



**BUSINESS PLAN · INDIA**

# **Boutique Resort / Homestay**

*Design-led, experiential, story stays - premium ADR and curated experiences*

**HOSPITALITY**

**AISEVAK.IN · BY ABL DIGITAL TECHNOLOGIES**

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This document is confidential and prepared for planning purposes. All financial figures are illustrative model assumptions for an Indian MSME context and must be validated against live quotes, local rates and professional advice before any investment or borrowing decision.

## 1. Executive Summary

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This plan sets out a **Boutique Resort / Homestay** in India — a small, design-led, experiential leisure property (10–20 keys: villas, cottages or curated rooms) in a scenic or destination location (hills, beach, backwaters, forest, heritage or countryside), offering distinctive stays, curated experiences, food & nature/wellness, distributed via OTAs, direct & social. It earns premium room revenue plus F&B, experiences & wellness income on high ADR & experiential differentiation, driven by location, design, story & guest experience — an experiential-, high-ADR- & seasonality-sensitive hospitality business.

India's experiential & leisure travel is booming, driven by rising incomes, aspiration, social media, workations, wellness & the shift from commodity hotels to unique, story-led stays. Boutique resorts & premium homestays command high ADRs & strong margins on differentiated experiences that guests seek out & share. Success rests on location, design/concept, guest experience, curated F&B/activities, distribution & direct/repeat, while managing seasonality & a high-fixed-cost small-key asset.

This is a capital-intensive hospitality business — funded by promoter equity plus bank finance (term for property/fit-out + CC for working capital; SIDBI/hospitality & Mudra/CGTMSE for smaller units). This plan models a 12-key boutique resort requiring **₹2.5 crore** (₹90 lakh promoter + ₹1.6 crore bank finance), targeting **₹1.8 crore** revenue in Year 1 and **₹3.2 crore** by Year 3. (*Boutique resort; experiential/high-ADR, seasonality-sensitive, direct/social-distributed.*)

## 2. Business Description, Vision & Legal Structure

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**Concept:** A small, design-led experiential resort/homestay with a strong location & story - distinctive stays, curated food, experiences & nature/wellness.

**Vision:** To be a sought-after, story-led destination stay.

**Mission:** Craft memorable, personal, experiential stays guests love & share.

### Legal structure options

- **Private Limited / LLP** — recommended (for the asset, finance & governance).
- **Proprietorship / Partnership** — possible for an owner-run homestay.

**Regulatory anchor:** a resort/homestay is licensed hospitality — trade & hotel/homestay-tourism registration, FSSAI (F&B), fire NOC, police/guest registration & C-Form (foreign guests), Shops & Establishments, GST, liquor licence (if served), music/PPL, pollution & building/land-use/environment approvals (eco-sensitive/coastal-CRZ where applicable). Location, design/concept, guest experience, distribution, direct/repeat & seasonality management determine success; high-ADR but capital-intensive & seasonal.

## 3. Promoter & Ownership

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Led by a promoter with hospitality, design or entrepreneurial flair & a strong location/property. The team includes a resort manager, front-office/guest-experience, housekeeping, F&B/chef, experiences/activities & maintenance, with a lean revenue/social function. Location, design, story & personal guest experience are the differentiators. Ownership & stakes are editable inputs.

## 4. Market Analysis — India

India's experiential & leisure travel is booming - hill & beach getaways, workations, wellness, weddings/celebrations, heritage & nature stays - driven by rising incomes, aspiration, social media & the shift from commodity hotels to unique, story-led properties. Guests seek design, experience, nature, food & shareability, paying premium ADRs. The market rewards location, concept, experience, distribution & direct/social presence; it is seasonality- & discovery-sensitive, met with experience, story, distribution & repeat.

### Demand drivers

- **Experiential & leisure travel** boom.
- **Workations & wellness.**
- **Social media & shareability.**
- **Aspiration & premiumisation.**
- **Weddings & celebrations** (small).

### Market sizing (illustrative framing)

| Layer        | Definition                          | Indicative scale     |
|--------------|-------------------------------------|----------------------|
| TAM          | Leisure/experiential stays in India | Very large & growing |
| SAM          | Destination & segment demand        | Substantial          |
| SOM (Yr 1-3) | Room-nights & experiences sold      | Scaling              |

### Target segments

- Experiential & leisure travellers.
- Couples, families & groups.
- Workation & wellness guests.
- Small celebrations & retreats.

