

Hotel Bintang 3 yang berlokasi di pusat kota Bandung dengan SPESIFIKASI:

1. Luas Tanah: 3.100 m² (di dalamnya 500 m² SHM)
2. Luas Bangunan: +/-11.000 m²
3. Tinggi Bangunan: 7 Lantai
4. Jumlah Kamar : 121 kamar
5. Meeting Rooms : 14 buah. Kapasitas mulai dari 10 hingga 200 pax
6. Ballroom: 1 buah. Kapasitas 750 pax
7. Swimming Pool: Half Olympic Size
8. Function at Pool Side: 300 pax
9. Fasilitas lain
 - 24 Hour Coffee Shop & Room Service
 - Souvenirs shop
 - Drugstore
 - In House Laundry
 - Kitchen
 - Two elevator for all floors
 - One back office elevator for all floors
 - Parking lot for 80 cars
 - Free hotspot
 - 24 hours traditional massage service
 - Mushola 20 pax
10. Jumlah karyawan: 90 orang
11. Sertifikat tanah: Hak Guna Bangunan (HGB) sampai 2025 (dapat diperpanjang 30 tahun kembali di 2023)

Harga Penawaran adalah Rp. 32 M net, di dalam luas tanah 3.100 m² ini ada SHM 500 m² sehingga bisa AJB dengan nilai 500 m² x Rp. 20 jt = Rp. 10 M, jadi dengan modal Rp. 22 M saja sudah mendapat hotel bintang 3 di Kota Bandung.

Terlampir adalah ilustrasi sederhana secara konservatif dengan ARR hotel hanya Rp. 355.00 hingga Rp. 450.000 dimana ARR kota Bandung untuk Hotel bintang 3 tahun 2015 ini YTD rata-rata sekitar Rp.450.000-Rp 480.000.juga dengan tingkat occ konservatif sekitar 55-60 %, untuk hotel bintang 3 ini saat ini Occ YTD sekitar 64 %.

Jadi dengan perhitungan sederhana saja dengan investasi sekitar Rp. 32 M ditambah renovasi sekitar Rp. 3 M atau total Investasi sebesar Rp. 35 M akan mendapatkan GOP untuk 10 tahun sekitar Rp. 84 M.

Dan tambahan profit di tahun ke 11 hingga ke 30 untuk perpanjangan ke dua.

ITEMS	%	Year	1	2	3	4	5
STATISTICAL DATA							
1 Working Days			365	365	365	365	365
2 Room Available Daily			121	121	121	121	121
3 % Occupancy			55.0%	60.0%	65.0%	70.0%	72.0%
4 Average Room Rate			355	373	391	431	452
5 % Double Occupancy			60.0%	60.0%	60.0%	60.0%	60.0%
6 Room Night Sold			24,291	26,499	28,707	30,916	31,799
7 Total Guest			38,865	42,398	45,932	49,465	50,878
8 No. of Employee			90	90	90	90	90
S A L E S							
1 Room Sales			8,623,216	9,877,502	11,235,659	13,309,934	14,374,729
2 Food Sales			2,419,359	2,564,520	2,718,391	2,881,495	3,054,385
3 Beverage Sales			145,745	154,489	163,759	173,584	183,999
4 F& B Other Income			8,623	9,878	11,236	13,310	14,375
5 OOD Sales			43,116	49,388	56,178	66,550	71,874
6 Other Income			17,246	19,755	22,471	26,620	28,749
Total Sales			11,257,305	12,675,532	14,207,694	16,471,493	17,728,111
Sales Coeffisien			130.5%	128.3%	126.5%	123.8%	123.3%
VARIABLE COST							
1 Room Other Expenses			862,322	987,750	1,123,566	1,330,993	1,437,473
2 Food Cost			120,968	820,646	135,920	144,075	152,719
3 Beverage Cost			7,287	7,724	8,188	8,679	9,200
4 F & B Other Expenses			51,302	54,380	57,643	61,102	64,768
5 Other Operated Dep Exps.			15,091	17,286	19,662	23,292	25,156
Total Variable Cost			1,056,969	1,887,787	1,344,979	1,568,141	1,689,316
% VC			9.4%	14.9%	9.5%	9.5%	9.5%
CONSTANT COST							
1 Payroll & Rel.Expenses			3,217,500	3,314,025	3,413,446	3,515,849	3,621,325
2 Administrative & General			337,719	380,266	426,231	494,145	531,843
3 Basic Management fee			0	0	0	0	0
4 Marketing			675,438	760,532	852,462	988,290	1,063,687
5 Repair & Maintenance			337,719	380,266	426,231	494,145	531,843
6 Energy Cost			1,350,877	887,287	994,539	1,976,579	2,127,373
Total Constant Cost			5,919,253	5,722,376	6,112,908	7,469,007	7,876,071
% C.COST			52.6%	45.1%	43.0%	45.3%	44.4%
TOTAL DEDUCTION			6,976,223	7,610,163	7,457,886	9,037,149	9,565,387
% TOTAL DEDUCTION			62.0%	60.0%	52.5%	54.9%	54.0%
GROSS OPERATING PROFIT			4,281,082	5,065,369	6,749,808	7,434,344	8,162,724
% GOP			38.0%	40.0%	47.5%	45.1%	46.0%

