

THE BED & BREAKFAST COURSE

PROSPECTUS

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Welcome

Welcome to the Professional Bed & Breakfast Course, provided by The Bed & Breakfast Institute.

With the phenomenal growth of the B&B industry over the past 10 years we have witnessed the development of a highly competitive and professional sector within tourism. This growth has brought with it a higher standard of accommodation and service which in turn has raised the bar for entry into the industry. The requirement to run a **professional** B&B business has become a prerequisite for success.

The Bed & Breakfast Course has been developed for prospective and existing B&B owners who have a desire to run an efficient and profitable B&B business. Whether you plan to run, or already own, a B&B, guest houses, boutique inn, self catering or backpacker accommodation, this course will provide you with the practical knowledge and skills to start and run an efficient and successful business.

Please take your time in reviewing this prospectus and if you have any questions, feel free to contact us.

We look forward to welcoming you to The Bed & Breakfast Institute.

About the Institute

Simply put... we love Bed & Breakfasts. If you're thinking about getting into the B&B industry or are already an owner, and you want to get the greatest possible satisfaction out of this venture, we would like to work with you to improve your business.

The Bed & Breakfast Institute is a team of professional business owners who have started, owned and managed successful B&Bs over many years. We've combined our business knowledge and expertise to develop the Bed & Breakfast Course, an online manual designed to ensure your business will be perfectly positioned for success.

Online education is quickly becoming the preferred method of study for people all around the world due to its ease of use, cost effectiveness and flexibility. The Bed & Breakfast Institute has taken advantage of this medium and developed an online course that delivers the best learning experience while still providing the benefits that a traditional classroom offers. Our professional, self-paced course is secure, user-friendly and accessible 24/7 from anywhere in the world.

With communication being one of the keys to effective learning, our online study environment is unique in that it enables students to communicate directly with us, fostering a student-mentor relationship which is similar to a conventional classroom.

The information we provide in the course and the comprehensive self assessment that will result from your participation, will transform the way you start and run your B&B.

At The Bed & Breakfast Institute we are proud to provide the most comprehensive B&B course in the industry.



Is the course for you?

Prospective B&B owner

If you're thinking about starting a B&B or in the planning phase of your venture then this course is for you. Making the right decisions during the early stages of your business will lay the best foundation from which you can build a successful business.

Not only do you need to make good decisions but you will also need to evaluate the lifestyle change that comes with the business. A move into the B&B industry requires consideration and thought as the decision you make will affect your family, finances, property and future. In this course we focus on the practical aspects of starting and running a Bed & Breakfast with the aim of providing you with knowledge and insight to make informed decisions.

Questions we will answer in the course:

How will owning a B&B affect my lifestyle?
Should I convert, build or buy an existing B&B?
How do I identify my target market?
How many rooms do I need and what rate should I charge?
Will I make a profit and a return on my investment?

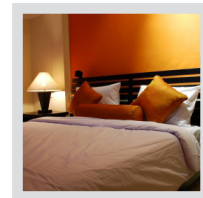
Existing B&B owner

As a B&B owner you will no doubt be familiar with the daily operation of your business, but have you stopped to consider whether your business is performing at its best, both operationally and financially?

The Bed & Breakfast Course is designed to evaluate your current position and assist you in improving your entire business. As you progress through the course we look closely at your property, target markets, daily operations, food preparation, guest relations and financial situation. The development of a customised business plan and operations manual will be useful tools in planning your future.

Questions we will answer in the course:

What kind of shape is my business in?
How can I improve my day-to-day operations?
How can I market my B&B more effectively?
How can I increase my revenue and profit?
How do I effectively manage staff?
How do I plan for the future?



Why is it special?

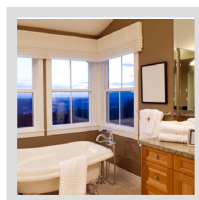
There are 4 reasons why this course is special:

1. In your own time

We understand that you have busy schedules and finding time to attend a class or fit into a weekly learning pattern can be difficult. Our course is offered online which means there is no enrolling, fixed schedules or deadlines usually associated with courses. You can read the modules and complete assignments in your own time, from the comfort of your own home.

2. Work with real people

As you plan for your B&B venture or continue in your business we understand that from time to time you may need advice to assist your decision making. Not only are our tutors there to assist you through the course, they are available 24/7 to answer questions and provide advice on issues you may be facing...you get to work with real people, with real B&B experience.



3. Personal assignments

Each course module concludes with a short assignment to reinforce what you have learnt. Although these assignments are related to the module, we are interested in having you document your ideas and concepts to move you closer to your dream. The assignments are designed to make you think about your business, not test your knowledge or memory.

4. Preparation and planning

At the Bed & Breakfast Institute we believe that preparation and planning are the keys to success. The comprehensive Feasibility Study, Business Plan and Operations Manual, available as Advanced Modules, will provide you with the necessary resources to plan ahead and build a professional B&B.

