

*Coastal
Cove
Retreat*



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Introduction



What is Coastal Cove Retreat?

- Boutique-style overwater bungalow vacation destination
- Modern, luxurious getaway experience
- First of its kind in the US

Relaxation – Adventure – Connection with Nature

Located a mile off-shore in **Biscayne Bay**:

- Nestled off Miami's coast and encompassed by Key Biscayne
- Pristine body of water home to diverse marine life





Stiltville – Biscayne Bay, FL

- ❖ Historic offshore fishing town
- ❖ 1930s – Playground for Miami’s “Coolest Sinners” during Prohibition
- ❖ 1960s – Peak, 27 stilt shacks build over the water
- ❖ 1992 – Hurricane Andrew swept away all but 7 shacks

History

Value Proposition



Unique Domestic Vacation Experience

- Only overwater bungalow resort in the US
- Addressing a gap in the market

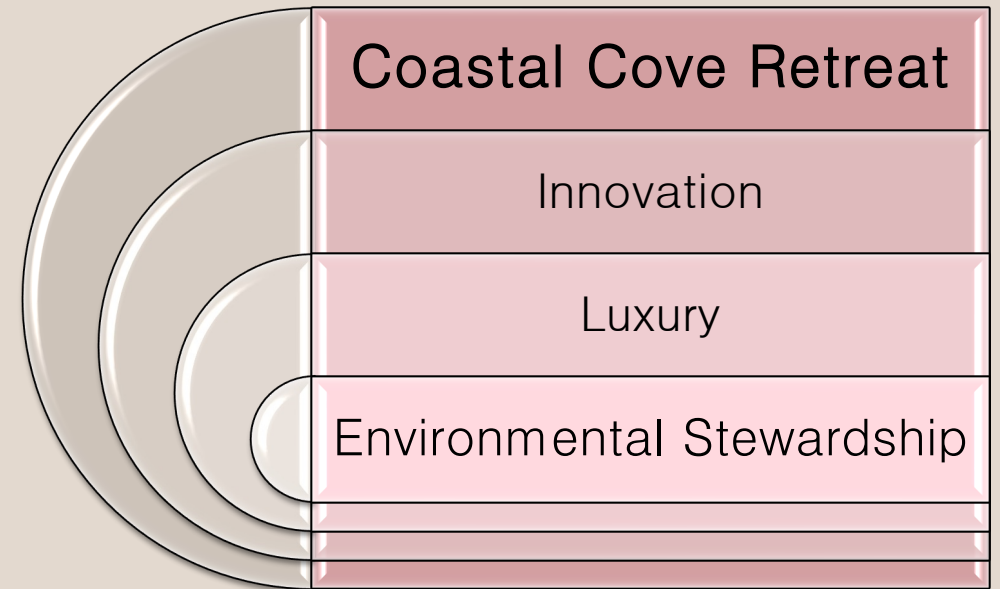
Remote South Florida Destination

- Peaceful environment perfect for relaxation and isolation
- Unlike most Miami resorts/tourist destinations (overcrowded or overwhelming)

