



BUSINESS PLAN

Team members:

Han Nguyen
Made Andre Bagus Indrayana

Facilitators:

Ana Delevska
Van Nguyen
Esha Thukral

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Executive Summary

The strategic plan centres on iCapsule Mobile Hotel, a commercial enterprise that offers portable lodging services for the upcoming Commonwealth Games 2026 in Victoria, Australia. The issue of anticipated overcrowding and accommodation strain during the Games is being tackled through the utilization of repurposed shipping containers as provisional lodgings in outlying regions. The proposed strategy entails leasing nearby land parcels and engaging with local communities to augment the quality of the tourist encounter. The market analysis elucidates the expansion and recuperation of the tourism sector, whereas the competitor analysis discerns the merits and demerits of incumbent participants. The demographic target of interest comprises both domestic and international tourists who are visiting the regional areas for the purpose of attending the Games or for leisurely vacations. The business strategy entails offering contemporary and cosy individual accommodations that incorporate inventive amenities. The process of market validation encompasses stakeholder consultations and consumer feedback as integral components. The implementation of iCapsule Mobile Hotel during the Commonwealth Games 2026 is underpinned by a comprehensive foundation provided by the strategic plan.

Table of Contents

Executive Summary	ii
1. Current and future needs of the visitor economy	1
2. Business Profile	1
3. Market Analysis	2
3.1. The Visitor Economy	2
3.1.1. Visitor Economy in Victoria	2
3.1.2. Visitor Economy in regional areas	2
3.1.3. The role of the business for visitor economy growth in regional areas	3
3.2. Competitors analysis	3
4. Business Overview.....	3
Market validation.....	4
Business Activities and Operations.....	4
5. Key Personnel and Roles	5
6. Strategy Implementation	5
7. Cost Validation and Budget	5
8. Risk Management	5
Reference List.....	6
Appendix 1: Location map	7
Appendix 2: Design of iCapsule Mobile Hotel	8
Appendix 3: Price detail.....	11
Appendix 4: Container prices detail.....	12
Appendix 5: Regional areas' attractions and experiences.....	13
Appendix 6: Competitor Analysis	14
Appendix 7: Marketing Mix Development	17
Appendix 8: Market/Stakeholder Validation Questions	19
Appendix 9: Key Personnel	20
Appendix 10: Organizational Chart.....	22
Appendix 11: Start-up Costs	23
Appendix 12: Balance Sheet/ Cash Flow Forecast/ Projected Profit and Loss	24
Appendix 13: Business Implementation Timeline	25
Appendix 14: Risk Management.....	26

1. Current and future needs of the visitor economy

The proposed business is a coming up temporary solution for the overcrowding and pressure of international and domestic visitors on accommodations during the Commonwealth Games 2026 period. As the Games will be conducted in the regional areas of Victoria, that will attract millions of spectators and create thousands of jobs for the local community as the Games project planners have given out \$2.6 billion for the Games constructions and facilities (Development Victoria n.d.). However, the demand for accommodation has been forecasted to increase during the operation of the Games as 75 countries and territories were announced to participate in this sporting mega-event.

Constructing a range of new accommodations solely for the event is wasteful, unnecessary, and goes against the sustainable development goals of the regional areas and local community. Such construction can have a significant negative impact on the wildlife ecosystem and environment in the surrounding areas. While new accommodations can boost the regional economy, it must be approached with a long-term perspective to avoid overdevelopment consequences such as deforestation, destruction of scenic landscapes, strain on existing infrastructure, loss of local culture, and increased cost of living.

The business plans to create mobile accommodations by transforming containers into various single rooms. This initiative aims to alleviate accommodation pressure in the 5 regional areas hosting the Games, while also minimising environmental and social impacts on the local community and promoting sustainable development. Opting for temporary accommodations saves time, money, labor costs, and has significant environmental benefits.

2. Business Profile

The business is called 'iCapsule' Mobile Hotel where the 'I' stands for Innovation, Intellectual and Individual which suggests a modern and cutting-edge approach to lodging that appeals to travelers seeking convenience, privacy, and a unique stay experience. The business aims to provide mobile accommodations for staff and volunteers specifically in the Victoria regional areas to cater the needs and preferences of them during the Commonwealth Games 2026. The business will be conducted in Victoria regional areas where the Commonwealth Games 2026 will be held in the five regional areas, including Geelong, Bendigo, Ballarat, Shepparton and Gippsland city (Victorian Government n.d.) Appendix 1 has shown the location distance between Melbourne CBD and the Games operational location. The places can be reached by personal transportation including cars or public transports such as buses or trains. For public transport, iCapsule Hotel will provide a shuttle bus for guests with and additional fee.

