

JAY CONSULTING.



Company Profile

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Jay Consulting, a privately-owned firm, specializes in providing a comprehensive suite of consulting services tailored to the hospitality, business strategy, and mixed-use sectors..

WE CRAFT COMPREHENSIVE STRATEGIES FOR YOUR BUSINESS' LEGACY

➤ **PRECISE**

Our strategy sharpens your positioning and hones in on target markets.

➤ **INVOLVING**

Our strategy actively involves all stakeholders in its design.

➤ **ACTION-DRIVEN**

Our strategy delivers actionable and impactful measures.

➤ **AMPLIFY**

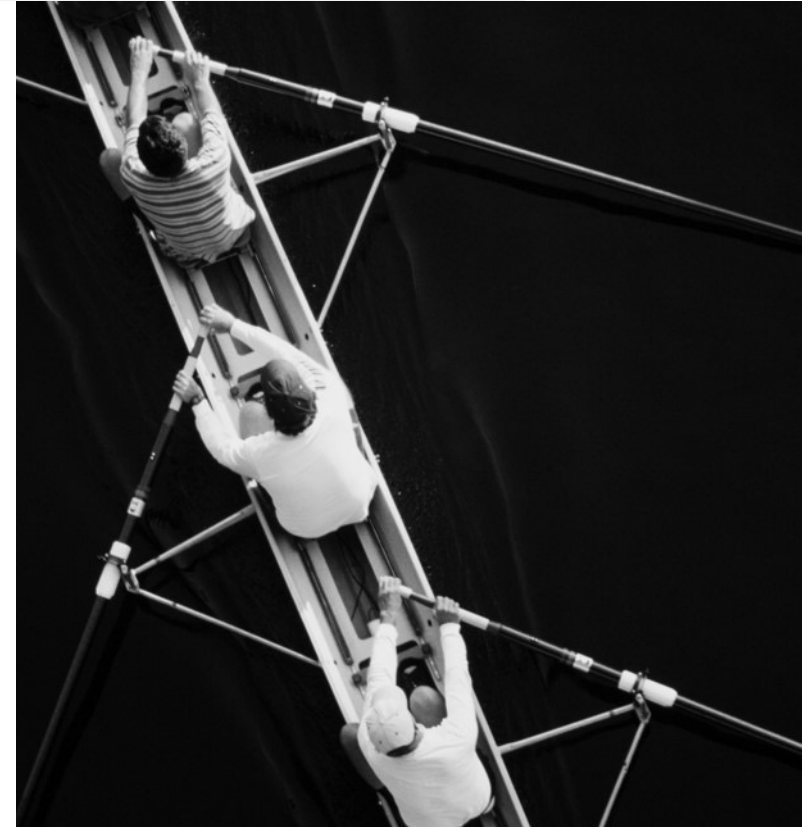
Our strategy amplifies existing initiatives, bolstering your success.



OUR PROMISE

Empowering and Safeguarding Your Business' Prosperity

- Our team comprises seasoned experts with extensive experience spanning the globe within their respective fields.
- We demonstrate an unwavering commitment to excellence, consistently going above and beyond to deliver exceptional results.
- We exemplify a steadfast commitment to unwavering consistency, forging a reputation for reliability and consistently delivering impactful results that leave an indelible mark



PROFESSIONAL | CONSISTENT | COMMITTED | PASSIONATE

"Without Commitment, you'll never start. But more importantly without consistency, you'll never finish." J.A

Jay Consulting .

- We provide a **wide range of highly qualified hospitality, restaurant, hotel, resort and mixed-use real estate consultancy expertise** and help our clients create unique upscale signature destinations
- We are **advisory experts** providing our clients with the **right tools and processes towards successful and timely project execution**
- We also offer **advisory services** related to **public sector initiatives** within the **tourism sector**

Our Services

- Feasibility Study
- Due Diligence
- Technical Assistance
- Pre-Opening Assistance
- Head Hunting
- Master Plan Assistance
- Operator Selection and Negotiation
- Franchise Services
- Strategic Advisory
- Tourism Development

FEASIBILITY STUDY

We extend to the private sector an extensive array of consulting services and support options.

