

**PROJECT REPORT
ON
XYZ RESORTS**

**GAYTRI ROAD GANDHIDHAM KACHCHH,
GUJARAT 370201**

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Disclaimer

The views expressed in this model project are advisory in nature. It assumes no financial liability to anyone using the report for any purpose. The actual cost and returns of projects will have to be taken on a case-by-case basis considering the specific requirement of projects.

1. Particulars of the Enterprise

Name of the Enterprise	XYZ RESORTS	Constitution	LIMITED LIABILITY PARTNERSHIP
MSME Status	REGISTERED	MSME Registration No.	-----
Registration date	25-11-2018	Date of incorporation	25-11-2018
Registered Office Address	Plot No 500 SEC-4, GAYTRI ROAD GANDHIDHAM KACHCHH, GUJARAT 370200		
Site location	Plot No 500 SEC-4, GAYTRI ROAD GANDHIDHAM KACHCHH, GUJARAT 370200		

2. Project Loan applied for

Term Loan	350 LAKH
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4. Shareholding Pattern

S.No.	Share Holder	Percentage of Shares
1	Niteshkumar	10%
2	Ramjibhai	40%
3	Shankarbhai	10%
4	Hariben	40%

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5. Proposed Management Team

Designation	No. of employees.	Salary Per month (In Rs.)	Amount (In Rs.)
General Manager	1	65000	65000
Manager	1	40000	40000
Astt. Manager	1	25000	25000
Electrician/Plumber	2	22000	44000
Back Office staff	4	22000	88000
Security	4	15000	60000
Cleaning staff	8	12000	96000
Kitchen staff	4	15000	60000
House Keeping	5	10000	50000
Chef	5	30000	150000
Total	35		678000

6. PROJECT DESCRIPTION

Brief Description of the Project

XYZ Resorts is situated on the Indo-Pak border, Nadabet. It is a fascinating destination developed by the Gujarat government as a tourism site. Currently managed by Lallooji & Sons, this unique location offers visitors a glimpse into the operations of an Indian border post.

NadaBet, a small piece of land extending into a sprawling lake, is where the Seema Darshan takes place. This is a chance for the tourists to witness the inspiring daily retreat ceremony.

Border Security Force (BSF) jawans march proudly against the backdrop of a vibrant sunset, showcasing their dedication to protecting India's borders.

The tourists will explore the fascinating weapon display and photo gallery, featuring guns, tanks, and other advanced tools used to secure the border and the camel show – a tribute to these desert animals and a demonstration of their incredible discipline and skill.

XYZ Resort provides an unforgettable opportunity to experience India's border culture. The tourists can observe the BSF's commitment, learn about their tools, and witness the beauty of this unique region.

XYZ Resort in Nadabet, is a captivating destination offers a blend of patriotism, education, and entertainment.

Aim of the project

XYZ Resort aims to offer a memorable stay through high-quality accommodations, diverse activities, and personalized services is paramount. This ensures positive reviews, repeat customers, and a strong reputation.

The project aims for financial success. The resort will attract tourists, which will boost local spending on lodging, food, souvenirs, and services. This contributes to the local economy through job creation and tax revenue.

The project lays emphasis on eco-friendly practices by utilizing renewable resources, minimizing waste, and conserving the surrounding ecosystem.

XYZ Resorts will act as catalysts for regional development by attracting visitors and showcasing the unique aspects of the location. This can lead to improved infrastructure, increased investment, and cultural appreciation.

Importance to the country and region

XYZ Resorts project hold significant importance to both the country and specific regions in India. Here's a breakdown of their contributions:

Economic Benefits

Job Creation: The project directly generates jobs in hospitality, maintenance, management, transport, and allied sectors. The project will also stimulate indirect job creation in food supply, souvenir shops, and local tour operators.

Boost to Local Businesses: The project will source supplies locally, providing income opportunities for farmers, artisans, and service providers in their vicinity.

Infrastructure Upgrade: The Resort development will drive improvements in transport links, electricity supply, and other infrastructure, benefiting the whole region.

Tax Revenue: The project will contribute to government revenue through taxes, stimulating development and public services locally and nationally.

