



HOTEL MANAGEMENT

YOUR HOTEL, OUR EXPERTISE.
SHARED SUCCESS.



“

My vision hospitality has been a transformation if you focus on building experience the Revenue will come in the first point of contact for any HOTEL is to digitalize that experience before the guest even checking.

DARREL CARTWRIGHT

Chief Operating Officer (COO)

EDUCATION & CREDENTIALS

Hospitality Management

Bechelor of Science in Business Management

Master Certificate in Hospitality Management

Leading Customer - Focused Teams

Doctorate of Science in Social Psychology

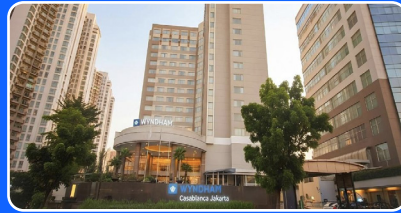
Master of Science in Information Technology



With over 30 years of experience in the hotel and resort management industry, including more than 12 years holding executive leadership positions within the hospitality sector across Vietnam, Indonesia, and the Maldives. Mr. Darrel Cartwright has successfully led numerous operational projects, pre-openings, and business development initiatives, contributing to enhanced operational efficiency and establishing a foundation for sustainable growth for various hotels and resorts.



Loama Resort Maldives



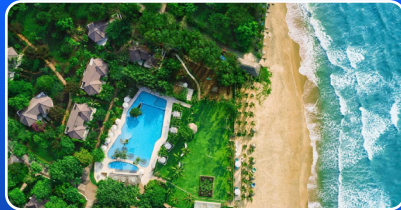
Wyndham Casablanca Jakarta



Grand Sahid Jaya Hotel



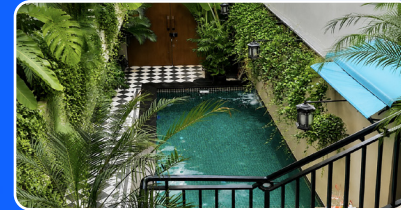
Imperial Hotel & Resort



Danang Mikazuki Resort & Spa



Cao Boutique Hotel



*Boutique Hospitality Ventures
G-Villa Saigon*

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01

THE PROBLEM

THE PROBLEM

Running a hotel is harder than it looks



Low & unpredictable occupancy

Without a revenue strategy, rooms sit empty and pricing is reactive instead of proactive.



Untrained staff & high turnover

Poor service leads to negative reviews, which costs you future bookings.



Invisible online presence

No OTA optimization, poor photography, weak content — you're losing to competitors by default.



No time to manage everything

Owners become trapped doing daily operations instead of building their investment.



Inconsistent guest experience

Without standard procedures, quality varies — and guests notice. One bad review can hurt for months.



No clear financial visibility

Cash flow surprises, unclear P&L, no sense of where the business really stands.

02

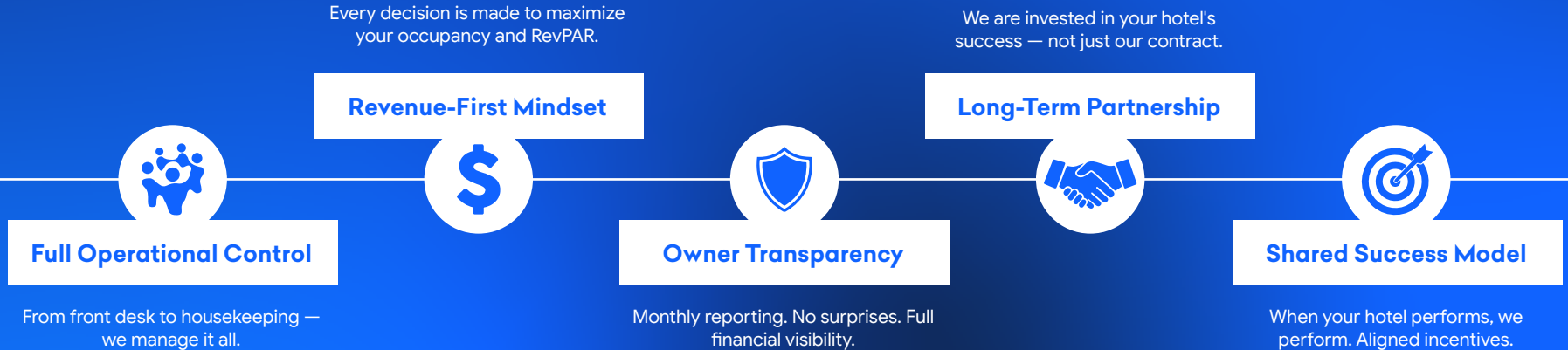
OUR SOLUTION

ONE PARTNER. COMPLETE HOTEL MANAGEMENT

BGroup provides professional hotel management for boutique small-to-mid-scale properties in Vietnam. We take full operational responsibility so owners can focus on their investment — not the day-to-day. Our model is built on long-term partnership, shared accountability, and transparent results.