Business Concept

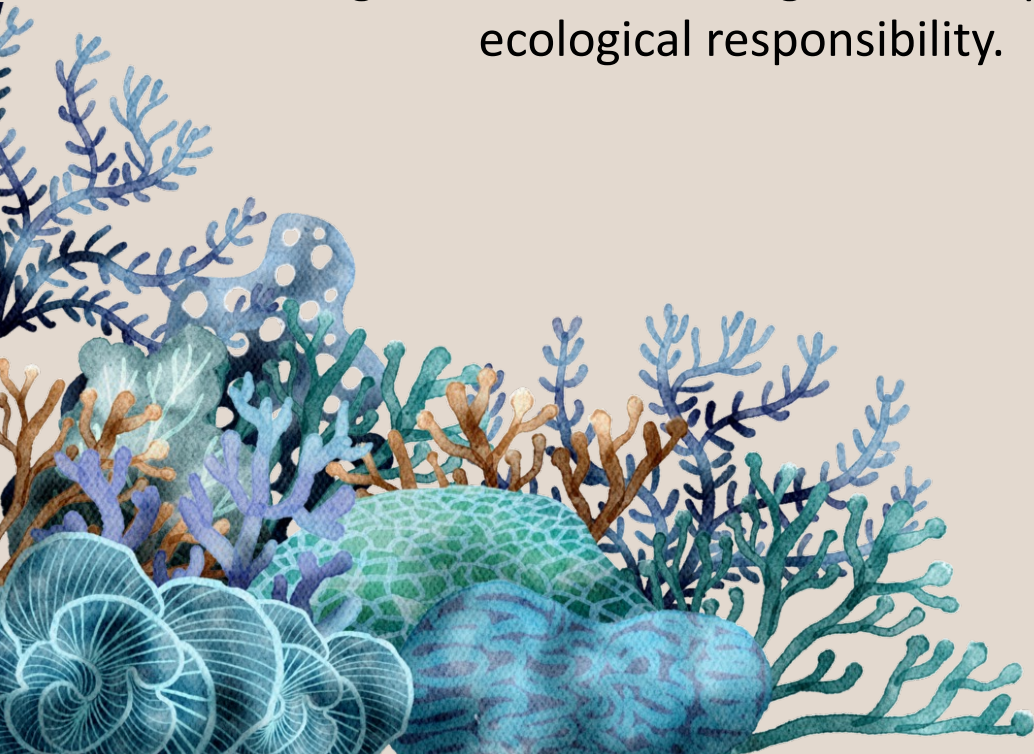


Vision



Mission Statement

Coastal Cove Retreat exists to provide a distinctive lodging experience through a harmonious blend of luxury and natural exploration while creating lasting memories for our guests and promoting ecological responsibility.



Values



Excellence: Strive for excellence in all aspects of our services and operations.



Innovation: Foster a culture of creativity and continuous improvement.



Sustainability: Commit to environmentally responsible practices in every operation.



Customer-Centric: Prioritize guest satisfaction and personalized service.



Integrity: Uphold the highest ethical standards in all business dealings.

Company Goals



Establish as Premier Overwater Bungalow Retreat:

- Secure a significant market share in the domestic tourism sector within the first two years.



Achieve Sustainability Milestones:

- Implement eco-friendly practices, including solar energy utilization and waste reduction, leading to a 20% decrease in the resort's carbon footprint within three years.



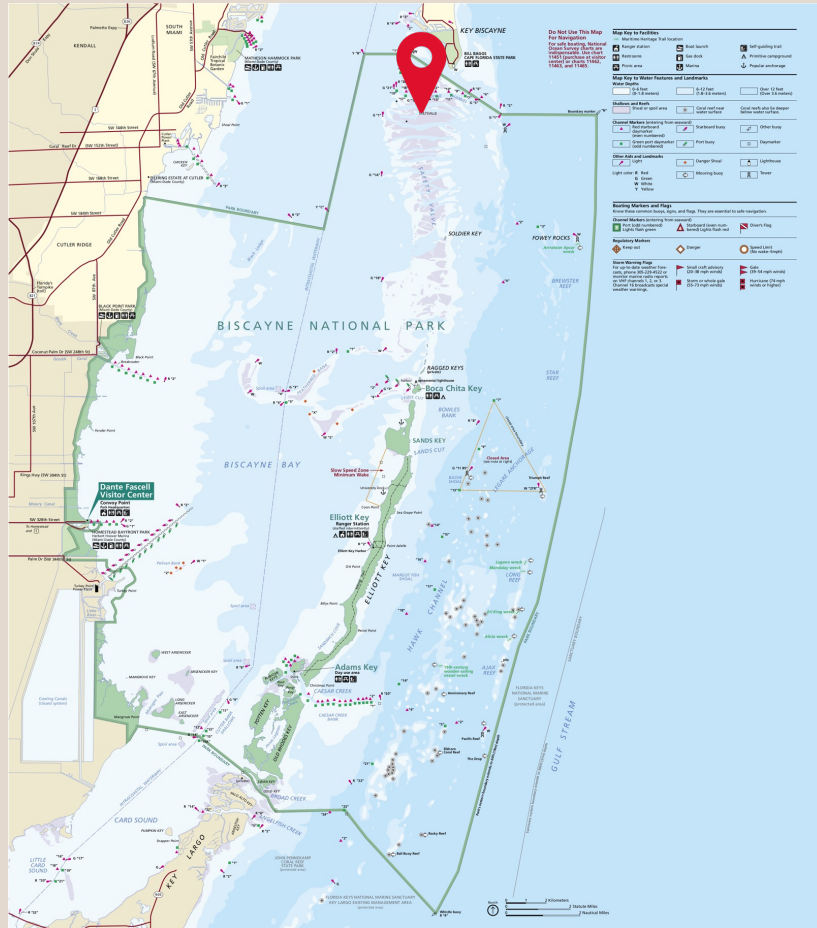
Customer Satisfaction and Loyalty:

- Implement a loyalty program to encourage repeat visits and referrals.
- Achieve a customer satisfaction rate of 90% or higher based on guest feedback.

Operating Environment



Operating Environment



Guests will be ferried by 25-foot bay boats to the remote resort. They will be greeted with individually curated welcome packages in their cottages. While on the property, guests will travel using the provided watercrafts. They are welcome to swim and snorkel around the property to explore the surrounding sea life. Optional excursions will take the guests further off-shore to local reefs, sandbars, and fishing spots.

Operations Plan



Resort Features

Guest Cottages:

- 30 overwater stilt cottages
- 2 bedrooms, king sized beds
- Full-sized kitchen
- Large outdoor deck
- Infinity pool
- Personal watercrafts – kayaks, paddleboards, wave runners

Main Lodge:

- Front desk
- Concierge services
- Waterfront bar & restaurant
- Full-service spa
- Fitness & wellness center
- Watersports desk



Cove Serenity Spa

Massages – Facials – Body Treatments – Hydrotherapy – Nail Services – Hair Services

Coastal Escapes Watersports

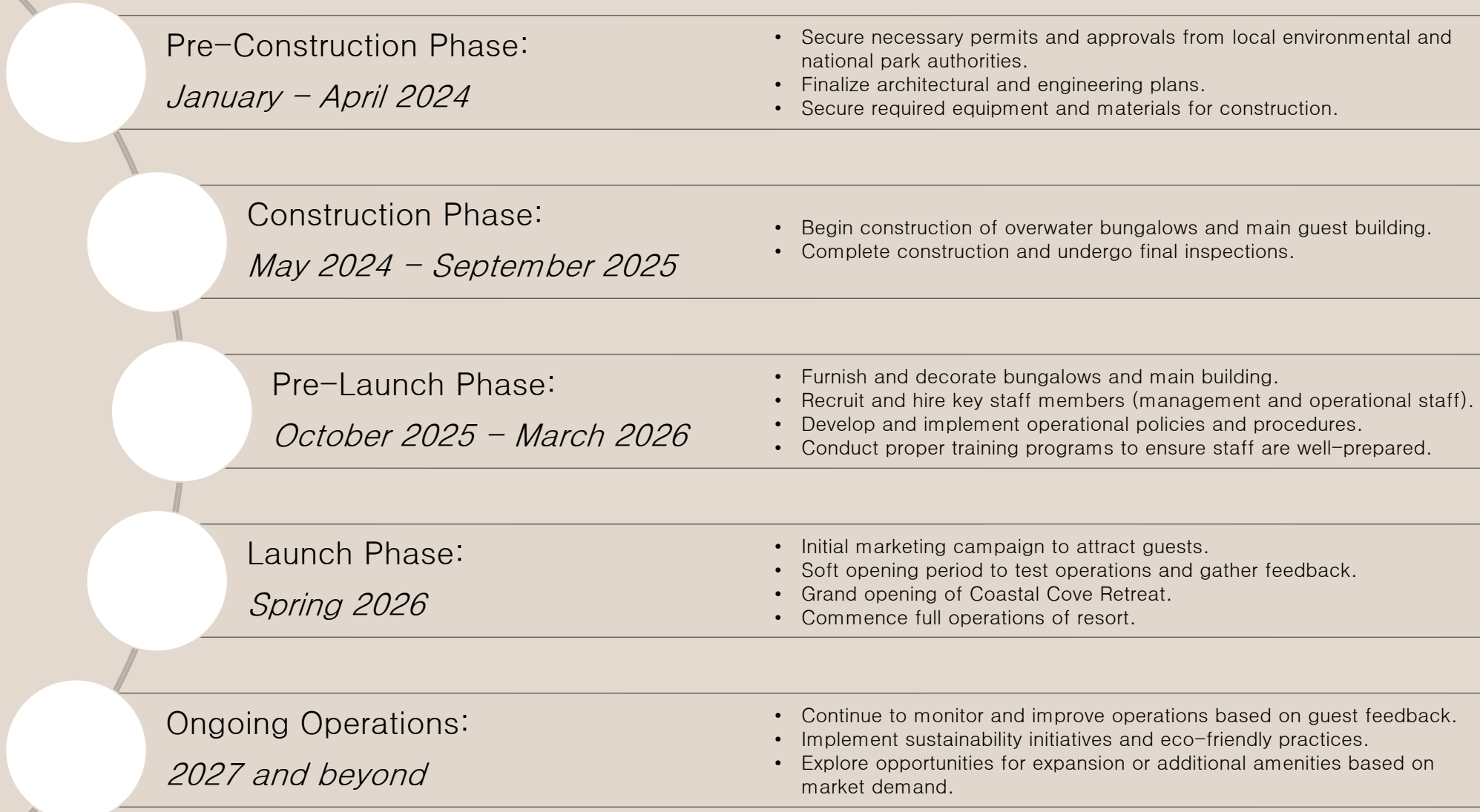
Sunset Cruise – Floating Tiki Bar – Power Catamaran – Fishing Trips – Snorkel Trips

Resort Operations

- 4-acre property owned by Biscayne National Park
- Property lease: \$110,000 a year
- Contracted agreements regarding regulations & conservation
- Resort utilities: \$400,000 a year