Foreign Exchange Earnings: International tourists will visit the resorts bring in valuable foreign currency, strengthening the national economy.

Development of Tourism

Destination Promotion: The project will act as anchors for regional tourism, attracting visitors to destinations beyond major cities. This helps to broaden India's tourism appeal and distribute economic benefits.

Investment Attraction: The resort will attract further private investment in tourism, leading to a chain reaction of development in the region.

Socio-Cultural Impact

Preservation of Heritage: The project will play a vital role in restoring heritage sites or promoting local art and culture. This helps preserve India's rich heritage and enhance the tourist experience.

Community Engagement: The project will involve local communities in employment, cultural festivals, and sustainable practices, promoting a sense of inclusion and shared benefits.

Hotel property description

Location Advantages

The potential location advantages of the XYZ Resorts in Nadabet, Gujarat, for a resort project are as follows:

Unique Selling Points

Proximity to the Indo-Pak Border: The XYZ Resorts will have a unique selling proposition for a resort, attracting visitors interested in experiencing the border culture, witnessing the BSF's dedication, and learning about border security.

Seema Darshan and Retreat Ceremony: The project offers to witness the daily retreat ceremony and potentially incorporating elements of the "Seema Darshan" experience can be a major draw for patriotic visitors and those seeking a glimpse into the life of border guards.

Cultural Significance: The project is located in Nadabet's which is located near the border which holds historical and cultural significance, potentially attracting visitors interested in the region's heritage and stories.

Accessibility: The XYZ Resorts is in the proximity to major transportation links is essential. Evaluate the distance to airports, railway stations, or highways to gauge ease of access for potential guests.

Layout Planning

The resort rooms & suites will be stylish, comfortable, well-furnished and air-conditioned rooms with contemporary luxury and gracious service.

Resort King Size Rooms:

Entrance: Foyer with a closet or wardrobe.

Sleeping Area: One king-size bed or two twin beds, depending on guest preference. Seating area with a comfortable armchair and a coffee table.

Bathroom: Standard bathroom with toilet, sink, and shower/bathtub combination.

Balcony : A small balcony overlooking the surrounding landscape or the lake.

Resort Queen Room:

Entrance: Separate entrance foyer with a larger closet or wardrobe.

Living Area: Open floor plan with a designated living area featuring a sofa bed, armchair, coffee table, and a TV.

Sleeping Area: King-size bed separated from the living area by a partition or curtains.

Bathroom: Upgraded bathroom with double vanities, a walk-in shower, and potentially a separate soaking tub.

Balcony: A larger balcony with comfortable seating, offering scenic views.

Resort Suite Rooms:

Entrance: Private entrance leading to a foyer with a spacious walk-in closet.

Living Area: A separate living room with a comfortable sofa set, armchairs, a coffee table, a TV, and potentially a work desk.

Dining Area: An optional dining area with a table and chairs for in-room dining.

Sleeping Area: One or two bedrooms, each with a king-size bed and an in-suite bathroom. The design might consider connecting rooms for families.

Balcony: A large private balcony with comfortable seating and scenic views, potentially with access to a shared pool or outdoor space.

Banquet Halls

The Hotel will have a banquet hall with a capacity of 200 for parties, banquet hall also be used for exhibitions/events.

Stage Area: A raised platform for presentations, performances, or head tables.

Lighting and Sound Systems: Technical setups for events.

Restrooms: Essential facilities for guests.

Parking Facility: Covered parking facility is available at the XYZ Resorts.

Restaurant

The resort will have a restaurant with a sitting capacity of 150 persons, which will be offering a variety of food with music, and essential amenities for the outside visitors.

Occupancy

S.No.	Particulars	Rooms	Rates(PM)
1	Sweet Room	6	Rs. 5000/room
2	King Room	32	Rs. 3500/room
3	Queen Room	12	Rs. 3000/room

- 2 Banquet Halls with an area of 2500sq feet each per banquet hall the capacity is 200.
- 1 Restaurant with a sitting capacity of 150 people.

Parking Facility

The resort provides a covered parking for all the visitors vehicles.

