

A woman with long dark hair, wearing a light-colored bucket hat and a blue shirt, is smiling and looking to her right. She is standing on a busy street with many colorful signs and buildings in the background. The scene is slightly blurred, suggesting a shallow depth of field. The overall tone is bright and positive.

THE DELIVERING GROUP

CONSISTENT BUSINESS SUCCESS WITH LEADING
GLOBAL HOSPITALITY & TOURISM PARTNERS IN
ASIA PACIFIC AND NORTH AMERICA SINCE 2003

Introducing **STRATEGIC AUDITS** – the smart way to reset
your business strategy and recharge your business growth
as the world adapts to life with **COVID**.



STRATEGIC BUSINESS AUDITS

**IN THE POST-COVID NEW NORMAL,
BUSINESS AS USUAL IS NO LONGER AN OPTION.**

But how can you realign your business strategies, marketing and sales plans, and find the right technologies, resources and applications to navigate your recovery?

At **The Delivering Group**, we'll conduct for you a straightforward diagnosis of your needs, followed by a menu of curated tools and solutions to choose from.

WHAT AND WHERE TO AUDIT

WHAT

- Performance Relative to Budgets and Market
- Processes and Alignment to Brand and Industry Standards
- Usage of Supportive Tools and Technology WHAT WHERE

WHERE

- Individual Hotels
- A Group of Hotels (same brand and/or owner)
- Regional Offices

THE DELIVERING GROUP AUDIT



- Most Hotels, Resorts and Corporate / Regional offices conduct audits once a year usually in the areas of Inventory and Finance.
- Sales and Marketing, Distribution and Revenue Management are usually not audited and when they are, this is conducted internally.
- Most internal parties view audits as criticism when in fact they are simply to assess and feedback that all objectives are being realized and advised on by an Independent review.

THE DELIVERING GROUP APPROACH

- Any Audit is conducted in a **3 Stage** approach, including **deep dive analysis and assessments** of all relevant internal and external factors
- At the end results and solutions are presented and discussed



THE DELIVERING GROUP AUDIT

Stage
1

INTERNAL
Assessment of
performance
and policies &
procedures

Sales & Marketing

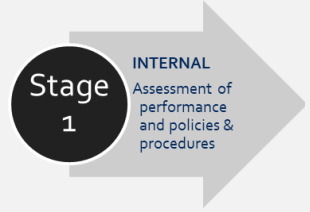
REVIEW

- Third Party Marketing Partner Associations and results.
- The Organization's Marketing Plan to ensure that it fulfills the hotel/chains vision, mission statements and financial objectives.
- Overseas Sales organization/representation versus targets and market segments.

ANALYSE

- The existing Sales and Marketing Organization and Structure versus the Chain/Hotel market segmentation and the market itself.
- PR penetration versus competition.

THE DELIVERING GROUP AUDIT



Pricing

Assessment of pricing/positioning to include:

- Corporate/MICE
- GDS and Online Partners(defined sites)
- Wholesale
- Retail
- Chain/Hotel Website
- Social Media Platforms

 These channels would be compared to the competitive set/key competitor/sites

THE DELIVERING GROUP AUDIT

Stage
1

INTERNAL
Assessment of
performance
and policies &
procedures

Direct Revenue Platforms

DEEP DIVE REVIEW AND ANALYSIS

Digital Content –
brand.com

Social Media Platforms &
Penetration

Artificial Intelligence/Chat Bot
Platforms

Customer Service Process

Revenue Management
Systems and Process

Reservations Structure
and Process

Sentiment Analytics (if
available)

