



**HOSPITALITY
CONSULTING**



**HOSPITALITY
CONSULTING**

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*Your powerful
solution partner
in adding
strength to your
strength...*

■ TD HOSPITALITY CONSULTING

Our experts with extensive industry experience provide high quality, fast and on demand consultancy services to our clients in every area of city and resort hotels investments and operations.

TD Consultancy's team of experts contribute to the successful collaboration of its clients with the world's most recognized hotel brands in favourable economic conditions. In the meantime, we develop and implement strategies to evaluate opportunities, control costs, increase efficiency and increase revenues from purchases in order to improve the operational and financial performance of your hotels.

The thirty years of experience that we combine with our industry knowledge gives us the ability to be the solution partner to our clients on taking the best business decisions.

To be a model and a global scale consulting company with the projects that has been generated as well as its way of doing business, corporate structure, values and the management philosophy; to increase client portfolio on a yearly basis and sustain growth.

VISION

To be a model and a global scale consulting company with the projects that has been generated as well as its way of doing business, corporate structure, values and the management philosophy; to increase client portfolio on a yearly basis and sustain growth.

MISSION

To add value to innovative and environmentally friendly hotel and tourism projects that meet the expectations of contemporary society and modern cities with its industry knowledge and experience. To sustain the value created for investors with its sustainable growth and high profitability philosophy by offering powerful solution partnership services to investors in making the best possible decisions.

TARGETS

To watch closely for the opportunities to increase the value of real estate by following the most up to date innovations in the market in order to earn the highest yield for our investors. Being a pioneer and a leader in the industry.



**HOSPITALITY
CONSULTING**

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*Your powerful
solution partner
in every area
of your
activities and
process
management...*

TAYFUN DÖŞKAYA

Tayfun Döşkaya was born in Ankara on May 25, 1968. After graduating from Ankara Hotel Management and Tourism Vocational High School and Gazi University Hospitality Management, he completed his management training at Steigenberger Frankfurter Hof, Frankfurt -Germany.

He served in different departments at Hilton Istanbul, Altinel Ankara and Hilton Ankara. He worked as Dedeman Hotels Regional Director between 1990 and 2010, then joined Bayraktar Group (Via GYO). After serving as Bayraktar Group's Chief Executive Chairman, he became TAVROS Investment Holding Board Member and Chief Executive Officer in 2014.

He has produced and lead successful projects in cooperation with Hyatt Hotels Corporation, Wyndham Hotel Group, Dedeman Hotels & Resorts, Carlson Rezidor Hotel Group and InterContinental Hotels Group (IHG) while he was working as a senior manager. In 2015, he established TD Hospitality Consulting Consultancy Company and now provides powerful solution partnership services to hotel and tourism investors.

Döşkaya is a member of the Turkish - American Business Association.



FEASIBILITY
STUDIES



PRE-OPENING
HOTEL SERVICES

PROJECT PLANNING,
DEVELOPING AND
COORDINATION



CONCEPT
DEVELOPMENT



HOTEL BRAND AND
OPERATOR SELECTION
AND CONTRACT
NEGOTIATIONS



IMPROVING HOTEL
PERFORMANCE



**PURCHASE AND
SALE
MANAGEMENT**



**GASTRONOMY
CONSULTING**



**INVESTOR
REPRESENTATION
SERVICES**



**LOAN
SERVICES**



**AUDITING
SERVICES**



**LEGAL
SUPPORT**





LEADER

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*Your powerful
solution partner
in making the
best decision...*



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■ FEASIBILITY STUDIES

The first stage of an investment is conceptualization, then it takes the shape of feasibility studies and project evaluation. Once the project is considered “feasible”, meaning “profitable or good to go” at the end of the project evaluation, it is time to move to the phase of developing the final project.

- Market research studies include target achievability, market entry strategy, supply and demand balance, brand saturation and competition analysis
- Legal due diligence evaluates the potential effects that the laws, regulations and rules that must be complied with from the preparation phase of the investment project to the selection of the location, realization of the investment and until commencement of business operations would have on the investment and what opportunities these would bring.
- With our knowledge and experience in the market, we ensure that the best hotel concept and functions that bring long term competitive advantages, increase the value of the real estate and generate maximum cash flow are conceived.

Investors, financiers, operators have the greatest confidence in the reports we prepare.

Services provided by TD:

- Economic indicators
- Market analysis
- Investment cost and cost – benefit analysis
- Long and short term income and expenditure analysis and fund status
- Project’s cost-benefit analysis



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*Your powerful
solution partner
in developing the
right project in the
right time and
in the right
location...*

■ PROJECT PLANNING, DEVELOPING AND COORDINATION

TD Consultancy offers the right use of land and property proposal by examining all the angles such as the status of the hotel's land of investment, zoning status, physical conditions, accessibility, visibility, financial profitability, time, quality, risks and etc.