OUR COMMITMENT



03

WHAT'S INCLUDED

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Operations Management

- Standard Operating Procedures (SOPs)
 - Daily operations oversight
 - Quality control & guest satisfaction
- Housekeeping & maintenance management



Revenue Management

- Dynamic pricing strategy
- OTA channel management (Booking, Agoda, Airbnb)
- Occupancy & RevPAR optimization
- Competitor rate intelligence



Marketing & Digital

- Hotel brand identity & content
 - Social media management
- Google Business & review management
- Photography direction & listing optimization

WHAT'S INCLUDED



Staff Training

- Recruitment & onboarding support
- Hospitality service standards training
- Performance management system
 - Guest communication skills



Financial Reporting

- Monthly P&L report
- Revenue & expense tracking
 - KPI dashboard for owners
- Budget planning & forecasting



Pre-Opening Setup

- Property audit & gap analysis
- Brand positioning & naming
- Pre-opening marketing campaign
 - Systems & supplier setup

04

HOW WE WORK

OUR 4-PHASE MANAGEMENT PROCESS

01

ASSESS

- Property audit & gap analysis
- Market & competitor research
- Guest persona & positioning
- Revenue baseline assessment



Week 1-2

02

SETUP

- SOPs & operational systems
- Staff recruitment & training
- Brand & digital presence setup
- OTA listings & pricing strategy



Week 3-6

03

LAUNCH

- Pre-opening marketing campaign
- Soft opening & guest feedback loop
- Revenue management activation
- PR & community engagement



Month 2

04

OPERATE & OPTIMIZE

- Daily operations management
- Monthly owner reporting & review
- Continuous revenue optimization
- Guest satisfaction monitoring



Month 3+

05

OUR PARTNERSHIP MODEL

BUILT ON LONG-TERM COMMITMENT, SHARED RESPONSIBILITY, AND MUTUAL GROWTH

Minimum 12-Month Engagement

We invest real time and resources into your property. Short-term contracts don't allow us to deliver transformational results. Our partnership starts with a full year.

Performance-Linked Fees

Our compensation is structured to align with your hotel's performance. When your occupancy and revenue grow, so does our reward. Pure alignment of interests.

Monthly Owner Reports

Full P&L, occupancy data, guest satisfaction scores, and operational highlights — delivered every month. No surprises, no hidden numbers.

Dedicated Management Team

Your property gets a dedicated BGroup manager — not a shared resource. One accountable contact who knows your hotel inside out.

THREE WAYS TO WORK WITH BGROUP



Setup & Launch Operation Package (3 Months)

For hotels under 25 rooms. BGroup builds the launch system, staff structure, OTA setup, PMS/channel manager integration, SOPs, reporting and opening support.



Investment Partnership & Profit Sharing Model

BGroup participates in operations with an agreed from 20% profit share. The cooperation contract has a minimum term of 2 years.

After Setup

BGroup participates in the operation with a profit-sharing ratio of 20%. The cooperation agreement has a minimum term of 2 years.



SETUP & LAUNCH OPERATION PACKAGE

3 MONTHS

Service Value

300,000,000 VND

APPLICABLE SCOPE

Hotels under 25 rooms

The package is designed to move a boutique hotel from setup to stable live operations.
Target handover: stable operation with occupancy direction above 60%

AFTER SETUP

After the setup phase, BGroup continues to support management, marketing and revenue performance.

*Service ecosystem: Operations • Revenue Management
Marketing • Training • Reporting*

Management Fee

5%

Gross Revenue

Incentive Fee

8%

Net Profit

Marketing Fee

5%

Gross Revenue

INVESTMENT PARTNERSHIP & PROFIT SHARING



From 20% Profit Share

Minimum cooperation contract: 2 years



A model based on long-term commitment, operational accountability, and shared success.



- BGroup responsible for setup, operations and revenue optimization
- If no profit, BGroup earns no income
- If profitable, BGroup receives agreed 30% share



06

CASE STUDY



CAO BOUTIQUE HOTEL - HUE, VIETNAM
BOUTIQUE HOTEL, CITY CENTER

CAO BOUTIQUE HOTEL - HUE, VIETNAM

BOUTIQUE HOTEL, CITY CENTER

THE CHALLENGE

Low occupancy averaging 35–40% before BGroup

No clear brand identity or digital presence

Inconsistent service quality and poor OTA reviews

Owner managing operations without hospitality expertise

RESULTS DELIVERED



65%+

Average Occupancy

+25% POINTS

Compared to 30–40% before BGroup



50% FROM BOOKING & OTA
Highest-performing channels)



4.7★

OTA Rating

TOP 10%

Of hotels in the same segment

95% Positive Reviews



2X

Revenue Growth

100% GROWTH

In revenue compared to Year 1

“

"BGroup transformed our hotel from a struggling property into a consistently performing boutique experience. The monthly reports give me full visibility and peace of mind."

