

# Coastal Cove Retreat



# Agenda

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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





## Stiltsville – 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



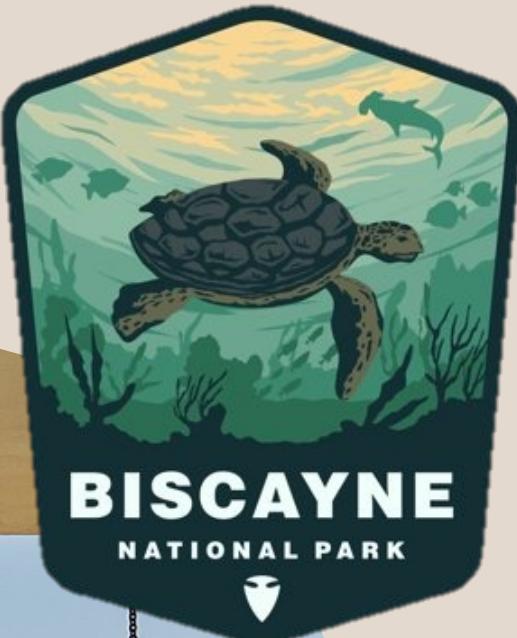
## Unique Domestic Vacation Experience

- 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

Inspiring a culture of excellence in coastal hospitality.

Determination from team to provide an unparalleled experience for guests.

Commitment to delivering individually curated top-notch luxury experience, exceeding guest expectations.

Setting a standard for domestic overwater bungalow resorts.