Total GOP 5 tahun pertama adalah Rp. 31, 7 M

ITEMS	%	Year	6	7	8	9	10
STATISTICAL DATA							
1 Working Days			365	365	365	365	365
2 Room Available Daily			121	121	121	121	121
3 % Occupancy			74.5%	74.8%	75.0%	78.0%	79.0%
4 Average Room Rate			475	498	523	549	577
5 % Double Occupancy			60.0%	60.0%	60.0%	60.0%	60.0%
6 Room Night Sold			32,903	33,013	33,124	34,449	34,890
7 Total Guest			52,645	52,821	52,998	55,118	55,825
8 No. of Employee			90	90	90	90	90
S A L E S							
1 Room Sales			15,617,544	16,453,450	17,333,902	18,928,621	20,129,860
2 Food Sales			3,237,648	3,431,907	3,637,821	3,856,090	4,087,456
3 Beverage Sales			195,039	206,741	219,146	232,295	246,232
4 F & B Other Income			15,618	16,453	17,334	18,929	20,130
5 OOD Sales			78,088	82,267	86,670	94,643	100,649
6 Other Income			31,235	32,907	34,668	37,857	40,260
Total Sales			19,175,171	20,223,725	21,329,540	23,168,434	24,624,587
Sales Coeffisien			122.8%	122.9%	123.1%	122.4%	122.3%
VARIABLE COST							
1 Room Other Expenses			1,561,754	1,645,345	1,733,390	1,892,862	2,012,986
2 Food Cost			161,882	171,595	181,891	192,805	204,373
3 Beverage Cost			9,752	10,337	10,957	11,615	12,312
4 F & B Other Expenses			68,654	72,773	77,139	81,768	86,674
5 Other Operated Dep Exps.			27,331	28,794	30,334	33,125	35,227
Total Variable Cost			1,829,373	1,928,844	2,033,712	2,212,174	2,351,571
% VC			9.5%	9.5%	9.5%	9.5%	9.5%
CONSTANT COST							
1 Payroll & Rel.Expenses			3,729,964	3,841,863	3,957,119	4,075,833	4,198,108
2 Administrative & General			575,255	606,712	639,886	695,053	738,738
3 Basic Management fee			0	0	0	0	0
4 Marketing			1,150,510	1,213,424	1,279,772	1,390,106	1,477,475
5 Repair & Maintenance			575,255	606,712	639,886	695,053	738,738
6 Energy Cost			2,301,021	2,426,847	2,559,545	2,780,212	2,954,950
Total Constant Cost			8,332,005	8,695,557	9,076,209	9,636,257	10,108,009
% C.COST			43.5%	43.0%	42.6%	41.6%	41.0%
TOTAL DEDUCTION			10,161,379	10,624,401	11,109,921	11,848,431	12,459,580
% TOTAL DEDUCTION			53.0%	52.5%	52.1%	51.1%	50.6%
GROSS OPERATING PROFIT			9,013,793	9,599,324	10,219,619	11,320,003	12,165,007
% GOP			47.0%	47.5%	47.9%	48.9%	49.4%

GOP tahun 1 sampai dengan tahun ke 10 adalah Rp. 84 M secara konservatif



Guest Room



Guest Room



Guest Room



Guest Room



Exterior



Exterior



Swimming Pool



Swimming Pool



Swimming Pool

Hotel for



Swimming Pool



Swimming Pool



Restaurant



Entrance



Interior



Interior



Meeting Room



Meeting Room



Meeting Room

Hotel for









Hotel for Sale