## 5. Competition & Competitive Advantage

**Landscape:** other boutique resorts & homestays, premium hotels, villas & vacation rentals. The resort competes on location, design/concept, experience, story, food & personal service — not commodity room rate.

### The resort's edge

- **Location & setting.**
- **Design, concept & story.**
- **Curated experiences & food.**
- **Personal, experiential service.**
- **Social/direct discovery & repeat.**

## 6. Products & Revenue Model

| Stream | Model | Basis |
|--------|-------|-------|
|--------|-------|-------|

|                          |                               |                     |
|--------------------------|-------------------------------|---------------------|
| Room revenue (premium)   | Occupancy × high ADR (RevPAR) | Core                |
| F&B (curated dining)     | High margin                   | Experience/margin   |
| Experiences & activities | Fee (high margin)             | Differentiator      |
| Wellness / spa           | Fee (high margin)             | Upsell              |
| Small events / retreats  | Package (high value)          | Occasion/off-season |

Premium ADRs drive strong RevPAR on few keys; curated F&B, experiences, wellness & small events lift revenue-per-guest & margin. Location, concept/experience, ADR, occupancy (managing seasonality) & direct/repeat mix drive economics — the decisive boutique levers; experience commands premium & loyalty.

## 7. Go-to-Market — Marketing & Sales

- **Social & content** (Instagram, influencers, story).
- **OTA & boutique-platform** distribution.
- **Direct (website/repeat/referral)** for margin.
- **Experiences, packages & off-season** offers.
- **PR, reviews & loyalty.**

### Sales approach

Build discovery & desire (social, story, PR, boutique platforms, OTA) → convert on experience & ADR → lift revenue-per-guest via F&B, experiences & wellness → fill off-season via retreats/events & packages → drive direct & repeat for margin. Experience, ADR, distribution & seasonality management build profit.

## 8. Operations Plan

- **Property & keys:** 12 design-led keys in a scenic location, curated common areas, dining, experiences & wellness spaces; sustainable/local design.
- **Process:** distribution & booking → personalised check-in → experiential stay (F&B, activities, wellness) → check-out → reviews & repeat.
- **Experiences:** curated activities (nature, culture, adventure, wellness) - own & local partners.
- **Tech:** PMS, channel manager/OTA, booking engine, CRM, social/reviews.
- **Compliance:** hotel/homestay-tourism, FSSAI, fire, police/guest registration, environment/land-use, GST.

### Boutique-resort workflow

| Stage    | Activity                 | Metric             |
|----------|--------------------------|--------------------|
| Discover | Social/OTA/PR            | Bookings/ADR       |
| Host     | Experiential stay        | Experience/reviews |
| Upsell   | F&B/experiences/wellness | Revenue/guest      |
| Fill     | Retreats/off-season      | Occupancy          |
| Retain   | Direct/repeat/referral   | Direct mix         |

## 9. Regulatory, Licences & Compliance (India)

- **Stay & tourism:** hotel/homestay licence & state-tourism registration; trade licence; police/guest registration & C-Form.
- **Safety & environment:** fire NOC; building/land-use; environment/eco-sensitive/CRZ approvals (where applicable).
- **Food & beverage:** FSSAI; liquor licence (if served); music/PPL.
- **Business & tax:** Pvt Ltd/LLP; Shops & Establishments; GST; PAN/TAN; Udyam; labour/ESI/PF.

## 10. Organisation & Manpower Plan

| Role                               | Yr 1      | Yr 2      | Yr 3      |
|------------------------------------|-----------|-----------|-----------|
| Resort manager & guest experience  | 3         | 4         | 5         |
| Housekeeping                       | 5         | 6         | 8         |
| F&B & kitchen                      | 5         | 7         | 9         |
| Experiences, wellness & activities | 2         | 3         | 5         |
| Maintenance, security & admin      | 4         | 5         | 6         |
| <b>Total</b>                       | <b>19</b> | <b>25</b> | <b>33</b> |

## 11. Implementation Timeline & Milestones

| Phase    | Timeline   | Milestone                                                        |
|----------|------------|------------------------------------------------------------------|
| Setup    | Month 0-6  | Property, design/fit-out, licences, PMS/OTA, experiences, launch |
| Ramp     | Month 6-12 | Occupancy, reviews, social, experiences; ₹1.8cr revenue          |
| Optimise | Year 2     | ADR, direct mix, wellness/events, off-season                     |
| Scale    | Year 3     | ₹3.2cr revenue; more keys/second property                        |

## 12. Financial Plan (Illustrative)

All figures are illustrative model assumptions for an Indian context, shown so the promoter can replace them with live rates. They are not projections of guaranteed results. Boutique resort; high ADR, experiential, seasonality-sensitive, capital-intensive.