- 60 guest & staff parking spots at Bill Baggs Cape Florida State Park
- Parking agreement: \$15,000 a year
- Boat available hourly to ferry guest and staff to and from property




Timeline




Risk Management Strategies



Guests are advised to be comfortable in and around water, with the ability to swim.



Waivers are required to be signed by all guests staying on the property.



Additional waivers are required for guests participating in any excursions through the resort.

HR Plan



Leadership & Management Strategies

Corporate Culture

Collaborative

Opportunities to share feedback

Innovative

Comprehensive job training

Empowering

Opportunities for growth within

Ethical

Fair and equal treatment

Employee Team

Executives

General Manager

Front Desk Staff

Concierge

Housekeeping Team

Maintenance Staff

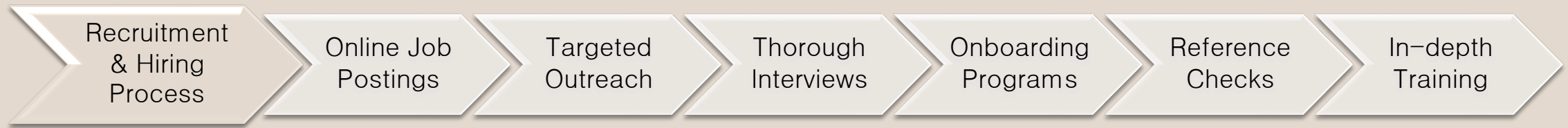
Boat Captains

Culinary Staff

Spa & Wellness Staff

Activities & Excursions Coordinators

Administrative & Guest Services Staff



Competitive Compensation and Benefits

Opportunities for Career Advancement

Recognition and Rewards

Positive Work Environment

Employee Referral Programs



Recruitment and Retention Strategies

Performance Appraisals



Focused on individual and team achievements, customer satisfaction, and adherence to company values

Employee development includes ongoing training programs, mentorship opportunities, and support for professional certifications.

