



HOSPITALITY CONSULTING

We stand for value-based management
in the hotel and tourism industry

CFB network AG – Consultancy – Coaching – Procurement

Value-based management can secure long-term added value. We aim to provide you with the best possible working methods and decision-making tools for value-based management.

The key financial goal of each company is to increase its value in a sustainable way. Investors and management need to:

- present the company transparently both internally and externally;
- exploit the strategic and operational earnings potential to the full;
- optimise investment and divestment policies;
- ensure a balanced financial policy with regard to structure and conditions.

Our services are efficient, focused, committed and customer-oriented. We offer a network of selected partners who can assist you with even the most complex of matters. We build on your core competencies and focus on your competitive advantages. Ranging from analysing and planning, to implementation and control, our expertise is at your disposal. We would be happy to advise you.

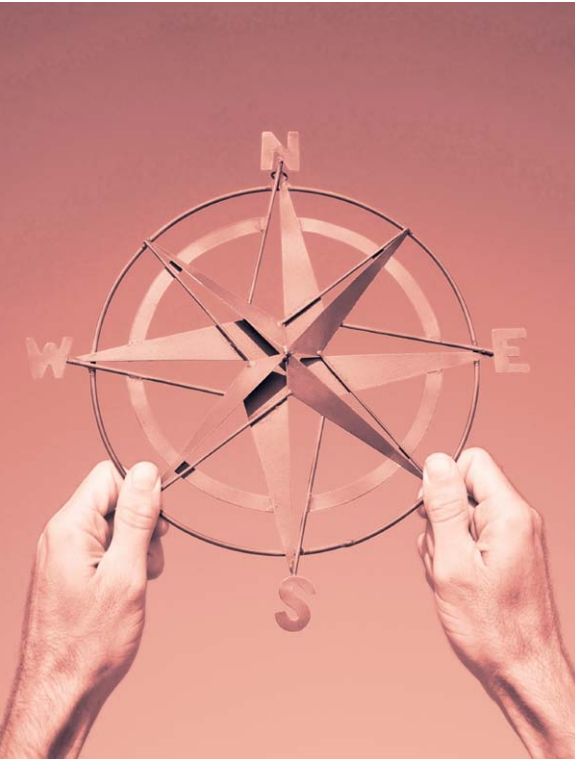


Outside-in – Consultancy

In order to be able to act successfully in the constantly changing hotel and tourism industry, extensive expertise, in-depth understanding of the market, speed and a methodical approach are crucial. External advice is the best way to identify development potential and bring out alternatives. We provide customised consulting services with a clear focus on the task in hand and aim for sustainable solutions.

Our service portfolio

- Valuation
- Feasibility studies
- Cockpit Check
- Expert advice
- Operational analyses
- Succession planning
- Restructuring planning
- Due diligence



Inside-out – Coaching

Change processes are complex, dynamic and prone to conflict. Focusing on day-to-day operations often leaves little scope for continuously adapting to new situations and conditions. Our coaching services are designed for a specific period of time and address functional issues. In-house assessments enhance the use of business-specific resources. The focus is on optimising or stabilising operations and improving results. We coach you throughout the implementation process of the defined measures and create value for your company.

Our service portfolio

- Business plan
- Pre-opening
- Operations
- Turnaround
- Cooperation



Link It – Procurement

Every company is unique, and so is every transaction. We handle transactions with utmost discretion, in a timely manner, and provide key decision making points during the process. Our in-depth understanding of the market and our extensive contacts to investors, hoteliers, national and international hotel chains, banks, law firms, trustees, and authorities are crucial.

Our service portfolio

- Acquisition and sale
- Franchise
- Renting and leasing
- Capital
- Management
- Contracts

CFB network – your partner for financial and strategic issues for large and small hotel companies

CFB network AG
Limmatquai 84
CH-8001 Zurich

Phone +41 43 810 02 25
Fax +41 43 810 02 24

info@cfbnetwork.ch
www.cfbnetwork.ch