The business plans to rent local land properties near the Commonwealth Games 2026 operational areas. After obtaining permission from the local council, containers will be sourced from container trades. Collaboration with Melbourne Polytechnic's architecture students will aid in developing and designing the capsule rooms. Standard rooms will be 1.2x2m in size, while deluxe rooms will be double the size by removing the wall between two rooms. The Container Traders has given the detailed prices for the shipping containers in Appendix 4. 40 feet High Cube shipping containers, costing \$3,750 each, will be used based on room size. Each container can accommodate up to 10 rooms, and the business will store 10 containers in each of the 5 regional areas. Additionally, one container will be dedicated to shared toilets/bathrooms, resulting in a total of 100 rooms per area. Refer to Appendix 3 for price detail of capsule room.

3. Market Analysis

3.1. The Visitor Economy

The part of section will discuss and explore the overview of the visitor economy of Victoria, with a clear vision on the visitor expenditure arising in Regional Victoria areas which relevant to this proposed business. In many years, the Victorian government has faced a lot of challenges and put a lot of effort into leveraging the potential growth of tourism development in regional areas. (Victoria state government 2021, p. 6) These include a nature-based strategy to extend tourism beyond existing icons, and a plan to develop First Peoples' led tourism experiences. That provides visitors with authentic, respectful, and enriching encounters with the vibrant cultures and traditions of First Peoples. The Visitor Economy Recovery and Reform Plan aims to invest \$633 million to achieve \$35 billion in annual visitor expenditure and create 300,000 jobs by June 2024 (Victoria state government 2021, p. 1).

3.1.1. Visitor Economy in Victoria

Victoria's tourism industry has rebounded post-Covid-19, with a 29% increase in revenues compared to the previous year (Fahey 2023, p. 9). The overall forecast predicts a 5.7% annual growth, reaching \$154.8 billion by 2027-2028 (Fahey 2023, p. 9). To expedite recovery after the pandemic, Victoria is strategically promoting Melbourne's lifestyle, culture, and major events, such as FIFA Women's World Cup coming this July, the Commonwealth Games, Spring Racing Carnival, a tennis Grand Slam and a F1 Grand Prix, which attract over 700,000 visitors and contribute over \$2.5 billion to the state's economy (Experience Victoria 2033).

3.1.2. Visitor Economy in regional areas

After the pandemic, Victoria has developed many regional tourisms funding and created many opportunities for regional areas to recover. Experience Victoria 2033 drives investment in high-quality experiences across

Wellness, Arts and Culture, First Peoples-led experiences, Food and Drink, and Nature. It capitalises on trends like conscious consumerism and nature-based tourism. Regional Victoria attracts long-stay visitors with workspace-equipped accommodations. Authentic brands aligned with sustainability are becoming consumers first choice. Resilient nature-based tourism is also thriving. As a result of the strategy, tourism in regional areas has recovered almost 98% as pre-pandemic as domestic visitors staying overnight in regional areas has increased by 19% which is 51.9 million nights (Business 2023). In addition, Victoria has created the working visa stream specific to regional areas to support and create opportunities for the hospitality industry in these areas to grow.

3.1.3. The role of the business for visitor economy growth in regional areas

Regional areas have their unique attractions, natural landscapes, cultural heritage, and events that attract tourists and visitors, which is referred to Appendix 5. However, regional areas may face challenges in meeting the accommodation needs of staff and volunteers or spectators, especially during the Games. Positioning mobile capsule rooms in regional areas allows for the expansion of tourism infrastructure, supports local economies, addresses accommodation shortages, and provides a unique accommodation experience. The iCapsule Mobile Hotel provides an alternative and convenient accommodation option which can be set up in various locations within the regional areas based on demand, allowing for strategic positioning near popular attractions, event venues, or areas with accommodation scarcity. The Hotel also creates job opportunities for locals and contributes to the economy. Additionally, the sustainable design of mobile capsule rooms aligns with the increasing demand for eco-friendly travel.

3.2. Competitors analysis

The direct competitors of iCapsule Mobile Hotel include the existing hotels and motels, pack back inns, vacation rental properties such as Airbnb, traditional guesthouses and service apartment. The advantages of booking with iCapsule Mobile Hotel are the local unique experiences, lower budgets with innovation and comfortable experiences. Indirect competitors include mobile accommodations such as caravans, camping playgrounds and glamping which did not provide innovation technologies, fullness and enjoyable experiences like iCapsule Mobile Hotel. The competitor analysis is referred to Appendix 6.

