



Peuali Wellness and Spa Resort

Anahuac University

Itziar Sordo Abascal - itziar-92@outlook.com

Andrea Apeitia - andyfertkd@hotmail.com

Itzelt Montserrat Tovar - itzelt_monse@hotmail.com

Michelle Flores - mich.fz@hotmail.com

ARCHITECT: Roy Azar - ra@royazararchitects.com

MENTOR: Boris Diner - bdiner@gmail.com

Peuali Wellness and Spa Resort



- Our resort is based on improving the welfare of the person, giving our guests an opportunity for change, to start again, improve their lifestyle, becoming aware and making evolve, primarily in the following five areas: emotional, spiritual, physical, social and environmental.
- Peuali is more than a place – it's a state of mind and a way of life. Peuali wants to set a standard among wellness and spa resorts , empowering people to live healthier, longer, more joyful lives through fitness, nutrition, stress management and integrative wellness.

Executive Summary



- Our project proposal is for a Wellness and Spa Resort located in Rosarito Baja California, destination chosen for its beaches, tranquility and easy access.
- We are actively seeking new investors to complete the required investment of \$100MM USD (\$99,238,346.00 DLLS).
- Our Resort presents in its financial projections **an IRR of 19,31% WITHOUT LEVERAGE, and a Break-even point at 18% occupancy rate.**

Problem/Opportunity

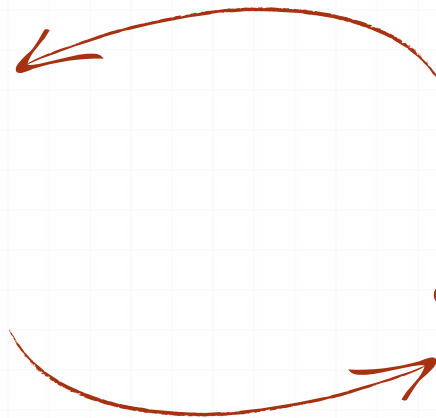


Problem

- The need to balance our customers life.
- Take a chance to change, Reacquaint.

Opportunity

- Create memories, enjoy time with yourself
- Unforgettable moments, holidays in contact with nature.
- Peace in one place, time for you.
- Go offline to find a hiding place that frees you.



Problem/Opportunity



Problem

- Employers have increasingly become interested in workplace wellness programs

Opportunity

- Improve employee health, with activities such as
 - wellness screenings,
 - programs for employees to renewed, recharged and revitalized their lifestyles,
 - Interactive workshops on nutrition, stress management, and heart health, and greater opportunities for physical activity.

Problem/Opportunity

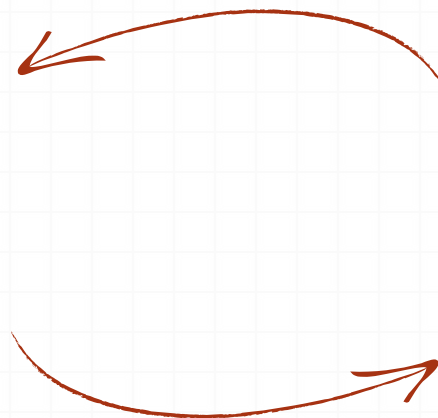


Problem

- Much has already been written about wellness programs implemented by large, Fortune 500 companies, but less is known about the experiences of smaller firms

Opportunity

- Therefore, we will focus on the experiences of medium companies with at least 100 workers.





Advantages

The guests will enjoy wellness services without having to go to a clinic.

Guests can relax and get offline without having to give up to technology and facilities.

Costumers will leave with some learning they can apply in their daily lives. That will make their trip more satisfying and make them want to return.

Advantages



- ✓ Yong team conformed by four students in seventh semester of the career of International Hotels Direction.
- ✓ We know about the importance of service and we are constantly learning how to solve any resort needs.
- ✓ Our assigned architect, Roy Azar, although young, has proven its capabilities by being priced with the “Iconos del Diseño 2009 Award” to The St. Regis Punta Mita Resort by Architectural Digest as the best interior design project in Mexico
- ✓ Our mentor whose life has been linked to small & medium businesses, currently a partner at Coaching Soluciones, a family consulting business, and Chairman at Vistage Worldwide Mexico.