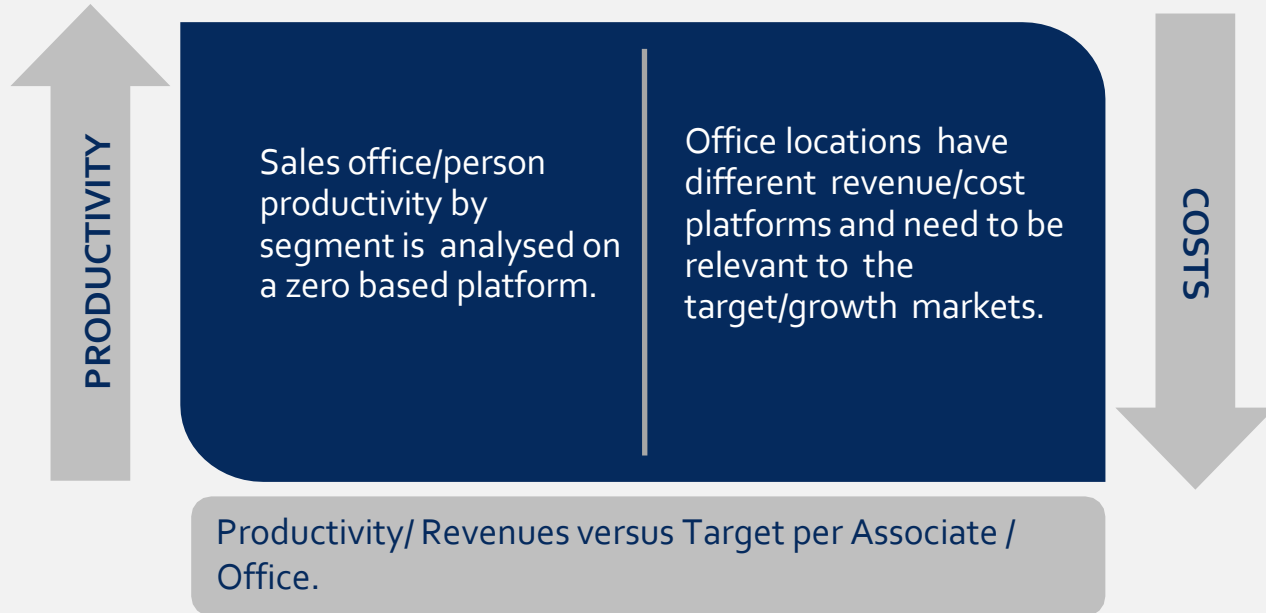
Guest Reviews and
Response Techniques

THE DELIVERING GROUP AUDIT

Stage
1

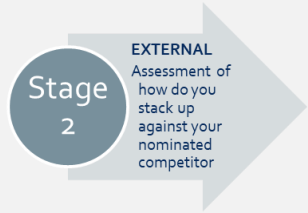
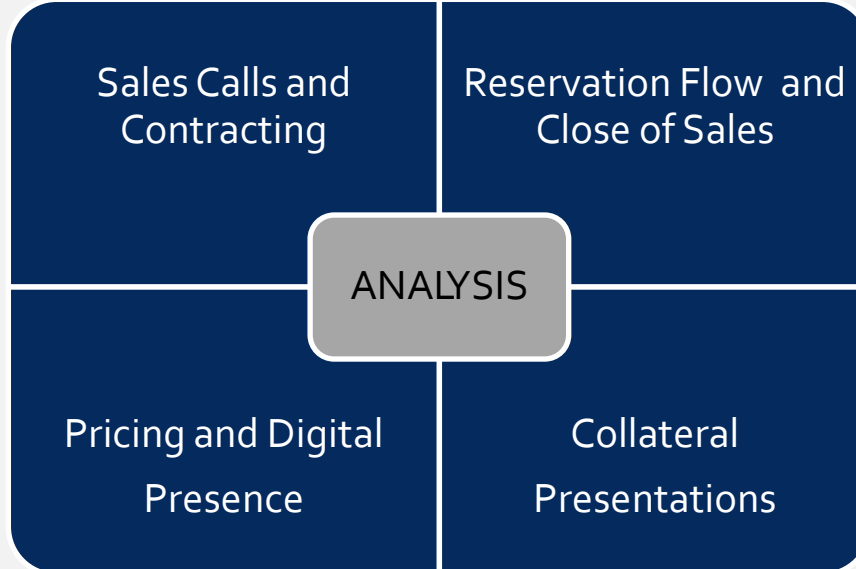
INTERNAL
Assessment of
performance
and policies &
procedures

Sales Office Auditing

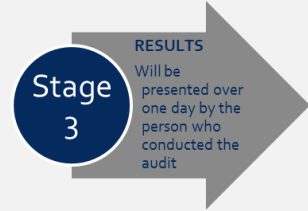


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Competitor Auditing



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- One on one consultation with the person who conducted the audit
- Full day presentation
- PowerPoint presentation together with fully documented hard copy of actions
- Follow up action reviewed six months later

THE DELIVERING GROUP AUDIT

Timelines

Individual Hotels

- Two day internal audit
- Two day external audit
- One day results presentation in detail

Groups or Regional Offices

- Varies dependent of the size of the organization
- Detailed timelines will be determined in a pre-audit exploratory conversations

Costs: Discussed dependent on the size of the organization and the time frame

Post AUDIT

- Once the audit is completed and handed over clear recommendations will be given
- The Delivering Group/CUBE will assist in any area of concern raised from the audit to ensure improved performance together with the organization
- Re-training can be provided

SOME OF THE BRANDS WE HAVE HELPED DEVELOP



OUR TEAM... A WORLD OF EXPERIENCE



MARK SIMMONS

Cofounder

The Delivering Group
Singapore & Hong Kong

Mark has held senior Hotel Sales, Marketing and Operations Corporate and Property Positions over 25 years in Asia Pacific and the Middle East including with Jumeirah Group, Accor and Preferred Hotel Group.



MICHAEL YATES

Cofounder

The Delivering Group
Hong Kong

Mike has developed successful Marketing strategies and solutions over 20 years for companies and governments in the Asia Pacific region including Tourism Board Australia and Travelport.



JOE CAUCHI

Cofounder

The Delivering Group
New York

Joe worked in the Asia Pacific region for many years, including with leading travel brands Thomas Cook and Singapore Airlines. In hospitality now with luxury chains and boutique properties in the highly competitive American market.



MING YUE

Cofounder

The Delivering Group
Beijing

Ming with over 20 years experience has worked in consultancy services including events management, integrated marketing and sales programs, digital and social media campaigns and market insights to leading Asia Pacific hotel and Hospitality organisations in China.



PHILIP SCHAETZ

Director

The Delivering Group
Hong Kong & Bangkok

Philip is an expert in turning insights into action and is passionate for smart data, combined with more than 25 years in Sales, Marketing, Revenue Management, Distribution strategy, Technology and Process design.

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