4. Business Overview

iCapsule Mobile Hotel is a unique and innovative concept that combines mobile container housing with a capsule hotel. It offers convenient and flexible accommodation solutions by deploying self-contained sleeping pods to various locations, catering to the needs of staff and volunteers during the Games.

Each container will house 10 modern 1.2x2m rooms equipped with cutting-edge technologies such as keyless entry, mobile app-controlled lighting and temperature, and TV control. Guests can access their designated rooms through the Hotel app or a similar code-based system, similar to popular ride-sharing apps. The rooms include storage space for personal luggage and shared bathroom facilities, with 5 bathrooms and toilets provided for 100 guests each area. There also will be a common locker area for guests to store their extra luggage in there with no extra fees.

Unlike traditional backpacker hostels, our business provides private and comfortable accommodations with noise-cancellation features. The rooms are priced affordably for middle-class and below-middle-class guests. For more details on pricing and an overview of our proposed services, please refer to Appendix 3 and Appendix 7, respectively.

The Hotel will develop the contract with cleaning partnership to obtain the housekeeping for the Hotel which does not require them to attend all the time. The house attendance is not required to attend all the time as the Hotel is a self-service accommodation.

Market validation

The proposed plan was validated with local council stakeholders in Geelong, Bendigo, Ballarat, Shepparton, and Gippsland by sending validation questions via email (see appendix 8).

Feedback from the councils indicated that the rooms may not be suitable for athletes due to limited space for stretching and storing personal items. However, they recommended targeting staff, volunteers, and spectators seeking affordable accommodations. Therefore, the South Gippsland Shire council has suggested installing adjoining rooms by removing walls between the rooms for families, along with hooks to hang items, underbed storage for personal items or luggage. They also requested smart furniture such as convertible side tables that can be recessed into the wall. Consideration should also be given to ensure comfortable airflow inside the rooms.

Business Activities and Operations

The customers can access the information and booking inquiries for iCapsule Mobile Hotel through the business website or accommodation booking platforms including Booking.com. Customers will be provided all standard personal items as 3-star hotels. Shuttle bus will be provided if requested with additional fees. Breakfast will be included in the stay package; however, the customers can exchange to dining voucher at local restaurants which the business collaborates with. The food and beverage from the business will be sourcing from local trades and suppliers which can be plant-based products and organic.

The Hotel also build partnership with local businesses, tourism and attraction services for activities, tours, or local attractions to support local economy. For example, the business will provide accommodation and attraction packages or provide discount when booking the tours through the Hotel app or website. The marketing strategies can be explored through Appendix 7.

5. Key Personnel and Roles

Appendix 9 provides the key personnel of business which address the list of required staffs and Appendix 10 provides the organizational chart of the business. The key roles are clarified below:

- Chief Executive Officer (CEO): Provides overall strategic direction and key decision of the leadership for the business.
- General Manager: In charge of the overall operations of the business including operations, finance, HR, customer service, IT, safety, and environment.
- Sales/ Marketing Manager: Develops sales/ marketing strategies to promote the business and manage advertising, online presence, and customer relationship.
- Maintenance staff: Handles repairs, maintenance and upkeep of the mobile capsule hotel and address any technical issues or equipment malfunctions.
- Housekeeping staff via contract: Cleans and maintains the mobile capsule rooms and common areas; ensures cleanliness and hygiene standards are met.
- Front desk staff: Require attending one day/ week. Provides information and assistance to guests if needed. Manages reservations and handles inquiries.

6. Strategy Implementation

Implementation timelines are listed on Appendix 13.

7. Cost Validation and Budget

Start-up costs are estimated at \$408,949 that includes the various registration fees, insurance, property rent, purchase of containers and hotel furniture necessary to operate the business. The Hotel will be required to generate an initial \$200,000 investment from the stakeholders and a \$203,000 loan from the Commonwealth Bank. The VTIC prize money of \$6,000 would also be used as a source of capital. Refer to Appendix 11 and 12 for start-up cost and balance sheet/ cash flow respectively.