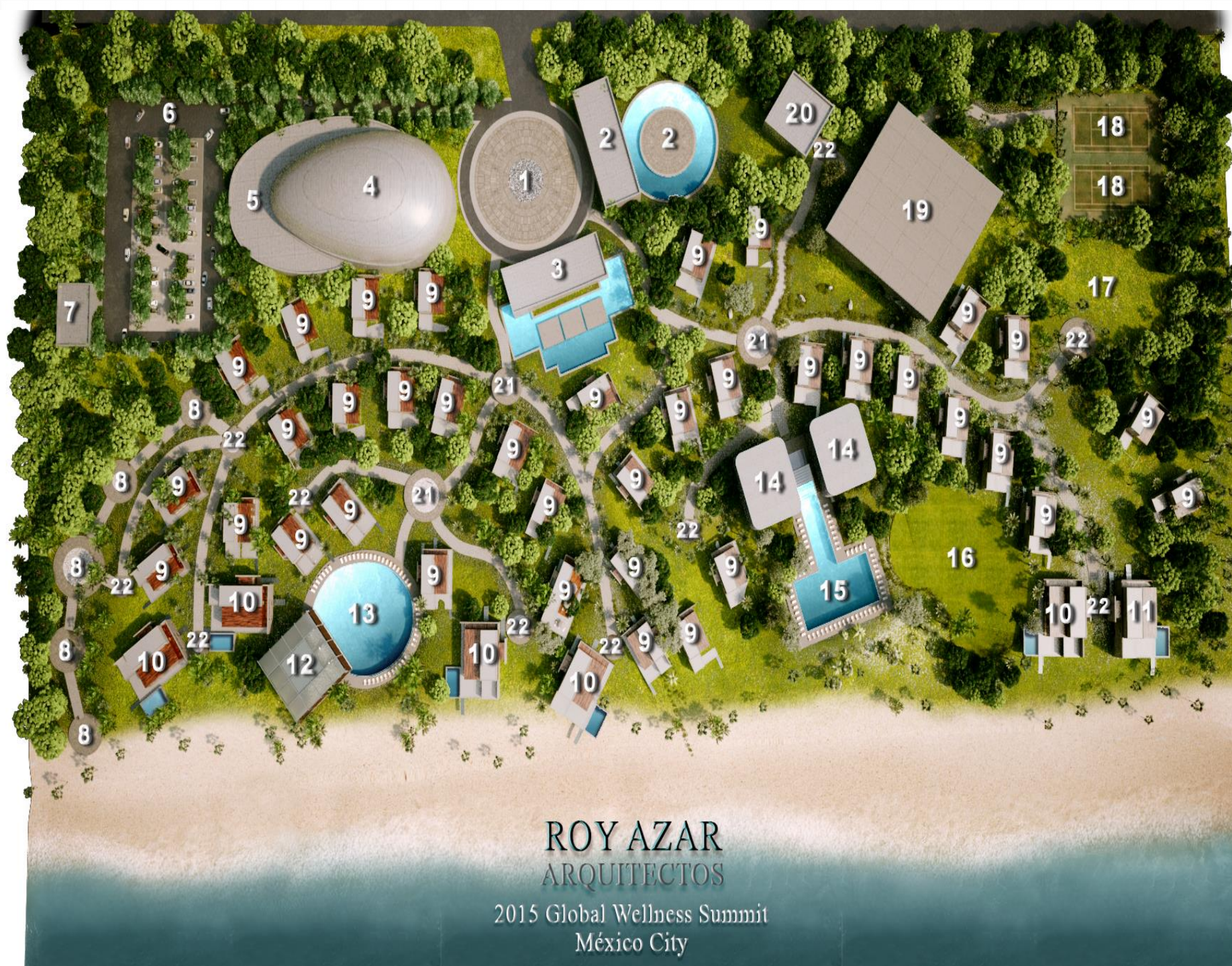
Our Project





ROY AZAR
ARQUITECTOS
2015 Global Wellness Summit
México City

ISOMETRIC SET



- 1. Motor lobby
- 2. Reception
- 3. Lobby bar and Restaurant
- 4. Meeting Room, Ball room and Convention Area
- 5. Group Reception and check in
- 6. Parking lot
- 7. Loading Dock and Underground Back of the house
- 8. Fire Pits
- 9. Guest Casita
- 10. Guest Suite
- 11. Presidential Suite
- 12. Pool Bar and Restaurant
- 13. Adult pool
- 14. Family Three Meal Reastaurant
- 15. Family Pool
- 16. Event Area
- 17. Yoga and Activity Area
- 18. Tennis Sport
- 19. Spa
- 20. Spa Presidential Suite
- 21. Main Rotunda
- 22. Secodary Rotunda



