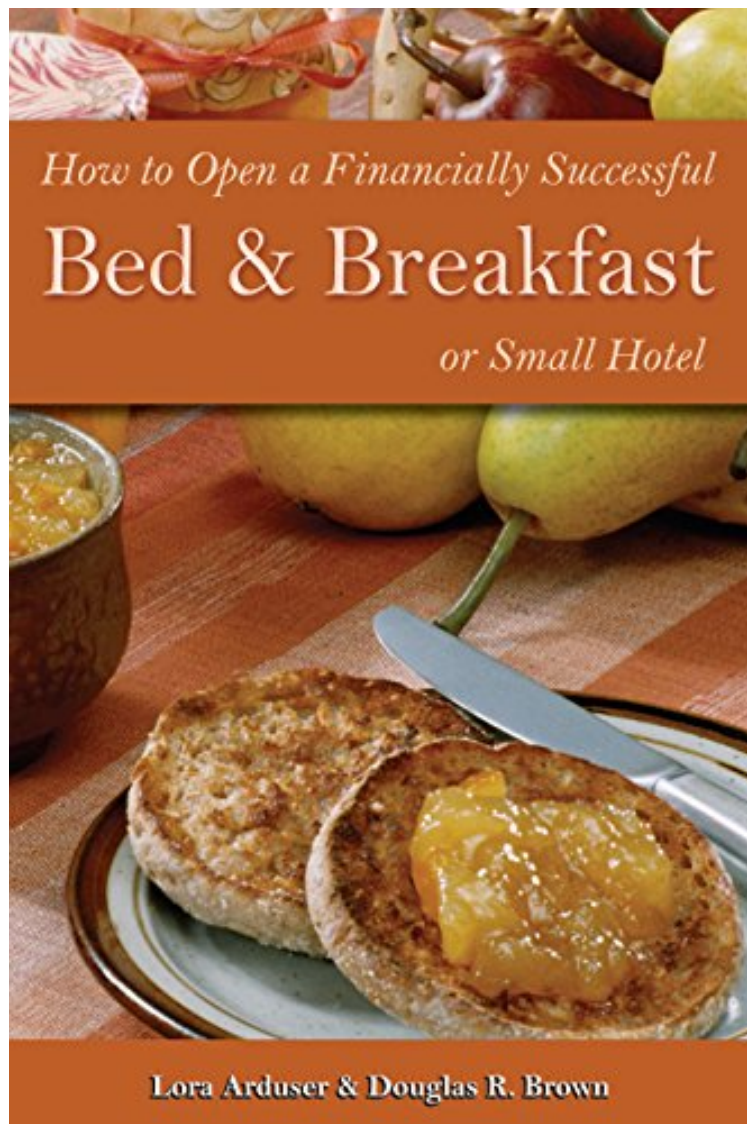


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## How to Open a Financially Successful Bed Breakfast or Small Hotel: With Companion CD-ROM

*Douglas R. Brown*

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**Douglas R. Brown : How to Open a Financially Successful Bed Breakfast or Small Hotel: With Companion CD-ROM** before purchasing it in order to gage whether or not it would be worth my time, and all praised How to Open a Financially Successful Bed Breakfast or Small Hotel: With Companion CD-ROM:

15 of 15 people found the following review helpful. Not what it seemsBy CustomerThis book is not what it seems, and anyone looking for an authentic guide, written by experts in the industry, should look elsewhere.I was drawn to the