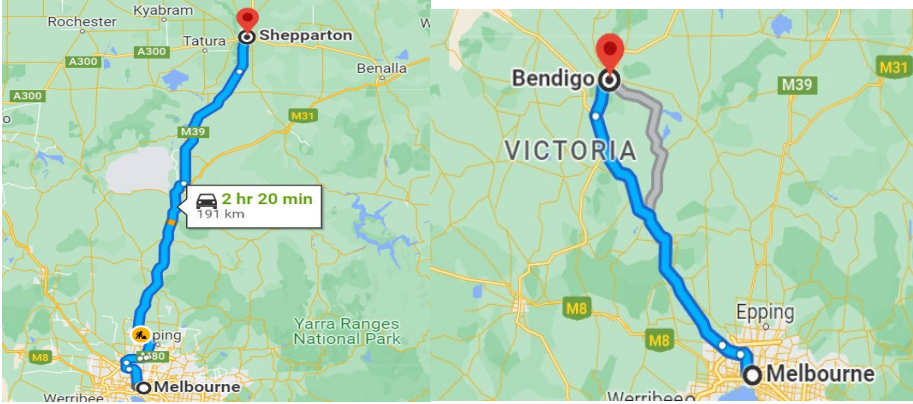
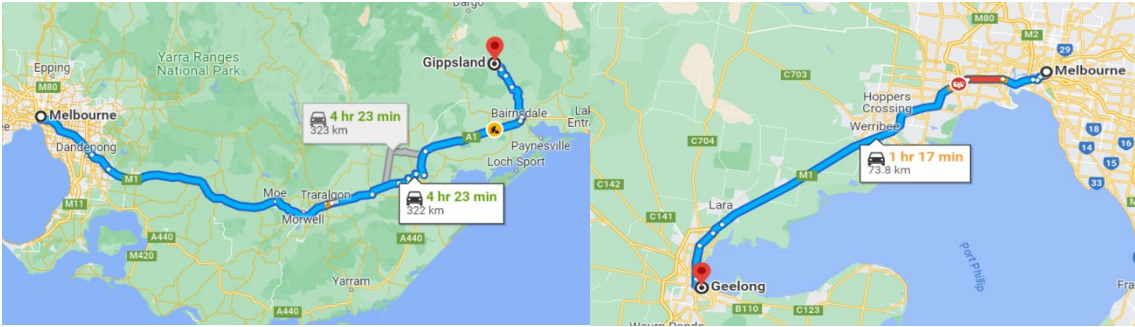
8. Risk Management

The risk assessment and management list will ensure the business to access the knowledge and information necessary for handling risks correctly. The mitigation strategies have been developed in Appendix 14 to minimise the impact of potential risks.

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Appendix 1: Location map



Appendix 2: Design of iCapsule Mobile Hotel

Standard rooms



(Source: Nylander 2018)

Shared facilities



(Source: Nylander 2018)

Underbed storage



(Source: Nylander 2018)





Shared lockers



Appendix 3: Price detail

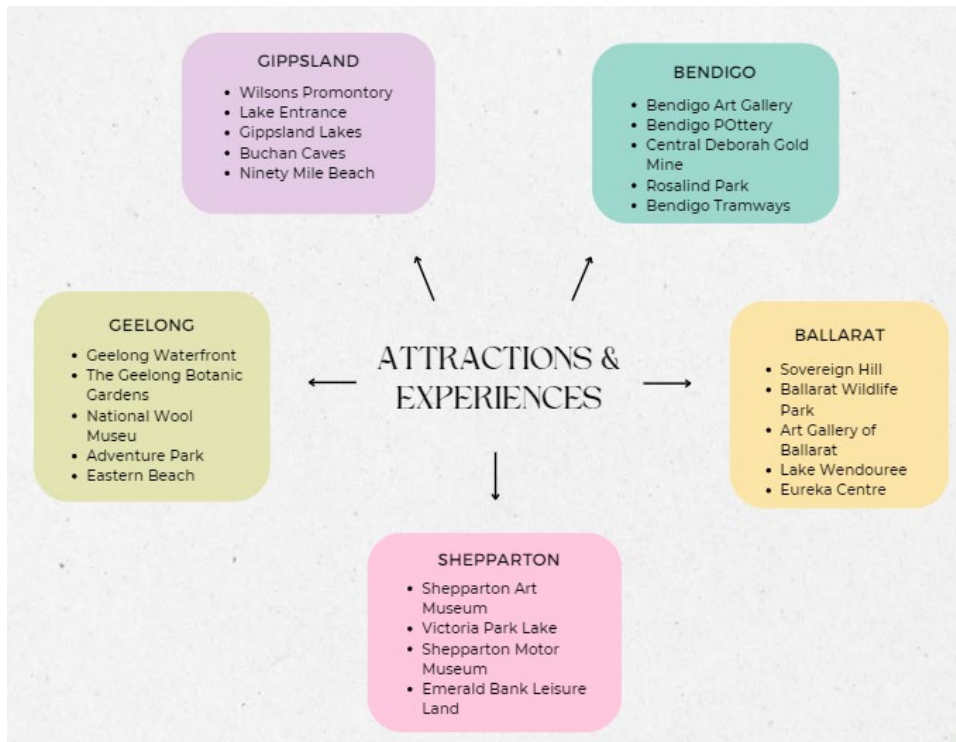
'iCapsule' mobile hotel	Price	Facilities
Per room	Standard size ~ 1.2mWx2mL \$65/ night/ room	<ul style="list-style-type: none"> - Single bed - TV - Convertible side table - Underbed storage - Personal Kit - Towel - Kennel - Hooks - Shared bathrooms/ toilet - Shared laundry room - Beverage
Deluxe room Per 2 rooms adjoining (2 adult + 1 kid)	Double standard size Add \$50 extra/ room	<ul style="list-style-type: none"> - Adjoining single beds - TV - Convertible side table - Underbed storage - Personal kit - Towel - Kennel - Hooks - Shared bathrooms/ toilet - Shared laundry room - Beverage