### 12.1 Project cost & means of finance

| Capital requirement                    | ₹           |
|----------------------------------------|-------------|
| Property development/fit-out (12 keys) | 1,60,00,000 |
| F&B, experiences & wellness setup      | 35,00,000   |
| PMS, tech, deposits & licences         | 20,00,000   |
| Launch, branding & pre-operative       | 20,00,000   |
| Working-capital margin                 | 15,00,000   |

|                                              |                    |
|----------------------------------------------|--------------------|
| <b>Total project cost</b>                    | <b>2,50,00,000</b> |
| Promoter contribution                        | 90,00,000          |
| Bank finance (term + CC; SIDBI/Mudra/CGTMSE) | 1,60,00,000        |

## 12.2 Projected Profit & Loss (3 years)

| Particulars                               | Year 1             | Year 2             | Year 3             |
|-------------------------------------------|--------------------|--------------------|--------------------|
| Room revenue (high ADR)                   | 1,15,00,000        | 1,70,00,000        | 2,05,00,000        |
| F&B                                       | 40,00,000          | 58,00,000          | 70,00,000          |
| Experiences, wellness & events            | 25,00,000          | 42,00,000          | 55,00,000          |
| <b>Total revenue</b>                      | <b>1,80,00,000</b> | <b>2,70,00,000</b> | <b>3,30,00,000</b> |
| Operating cost (F&B, supplies, utilities) | 50,00,000          | 72,00,000          | 88,00,000          |
| Salaries & staff                          | 42,00,000          | 54,00,000          | 66,00,000          |
| Marketing, OTA & overheads                | 34,00,000          | 46,00,000          | 54,00,000          |
| Maintenance & property                    | 18,00,000          | 22,00,000          | 26,00,000          |
| Interest & other                          | 19,00,000          | 20,00,000          | 20,00,000          |
| <b>Total expenses</b>                     | <b>1,63,00,000</b> | <b>2,14,00,000</b> | <b>2,54,00,000</b> |
| <b>Net profit (before tax)</b>            | <b>17,00,000</b>   | <b>56,00,000</b>   | <b>76,00,000</b>   |
| Net margin                                | 9.4%               | 20.7%              | 23.0%              |

## 12.3 Unit economics & break-even

- **High ADR & RevPAR:** premium ADR on few keys drives strong RevPAR & margin; experiences, F&B & wellness lift revenue-per-guest substantially.
- **Seasonality:** peak/off-season swings occupancy; retreats, events, workations & packages fill shoulder/low season.
- **Break-even:** at a moderate annual occupancy (~45-55%) covering fixed costs (staff, interest, maintenance); premium ADR & ancillaries make above-break-even highly profitable.

## 12.4 Projected Cash Flow — Year 1 (quarterly, illustrative; seasonal)

| Particulars (₹)                        | Q1               | Q2               | Q3               | Q4               |
|----------------------------------------|------------------|------------------|------------------|------------------|
| Opening balance                        | 15,00,000        | 14,00,000        | 12,80,000        | 13,20,000        |
| Collections (seasonal)                 | 52,00,000        | 38,00,000        | 42,00,000        | 58,00,000        |
| Operating, staff, interest & marketing | 53,00,000        | 39,20,000        | 41,60,000        | 56,80,000        |
| <b>Closing balance</b>                 | <b>14,00,000</b> | <b>12,80,000</b> | <b>13,20,000</b> | <b>14,40,000</b> |

Revenue is seasonal (peak Q1/Q4, softer monsoon/off-season); advance bookings & deposits help; staff, interest & maintenance are fixed. High ADR, ancillary revenue, off-season fill, direct mix, CC limit & the WC buffer manage cash through the low season - the key discipline for a small-key seasonal asset.