Services provided by TD Consultancy:

- Valuation reports
- Master plan studies
- Facility and functional programming
- Project monitoring and reporting
- The best and most accurate usage analysis
- The hotel brand & operator selection and contract negotiations
- Market and feasibility studies
- Concept development
- Effective marketing, sales and revenue management strategies
- Credit funding solutions and financial restructuring
- Land and project evaluation
- Project and risk management

TD provides consulting services in architectural and technical consultants selection, contract negotiations and coordination process.

- Architecture (Building design / exterior architecture and interior design)
- Mechanic
- Electricity
- Interior design
- Landscaping
- Infrastructure
- Determining the specifications of fixtures, furniture and equipment (FF&E) and providing technical support in material selection.



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*Your powerful
solution partner
in determining
the most
successful and
innovative
concept...*

■ CONCEPT DEVELOPMENT

Every hotel tells a different interior design story. Each hotel has and should have a unique style, a significant concept or a story to tell, a colour scheme, consistency in material use, a symbolic object, etc... First the hotel's story is envisioned, then a project is developed in line with this story and finally the hotel is furnished with the project implementation.

The process of deciding on the business model begins following the concept development and the determination of the hotel segment based on the feasibility studies (marketability and market analysis). With its qualitative perspective, TD gives direction to setting the main idea for the project in order to functionally differentiate the project and be competitive.

Services provided by TD:

- To comply with brand standards in guestrooms and public areas' designs.
- Selection of interior materials
- Determination of concept & vision based on the best and most correct use
- Identifying the target group for hotels and other different functions
- Product diversification
- Fire, safety and contingency plans



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*Your powerful
solution partner
in choosing the
right brand
under the best
conditions...*

■ HOTEL BRAND AND OPERATOR SELECTION AND CONTRACT NEGOTIATIONS

The franchise and hotel management selection for city and resort hotel investments is pivotal in achieving the project's profitability and maximum real estate value.

We provide high-quality services with our industry-oriented approach for determining the hotel segment, choosing the right brand, and signing the contract with the best possible economic conditions by reducing risks.

Our aim is to increase your hotel's profitability and the value of your property. We can only reach this aim by finding the best world-known brand, reducing the contractual risks and establishing a good investor - management relationship.

Services provided by TD:

- To establish relationships with local or international chains that offer management or franchise licenses and to prepare sample contracts
- To obtain offers for franchise and management agreements in accordance with international norms and precedents; and the execution of a letter of intent
- Execution of the final contract with the hotel group following discussions and negotiations over the form contracts selected by the investor
- Coordinating and directing the legal transactions and arrangements by which the contract will be realized through the customer's legal firm
- The presentation file for the preliminary project of our offer will be prepared at the beginning. Subsequently a final contract will be signed in line with the approval of the hotel group we suggest and the approval of the Investor



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*Your powerful
solution partner
in flawless
hotel opening...*

■ PRE-OPENING HOTEL SERVICES

Supporting the hotel's design with a business vision is vital for the integrity and success of the project. We provide support for the development and implementation of marketing and sales strategies, and the determination & the planning of business identity and systems.

TD's industry oriented team of experts provide a high-quality service to enable a flawless opening, and offers great savings on behalf of investors by avoiding common mistakes made during the opening process.

Services provided by TD:

- Brand licensing agreement (franchise) compliance and execution
- Product, design and technical support
- Technical consultant selection, contract negotiation
- Operating system software selection and establishment
- Demand planning and placing order for consumables and FF&E
- Supplier portfolio extension
- Pre - opening budget and business plan
- Selection of top management
- Preparation of the opening guide
- Staff training, task / responsibility descriptions and manual
- Establishing of the operation systems
- Market research and market entry strategies
- Settle strategies for sales, marketing and revenue management
- E-commerce and social media management
- Product and service development
- Company policies and procedures
- Inventory count and fixture count
- Business marketing plan and budget
- Breakeven analysis
- To obtain necessary licenses and permits and
- Building technical stress tests
- Commissioning hotel



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*Your powerful
solution partner
in increasing
your hotel's
value and
profitability...*

■ INVESTOR REPRESENTATION SERVICES

Our experts in TD contribute in maximising your net operating profit and minimising your risks by analysing operational and financial results in detail at every stage of investment and operation process.

TD helps to ensure the best conditions on fast return on investment by good revenue management, “price – occupancy – profitability” and demand, pricing and by uncovering the potential. It also develops and implements strategies for making use of opportunities and increasing income from purchases.