POOL RESTAURANT







VILLA

Sales and Marketing



Year One	PROJECTED MARKETING AND PR EXPENSES				
Monthly	Year 1	Year 2	Year 3	Year 4	Year 5
53,602	643,223	784,501	1,072,603	1,404,317	1,740,341

Direct Marketing

- ✓ We will create our own storytelling.
- ✓ We will send electronic “postcards” to guests` who will include discounts and offers for their next visit to our hotel, as well as tips and fun facts to continue with their life of well-being.
- ✓ To have an after-sales tracking we can send cards on special days for our customers; for example, on his birthday, holidays, achievements or events important to them.

Material Pop

We will use magazines such as: Robb Report; Upscale Living Magazine; Modern Luxury collection of publications; LA Confidential; The high end American Express magazine that is distributed only to the company's Platinum and Centurion card members – DEPARTURES; Black Ink, also from American Express; Global Living Magazine; Afar Magazine; Travel & Leisure; Elite Traveler; Luxury Travel Magazine, National Geographic Traveler; and/or Travel Forward.

COMMUNICATION STRATEGY



Thanks to their reach and influence on employees, workplaces have a unique power to reframe the mindset around health itself — from one of sickness to wellness. Companies are a microcosm of society and an important and unleveraged setting for health improvement and risk reduction. And this will be a focus point for our marketing communication strategy.

We will focus on implementing wellness programs on corporations, not only large Fortune 500 companies, but also we will reach companies with at least 100 workers.

COMMUNICATION STRATEGY



We will promote Peuali using social media like: The Luxury Traveler & Social Media; Tripadvisor, Expedia, Despegar.com, etc.

We seek to implement and disseminate information about our resort through banners where we will launch promotions and our packages using the strategy of Travel window and Booking window.

NOTE: We are also planning to use several major Chinese booking and review web sites like “Ctrip” that now encompass over 15% of all reviews on luxury hotels globally.

COMMUNICATION STRATEGY



The application is free for our customers and can be downloaded before or upon arrival to take their requirements and specifications and make a more personalized service.

They will have the option to choose the language of Spanish, English, French, German and Chinese..

Customers can enter with the username they choose for booking and filling their profile with specific information. Once they have reached the hotel and make their check in, they will have the room number to set it in the application so that the orders guests made will be registered with the room number.

In our App we will include the following information:

- a. GENERAL INFORMATION; b. FOOD AND BEVERAGE; c. ROOMS; d. WELLNESS AND SPA
- e. TOURIST GUIDE; f. OTHER SERVICES; g. SOCIAL NETWORKS; h. COMPLAINTS AND SUGGESTIONS

The Competition



	<i>We can – They Can Not</i>	<i>They Can – We Can Not</i>
(Competitor 1 - Real del mar)	Improve the welfare of the person, giving our guests an opportunity for change, to start again, improve their lifestyle, becoming aware and making evolve, primarily in the following five areas: emotional, spiritual, physical, social and environmental.	- Basically hotel Services and some Spa - Well established
(Competitor 2 - Las Olas Resort & Spa)		- Only Spa - Well established
(Competitor 3 - Sanoviv)		- Only Wellness - Well established

The Competition



	<i>We can – They Can Not</i>	<i>They Can – We Can Not</i>
(Competitor 4 – Rancho Las Puertas)	<ul style="list-style-type: none"> - We are new, have a distinct name and graphic identity - We can take some ordinary products - food, nutrition, exercise, rest and relaxation, education, expression... and above all, taking in the beauty of our untrammeled natural world and make it a unique product in order to move up the ladder in the customer mind, following the rules of positioning 	<ul style="list-style-type: none"> - Well Established - Recognition And Loyalty - Image Of Size And Quality - Image Of Experience And Reliability - Multiple Products

SWOT ANALYSIS

Weaknesses Strengths

Opportunities

Threats

	Increasingly older, unhealthy people	Failing medical systems	A growing number of consumers		Commercialization	Hospital-centrism	Fragmented and fragmenting care
1 A complete wellness & spa	✓	✓	✓		✓	✓	✓
2 Provide a complete blood count,	✓	✓	✓		✓	✓	✓
3 Introduce a Wellness ABC Project, partner with Veritest	✓	✓	✓		✓	✓	✓
1 Our competitors are already well established	✓	✓	✓		✓	✓	✓
2 Not many skilled people on Wellness,	✓	✓	✓		✓	✓	✓
3 Difficult issues at cultural adaptation	✓	✓	✓		✓	✓	✓ ²²

