MAXIRES & DEVEANAND - A Strategic Partner for Hospitality Growth, Operational Excellence & Profitability

Creating Measurable Business Impact Beyond Conventional Consulting and Training

The Opportunity

In today's competitive hospitality environment, business success is determined not merely by occupancy or guest satisfaction, but by the ability to **generate profitable revenue, deliver consistent guest experiences, build accountable leadership teams and optimize operating performance.**

For hotel owners, MDs, CEOs and leadership teams, the challenge is to align commercial strategy, operational execution and people performance to deliver sustainable business growth.

Maxires, led by Deveanand, proposes a business-oriented approach to hospitality that goes beyond conventional training interventions. The focus is on identifying performance gaps, strengthening leadership and frontline capabilities, improving execution and tracking outcomes against agreed business objectives.

Our proposition is simple: Help hospitality businesses grow revenue, improve operational effectiveness and strengthen profitability by connecting people performance with business performance.

1. FIVE STRATEGIC PILLARS OF MAXIRES' HOSPITALITY OFFERING

PILLAR 1: COMMERCIAL EXCELLENCE & REVENUE GROWTH

From Filling Rooms to Building Profitable Demand

The C-suite challenge: How do we improve occupancy and ADR, acquire higher-value business, strengthen corporate relationships and reduce excessive dependence on online travel agencies (OTAs)?

Maxires' potential contribution:

- **Sales Effectiveness:** Strengthen prospecting, corporate account acquisition, key account management, negotiation and conversion.
- **Market Development:** Develop segment-wise strategies for corporate, MICE, weddings, leisure, travel trade and other relevant markets.
- **Revenue Optimization:** Improve sales discipline around rate integrity, business mix, upselling and cross-selling, in coordination with revenue management.
- **Distribution Effectiveness:** Support strategies to grow direct and repeat business while evaluating the commercial contribution of different booking channels.
- **Sales Performance Management:** Establish sales pipelines, account-development plans, performance reviews and coaching mechanisms.

Business impact: Stronger sales productivity, better-quality demand, improved revenue realization and greater control over distribution costs.

The leadership question: *Are we building a predictable pipeline of profitable business, or merely responding to available demand?*

PILLAR 2: OPERATIONAL EXCELLENCE & GUEST EXPERIENCE

From SOP Compliance to Consistent Execution

The C-suite challenge: How do we ensure that service standards translate into consistent guest experiences, higher productivity and fewer operational failures?

Maxires' potential contribution:

- Review critical guest journeys and identify service and operational gaps.
- Strengthen service recovery, complaint resolution and guest engagement.

- Improve coordination across front office, housekeeping, F&B, banquets and other departments.
- Develop supervisors who can coach employees, enforce standards and resolve problems.
- Support SOP implementation through workplace observation, practical simulations and performance reviews.

Business impact: Greater service consistency, stronger guest satisfaction, improved productivity and fewer avoidable service failures.

The leadership question: *Are our operating standards embedded in everyday behaviour, or do they exist primarily in manuals and training rooms?*

PILLAR 3: PRE-OPENING & BUSINESS READINESS

From Physical Readiness to Commercial and Operational Readiness

The C-suite challenge: How do we ensure that a new hotel is commercially prepared, operationally aligned and equipped with a capable team before welcoming its first guests?

Maxires' potential contribution:

- Support commercial readiness through market segmentation, corporate prospecting and sales activation.
- Prepare teams through role-specific training, simulations and service-readiness assessments.
- Strengthen leadership alignment, departmental accountability and operating rhythms.
- Support the development and implementation of guest-facing SOPs.
- Conduct mock operational scenarios and identify readiness gaps before launch.
- Facilitate structured 30-, 60- and 90-day post-opening performance reviews.

Business impact: Better-prepared teams, more coordinated execution, earlier commercial activation and a structured approach to post-opening stabilization.

The leadership question: *Are we simply opening a hotel, or preparing a business to perform from day one?*

The scope would complement the owner's project team, General Manager, technical consultants and hotel operator.

PILLAR 4: LEADERSHIP, TEAM EFFECTIVENESS & ACCOUNTABILITY

From Functional Silos to One Business, One Team

The C-suite challenge: How do we develop leaders who think beyond departmental boundaries, take ownership of business outcomes and build teams capable of delivering consistently?

Maxires' potential contribution:

- Develop HODs and managers in business acumen, financial awareness and commercial decision-making.
- Strengthen supervisory capabilities in coaching, feedback, delegation and accountability.
- Improve cross-functional collaboration through business-based simulations and problem-solving.
- Develop ownership, conflict management and decision-making capabilities.
- Establish effective performance conversations, action tracking and management review routines.