**Coastal Cove Retreat**

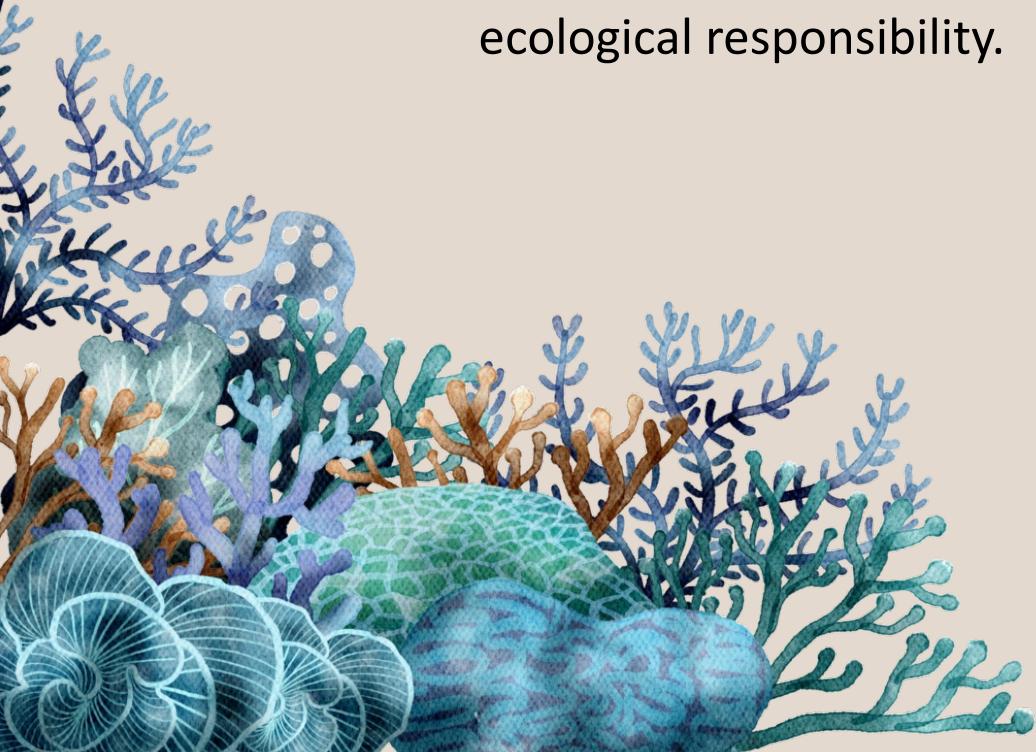
Innovation

Luxury

Environmental Stewardship

# 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.



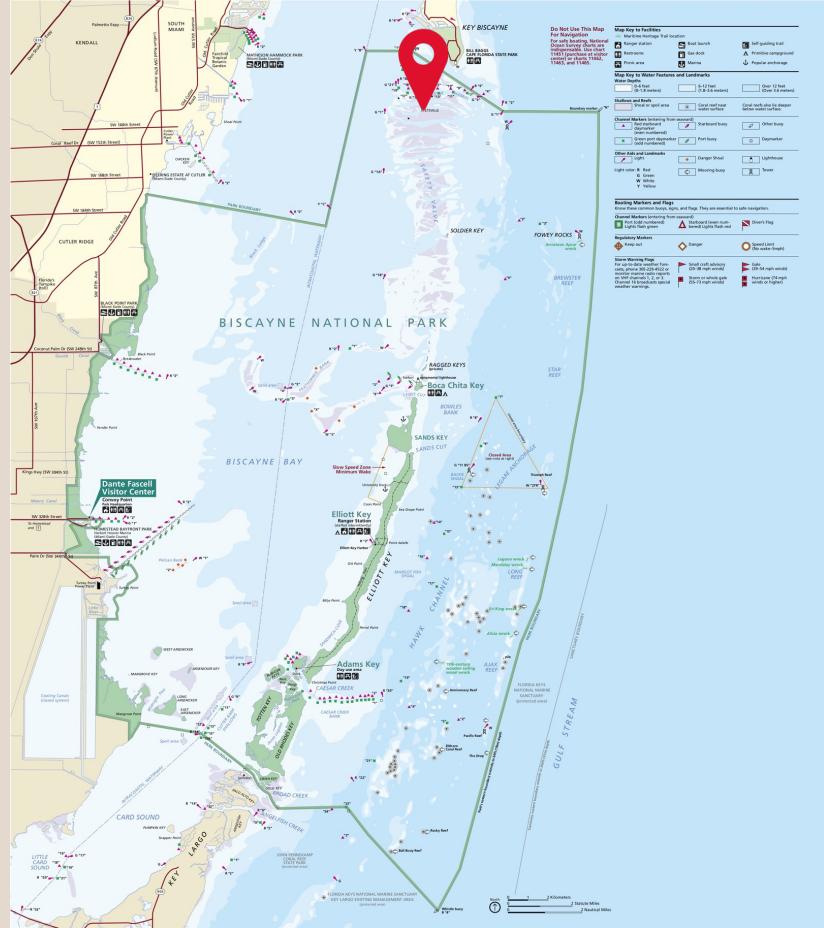
## Customer Satisfaction and Loyalty:

- 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

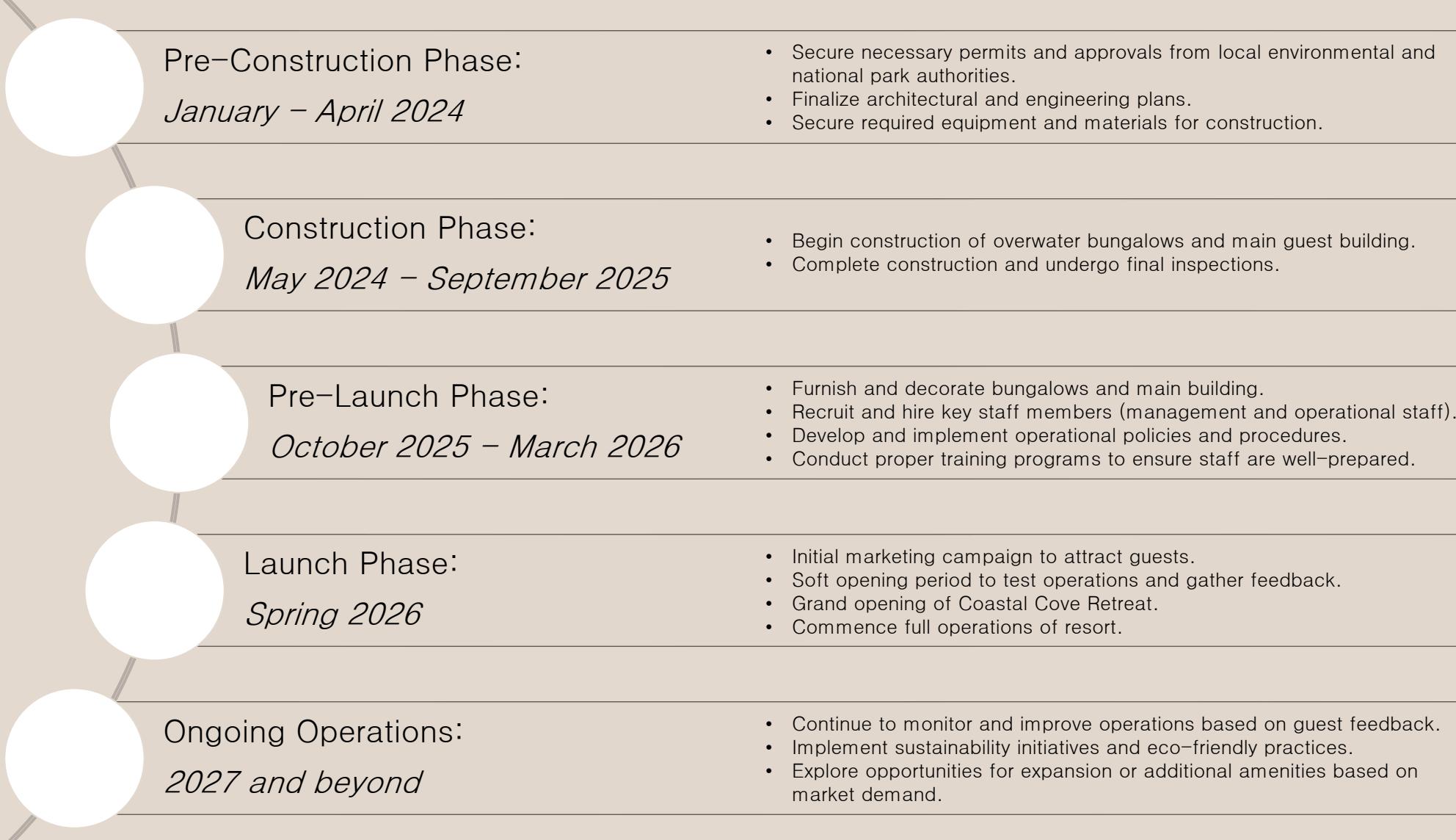
# Coastal Escapes Watersports

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

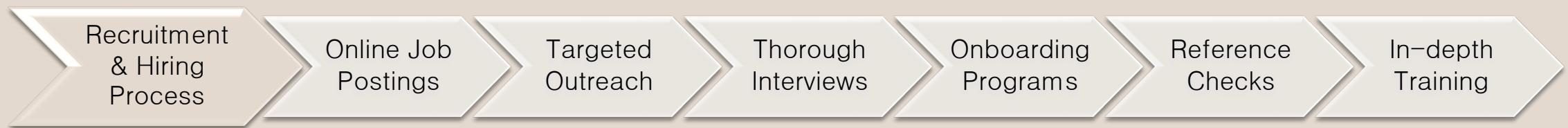
Boat Captains

Culinary Staff

Spa & Wellness Staff

Activities & Excursions Coordinators

Administrative & Guest Services Staff



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Competitive Compensation and Benefits

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Opportunities for Career Advancement

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Recognition and Rewards

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Positive Work Environment

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Employee Referral Programs

Hospitality

Adaptability

Customer Service Orientation

Teamwork

Passion for Providing Top-Notch Service

# Recruitment and Retention Strategies

# Performance Appraisals



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

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

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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

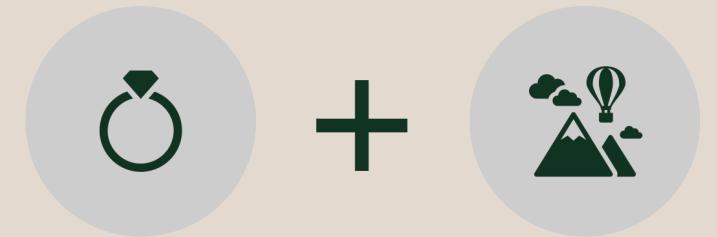
# Marketing Plan



# 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

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Adults-only, all-inclusive resort

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Luxury waterfront bungalows

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Private porch & hot tub

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3-night minimum

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\$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

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## SOCIAL MEDIA

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

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## TRAVEL GUIDES

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

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# 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

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

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

# Statement of Cash Flows

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

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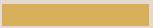
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Thank You!