Course Overview

The Bed & Breakfast Course is comprised of modules and assignments that are designed to guide you through the process of developing a professional B&B.

Modules

The course consists of 9 Standard Modules and 4 Advanced Modules that can either be read online or printed. Each module has been designed to address a specific area of importance in relation to your business. The modules are easy to follow and each one concludes with a short assignment.

Assignments

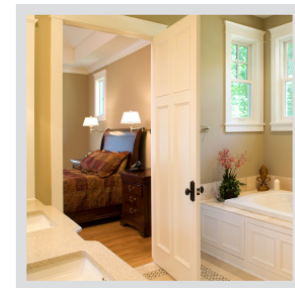
All the assignments have been designed to give you freedom to express your business ideas. This keeps the focus on your business and enables your tutor to provide real-world answers and comments. On completing an assignment, your tutor will mark your answers and offer helpful comments that will enable you to find the right solution for your business situations.

Time Required

We suggest you allow for 1 week per module, however, you may wish to work at a faster pace or take it easy with longer breaks in between each module - it is up to you.

Certificate

Successful graduates of the Professional Bed & Breakfast Course will be awarded The Bed & Breakfast Institute's "Certificate of Completion". The certificate is awarded to students who successfully complete the 9 course assignments.



Outline - Course Modules

Module 1 - The B&B Lifestyle

- Objectives
- Working Through the Modules
- Introduction to the B&B Lifestyle
- Reasons to Start
- B&B Lifestyle
- Being your Own Boss
- The Individual
- Family Matters
- Why B&Bs Most Often Fail
- Business Opportunities and Concept
- Professional Support
- Financial Realities

Module 2 - Market Considerations

- Conducting Research
- Identifying Markets
- Industry Specific Trends
- Market Attraction
- Niche Markets
- Restrictions

- The Competition
- Type of Venture
- Selecting your Target Market

Module 3 - Property Considerations

- Convert, Buy or Take-over?
- Location and Market
- Home Conversion
- Buying a Property
- Buying an Established B&B
- Preparing your Property
- Designing your Style
- Reviewing your Property
- Outside Inspection
- Inside Inspection
- Other Considerations
- Target Market Facilities
- Home Office
- Going Green
- Renovating
- Local Government

- Approval and Construction
- Planning Permission
- Building / Development Application

Module 4 - Business Fundamentals

- Starting vs. Buying a B&B
- Due Diligence
- Your Decision
- Further Advice
- Setting up the Business
- Professional Support
- Business Legal Matters
- Legal Structures
- Business Name
- Restrictions, Licences and Permits
- Insurance
- Staffing Factors
- 3rd Party Dealings
- Dealing with Scams
- Exit Strategies

Course Modules

Module 5 - Management Principles & Policies

- Why Small Businesses Fail
- Understanding Good Business Management
- Management Basics
- Essential Management Skills
- Entrepreneurial Skills
- Ownership Skills
- Common Core Skills
- Appreciation of Market Influences
- Political / Legal Forces
- Economic Influences
- Technological Forces
- Environmental Forces
- Global Forces
- Appreciation of Business Stakeholders
- Management Issues
- Performance: Effectiveness vs. Efficiency
- Creating and Living by your Mission Statement
- Setting Business Goals
- Strategic Planning

- Support Structures
- Professional Support
- B&B Policy Development & Implementation
- Employee Management
- Managing Change

Module 6 - B&B Marketing

- What is Marketing?
- The Marketing Mix
- Product
- Pricing
- Place
- Promoting
- Advertising and Promotional Material
- Seasonal Campaigns
- Going Online - Website
- Public Relations
- Networking
- Planning Marketing Strategies
- Marketing Plan
- Evaluating Marketing Performance

Module 7 - Business Financials

- Financial Management
- Record Keeping
- Computer Literacy
- Banking
- Debtors & Creditors
- Payment Methods
- Business Budgets
- Forecasting
- Key Financial Statements
- Tax Obligations and Benefits

Module 8 - B&B Operations & Food

- Process Development
- Guest Record Keeping
- Guest Procedures
- Daily Schedules
- Managing Staff
- Housekeeping
- Planning your Menu

Course Modules

Module 9 - Customer Relationship Management

- Customer Relationship Management
- Pre-arrival CRM
- Marketing
- Enquiries and Bookings
- Guest Names
- Arrival CRM
- Dressing for Success
- Arrivals
- Introductions
- House Rules
- Personalities
- Avoiding Disappointment
- On-going CRM
- Building Report
- Entering a Guest Room
- Difficult Guests
- Departure CRM
- Post-Departure CRM



Outline - Advanced Modules

B&B Health-Check

- Management / Legal Factors
- Business Concepts and Goals
- Professional Support
- Legal Structures
- Permits, Licences and Regulations
- Financial Factors
- Marketing Factors
- B&B Industry Factors
- Staffing Factors
- Customer Relationship Management Factors
- Operational Factors
- Property Health-Check
- B&B Style
- Outside Inspection
- Inside Inspection
- Utilities
- Amenities/Inventory / Furniture
- Target Market Facilities / Services
- Home Office
- Renovating

