



# PROGNOSiS

CONSULTING | ASSET MANAGEMENT | ADVISORY

*An Attitude Of Excellence*

[www.PrognosisGlobal.in](http://www.PrognosisGlobal.in)

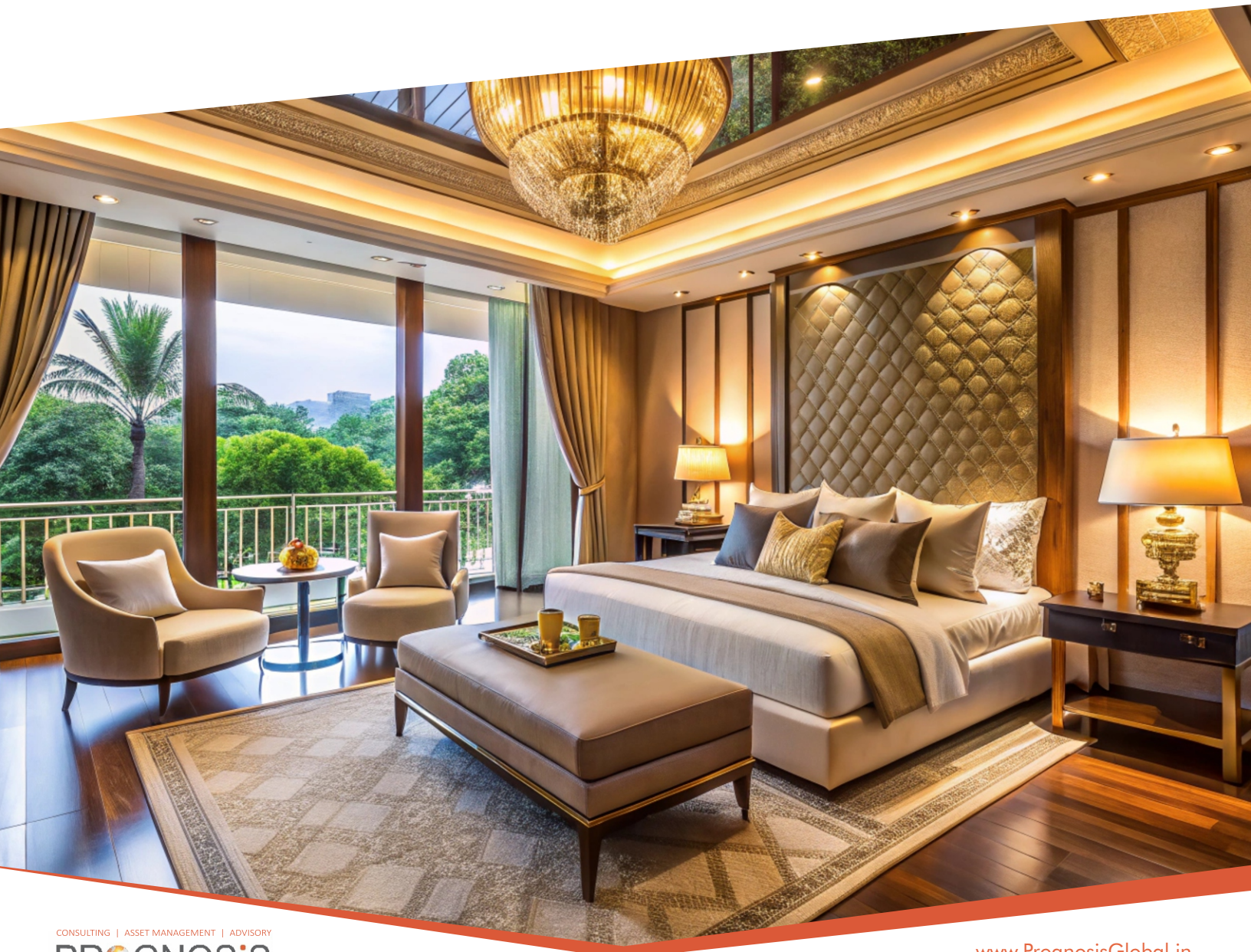


# About Us

Prognosis Global Consulting is a premier hotel consulting firm dedicated to the hospitality industry. With a lean and responsive operational framework, we provide customized services characterized by our principal involvement. Meticulous attention to every detail and our unwavering ethical integrity, establishes us as a preferred service provider. As a firm, we specialize in conducting Techno-Economic Viability Studies, Hotel Branding, Management Contract Negotiation services alongside:

- Consulting & Valuations
- Hotel Asset Management
- Strategic Advisory Services
- Hotel Project & Design Management

Our expertise spans across all hotel assets and ownership models. We cover hotels, resorts, wellness centres & spas, serviced apartments & branded residences as well as integrated mixed-use development projects. Our holistic consulting services cater to a diverse range of markets, from bustling metropolitan areas and emerging cities to vibrant commercial hubs and serene leisure destinations.





## Origins

Prognosis means "*knowledge beforehand*" of how a situation is likely to turn out. Originally a strict medical term, it soon broadened to include definitions, forecasts and predictions made by experts in their respective fields.

## Vision

Our vision is to be the *Preferred Knowledge Partner* to each of our clients. We bring a wealth of knowledge and experience, offering tailored solutions, providing invaluable insights and innovative solutions while striving for excellence.

## Mission

Our mission is to *Encourage Informed Decision Making* while providing unbiased and expert assessments. We strive to deliver measurable results and practical work delivery models. Our Solutions are tailored to our clients' unique requirements.

## Promise

We Promise *Principal-Level Engagement*. Our focus is on consistent delivery, practical yet innovative solutions and crafting tangible result delivery. We bring focus on current trends and future opportunities.



# Success Stories

Our services and personalized approach is reflective of our commitment and attitude of excellence towards our clients. Our team's agility, flexibility and attitude of excellence, has made us an invaluable partner for hospitality businesses across India & South Asia.

Whether it's strategic advice, optimized operational solutions or driving pivotal growth; we have partnered with hospitality businesses to navigate the complexities of the industry across geographies.



**390+ Projects**  
...  
Completed  
Across South Asia



**50+ Years**  
...  
Of Principal Level  
Hospitality Experience



**100+ Hotels**  
...  
Brand Contract  
Negotiations Completed



**25+ Services**  
...  
Integrated  
Under One Roof





# Our Services

Whether you are building a new property from the ground up, re-branding an existing hotel, or simply seeking improvements in your day-to-day performance, our bouquet of services will cater to all your needs through the entire project development and asset improvement life cycle of the hotel business.



## Consulting

- Feasibility & Financial Validation Studies
- Operator Search & Contract Negotiations
- Investment Advisory Services
- Entry Strategy & Expansion Planning



## Asset Management

- Performance Reviews
- Contract Compliance & Forensic Audits
- Revenue & Cost Management
- Due Diligence & Receivership Services



## Advisory

- Customer Services Design
- Budgeting & Profitability
- HR & Performance Management
- Mystery Audits



## Project Management

- Design Appraisals & Facilities Planning
- Vendor Management Services
- Project Cost Management
- Quality Assurance & Construction Mgmt.







# Consulting

## Feasibility and Financial Validation Studies

Our Feasibility & Financial Validation Studies evaluate the highest & best use of land. It defines its suitability for the type and scale of planned development via a comprehensive fitment analysis. The study will assist our clients to identify the optimum investment, the product mix, branding and market positioning.

The hotel feasibility study provides deep insights through a unbiased evaluation process of local market conditions, demand segments, market demographics and demand/supply assessment. Our Project Feasibility Report is fully compliant with banks and can be used for discussions with brands, banks and other lending institutions.

## Operator Search & Contract Negotiations

The strategic objective of Operator Search & Contract Negotiation Services is to identify the best brand for our client's hotel. The goal is to ensure that the business interests of the client are well represented & protected during the entire negotiation.