Appendix 4: Container prices detail

Container Type	Image	Price Guide (Excl. GST & Delivery)		
		Cargo Worthy	Refurbished	New
20ft General Purpose Shipping Container Prices		\$2,450 to \$3,000	\$3,800 to \$4,200	\$4,700 to \$5,100
40ft General Purpose Shipping Container Prices		\$3,450 to \$3,950	\$4,800 to \$5,600	\$8,800 to \$9,400
20ft High Cube Shipping Container Prices		\$4,700 to \$5,200	\$5,300 to \$5,900	\$6,050 to \$6,500
40ft High Cube Shipping Container Prices		\$3,750 to \$4,250	\$5,450 to \$5,850	\$8,600 to \$9,300

Source: Container Traders

Appendix 5: Regional areas' attractions and experiences



Appendix 6: Competitor Analysis

Competitors	Strengths	Weaknesses	Opportunities	Threats
Caravans	<ul style="list-style-type: none"> - Freedom to travel and explore multiple locations - Spacious and customizable living space - Ability to bring personal belongings and equipment on the go 	<p>Limited amenities and comfort compared to mobile capsule hotels or serviced apartments. Requires more effort and time for setup and maintenance. Dependence on appropriate campground facilities and infrastructure</p>	<p>Catering to outdoor enthusiasts and adventure seekers Offering unique experiences in natural and scenic locations Expanding rental services and partnerships with travel agencies</p>	<p>Competition from other accommodation options such as mobile capsule hotels and glamping sites Challenges in finding suitable campgrounds or limited availability during peak seasons. Negative perception of camping experience among certain market segments</p>
Camping grounds	<p>Close-to-nature experience and connection with the outdoors Variety of locations and natural attractions Wide range of campground facilities and activities</p>	<p>Reliance on personal camping equipment and limited comfort compared to other accommodation options Lack of privacy and noise concerns in busy campgrounds Weather-dependent and seasonal limitations</p>	<p>Promoting eco-tourism and sustainable travel options Partnering with local tour operators and outdoor activity providers Offering unique camping experiences tailored to different market segments.</p>	<p>Competition from other accommodation options such as mobile capsule hotels and glamping sites Changing preferences and trends in travel accommodation Environmental and regulatory restrictions on camping activities</p>
Glamping sites	<p>Blend of luxury and outdoor experience Unique and themed</p>	<p>Higher cost compared to other mobile accommodation options.</p>	<p>Targeting luxury travelers and those seeking unique accommodation experiences</p>	<p>Competition from other accommodation options such as mobile capsule hotels and serviced apartments</p>

	accommodation options Access to natural surroundings and amenities	Limited availability and capacity in popular locations Potential challenges in maintaining high-quality facilities and services.	Collaborating with local event organizers or festival operators Expanding offerings to include eco-friendly and sustainable glamping options.	Price sensitivity and economic downturn affecting luxury travel market. Potential negative environmental impacts or local community concerns
Existing hotels, motels, and inns	Established reputation, diverse range of accommodation options, established customer base.	Limited innovation and uniqueness in accommodation offerings, potential higher costs compared to mobile capsule hotels.	Mobile capsule hotels can provide a unique and modern accommodation experience, cater to specific target markets, offer competitive pricing.	Existing competitors may adapt and introduce similar concepts, regulatory challenges in obtaining necessary permits and approvals.
Airbnb	Offers a wide range of accommodation options, established customer base, potential for unique and personalized experiences.	Limited control over quality and consistency, potential higher costs compared to mobile capsule hotels, potential lack of on-site amenities.	Mobile capsule hotels can provide a unique and convenient accommodation experience, offer competitive pricing, cater to specific target markets	Competition from traditional accommodations and established Airbnb listings, potential regulatory challenges for mobile capsule hotels.