Location of the Project

Site Location: Plot No 500 SEC-4, GAYTRI ROAD GANDHIDHAM KACHCHH, GUJARAT 370200

Project Site Map

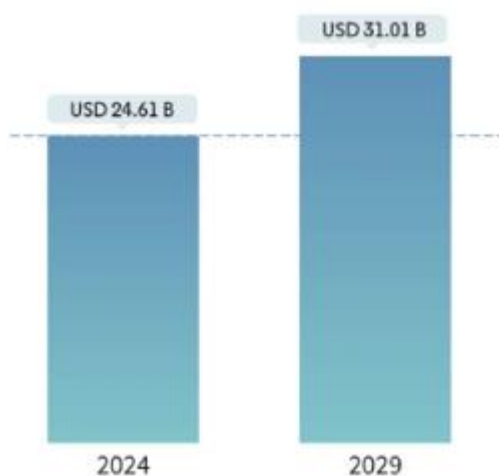


Co-ordinates of The Project Site

Latitude	Longitude
23.079100	70.140152

Market Overview

India Hospitality Market



The Hospitality Industry in India Market size is estimated at USD 24.61 billion in 2024, and is expected to reach USD 31.01 billion by 2029, growing at a CAGR of 4.73% during the forecast period (2024-2029).

The hospitality industry in India has been scoring a moderate growth number in the past few years and has great potential to score an even greater number in the future.

India is rich in culture and diversity has been attracting a large number of tourists from all over the globe. India has also been recognized as a destination for spiritual tourism for international and domestic tourists.

The consistently growing middle class, rising levels of disposable income, and increasing interest among millennials to travel in their home country are a few major reasons that are making the domestic travel industry a profitable one.

The hospitality and tourism industry has been witnessing a healthy growth number and accounted for 7.5% of the GDP.

Market Trends

India's hospitality sector is being driven by the increase in the number of hotel projects. India's Hospitality Industry ended in the current year with occupancy in the 59-61 percent range, up 15-17 percentage points (pp) from the previous year.

However, average rates (ARR) recovered fully in the current year, being 37-39 percent higher than the previous year's levels. As a result, RevPAR in the current year increased by 89-91 percent over the previous year.

Driven by a strong recovery in demand, hotel companies accelerated their growth plans in the current year, resulting in an over 33 percent increase in brand signings by keys over the previous year.

Market Opportunity

Domestic Tourism Boom: India's vast and increasingly affluent domestic market is a major driver for resort growth. Rising disposable incomes, changing lifestyles, and a thirst for experiences are fueling a desire for resort getaways.

Underexplored Destinations: While popular tourist spots are saturated, many lesser-known areas with unique natural beauty, cultural heritage, or adventure potential remain ready for development. Resorts in these untapped locations can attract novelty-seeking travelers.

Evolving Preferences: Growing demand for niche experiences offers opportunities:

Marketing Strategy

Developing a successful marketing strategy for a resort in Nadabet, Gujarat, requires understanding the unique location and tailored approach to the target audience. Here's a breakdown of key elements:

Target Market Identification

Patriotic Travelers: Focus on individuals and families interested in the border experience, witnessing the Seema Darshan, and appreciating the BSF's dedication.

History and Culture Enthusiasts: Attract visitors interested in the historical significance of the border region and its unique cultural heritage.

Domestic Weekend Travelers: Target city dwellers in Gujarat and nearby states looking for short, experience-focused weekend getaways.

Experiential Seekers: Reach out to those seeking offbeat destinations and unusual experiences that go beyond traditional relaxation-focused resorts.

Unique Selling Points (USPs)

Border Proximity: Highlight the exclusive access to the Indo-Pak border, the Seema Darshan spectacle, and the patriotic fervor of the location.

Cultural Immersion: Offer opportunities to engage with local communities, witness folk traditions, and participate in cultural festivals or events.

Unexplored Destination: Position the resort as a gateway to a less-traveled area, promising a unique and authentic experience.

Additional Amenities: Emphasize amenities that complement the experience, such as open-air dining, stargazing options, or guided nature walks if applicable to the resort design.

