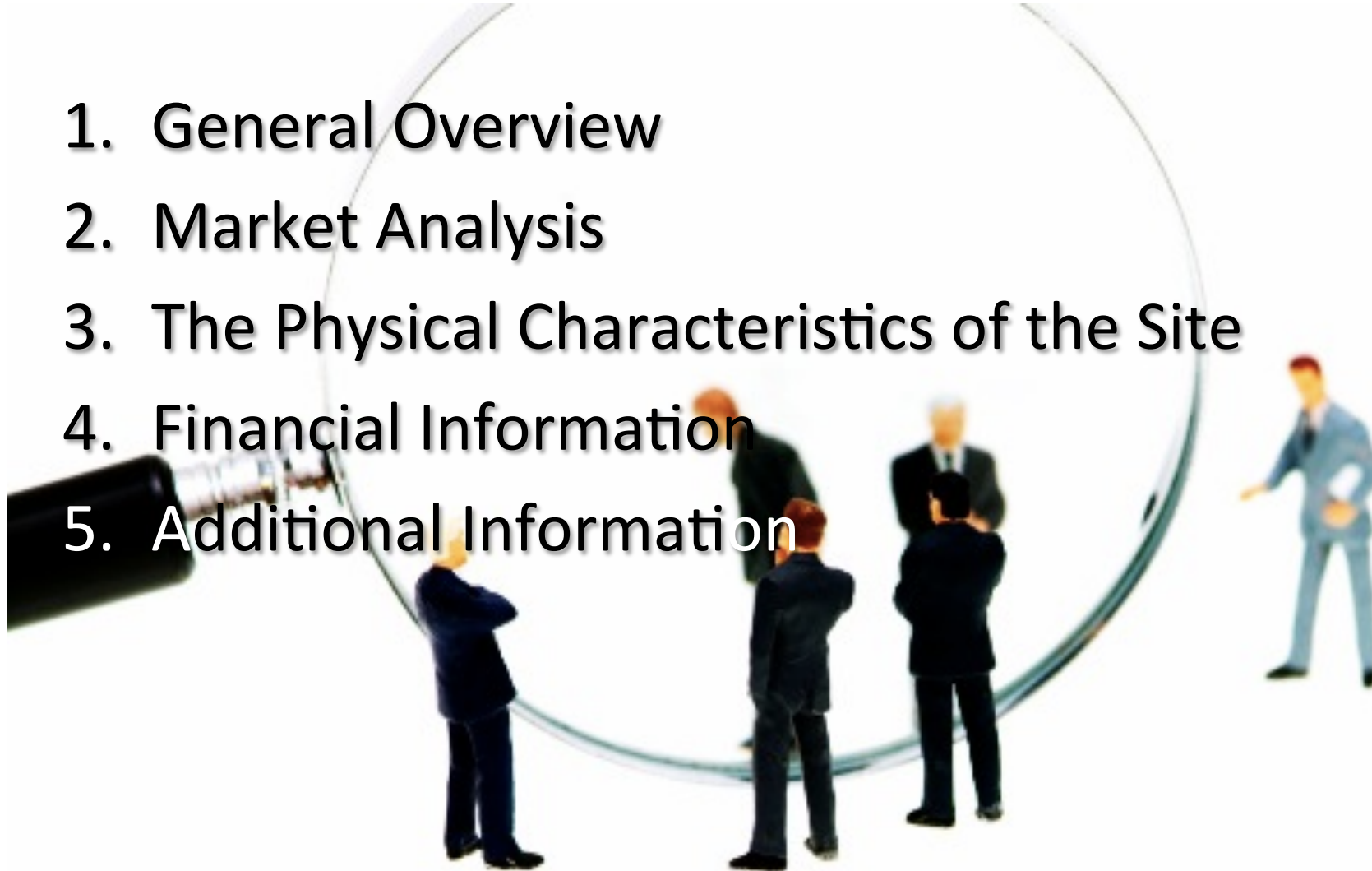
- Whether the preliminary master plan can be justified in **economic terms**
- Whether it will comply with **social, environmental, political, and legal constraint**
- It is required by **financial sources** (investors, banks, fund managers)
- It serves as a **blueprint** for a more detail marketing plan later on

**PURPOSE**



# Elements of A Feasibility Study

1. General Overview
2. Market Analysis
3. The Physical Characteristics of the Site
4. Financial Information
5. Additional Information



# 1. A GENERAL OVERVIEW

- The area's economic climate
- Its political stability
- Travel trends to the area
- Community support
- Weather patterns



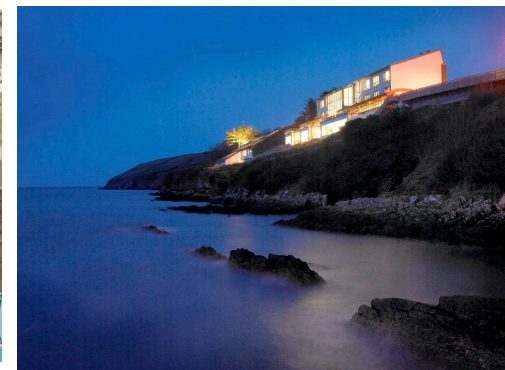
## 2. MARKET ANALYSIS

- Potential types and numbers of visitors / guests
- Where they will come from
- Market needs
- Seasonal patterns
- Spending patterns
- Competition level



## 3. THE PHYSICAL CHARACTERISTICS OF THE SITE

- Advantage and disadvantage
- Possible alternative sites for the resort proposal
- The physical characteristics of the lodging facility projects







## 4. FINANCIAL INFORMATION

- Estimates of capital requirements
- Cash flow statements
- Balance sheets
- Income statement projection

**.... PRO FORMA STATEMENT**

## 5. ADDITIONAL INFORMATION

- Import duties
- Restriction on importation of materials needed for construction or operation



## 6. (Optional) CONSENSUS AND DISSENTING OPINIONS

Of experts who have  
been consulted on the  
project's feasibility