- **Market Study**
 - Area and site analysis
 - Competitive analysis supply
 - Demand analysis
- **Concept Development**
 - Space allocation
 - Facility programming
 - Target segment/pricing Strategy
 - Concept driving forces
- **Financial Model**
 - Financial estimates
- Financial modelling
- **Executive Summary**



DUE DILIGENCE

We conduct comprehensive assessments of our clients' businesses to ensure they optimize profits and achieve operational excellence across all facets.

- **Market Study Review**
 - Target market
 - Competition
- **Concept Review and Enhancement**
 - Positioning, market penetration
 - Competitive advantages
- **Hospitality Operational Review**
 - Front and back of house
 - Flow of circulation
- **Architectural Engineering Review**
 - Kitchen equipment and layouts
 - Backbone assessment
- **Financial and KPI Auditing and Review**
 - Assumption review and analysis
 - Financial indicators analysis



TECHNICAL ASSISTANCE

We offer our expertise and knowledge to assist our clients in the development of their new projects

- **Design and Layout Recommendations**
- **Food Facility Layout and Equipment**
- **Financial Model Update**
- **Marketing and Communication**
- **Value Architecture**
- **Investment Budget**
- **Mechanical and Electrical Review**
- **Kitchen and waste management design, specification and development**
- **FF&E Specifications Review**



HEADHUNTING SERVICES

We excel in identifying the most qualified candidates, often targeting those who may not be actively seeking new opportunities but perfectly align with the company's requirements.

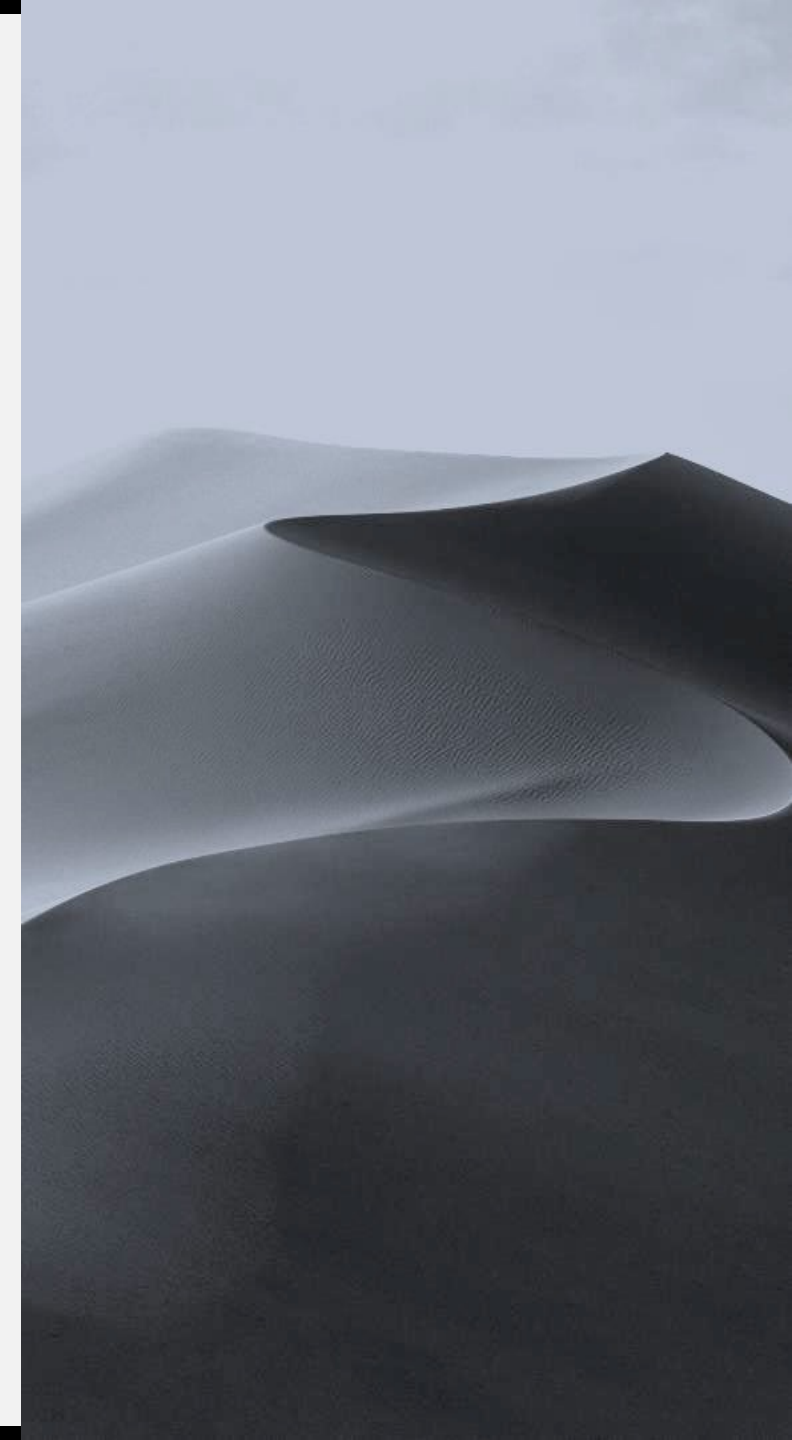
- **Identify & Approach Potential Candidates**
- **Sift Through Resumes**
- **Conduct Interviews**
 - Background Check
 - Prime Candidates Shortlisting
- **Organize Client Interviews**
- **Facilitate Negotiations**
- **Facilitate Onboarding When Necessary**