<p>Traditional guesthouses</p>	<p>Historical charm, established tourism infrastructure, strong local and regional demand.</p>	<p>Limited options for budget travelers, potential lack of modern and innovative offerings.</p>	<p>Mobile capsule hotels can provide a unique and contemporary accommodation experience, cater to specific target markets such as budget-conscious travelers and young professionals.</p>	<p>Competition from existing accommodations, potential regulatory challenges in establishing mobile capsule hotels.</p>
<p>Service Apartment</p>	<ul style="list-style-type: none"> - Spacious and fully furnished units, providing a comfortable and homely stay. - Additional amenities and services such as kitchens, living areas, housekeeping, and reception. - Suitable for longer stays and accommodating families or groups. 	<ul style="list-style-type: none"> - Higher price point compared to mobile capsule hotels, making it less affordable for budget-conscious travelers. - Limited flexibility in terms of location and mobility, as service apartments are fixed in specific areas. 	<ul style="list-style-type: none"> - Targeting corporate travelers or individuals seeking extended stays for work or relocation purposes. - Expanding services to include additional perks like gym facilities, business centers, and recreational areas. 	<ul style="list-style-type: none"> - Competition from alternative accommodations like hotels, vacation rentals, and mobile capsule hotels. - Economic downturns or shifts in travel patterns affecting the demand for serviced apartments.

Appendix 7: Marketing Mix Development

Product/Service	Description	Price	Place	Promotion
'iCapsule' mobile hotel	It is a chain of modern capsule rooms that is established to provide a temporary accommodation for thousand staff, volunteers, and spectators during the operation of Commonwealth Games 2026	<ul style="list-style-type: none"> - The price including GST for a standard room is \$65/night/ room. - In case of adjoining 2 rooms, \$50 extra will be added and the room capacity is 2 adults and 1 kid. 	<ul style="list-style-type: none"> - Company website - Creating our own business website to help the customers understand the business, view the room's image, and make booking easily and to control the sales, access to the early promotion. - Government website - The business can be accessed via the Government website related to the Games as it helps solve the accommodation issues for the overcrowding of staff, volunteers, and visitors during the Games. - Accommodation platforms - such as Booking.com, Expedia are the most accessed online directories and listing websites for 	<ul style="list-style-type: none"> - Digital marketing: Develop online advertising strategy for social media to reach more customers. Boost the search engines and advertisements. - Website Development: Develop the image, information, advertisement videos, virtual reality (VR) videos to showcase the business - Local community collaboration and partnership: Build connections with local travel agents, council, business, and event organizers to cross-promote the services. - Social media - such as Facebook or Instagram may help the business to reach more

			accommodation.	customers who are looking for accommodation
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Appendix 8: Market/Stakeholder Validation Questions

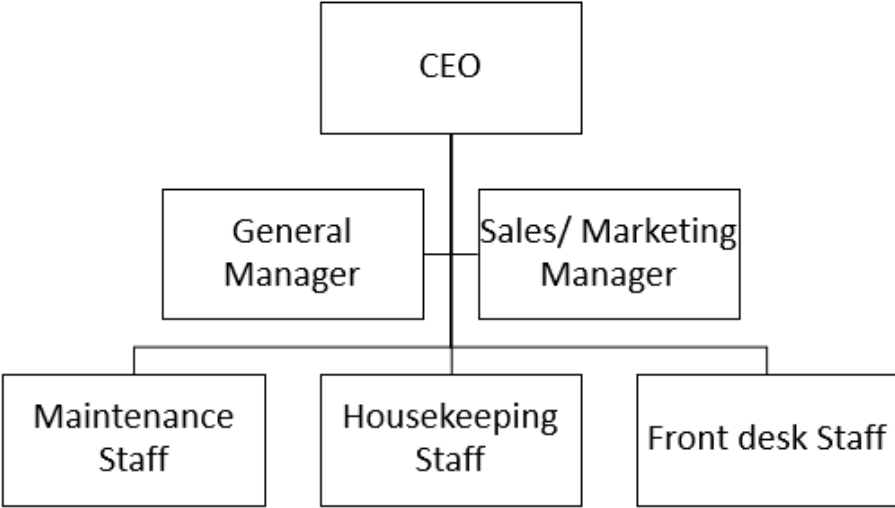
Market/ Stakeholder	Validation Questions
Government	<ol style="list-style-type: none"> 1. Does the government require more accommodations for the players? 2. Will this business be suitable and comfortable for the players to stay?
Local council	<ol style="list-style-type: none"> 1. Will the business be successful if conducted in your local areas? 2. What permissions are required for this type of business? 3. What suggestions will you give for this business? 4. Do you think this business might work in terms of the appropriateness of this idea as a solution to the projected shortage of accommodation during the Games? 5. What local activities/ services and attractions the business can collaborate with?
Consumers/ Customers	<ol style="list-style-type: none"> 1. Will you feel comfortable to stay or afford this type of accommodation? 2. How much are you willing to pay for this type of business? 3. What expectation will you have when staying at this type of business?
Investors	<ol style="list-style-type: none"> 1. Do you see any potential growth for this business? 2. How much will you invest in this business/