—— Owner, Cao Boutique Hotel ——

An aerial view of a villa courtyard. In the center is a rectangular swimming pool with a green mosaic tile pattern. The pool is surrounded by a black and white checkered tile deck. Lush green plants, including large monstera leaves and various ferns, are planted around the pool and along the walls. A black metal railing with vertical bars is in the foreground, partially obscuring the view. To the right, a blue corrugated metal roof is visible. Two black lantern-style light fixtures are mounted on the wall near the pool. The overall atmosphere is tropical and serene.

G'VILLA - HO CHI MINH CITY, VIETNAM
VILLA-STYLE ACCOMMODATION

G'VILLA - HO CHI MINH CITY, VIETNAM

VILLA-STYLE ACCOMMODATION

THE CHALLENGE

New property — no brand awareness
or direct bookings

No revenue management or
OTA strategy in place

Staff with no formal
hospitality training

Owner wanted passive income
model, not daily involvement

RESULTS DELIVERED



72%

Average Occupancy

WITHIN 6 MONTHS

Average occupancy rate
achieved



4.8★

OTA Rating

AT LAUNCH

Rating score on online travel
agencies



Top 5

HUE VILLAS

ON BOOKING.COM

Ranking in the villa segment in Hue

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"Working with BGroup gave us exactly what we
needed: a professional team we can trust, and a hotel
that runs itself. We just check the monthly report."

————— **Owner, G'Villa** —————

07

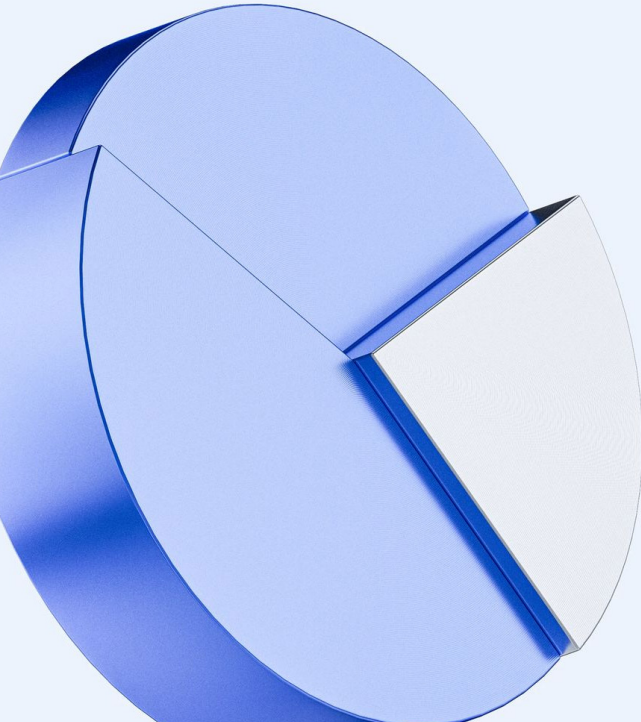
WHY BGROUP?

HOW WE COMPARE

	BGroup	In-house Manager	Self-Managed
Full Operations Coverage	✓	✓	✗
Revenue Management Expertise	✓	✗	✗
Marketing & OTA Optimization	✓	✗	✗
Staff Training Systems	✓	Partial	✗
Monthly Owner Reporting	✓	Varies	✗
Performance-Linked Cost	✓	Fixed salary	Time cost
Hospitality Industry Network	✓	Depends	✗

RESULTS THAT SPEAK

WHAT OUR HOTEL PARTNERS SAY ABOUT WORKING WITH BGROUP



65%+

Average Occupancy

4.7★

OTA Guest Rating

2X

*Revenue Growth
12-Month Avg*

100%

Owner Retention Rate

08

THE PATH TO SUCCESS

THE PATH TO SUCCESS

3 SIMPLE STEPS TO TRANSFORM YOUR HOTEL



01

Free Hotel Assessment

We visit your property, analyze your current performance, identify key opportunities, and share an honest assessment, no commitment required. 60 minutes, zero risk.



02

Custom Proposal

Based on the assessment, we prepare a tailored management proposal — outlining our scope of work, timeline, team structure, and partnership terms.



03

Free Hotel Assessment

Once terms are agreed, we sign the partnership agreement and immediately begin the Assessment Phase. Your hotel transformation starts from day one.

LET'S BUILD SOMETHING GREAT TOGETHER.

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