PRE – OPENING ASSISTANCE

We offer unwavering support to our clients throughout every stage of their projects, including the pivotal pre-opening phase.

- **Operating Plan and Budget**
- **Personnel Services**
 - -Recruiting
 - -Training
- **Commissioning**
- **Management Processes**
- **Menu Planning and Development**
- **Sales, Marketing and Advertising**
- **Contracts for Services**



STRATEGIC ADVISORY

We strive to provide our clients with a comprehensive range of services tailored to enhance and advance their corporate strategy.

- **Operational Assessment & Review**
- **Image & Brand Marketing Advisory**
- **Head Office Restructuring**
- **Operational Restructuring**
- **Financial Analysis**
- **Brand Development**
- **Strategic Development**



MASTERPLAN ASSISTANCE

We utilize our expertise in hospitality to actively contribute to the development of projects' masterplans.

- **Master Plan Programming**
 - Hospitality Projects
 - Mixed Use Real Estate Projects
 - City Development
- **Pre-Concept Development**
 - Target Market
 - Zoning
 - Space Allocation
 - Main Function Dispatch
 - Connectivity
- **Pre-Financial Simulation**
 - Business Model
 - Projections and Assumptions
 - Financial Indicators



OPERATOR SELECTION AND NEGOTIATION

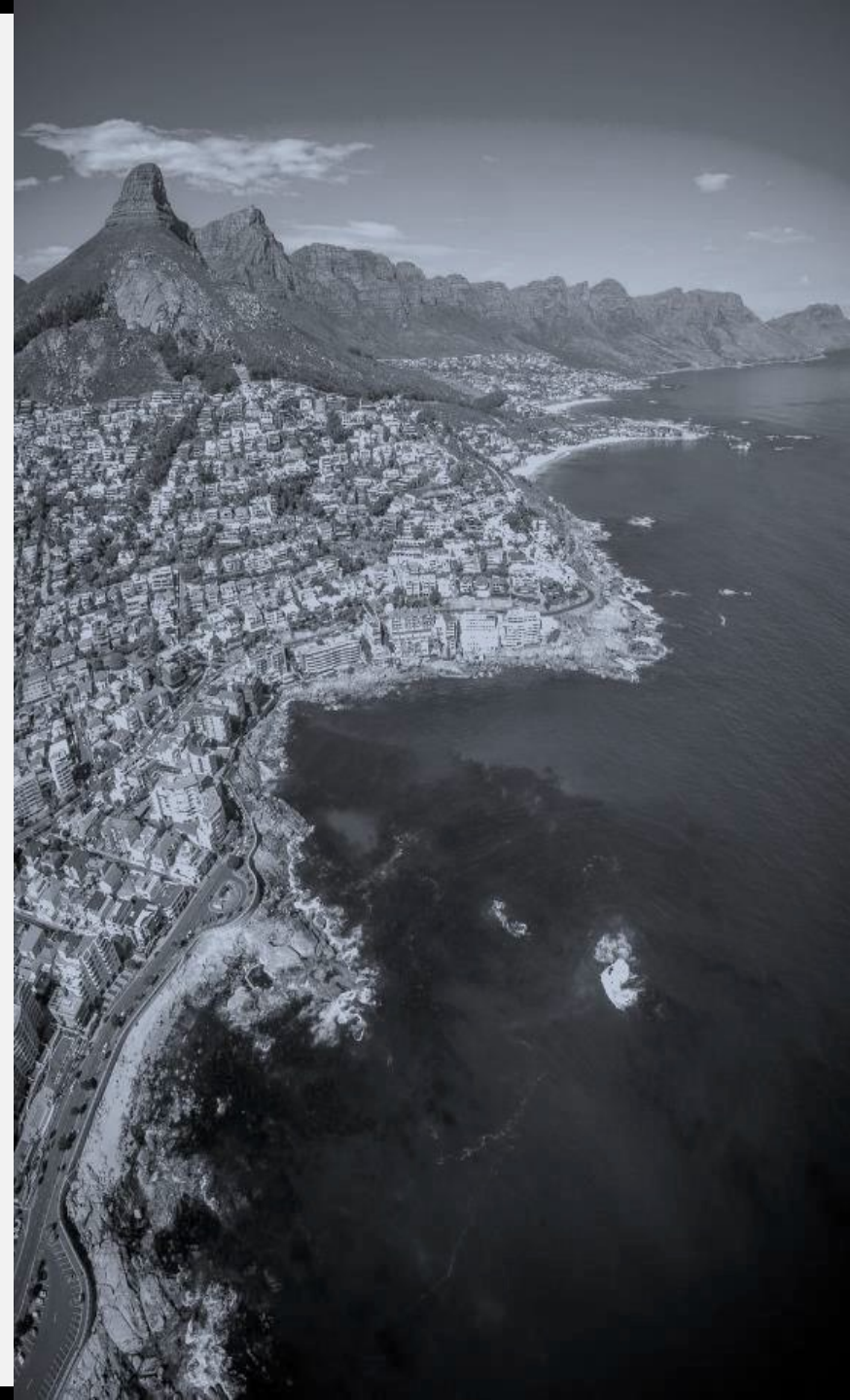
We assist hotel owners and developers in identifying the most suitable operator for their property and provide support throughout the negotiation process for their contracts.

- **International Operator Research** ➤ Centralized Service Agreement(CSA)
- **Term Sheet Negotiation**
- **Management Contract**
- Operating Service Agreement(OSA)
- System Licence Agreement(SLA)
- Design Review Agreement(DRA)

TOURISM DEVELOPMENT