Feasibility Study

- Motivations
- Venture Type
- Business Concept
- SWOT Analysis
- Professional support
- Location
- Market Research
- Target Market
- The Competition
- Property
- Legal Compliance / Insurance
- Financial Analysis

Business Plan

- Executive Summary
- Professional Support
- Business Profile
- Market Analysis
- Business Objectives and Goals
- Key Strategies

- Marketing Plan & Financial Plan
- Operations Plan
- Future Direction and Exit Strategies

Operations Manual

- Professional Support and Contact Numbers
- Business Values
- Customer Service Standards
- Key Policies and Procedures
- House Rules
- Safety
- Business Etiquette
- Guest Bookings
- Guest Procedures and CRM
- Guest Behaviour
- Grievances / Feedback
- Housekeeping
- B&B Software / Recordkeeping
- Financial Issues
- Staff Management
- Contingency Planning
- Food Preparation

Advanced Modules

For prospective B&B owners

Feasibility Study

Starting a Bed & Breakfast involves risk. The investment required to launch a professional Bed & Breakfast does vary. Small ventures may only require an investment of \$20,000, where more ambitious ventures may require a significantly higher amount - some may exceed \$1,000,000. This course is designed to minimise the risk and to help you assess whether the investment you are prepared to make is suitable for your business and personal situation.

The Feasibility Study is a comprehensive series of questions and calculations that will determine if your business idea is feasible, in other words... "will my idea work?"

The Feasibility Study can be used to communicate your business concept and required investment to your family, accountant, solicitor and bank manager.



For existing B&B owners

Business Plan

It is quite common for B&B owners to operate their B&Bs without a well structured business plan. This situation can quickly lead to disaster as there is little understanding of one's current business position or where one will be in 12 to 24 months. It is wise to plan ahead and the time spent planning is never wasted.

Professional B&Bs require a business plan and owners need to revisit the document each year, to adjust, compensate and strategise for the future. In the Business Plan module we focus on your entire business, including property renovations, staff, marketing and financials.

Operations Manual

An Operations Manual is a reference guide that details the day-to-day operations, procedures and policies of your B&B. It is an essential tool for the professional B&B. Not only will the Operations Manual guide your day-to-day operations, it can also be used to educate and train staff. It is also a valuable asset when selling your business.



About the Author

Stewart Whyte

Stewart Whyte is a tourism and accommodation professional of many years. He's written 11 best selling "how-to" books for the industry across UK, Ireland, The Channel Isles, The Isle of Man, Australia and New Zealand. In between books, Stewart lectures for various tourism courses and has consulted to a number of regional tourism authorities. He has run a very successful Bed & Breakfast with an integrated training facility.

Stewart conducts more than 30 B&B lectures per year for 17 different learning facilities and travels extensively in pursuit of trends that impact on the industry.

In writing the Institute's Bed & Breakfast Course, Stewart shares with you a working lifetime of knowledge, expertise, handy tips and tricks of the trade. The result is the leading educational resource for the industry, giving you the tools you need to achieve the very best performance from your B&B business.



Enrolling

Enrolling in the Professional Bed & Breakfast Course is much easier than traditional educational centres as there are no set enrolment dates or seasonal intakes.

The Bed & Breakfast Course is priced at \$1099.

For your convenience, the Bed & Breakfast Institute offers monthly and weekly payment options, making enrolment affordable for all students. If you do not have a credit card and wish to pay via bank transfer, please contact us.

On enrolment you will have immediate access to the course modules, your tutor and a team of staff that will be ready and waiting to help you with your every need.

Our Guarantee

Our guarantee to you is simple and straightforward. When you enrol with us, you will have access to the module and assignment. If you decide not to proceed with the course within 7 days, we will refund your course fees in full.

FAQ

Question: Do I need to own a B&B to benefit from the course?

Answer: No, if you are thinking about owning a B&B, this course will guide you through the process of evaluating your concept, setup and running your B&B.

Question: What are the minimum requirements of the course?

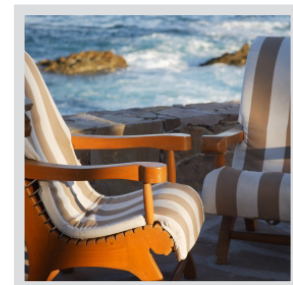
Answer: All you need is a home PC with access to the internet to complete the assignments.

Question: Can you send me the course material?

Answer: All modules and assignments are provided online and instantly accessible - simply download and print. We do not send out material via mail.

Question: Do you have any customer testimonials?

Answer: Please visit our website to read what our students are saying about the course.



Contact Us

Website

www.bedandbreakfastinstitute.co.nz

General Enquiries

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Enrolment Enquiries

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