Culinaire Hospitality Consulting

Hospitality Consulting Services



CULINAIRE HOSPITALITY CONSULTING offers you management assistance in the Hospitality industry.

With national and international experience in the world of hospitality, **CULINAIRE HOSPITALITY CONSULTING** offers “à la carte” services for properties of all standarts and sizes: corporate or independent groups.





In a Post-COVID context, **CULINAIRE HOSPITALITY CONSULTING** is aimed at owners of establishments with multiple needs, whether in the areas of financial management, operations, HR, revenue management, pricing, new projects or openings, training, coaching and business strategy.

A word from the founder



The hotel and restaurant industry is much more than an economic sector or a profession: it is a lifestyle, a way of thinking, a desire to fabricate dreams.
It is creating pleasant, sometimes unforgettable moments and memories.
It is the pleasure we feel when we are warmly welcomed by the smile of a receptionist at the reception desk of a hotel.
It is the explosion of extraordinary flavors at the corner of a fork.
It is this feeling of deep relaxation that we feel on a massage table.
In short, it is well-being.
But to translate this dream into reality, into success, it takes a lot of tenacity, work, will, consistency and kindness within an establishment.
Because each hotel, each restaurant is unique, CHC offers tailor-made solutions, adapted to your requirements that will allow you to obtain this reality and success.
Together, let's build a strong model, unforgettable customer experience and teams ready to take on all challenges.
I would be delighted to discuss your needs and projects with you. Cheers!

Edouard Barbaste

The consulting industry in France has shown notable growth in recent years. In 2021, the consulting market was 33.6 billion euros. In 2022, the consulting industry recorded growth of 10%, continuing this trend in 2023 with a further increase of 10%.
Projections for 2025 estimate growth of 12.5%.

The hospitality industry has also seen significant developments. In 2023, the restaurant sector reached 120 billion euros, up 6.8% compared to the previous year. This increase is attributed to inflation and an average spend per customer up 8.9%, despite a 2% decrease in attendance due to the end of the Covid lockdown.

In 2023, the F&B sector in France had 398,600 establishments, employing nearly 488,000 people.

The general growth of the consulting industry, combined with the positive dynamics of the hotel and F&B industry, has favored an increased demand for specialized consulting services in the hotel and F&B industry.



The Services

MANAGEMENT MANDATE

CHC takes care of all or part of your current operations according to your terms, allowing you continuous expertise without being involved on a daily basis.

Each management mandate is unique and specifically adapted to the needs of each property.

The Management Mandate is defined over time, which allows a controlled gradual positive evolution.

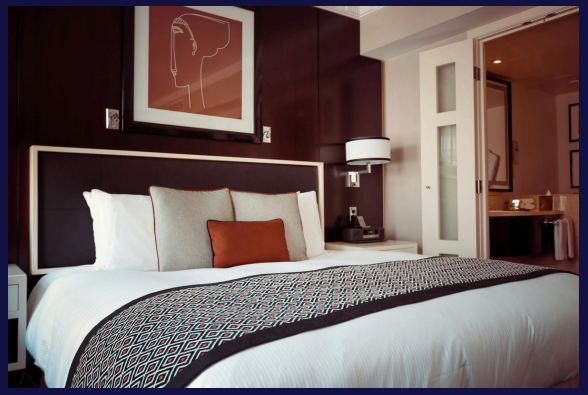


Audits
Operations
Accommodations
F&B
Customer service
Technical management
Suppliers
Revenue management
Pricing
Reorganization/Restructuring
HR
Marketing
Commercial strategy
Communication

The Services

AUDITS

Audits aim to improve organizational performance, reduce risks and ensure the achievement of strategic objectives.