Marketing Channels

Partnerships

Travel Agencies and OTAs: Collaborate with travel agents and online travel aggregators specializing in experiential or domestic tourism.

Gujarat Tourism: Partner with the state tourism board for promotion and inclusion in their campaigns.

Miscellaneous fixed assets

S No.	Description	Quantity	Unit Cost (In Rs.)	Total Cost Lakh (In Rupees)

1	Coffee Table (Hotel interior Accessories)	30	4000	1.2
2	Tv/LED	50	45000	22.5
3	Fancy Lights	44	12000	5.28
4	Linen and Curtain	44	35000	15.4
5	Furniture	1	2200000	22
6	Light Fitting	1	1500000	15
7	Channel Music & Sound System	1	250000	2.5
8	Crockery	1	1200000	12
9	Kitchen Equipments	1	1500000	15
10	Deep Freezer	1	250000	2.5
11	Water Cooler/RO Plant	1	500000	5
12	Ice Cube Maker	1	250000	2.5
13	Audio/Video System	1	350000	3.5
14	Stand By Gen Set	1	2000000	20
15	Fire Fighting& Other Safety Equipments	1	250000	2.5
16	Computer/Software	1	100000	1
17	Interior	1	1000000	10
Total				157.88

Staffing requirement

Designation	No. of employees.	Salary Per month (In Rs.)	Amount (In Rs.)
General Manager	1	65000	65000
Manager	1	40000	40000
Astt. Manager	1	25000	25000
Electrician/Plumber	2	22000	44000
Back Office staff	4	22000	88000
Security	4	15000	60000
Cleaning staff	8	12000	96000
Kitchen staff	4	15000	60000

House Keeping	5	10000	50000
Chef	5	30000	150000
Total	35		678000

Inspection and quality control

QA focuses on proactive measures to prevent defects or issues, ensuring the resort consistently meets guest expectations. This involves:

Establishing Standards:

Cleanliness: Define detailed standards for room hygiene, public areas, pools, etc.

Service: Set clear expectations for guest interactions, response times, and problem resolution.

Amenities: Outline quality standards for food and beverage, recreational facilities, spa services, etc.

Staff Training: Thorough training of all staff in resort procedures, quality standards, guest service principles, and potential issues.

Preventive Maintenance: Regular maintenance schedules for rooms, equipment, and facilities to minimize malfunctions and breakdowns.

Documentation and Audits: Create checklists, inspection forms, and regular audits to ensure standards are being met across different departments.

Commercial Viability

SWOT Analysis



Strengths:

Eco-friendly practices and sustainability initiatives.

Family-friendly amenities and programming.

Proximity to a popular attraction or natural wonder.

The resort will offer modern amenities, well-maintained facilities, and well-trained staff to ensure guest satisfaction.

Effective Marketing and Distribution Channels

Experienced Management Team.

Weaknesses:

The resort will have high operational costs due to factors like location, staffing, or maintenance requirements.

Lack of Differentiation: The resort will struggle to stand out from competitors and offer something unique to attract guests?

Opportunities:

Growing Domestic Tourism: The resort capitalize on the increasing domestic tourism trend in India by targeting Indian travelers seeking unique experiences.

Evolving Travel Preferences: The resort caters to emerging travel trends like wellness retreats, adventure tourism, or sustainable travel practices.

Untapped Potential: The resort exists in a less-explored location with potential for development, offering a chance to be a first-mover in the market.

Partnerships: The resort will establish partnerships with other businesses or local communities to offer additional services or experiences for guests?

Threats:

Economic Downturn: An economic downturn negatively impact travel spending and lead to decreased demand for resort stays.

Increased Competition: The resort facing growing competition from new or existing resorts in the region.

Rising Operational Costs: There is a potential increases in costs of labor, supplies, or utilities that could impact the profitability of the resort?

Natural Disasters or Environmental Issues: Natural disasters or environmental issues in the region disrupt operations or deter potential guests from visiting?

Changes in Regulations: There are potential changes in government regulations or tourism policies that could impact the resort's operations or profitability?