As client's representatives, Prognosis Global Consulting will manage the entire brand selection process and evaluate the Commercial Term Sheet, Owners' Charter of Rights, Technical Services Agreements, Product Improvement Plans (PIP) and all definitive Agreements and contracts. Throughout the process, we will provide our inputs and recommendations to ensure that proposed hotel contracts and management agreements are in ownership's interest and are aligned with their investment objectives.

## Investment Advisory Services

At Prognosis, through exclusive representation, we assist our clients in managing their investments, syndication and project investment cycle. Our proprietary Feasibility evaluation process and financial validation studies, Techno Economic Viability Reports (TEVs), Detailed Project Finance Reports (DPFRs) and other AI tools facilitate the investment evaluation process for clients. During the engagement period we provide exclusive representation to our clients in their dealings with investors, banks, financial Institutions and private equity players.

Our Investment Advisory Services include, but is not limited to, hospitality portfolio guidance, designing a diversified asset base aligned with your investment goals and risk tolerance. Our services also includes market exposure and fund allocation, security selection and ongoing investment optimization.

## Entry Strategy & Expansion Planning

Our Entry Strategy & Expansion Planning services will help stakeholders identify long- term tourism potential of a market. We will analyze future growth segments that will be shaping the Hospitality Industry. For our clients, we will evaluate future products & investment opportunities that will drive growth. We will assist our clients across various product types, markets and asset classes. Our clients benefit through informed decision making based on long term, strategic assessment of demand trends, market direction and the competitive environment in which their planned hospitality assets are likely to operate.

The strategic objective during the course of our client engagements is also to facilitate effective product benchmarks, services orientation standards and design/delivery of operations platform for rollout across markets.



# Asset Management

## Performance Reviews

We will conduct periodic performance reviews and audits to provide strategic inputs on the financial performance of the hotels. We will conduct a detailed analysis for each of the revenue and cost line item and provide recommendations on improvements.

## Contract Compliance & Forensic Audits

Through comprehensive compliance review sand audits, Prognosis will work as client's representatives to ensure that their hotels are efficiently managed in accordance with the contract. As owner's representatives, we will conduct budget reviews, establish detailed performance targets and undertake competitive benchmarking along with contract compliance audits to ensure effective management, incremental revenue generation, market penetration and cost optimization.

## Revenue & Cost Management

As part of our integrated Revenue & Cost Management services, Prognosis Global Consulting will work in conjunction with the hotel finance team to develop key processes for effective implementation and compliance of all sales, finance, purchase, procurement and all other department functions. The key finance functions will be evaluated based on global compliance best practices, Uniform System of Accounts for Hotels and will include all departmental revenue and cost centres, inventory and stores management, key suppliers and vendor management, cash management, AR and AP processes etc.

## Due Diligence & Receivership Services

Through comprehensive inspections, reviews and audits, the acquisition/disposition due diligence services cater to buyers and sellers of hospitality assets. Our bouquet of services will assist investors and stakeholders to make an informed decision on their planned purchase or sale. The aim is to identify factors that are likely to affect price and value dynamics of the assets. The direction and growth trajectory for the market in general and the land, asset or portfolio in particular will assist in deriving long-term investment requirements, PIPs, P&L Projections, Cash Flow and Fund Flow Statements, Ratio Analysis and Valuation.





# Advisory

## Customer Service Design

Based on global best practices and brand philosophy imperatives, our Customer Service Design services are developed to provide complete support in developing and creating signature brand experiences and operational standards for hotels. Our customer services design, development and implementation is benchmarked with best-in-class delivery protocols to ensure that the hotels are able to deliver unique products, service standards and guest experiences.

By focusing on crafting bespoke guest experiences at every touch point, through meticulous attention to detail, exceptional service standards and innovative offerings we ensure that services and amenities at a hotel meet and exceed customer expectations, thus creating compelling brand identities.