## 12.5 Key Performance Indicators to Monitor

- **Rooms:** occupancy %; ADR; RevPAR; direct vs. OTA.
- **Revenue:** revenue-per-guest; F&B/experiences/wellness mix; TRevPAR.
- **Seasonality:** peak vs. off-season occupancy; event/retreat fill.
- **Guest:** reviews/ratings; repeat; referral; social reach.

## 13. Funding Requirement & Bankability

Total ask: **₹1.6 crore bank finance** against ₹90 lakh promoter contribution — term loan for property/fit-out + CC for working capital, via SIDBI/hospitality schemes & Mudra/CGTMSE. Bankability rests on location, ADR/RevPAR, experiential differentiation, distribution & seasonality management; the property is asset-backed with strong margins above break-even. Year-1 profit ~₹17 lakh scaling to ₹76 lakh supports servicing; premium ADR & ancillaries drive returns.

### 13.1 Funding utilisation

| Use of funds                           | ₹                  | % of total  |
|----------------------------------------|--------------------|-------------|
| Property development/fit-out (12 keys) | 1,60,00,000        | 64%         |
| F&B, experiences & wellness setup      | 35,00,000          | 14%         |
| PMS, tech, deposits & licences         | 20,00,000          | 8%          |
| Launch, branding & pre-operative       | 20,00,000          | 8%          |
| Working-capital margin                 | 15,00,000          | 6%          |
| <b>Total</b>                           | <b>2,50,00,000</b> | <b>100%</b> |

## 14. Risk Analysis & Mitigation

| Risk                                | Mitigation                                                             |
|-------------------------------------|------------------------------------------------------------------------|
| Seasonality & occupancy swings      | Retreats/events/workations; packages; off-season pricing; buffer       |
| High capex & fixed costs            | Premium ADR & ancillaries; occupancy above break-even; cost discipline |
| Discovery / distribution dependence | Social/story/PR; direct & repeat; boutique platforms + OTA             |
| Location/environment & approvals    | Land-use/environment compliance; sustainable design; local goodwill    |
| Experience consistency              | Service SOPs, training; curation; reviews & feedback                   |

## 15. SWOT Analysis

|                                                                                                                         |                                                                                                                            |
|-------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------|
| <b>Strengths</b><br>High ADR & margins; experiential differentiation; social/shareable; ancillary upside; asset-backed. | <b>Weaknesses</b><br>Capital-intensive; seasonality-sensitive; small-key fixed costs; discovery-dependent; location-bound. |
|-------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------|

|                                                                                                                                              |                                                                                                                                      |
|----------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------|
| <p><b>Opportunities</b></p> <p>Experiential-travel boom; wellness/workations; events/retreats; direct/repeat; more keys/second property.</p> | <p><b>Threats</b></p> <p>Seasonality &amp; demand shocks; competition &amp; new supply; OTA commissions; environment/regulatory.</p> |
|----------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------|

## 16. Recommended AiSevak Tools for This Business

This boutique resort would use AiSevak's Hospitality vertical tools in delivery:

- **Resort ops:** PMS/channel-manager/OTA, revenue/ADR-management, experiences/booking and CRM/reviews/social tools.
- **Compliance:** hotel/homestay-tourism, fire/police-registration, FSSAI, environment/land-use and GST tools (with Legal & Finance verticals).
- **Practice:** Business Plan, RevPAR/revenue-per-guest and seasonality/Break-even tools to model the resort.

## 17. Key Assumptions & Notes

- Boutique resort/homestay; 12 design-led keys, experiential; premium ADR + F&B + experiences + wellness + small events.
- Experiential differentiation & location command high ADR; seasonality managed via retreats/events/off-season packages.
- Capital-intensive; term + CC (SIDBI/hospitality/Mudra/CGTMSE); hotel/homestay-tourism, fire/police/FSSAI/environment/land-use, GST.
- Location, concept/experience, ADR, distribution & seasonality decisive; figures illustrative, exclude GST.

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Every tool referenced in this plan is available on [aisevak.in](https://aisevak.in). Open the [Hospitality toolkit](https://aisevak.in/verticals/hospitality) to browse and use them all at <https://aisevak.in/verticals/hospitality> — or go straight to any specific tool at <https://aisevak.in/service/<tool-name>>. No signup needed to explore; each tool guides you step by step.

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