We support our clients in developing a thorough short- and long-term strategy for their tourism initiatives. This strategy may encompass nationwide efforts targeting specific regions, cities, or products (e.g., Rural Tourism, Medical Tourism, Heritage Tourism).

- **Tourism Performance Diagnostic**
- **Target Markets Identification**
- **Tourism Strategy**
- **Tourism Observatory**
- **Tourism Conference Organization**
- **Tourism Statistic Department Development**
- **Foreign Direct Investment (FDI) Attraction**
- **Private Public Partnership Strategy**



FRANCHISE SERVICES

We specialize in facilitating the transformation of clients' brands into franchise businesses for expansion (outgoing), or in sourcing the optimal franchise opportunities to enter specific markets (incoming).

ICOMING FRANCHISE

OUTGOING FRANCHISE

- **Select the suitable brand**
- **Identify the best market penetration strategy**
- **Develop 5years business plan**
- **Negotiate franchise agreement**
- **Advise investor during pre-Opening and post opening**

- **Enhance the internal system in preparation to Franchise**
- **Develop the SOP's**
- **Develop a franchise presentation**
- **Develop optimal franchise agreement**
- **Set the strategic development plan**
- **Negotiate the contract with potential franchise**

OUR ROLE

Across every dimension of any project, we hold a central role in adding substantial value and bridging connections among all stakeholders.



PUBLIC SECTOR



HOTELS & RESORTS



RESIDENTIAL SERVICED
APARTMENTS



RESTAURANTS & F&B CLUSTERS



BEACH CLUBS



SPA & WELLNESS



MIXED-USE DEVELOPMENTS



HOSPITALITY MANAGEMENT
COMPANIES



BANQUETING AND EVENTS

Lay
Consulting.

THANK YOU

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