Business impact: Better leadership effectiveness, stronger interdepartmental coordination, faster problem resolution and greater ownership of results.

The leadership question: *Do our leaders manage departments, or do they lead the business collectively?*

PILLAR 5: PROFITABILITY & PERFORMANCE IMPROVEMENT

From Revenue Growth to Profitable Growth

The C-suite challenge: How do we improve financial performance without compromising guest experience, employee effectiveness or long-term brand value?

Maxires' potential contribution:

- Identify opportunities to improve sales conversion, business mix and account profitability.
- Strengthen upselling, cross-selling and ancillary revenue generation.

- Support cost-conscious operating practices, productivity improvement and reduction of avoidable wastage.
- Improve accountability for departmental performance and controllable costs.
- Facilitate monthly performance reviews and corrective-action planning with leadership teams.

Business impact: Better contribution margins, stronger cost discipline, improved productivity and more informed management decisions.

The leadership question: *Are we measuring success by the revenue we generate, or by the profitable business we retain?*

2. WHAT DIFFERENTIATES MAXIRES & DEVEANAND?

The differentiator is not simply the breadth of services offered. It is the ability to connect **business priorities, people capabilities and workplace execution** within one integrated approach.

Four Distinctive Elements

1. Business-First Perspective

Begin with the hotel's strategic and commercial priorities, not a predefined training catalogue. Understand the business context, identify performance gaps and agree on where intervention can create the greatest value.

2. Practical, Contextualized Capability Building

Use realistic hospitality scenarios, simulations, role-plays and workplace coaching to translate concepts into observable behaviours and practical management capabilities.

3. Implementation Beyond the Classroom

Support managers in applying learning through field coaching, operating reviews, action plans and follow-through, subject to the agreed engagement scope.

4. Outcome Orientation

Establish baselines, agree on measurable objectives and periodically review progress with the leadership team. Distinguish between capability improvements and business outcomes, recognizing that market conditions and management decisions also influence results.

The underlying philosophy: We do not view training as the end deliverable. We view it as one of the levers for improving business performance.

3. A PARTNERSHIP MODEL ALIGNED WITH BUSINESS PRIORITIES

Maxires can structure its engagement around the hotel's immediate priorities or a longer-term transformation agenda.

Engagement model	Focus	Typical scope
Targeted Performance Intervention	Address a specific business challenge	Sales conversion, banquet sales, guest experience or supervisory effectiveness
Hotel Performance Partnership	Improve performance across multiple functions	Sales, operations, leadership, productivity and profitability
Pre-Opening & Stabilization Partnership	Prepare and support a new or repositioned hotel	Commercial readiness, team capability, operational preparedness and post-opening reviews

Suggested Implementation Framework

Phase 1 — Diagnose: Understand business priorities, existing performance and capability gaps.

Phase 2 — Design: Agree on priorities, interventions, responsibilities, success measures and timelines.

Phase 3 — Execute: Deliver targeted capability development, coaching and implementation support.

Phase 4 — Review: Evaluate progress, identify gaps and agree on corrective actions with hotel leadership.

Phase 5 — Sustain: Embed management routines, accountability and continuous improvement.

Depending on the engagement, this could be delivered through a focused intervention or a six- to twelve-month partnership.

4. MEASURING WHAT MATTERS TO THE BOARDROOM

Success measures would be agreed with the client based on the property's business priorities, available data and operating context.

Business priority	Illustrative measures
Revenue growth	Room revenue, ADR, RevPAR and sales conversion
Commercial effectiveness	New corporate accounts, account production and direct-business contribution
Guest experience	Guest satisfaction, complaint resolution and service consistency
Operational efficiency	Productivity, room-readiness performance and controllable operating costs
Leadership effectiveness	Accountability, execution of action plans and managerial capability
Profitability	GOP, departmental contribution and relevant cost ratios

Targets would be established after assessing the baseline and relevant market conditions. Where appropriate, Maxires could also explore performance-linked commercial arrangements with clearly defined measurement and attribution principles.

OUR COMMITMENT - PEOPLE. PERFORMANCE. PROFITABILITY.

Maxires, led by Deveanand, seeks to work alongside hospitality leadership teams to address business challenges, develop people capabilities, strengthen execution and improve performance against agreed objectives. Our ambition is to be more than a training provider. It is to become a **trusted hospitality business performance partner**—one that understands the owner's priorities, works collaboratively with the management team and focuses on translating capability into measurable business value.