TD’s team of experts provide support for hotels that do not perform well in the restructuring of the organisation and the repositioning in the market in terms of supply and demand.

TD’nin sunmuş olduğu hizmetler:

- Operational and financial efficiency analysis
- Cost optimisation (analysis of costs and comparison thereof with industry standards)
- Supply chain management
- Capex, capital investment spending
- Developing strategies to increase income
- Effective marketing strategies
- Effective sales strategies
- New market research
- Effective customer services
- Effective customer experience strategy
- Annual marketing plan, budget and fund negotiations
- Strategic FF&E planning (Furniture, upholstery, fixture and equipment)
- Negotiating contracts on behalf of the investor
- Compatibility with management / franchise contract
- Operator selection and contract negotiations
- Decoration and renovation services



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*Your powerful
solution partner
in increasing the
productivity and
competitiveness
of your hotel...*

■ IMPROVING HOTEL PERFORMANCE

In accordance with our “customer oriented” approach that is the basis of our solutions for “Customers”, we offer diverse solutions from the target customer experience design, sales supported by the necessary technological infrastructure to those aimed at increasing marketing and service efficiency.

Today’s competitive market environment makes it mandatory that hotels create a business model founded on mutual trust and loyalty and provide products and services based on the needs of all third parties with which they interact.

Our proven methodologies designed to provide our customers with innovative approaches to reach their profitability targets also enables hotels to build trustworthy and sustainable relationships especially with their customers and employees as well as all shareholders.

Services provided by TD

- Performance comparisons
- Effective marketing strategy
- Effective sales strategy
- Effective customer service strategy
- Effective customer experience strategy
- Finance
- Supply chain management



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Your strong partner in making a difference in quality, ambience and service...

■ GASTRONOMY CONSULTING

We support you in creating innovative, fashionable and unique projects that meet the expectations of modern cities and today's society. We help you to differentiate in the competitive market.

Services provided by TD:

- Complete food and beverage project management
- Market research and feasibility studies
- Developing market entry strategies
- Menu engineering
- Concept development
- Brand concept statements and development
- Industry-oriented design and development
- Interior design, lightening and landscaping
- Pre-opening services
- Annual marketing plan, budget and fund state negotiations
- Operational and financial efficiency analysis
- Developing strategies to increase revenue
- Effective marketing strategy
- Effective sales strategy
- Effective customer service strategy
- Effective customer experience strategy



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*TD offers
services that
create value
for its
customers...*

■ TD OTHER SERVICES

AUDITING SERVICES

TD provides constructive criticism and support to company managements, effective and clear perspective to audit committees and transparent information to investors and stakeholders in order to support companies to meet the expectations of shareholders regarding company policies and procedures and legislative obligations.

INFORMATION TECHNOLOGIES

We determine and evaluate your needs on business software systems and support you in choosing the most suitable package on the market. We manage your relationships with the companies that will carry out the installation and we make sure that the quality and the innovation is at the highest level during the installation

PURCHASE AND SALE MANAGEMENT

We ensure out the process of purchasing and selling real estate is conducted correctly and fairly to all parties. Our services include accurate pricing, technical, legal and financial analyses.

LOAN SERVICES

We offer a range of services to secure the loan that the project needs. We are in direct contact with financial institutions by providing professional information, documentation and analysis including the details of the project and the investor's information. We create the most productive loan conditions for the project by taking a part in determining the security, mortgage, and length of credit, interest rate and other loan terms. Our experts also take part in the restructuring of the loan.

LEGAL SUPPORT

Our contracted local and international legal offices offer a wide range of legal services to their clients from the preparation and negotiation of contracts in the project preparation, construction, funding and management processes of hotel projects to the resolution of zoning disputes.

■ **The Regent Ankara Hotel (InterContinental) Almaty - Kazakhstan**

Investor: Ahsel Group

Project Details: 277 guestrooms, 5 star, city hotel

TD Services: FF&E and Supplies Procurement Support, Senior Manager Selection

■ **Dedeman Grand (Radisson Blu Leograd Hotel) Chisinau - Moldova**

Investor: Summa Corporate Group

Project Details: 140 guestrooms, 5 star, city hotel

TD Services: Pre-Pre Opening Hotel Services

■ **Wyndham Tashkent - Özbekistan**

Investor İpek Yolu Tourism

Project Details: 206 guestrooms, 5 star, city hotel

TD Services: Feasibility studies, Franchise Contract, Asset Management and Investor Representation