## Budgeting & Profitability

Our aim is cultivating a culture of proactive management to deliver consistent profitability. Today's business environment is exceptionally dynamic and hotel owners need regular reviews, updates and inputs to their business planning systems and processes in order to maintain success. Based on our collective expertise in understanding operational complexities and industry best practices, we provide comprehensive budgeting, business planning and profitability management services. We also assess and certify company performance based on a set of individually defined criteria across all key revenue and cost functions.

Prognosis will facilitate a transparent and efficient budgeting and capital planning process and review the annual draft budget for each hotel. We will evaluate the proposed documents and provide feedback and recommendations on changes, if required.

## HR & Performance Management

We promise to assist you to gain the full potential from your human capital and provide turnkey HR solutions to our clients. From recommendations on the optimum staffing numbers to performance-linked compensation plan. From performance management systems to implementation of Balanced Score Card (BSC) and performance evaluation systems, our aim is to design, develop and implement HR & Performance Management at our client's hotel.

## Mystery Audits

Our mystery audit programs are designed to present our clients with a consistent and standard view of efficiency of product upkeep, services delivery, and financial compliances across properties and markets. The audits will also provide Training Need Analysis and measure effectiveness of implementation and effectiveness of training, quality and learning systems across all key departments.



# Project Management

## Hotel Design Appraisals & Facilities Planning

Under our services under Hotel Design Appraisals & Facilities Planning services we will work in conjunction with appointed architects, interior design teams, facility planners and project management companies etc. to evaluate and identify the best opportunities for driving construction efficiency. Our goal is to optimize project timelines and costs through constant value engineering.

Based on 360-degree appraisal of hotel designs and facilities plan done by our team of experts, the objective is to ensure that the project planning, construction delivery and project cost structures are in line with industry benchmarks and projects are always completed on-time and on-cost.

## Vendor Management Services

Under our Vendor Management Services we work closely with our clients to jointly agree the strategy for integrated vendor selection and management. The aim is to deliver an optimum critical path that is best suited for the project and manage the entire supply chain. For every project, we will develop customized solutions to meet each client's needs. At Prognosis Global Consulting, we believe in a collaborative and transparent approach to ensure that all the stakeholders work in organised fashion in the project and aligned in order to achieve the project goals. We agree on a set of key performance indicators (KPIs) with the client team so that the team performance can be measured periodically.

## Project Cost Management

Under our Project Cost Management services we provide assistance to the client in developing a the detailed design brief, set criteria for selection of contractors & suppliers. Further, we establish project construction schedules and programmes, budgets, quality benchmarks, HSE & KPIs and milestones with the clients. Our Integrated delivery team consisting of experienced project managers and engineers have strong business acumen, and are pragmatic towards every project they work with. We propose to select a tailored and dedicated team from our resources, depending on the service we provide for a specific project.

## Quality Assurance & Construction Mgmt.

Under our Quality Assurance & Construction Mgmt. services we during, during the critical design phase, ensure GFC drawings meet client requirements & comply with the projects' design intent. During the tender management function we Carry out extensive tender interviews at prequalification and tender stage, to ensure the successful bidders understand quality requirements. Finally, we ensure that contractors selected have a good understanding of the project requirements as it relates to scope, quality, schedule and health & safety.



# Our Leadership Team



Siddharth Thaker

Founder & Managing Director

Siddharth Thaker, MRICS is the Managing Partner at Prognosis Global Consulting; a full service Consulting, Asset Management & Advisory services firm focused on Hospitality, Leisure and Food Services industry in the South Asia Region. In over 25+ years of consulting experience, he has lead various Strategic Advisory and Asset Management engagements, and undertaken 300+ Transactions Advisory, Feasibility Studies and Valuation assignments for major Hotel Brands, Institutional Investors and Individual Owners across various markets in South Asia.





## Get In Touch

If you have any questions or queries about the hospitality industry please connect with us.  
Our experts will be glad to help you with your needs.

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