Business Model



COST PER KEY \$436.885,00

	Factors of Occupancy rate per year							
Products and Services	% Of Occupied Rooms / Cabins					Available Rooms/ Cabins	Price Per Unit	Variable Cost Per Unit
	1	2	3	4	5			
ROOMS	25,7	31,4	42,8	57,1	71,4	200	\$ 500	\$ 100
FOOD AND BEVERAGE	As described above in Rooms					200 x 2	\$ 125	\$ 75
TRANSPORTATION	As described above in Rooms					200	\$ 125	\$ 100
OTHER INCOME	As described above in Rooms					200 x 2	\$ 60	\$ 48
WELLNESS TREATMENTS	24,3	28,6	42,8	57,1	71,4	25	\$ 190	\$ 114
WET TREATMENTS	18,6	27,1	31,4	35,7	42,8	15	\$ 190	\$ 114
SPA INCOME	24,3	28,6	42,8	57,1	71,4	40	\$ 190	\$ 38
OTHER SPA INCOME	24,3	27,1	31,4	35,7	38,6	40	\$ 80	\$ 64
FACIAL	24,3	27,1	31,4	35,7	41,5	10	\$ 125	\$ 75
CLASSES	As described above in Rooms					200 x2	\$ 25	\$ 15
WATERSPORTS	As described above in Rooms					200	\$ 25	\$ 15

Business Model



		Factors of Occupancy rate per year							
Products and Services	No. of guests attending	Factors of weddings/conventions or meetings per month X 12 months X No. of guests attending the wedding					Available Cabins	Price Per Unit	Variable Cost Per Unit
		1	2	3	4	5			
WEDDINGS	100	1.2	1.8	2.3	2.5	3.0	1	\$ 125	\$ 75
Conventions	200	0.4	1.0	1.3	1.6	2.0	1	\$ 140	\$ 84
MEETINGS		2	3	4	5	6	3	\$ 550	\$ 330

REQUIRED STAR-UP FUNDS - USD

			Totals	Depreciation	
Fixed Assets		Amount			
Real Estate		\$ 16,000,000			
Hard Costs (a)		63,377,000		10.00 years	
FF&E Costs (b)		8,000,000		10.00 years	
Total Fixed Assets			\$ 87,377,000		
Operating Capital					
Soft Cost (c)		5,450,000			
Pre-Opening Salaries and Wages (e)		218,907			
Prepaid Insurance Premiums (f)		80,403			
Variable Costs (g)		3,745,189			
Fixed costs (h)		1,366,848			
Working Capital (Cash On Hand) (i)		1,000,000			
Total Operating Capital			11,861,346		
TOTAL REQUIRED FUNDS			\$ 99,238,346		



SOURCES OF FUNDING	Amount	Totals
Owner's Cash Injection	0.00%	
Outside Investors	100.00%	99,238,346
<hr/>		
Additional Loans or Debt		
Commercial Mortgage		
Commercial Loan	0.00%	
TOTAL SOURCES OF FUNDING		<hr/> <hr/> \$ 99,238,346



PROJECTED PROFIT STATEMENT

	Year 1	Year 2	Year 3	Year 4	Year 5
TOTAL INCOME	32.161.125	39.225.050	53.630.150	70.215.850	87.017.025
TOTAL VARIABLE COSTS	14.980.755	18.304.790	24.652.010	31.993.510	39.440.935
TOTAL FIXED COSTS	5.467.391	6.668.259	9.117.126	11.936.695	14.792.894
EBITDA	11.712.979	14.252.002	19.861.015	26.285.646	32.783.196

IRR		Year 1	Year 2	Year 3	Year 4	Year 5
19,31%	-99.238,346	11.712,979	14.252,002	19.861,015	26.285,646	32.783,196
		Year 6	Year 7	Year 8	Year 9	Year 10
		32.783,196	32.783,196	32.783,196	32.783,196	32.783,196

$$\text{Breakeven Sales} = \frac{\text{Fixed Costs}}{1 - \text{Variable Costs}} = \frac{5.467.391}{1 - 47\%} = 10.234,789$$