Appendix 9: Key Personnel

Job Title	Quantity	Skills or strengths	Required when:
Marketing/ Sales Manager	1	<ul style="list-style-type: none"> • Ability to identify target markets and customer segments • Proficient in developing effective marketing strategies • Strong understanding of customer needs and preferences 	Virtual working
General Manager	1	<ul style="list-style-type: none"> • Extensive knowledge of the hospitality industry • Financial management and budgeting expertise • Problem-solving and critical thinking abilities • Knowledge of regulatory compliance and industry standards • Customer-focused mindset and dedication to delivering exceptional experiences • Adaptability and resilience in managing a dynamic and evolving business environment. 	All the year during operational
Maintenance staff (Contract partnership)	1	<ul style="list-style-type: none"> • Knowledge of building systems and equipment • Skilled in troubleshooting and problem-solving • Attention to detail and ability to identify issues or potential problems • Ability to follow safety protocols and guidelines 	When required

		<ul style="list-style-type: none"> • Familiarity with maintenance tools and equipment 	
Housekeeping (Contact partnership)	5	<ul style="list-style-type: none"> • Proficient in performing cleaning and housekeeping tasks efficiently and effectively • Attention to detail and ability to maintain cleanliness and hygiene standards • Knowledge of proper cleaning techniques, products, and equipment. • Flexibility and adaptability to accommodate changing needs and schedules 	Once a day
Front desk staff	5	<ul style="list-style-type: none"> • Excellent customer service skills and ability to provide a welcoming and friendly atmosphere for guests • Strong communication and interpersonal skills to effectively interact with guests, handle inquiries, and resolve issues • Proficient in managing reservations, check-in, and check-out processes • Knowledge of hotel policies, procedures, and local attractions to provide accurate information to guests • Organizational skills to multitask and handle various administrative duties • Attention to detail to ensure accuracy in guest information and billing processes 	<ul style="list-style-type: none"> • Can attend 5 days a week to maintain the running flow of accommodation

Appendix 10: Organizational Chart



Appendix 11: Start-up Costs

Appendix X: Start-up Costing for [Business name]

ONE-OFF START-UP COSTS	Cost (\$)	MONTHLY EXPENSES (Ongoing)	Cost (\$)
Registrations		\$0 Salaries for staff, customers service and cleaner	\$58,750
Business name	\$80	Stock/raw materials	\$0
Licences	\$150	Insurance	\$142
Permits	\$300	Rent	\$3,500
Design WEBSITE	\$50	Promotion	\$200
Rental lease cost (Rent advance/deposit)	\$52,000	Utilities	\$650
Utility connections (Electricity, gas, water)	\$3,250		
Internet & Phone connection	\$50		\$0
Marketing	\$100		\$0
	\$0		\$0
			\$0
		[others]	\$0
	\$0		
	\$0		
Plant & equipment	\$0		
Container	\$18,750		
Design and Factory room	\$225,000		
	\$0		
Office equipment	\$0		
Computer	\$500		
Phone	\$300		
Insurance	\$0		
Building & contents	\$500		
	\$0		
	\$0		
[others]	\$0		
Delivery	\$7,500		
Total start-up costs	\$308,530	Total ongoing (monthly) expenses	\$63,242
	+ 10% safety margin		\$37,177
Total start-up funding requirements:		\$408,949	

Assumptions: All figures are GST exclusive.

Total cost	\$ 408,949.00			
Startup capital	\$ 6,000.00	VTIC price money		
Funds needed	\$ 402,949.00			
Share holders	\$ 200,000.00			
Bank Loan	\$ 250,000.00			
Balance	\$ 50,051.00			

