



RANEP
THE RUSSIAN PRESIDENTIAL ACADEMY
OF NATIONAL ECONOMY
AND PUBLIC ADMINISTRATION

FESS Business Battle

International tour

2020 **RU**

The RANEPA FESS Business Battle lasts for 2 months

From 1 October 2020 to 30 November 2020:

1st stage: registration of teams: from 1 October 2020 to 12 October 2020

2nd stage: project elaboration: from 13 October 2020 to 20 November 2020. Including weekly meetings with curators.

3^d stage: project presentations: from 23 November 2020 to 30 November.

23 November 2020 – qualifying round of presentations, where 5 best teams are selected

26 November 2020 – semifinal round, where 2 best teams are selected

30 November 2020 – final round, where the Winner of the RANEPA FESS Business Battle is determined

The task: To develop a new design for one of the most developing Moscow hotels: D’hotel



PRT Q

V 1.0.1



FESS Project Office

Rules of the Business Battle

Ignorance of the law is not an excuse

A.From 4 to 6 members in a team

B.The team sends an application for participation by email to the organisers. The organisers send in response to the application a link to the Google form for team registration.

C.The team appoints the captain and, in addition to the list of participants, fills out the main sections of the application, including providing e-mail data for operational communication.

D.Registration of a team lasts for 2 weeks

E.Upon completion of registration, the organizers send to the participating teams the schedule of the first introductory meeting, ZOOM link, send additional materials, answer questions.

F.Project presentation stage will take place in ZOOM format.

G.Two days before the presentation, the sequence of the presenters will be determined using the randomiser.

M.Time for a presentation is 15 minutes.

N.After all the presentations, the teams are transferred to the waiting room. The panel of judges conducts an open discussion.

O.Based on the results of the performances, the judges fill out the reporting table, putting down points according to 5 criteria:

a.The elaboration of the problem

b.Creativity

c.The presentation of the material

d.The quality of the presentation

e.The quality of the performance.

P.The maximum number of points for each criterion is 3.

Q.The winner is determined by the maximum points scored.

Committee of the Business Battle

Russian ambassadors



Ivanna Tabachnikova

Hotel Consultant

Head curator



Nelly Osipova

Hotel owner

Adjudicator



Marie Konopizkaya

Marketing specialist

Expert



Ilya Nasonov

Designer

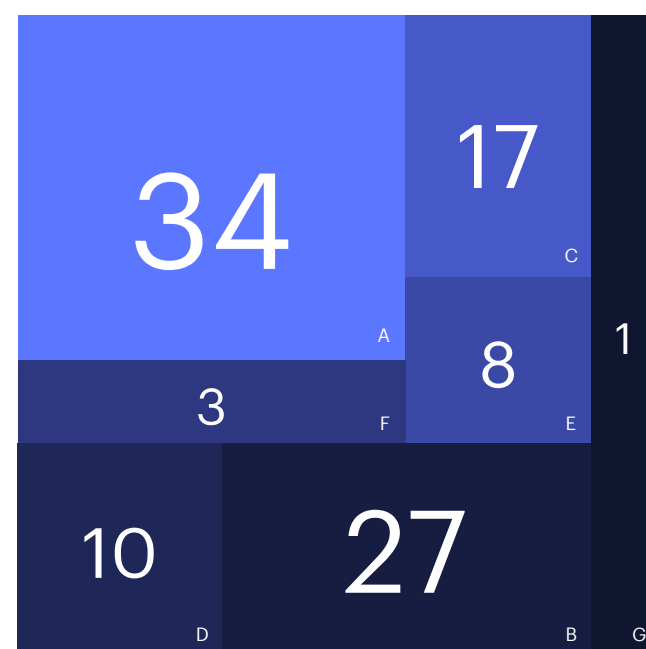
Expert

Hospitality market

Present situation

Market analysis

60% places of accommodation need renovation, lack of skilled staff and overall crisis



A 3 Stars
B 4 Stars
C Apart Hotels
D Mini Hotels
E Hostel
F Economy Class
G 3 Stars

Russian
hospitality
market in %

Internal problems

Lack of financial assets, gaps in hospitality education, old buildings, low level of high technologies usage, unreliability of the security system, excessive cost of services, seasonality of demand, low assessment of qualified personnel, service neglect in the regions

External problems

Unstable economic situation in the country, low popularity of domestic tourism, foreign competitors, low investment attractiveness, weaknesses in the hospitality educational system, difficulties with taxation, socio-political image of the country on the world stage

Solving problems

Implementation of new standards, usage of a more concise format, focus on the middle and business class, extension of domestic tourism

Moscow hospitality

In Facts & Details

1 378*

classified collective accommodation facilities



71 th.*

ROOMS



All major chain hotels on the international market are represented in Moscow



216 th.*

BEDS



VDNKh (EANE)**

is one of the main centers of Moscow tourism, with a large number of hotels



816*

hotels have passed the official classification and have confirmed «stars»



25.1 mln.*

people visited Moscow



7.5% per year

the average annual growth rate of the market

- Luxury
- Upper-Upscale
- Upscale
- Midscale
- Economy

*the end of 2019
**exhibition of Achievements of National Economy

2019

3091

1994

4519

8175

2433

D'hotel

Business & Design



**Please, scan the QR code
to visit the hotel's website**

<http://dehotel.ru/en/>

D'hotel Today

Business & Design



https://drive.google.com/drive/folders/1-ZYPnfXodKV1_slrFU98N2dO_Lx1vbbW



<https://drive.google.com/drive/folders/1VfqhHHyDwWZRxj1PfKQOkuy1QZ8SFKit>

D'hotel is going through hard times. Due to the pandemic, its revenue fell sharply.

Usually the hotel is loaded at 75-80%, now about 50%. The main target audience is businessmen, business travellers and families. The design of the hotel needs to be updated due to the outdated interior.

English language materials can be provided upon request

D'hotel task

What to do

Model a competitive hotel product using the example of hotel renovation, repositioning and design

Hotel profit centres

What should be emphasised when forming a strategy. Formulate the main and additional profit centers of the studied hotel in the dynamics of 2020-2030.

Hint: Consider the Generational Theses.

Target audience and retarget

Predict the change in the target audience of the Hotel, subject to the implementation of the renovation concept and an increase in pricing by 20 percent.

Hint: the audience can stay the same percentage. Will the age of the guests and their needs change? It is desirable to design the portrait of target consumers in detail and creatively.

Visualisation

Suggest a concept for redesigning the number of rooms and any of the main guest areas (reception area or restaurant).

Hint: visualisation can be offered both in the form of a design solution and in the form of slides with style analogs. Choosing an interesting and modern styling theme is encouraged.

Budget

Suggest your own renovation budget.

Hint: Expect the hotel to stay open for the duration of the renovation. A change in stardom after the release of an updated product is also not expected. The hotel owner is interested in the most budget-friendly solution to this issue.

Risks

Suggest your version of the risk matrix.

Hint: Pay particular attention to the risks associated with the impact of the COVID-19 pandemic.

Build a roadmap for the implementation of the project, indicating the timing and stages.

Make all your decisions in the form of a presentation of any format and additional analytical and calculation materials.



Let the battle begin!

From Moscow with love!