



**Project: Hotel Sheraton Diana Majestic Milano
Hotel Outsource Management International (HOMI)**

New minibar business model for Upscale Hotels launched

In September 2004, **Hotel Sheraton Diana Majestic Milano** and **HOMI** will launch an innovative business concept using Bartech's Automatic Minibars.

The Hotel Sheraton Diana Majestic Milano provides upscale, stylish and trendy hospitality. HOMI specializes in the operation and management of the minibar departments in Upscale and Luxury Hotels worldwide.

Statistics show that less than half of occupied rooms record any minibar consumption. HOMI intends to radically change the way minibar operations are conducted and increase minibar usage and profitability dramatically.

The project involves different aspects and issues:

- **Open display**: In most hotels, the minibar is hidden, resulting in the single biggest barrier to usage. Impulsive sales can be created with attractive open displays, both in the minibar as well as externally. In this project, in addition to the minibar in the cabinet, an external dry-section will be installed and an attractive highly visible minibar menu will be designed creating maximum impact.
- **Innovative and interesting products**: In addition to the standard beverages, trendy food & beverage items as well as out of the ordinary non-food products for the traveling executives will be offered in the external dry-section.

- **Flexibility of Products & Pricing** forms traditionally the biggest challenge, however, when well managed, offers the highest potential yield. Different product choices (grids) for different categories of rooms will be created. Price levels will be adjusted during weekends and according to seasons. Additionally product pricing will be based on room category and/or room rates negotiated with guests. Last but not least, product mix will be determined based on special requests from groups & conventions.
- **Information and Promotion:** Crucial in the project is the proper information dissemination. Novel and subtle ways to inform guests will be implemented such as active and passive promotions including happy-hour.
- **Optimization** HOMI has a proven track record of being able to proactively increase sales by constantly monitoring slow-moving items; refreshing of the minibar menus on a quarterly basis; daily second express-refills of the minibars in the early evening and an increase of service levels by investing in training, removal of products about to expire and the routinely execution of preventative maintenance and cleaning schedules. An important component is the constant re-training of Frontline Employees in the management of information provided by the Bartech Automatic System, thus allowing them to “trust” the information and deal with eventual guest disputes.

HOMI will provide a hands-on and constant management time & attention, as well as training and expertise in order to properly implement every aspect of this project as a whole.

The Bartech automatic minibars will be supplied and installed by Bartech's Distributor in Italy: Te.Ma Hospitality Srl (Treviso).

Hotel Sheraton Diana Majestic Milano