Appendix 12: Balance Sheet/ Cash Flow Forecast/ Projected Profit and Loss

Location	Container	Room	Price Container	Design	Utilities	Delivery	Renting Land	Total Fist Year Operational	Labour Cost	
Geelong	10	100	\$ 3,750.00	\$ 1,500.00	\$ 650.00	\$ 1,500.00	\$ 10,400.00		Marketing	\$ 120,000.00
Bendigo	10	100	\$ 3,750.00	\$ 1,500.00	\$ 650.00	\$ 1,500.00	\$ 10,400.00		Cleaners	\$ 350,000.00
Gippsland	10	100	\$ 3,750.00	\$ 1,500.00	\$ 650.00	\$ 1,500.00	\$ 10,400.00		Customer Service	\$ 85,000.00
Shepparton	10	100	\$ 3,750.00	\$ 1,500.00	\$ 650.00	\$ 1,500.00	\$ 10,400.00		Manager	\$ 150,000.00
Ballarat	10	100	\$ 3,750.00	\$ 1,500.00	\$ 650.00	\$ 1,500.00	\$ 10,400.00		Total	\$ 705,000.00
		500	\$ 18,750.00	\$ 750,000.00	\$ 3,250.00	\$ 7,500.00	\$ 52,000.00	\$		831,500.00
Selling:	Room :	Price	Per Night		1 week	1 month	1 Year	Profit First Year		
	500	\$ 55.00	\$ 27,500.00		\$192,500.00	\$825,000.00	\$ 10,037,500.00	\$		9,206,000.00
Second Year	Utilites	Renting Land	Labour			Year 3	\$ 9,277,250.00			
Geelong	\$ 650.00	\$10,400.00				Year 4	\$ 9,277,250.00			
Bendigo	\$ 650.00	\$10,400.00				Year 5	\$ 9,277,250.00			
Gippsland	\$ 650.00	\$10,400.00								
Shepparton	\$ 650.00	\$10,400.00								
Ballarat	\$ 650.00	\$10,400.00	\$ 705,000.00							
	\$ 3,250.00	\$52,000.00	\$ 705,000.00	\$760,250.00						
Profit	\$			9,277,250.00		Total 5Years	\$ 46,315,000.00			

Appendix 13: Business Implementation Timeline

Task	May	June	July	Augu	Sept	Oct	Nov	Dec
Work collaborate with Local Council								
Customers review and market needed								
Research for the location								
Legal requirements for business								
Get the containers								
Preparing the room								
Website manage and customers service								
Deliver the containers								
set up electricity water and gas								
Fill the furniture								
Open the business								

It is estimated to take up to 7 months to complete all necessary tasks before strating the business. The milestone mainly focus on researching the location, legal requirements, building permission and sourcing the products which may take a lot of times and efforts.

Appendix 14: Risk Management

Risk	What could go wrong?	Person/ organization on affected	Risk rating	Minimising Strategies
Financial Loss	Not gaining enough profit from selling the revenues	<ul style="list-style-type: none"> • CEO • Staff • Investors 	Moderate	<ul style="list-style-type: none"> • Collaborate with the Games operator, volunteer managers • Promotion through social media
Off-season holiday	Visitors might not visit regional areas after the Games and holidays that lead to decrease demand of accommodations	<ul style="list-style-type: none"> • The business 	High risk	<ul style="list-style-type: none"> • Relocate/ Reuse the Hotels for other events, visiting places or other purposes.
Natural disaster	Bushfire or flooding may cause danger to the Hotel	<ul style="list-style-type: none"> • The business • Customers • Staff 	High risk	<ul style="list-style-type: none"> • Create an emergency contingency plan • Provide staff with training on appropriate protocols in the event of unforeseen circumstances such as natural disasters
Operational risks	Technical failures or breakdowns of capsule amenities	<ul style="list-style-type: none"> • Business • Customers 	Low risk	<ul style="list-style-type: none"> • Customer can call the phone number that is attached with

				confirm booking email to call for help
Health and safety risk	<ul style="list-style-type: none"> • Risk of accidents or injuries to guests or staff within the capsules or common areas. • Fire hazards and risks related to electrical systems and equipment. 	<ul style="list-style-type: none"> • Business • Staff • Customers 	Moderate risk	<ul style="list-style-type: none"> • Create a plan to handle these risks • Provide training for staff on how to deal with this issue • Provide safety equipment such as fire alarm, fire extinguishers, fire automatic sprinkler
Security risks	<ul style="list-style-type: none"> • Create an emergency contingency plan • Provide staff with training on appropriate protocols in the event of unforeseen circumstances such as natural disasters • 	<ul style="list-style-type: none"> • Customer 	Moderate risk	<ul style="list-style-type: none"> • The room will be personalised to each customer when they activate the room through the Hotel app or the code from the booking email

External risk	Changes in local regulations or legal requirements impacting the operation of the Hotel	<ul style="list-style-type: none"> • Business • Staff 	Moderate risk	<ul style="list-style-type: none"> • Follow the regulatory requirements as could as possible • Acknowledge of the regulations are up-to-date.
Market competition	Competitors provide better services and affordable price	<ul style="list-style-type: none"> • Business • Customers 	Moderate risk	<ul style="list-style-type: none"> • Focus on building the reputation if the business like providing sustainable services. • Keeping in touch with existing customers by offering them good deals and promotions.