book, in part, because of the companion CD-ROM. I also thought the first review posted here on made the book sound exactly like what I was looking for. I am convinced that the first review was planted by someone within or friendly with the publishing group. It is largely baseless. The book provides only superficial guidance with little to no authority cited, and is essentially general basic knowledge which concerns starting any small business. Indeed, it appears that much of the book could have been written by substituting "small business" with "BB" throughout a text written for small businesses generally. You will note that there is no information regarding the background of the authors in the listing. After I received the book, I was shocked to see that there is absolutely no information about the authors in the book. This troubled me immediately. I assumed the book would have been written by experts in the industry, with years of experience running successful BBs- I was wrong. Lora Arduser appears to be a professor of professional writing at the University of Cincinnati. Her bio (as of September 25, 2014) indicates that her scholarly interests "are in health communication and publishing and new media." Nothing in her bio suggests she is an expert in the hospitality industry- and being a professor would likely not be amenable to running a "financially successful BB." Her CV (downloaded September 25, 2014) does not list this book by name, and the only connection to it appears to be a bulleted point under "Professional Writing/Editing Experience" (pages 5-6) which provides: "-Wrote foodservice trade books for Atlantic Publishing." Professor Arduser appears to be a contract writer. She researched and wrote this book (with Douglas Brown- see below) for Atlantic Publishing Group, apparently with no expertise whatsoever. The lack of firsthand knowledge is evident throughout the book. Similarly, Douglas R. Brown appears to have no background in the hospitality/BB industries. He too is a contract writer for Atlantic. His bio on goodreads.com indicates that he is a "fantasy and horror writer." I feel like I was completely misled by the description and marketing of this book and its early reviews on .3 of 3 people found the following review helpful. Excellent Source of Information! By H. Stevens I am going into business with a friend to open up bed and breakfast. This book, out of all of them, focuses squarely on the nuts and bolts on how to open a bed and breakfast. It comes with a CD containing forms that would be needed for operating your bed and breakfast. This book is loaded with pithy details aimed squarely at operations. It exposes many issues that you might not think of when planning your business, which I believe is a tremendous advantage in developing your plan. Everything in this book goes right to the point, starting with the worksheet to assess whether you are actually a good candidate for opening this type of business, and continuing on to topics of interest such as marketing, guest services, kitchen operation, integrating computers, and so forth. I bought this book as a gift for my partner since he will be doing most of the legwork in opening the business, but I was so impressed with the book that I purchased the Kindle version for myself so that we can be on the same page as we work through the details of opening this business. This book is aimed at opening a bed and breakfast in the United States. Our BB will be abroad, so some sections of the book do not pertain. Nevertheless, this book is an invaluable tool for anyone contemplating this type of business. 1 of 1 people found the following review helpful. Great info on starting your own BB By Customer The information in the book was exactly what I was looking for, as someone with no experience in hospitality industry. Very clearly written and understandable. The only negative side to the book was that it was a little old and outdated as to the technological advancements of recent years, but the basic information you need is in this book.

This comprehensive handbook with companion CD ROM will clearly demonstrate how to set up, operate and manage a financially successful bed-and-breakfast or small hotel. Whatever your reason for wanting to open a bed and breakfast, keep in mind that at it takes more than dreams and rooms to achieve success, it is a business that must show a profit. This book will separate the romantic notions of owning a BB from the business end. While providing detailed instruction and examples, the author leads you through finding a location that will bring success, learn how to draw up a winning business plan (The Companion CD Rom has the actual business plan you can use in MS Word tm.), how to buy and (sell) a BB, basic cost control systems, profitable menu planning, Reservation Systems, successful kitchen management, equipment layout and planning, food safety HACCP, housekeeping, successful beverage management, reservation networks, legal concerns, sales and marketing techniques, room rate formulas, arrival, billing, departure, learn how to set up computer systems to save time and money, learn how to hire keep a qualified professional staff, brand new IRS tip reporting requirements, managing and training employees, generate high profile public relations and publicity, learn low cost internal marketing ideas, low and no cost ways to satisfy customers and build sales, learn how to keep bringing customers back, accounting bookkeeping procedures, auditing, successful budgeting and profit planning development, as well as thousands of great tips and useful guidelines. There are literally hundreds of innovative ways demonstrated to streamline your business. Learn new ways to make the kitchen, bars, dining room, and front office run smoother and increase performance. Shut down waste, reduce costs, and increase profits. In addition operators will appreciate this valuable resource and reference in their daily activities and as a source of ready-to-use forms, web sites, operating and cost cutting ideas, and mathematical formulas that can be easily applied to their operations. The Companion CD Rom contains all the forms in the book as well as a sample business plan you can adapt for your own use. The companion CD-ROM is not available for download with this electronic version of the book but it may be obtained separately by contacting Atlantic Publishing Group at sales@atlantic-pub.com. Atlantic

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About the Author Douglas R. Brown is a best selling author and publisher of computer software and books specific to the food service industry. His extensive background and years of service in the food service industry provides the practical insight into the business so desperately needed in the highly volatile food service industry."