■ **Dedeman (Jumeirah Bilgah Beach) Baku - Azerbaijan**

Investor: Azinko Holding

Project Details: 176 guestrooms, 5 star, city hotel

TD Services: Project Development and Coordination, Concept Development

■ **Dedeman - Gaziantep**

Investor: Çağlar Tourism

Project Details: 186 guestrooms, 5 star, city hotel

TD Services: Concept Development and Pre - Pre Opening Hotel Services

■ **Crowne Plaza Istanbul - Asia**

Investor: Via GYO

Project Details: 336 guestrooms, 5 star, city hotel

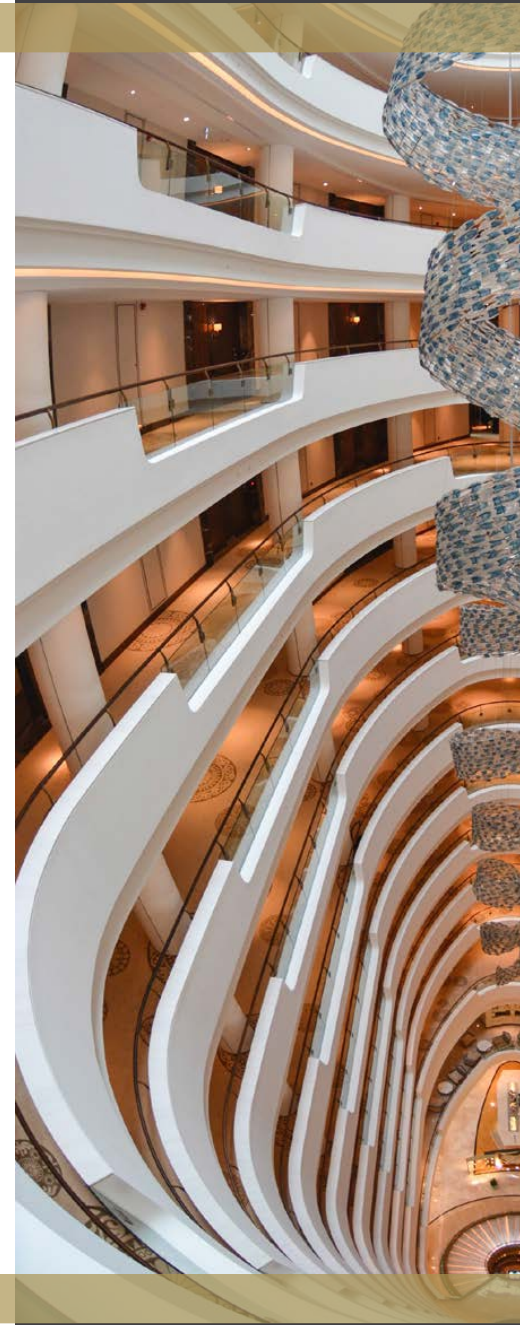
TD Services: Hotel Management Agreement, Concept Development, Marketing, Sales and Revenue Strategy Determination

■ **Houses & Suites Istanbul - Kurtköy**

Investor: Via GYO

Project Details: 617 housing and social facilities

TD Services: Project and concept development, Marketing, Sales and Revenue Strategy Determination





■ **Venezia Istanbul - G.O.P**

Investor: Via GYO & Gürsoy GYO
Project Details: 1977 housing, Shopping Mall Gross Commercial Area 66.625 sq m., Offices
TD Services: Project and Concept Development, Marketing, Sales and Revenue Management Strategies

■ **Vialand Istanbul - Eyüp**

Investor: Via GYO & Gürsoy Investment Holding
Project Details: Theme Park, Shopping Mall Gross Commercial Area n 98.193 sq m., Hotel 101 guestrooms
TD Services: Project and Concept Development, Marketing, Sales and Rental Management Strategies
Pre-Pre Opening and Post Opening Services

■ **Hyatt Regency Istanbul - Ataköy**

Investor: Tavros Investment Holding
Project Details: 284 guestrooms, 5 star, city hotel
TD Services: Financial Construction, Asset Management and Investor Representation

■ **Park Dedeman - Denizli**

Investor: Tavros Investment Holding
Project Details: 120 guestrooms, 4 star, city hotel
TD Services: Asset Management and Investor Representation

■ **Dedeman Oskemen - Kazakistan**

Investor: Tavros Investment Holding
Project Details: 133 guestrooms, 5 star, city hotel
TD Services: Pre- opening and Post-Opening Hotel Services, Asset Management and Investor Representation

■ **Hyatt Regency Almaty - Kazakistan**

Investor: Tavros Investment Holding
Project Details: 270 guestrooms, 5 star, city hotel
TD Services: Feasibility Studies, Project and Concept Development, Asset Management and Investor Representation

■ **Park Inn by Radisson Samsun**

Investor: Tavros Investment Holding
Project Details: 133 guestrooms, 4 star, city hotel
TD Services: Hotel Franchise Contract, Financial Management, Asset Management and Investor Representation



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