Conducted annually



Guest Feedback

Comment cards in welcome packages

Encouraged to fill out before checking out

Ensure issues are heard and addressed

Improves future guest experience

Compensation

- Employees paid a combination of salary and hourly wages based on industry standards.
- Competitive pay with consideration for experience and responsibilities.
- Periodic reviews to ensure fair and competitive pay
- Benefits include healthcare, retirement plans, and employee perks.
- Payroll costs including benefits: \$6,500,000

Core Functions:

- Conducted in-house
- Maintains quality control
- Ensures a consistent positive guest experience

Outsourcing:

- Early stages of company
- Accounting and legal services

Marketing Plan



Market Analysis

Target Market: High-end vacationers

- Target age: 21–55
- Adventurous and comfortable around water
- Willing to pay a premium for an exclusive experience



LUXURY



ADVENTURE

Competitive Analysis



Bungalows
KEY LARGO

Adults-only, all-inclusive resort

Luxury waterfront bungalows

Private porch & hot tub

3-night minimum

\$1,250 per night on average

Marketing Strategy



ONLINE ADVERTISEMENTS

Shared on travel-oriented websites


Resort Website – easy to navigate with features to virtually explore property

SOCIAL MEDIA

TikTok – engage with younger audience by posting videos of resort features and experiences

TRAVEL GUIDES

Promote the resort with well-traveled individuals seeking a unique vacation experience



Pricing Strategy

Season Rates: \$1,450 per night

Off Season Rates: \$1,150 per night

Season Minimum: 3 nights

Off Season Minimum: 2 nights



Financial Plan



Income Statement

Revenues:	
Room Revenue	\$10,530,000
Spa Services Revenue	\$2,100,000
Restaurant Sales Revenue	\$3,800,000
Total Revenues	\$16,430,000
Expenses:	
Staff Salaries and Benefits	\$6,500,000
Utilities	\$400,000
Marketing Expenses	\$200,000
Maintenance and Repairs	\$485,000
Depreciation and Amortization	\$236,450
Other Operating Expenses.	\$125,000
Total Expenses	\$7,946,450
Net Income	
	\$8,483,550

Balance Sheet

Assets:	
Current Assets:	
Cash and Cash Equivalents	\$750,000
Accounts Receivable	\$0
Inventory	\$0
Prepaid Expenses	\$210,000
Total Current Assets	\$960,000
Property, Plant, & Equipment:	
Land	\$(110,000)
Buildings	\$1,700,000
Furniture and Fixtures	\$200,000
Equipment	\$85,000
Total Property, Plant, & Equipment	\$1,875,000
Total Assets	\$2,835,000

Liabilities:	
Current Liabilities:	
Accounts Payable	\$750,000
Accrued Expenses	\$800,000
Short-Term Debt	\$35,000
Taxes	\$570,000
Total Current Liabilities	\$2,155,000
Long-Term Liabilities:	
Long-Term Debt	\$475,000
Other Long-Term Liabilities	\$205,000
Total Long-Term Liabilities	\$680,000
Total Liabilities	\$2,835,000

Statement of Cash Flows

Operating Cash Flow	
Net Earnings	43,073
Plus: Depreciation & Amortization	12,006
Less: Changes in Working Capital	456
Cash from Operations	55,535
Investing Cash Flow	
Investments in Property & Equipment	40,000
Cash from Investing	40,000
Financing Cash Flow	
Issuance (repayment) of debt	(40,000)
Issuance (repayment) of equity	
Cash from Financing	(40,000)
Net Increase (decrease) in Cash	12,689
Opening Cash Balance	453,980
Closing Cash Balance	466,669
Check	0

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Thank You!