ACCOMMODATIONS

Operational performance analysis
Customer experience + service quality
Financial audit + cost optimization
Compliance and maintenance
Recommendation and action plan

REVENUE MANAGEMENT

Pricing strategy and supply management analysis
Forecasts and demand management analysis
Audit of processes and technological tools
Benchmarking and competitive analysis
Summary and action plan



FOOD & BEVERAGE

Financial performance analysis
Operations and process control
Customer experience and service quality
Menu offer analysis
HR management
Marketing and sales strategy
Recommendation and action plan



HR

Definition of the objectives and scope of the audit
Analysis of the organization and workforce
Audit of the recruitment and integration process
Skills and training management
Working conditions and social environment
Remuneration and social benefits
Legal compliance and risk management
HR systems and tools
Summary and recommendations

AUDITS

MARKETING STRATEGY

Analysis of the offer and positioning
Analysis of marketing performance
Analysis of distribution channels and marketing
Marketing strategy and visibility
Pricing strategy and yield management
B2B commercial strategy and prospecting
Evaluation of resources and marketing organization
Summary and action plan



PROJECTS - OPENINGS

Market analysis
Site and location assessment
Financial analysis
Operations audit
Marketing and sales strategy
HR Audit
Legal and regulatory compliance
Technology and systems
Social and environmental responsibility
Synthesis and analysis

STRATEGIC SUPPORT

Through strategic support, CHC sets up a support and advisory process aimed at helping you organize, structure and implement an effective strategy to achieve your objectives with an external vision, tools and methods adapted to the specific situation of your property.



It is a process designed to implement rapid strategic actions to immediately resolve what is not working properly in the institution.
In collaboration with your teams, 6 steps will be implemented:
1: Determine the mission and vision of the institution
2: Carry out a strategic diagnosis
3: Set strategic objectives
4: Choose the competitive strategy
5: Implement an action plan
6: Create a roadmap

STRATEGIC SUPPORT

BUSINESS IN ACTIVITY

<u>Cost analysis</u>
Food
Beverages
Labor
Energy
Software
Repairs
Losses

<u>Growth strategies</u>
Upselling
Yield management
Improving profit margins

<u>Marketing and development</u>
Developing a digital strategy
(social networks, website, bloggers)
Creating a strong identity for the property
Customer loyalty and acquisition campaign



<u>Customer experience and quality of service</u>
Customer daily analysis
Team training for better service
Management of customer reviews and e-reputation

<u>Organization and internal management</u>
Optimization of internal processes
(service, kitchen, housekeeping)
Implementation of management tools
(software, reporting, KPIs)
Management coaching
for better team management

<u>Field presence</u>
Number of days of presence to be defined

<u>Contracts over time</u>
3, 6 or 12 months

STRATEGIC SUPPORT

NEW PROJECTS - OPENINGS

The opening of an establishment or the implementation of a new project is prepared 3 to 12 months in advance.



<u>Concept analysis</u>
Viability
Public interest
Potential competition
Demographic study in relation to the project

<u>Financial analysis</u>
Investment vs profitability
Break Even point

<u>Accommodation pricing analysis</u>
Comparison with similar competition

<u>Menus analysis</u>
Audit of drinks and menus offer
Pricing
Choice
Products
Suppliers

<u>Operational</u>
Study of operations
Purchasing management, stocks, personnel
Software (cash register, reservation, PMS, CRM)
Staffing needs
Organization
Recruitment and training
HR

<u>Compliance and regulations</u>
Help with administrative procedures
(licenses, health standards, safety)
Advice on legal and tax obligations

<u>Marketing strategy and launch</u>
Creation of a visual identity (logo, menu, website)
Digital strategy
(social networks, customer reviews, launch campaigns)
Press relations and bloggers to maximize visibility

<u>Field presence</u>
Number of days of presence to be defined

SERVICES “A LA CARTE”

CHC offers you “à la carte” services to meet your needs for your establishment.



MANAGEMENT MANDATE

STRATEGIC SUPPORT

REVENUE MANAGEMENT

OPERATIONS

AUDITS

PRICING

PROJECTS/OPENINGS

FOOD & BEVEGARE

ACCOMODATIONS

MARKETING STRATEGY

HUMAN RESOURCE

EVENTS

TRAINING

CUSTOMER EXPERIENCE

CONTACT AND INFORMATION



www.culinairehospitalityconsulting.com



e.barbaste@culinairehospitalityconsulting.com



33+ 7 69 02 94 57