



ETOILE

HOSPITALITY

CONSULTING | MANAGEMENT | EDUCATION



WHY HOSPITALITY CONSULTANTS?

In the highly competitive and complex world of hospitality, success is no longer driven by vision and passion alone; it demands expertise, precision, and data-driven strategy. Whether you're launching a new venture or seeking to revitalize an existing business, a hospitality consultant provides the insight, structure, and market intelligence required to achieve sustainable profitability in a high-risk industry.

The numbers speak for themselves: **60% of restaurants fail within the first year**, and **nearly 80% close within five years**, primarily due to poor planning, misaligned concepts, and operational inefficiencies. With investments ranging from **\$275,000 for a café** to **over \$3 billion for ultra luxury hotels**, entrepreneurs can't afford trial-and-error. A consultant ensures that every decision; from location and brand positioning to kitchen layout and menu pricing is grounded in market realities, guest behavior, and financial feasibility. In fact, concept validation and operational planning can reduce the risk of failure by **up to 40%** according to industry case studies.

For existing businesses, stagnation is often harder to detect but equally dangerous. Studies show that **inefficient operations can reduce profitability by 15–25%**, while **inconsistent guest service contributes to 68% of lost customers**. A hospitality consultant conducts a full diagnostic review; covering service flow, staffing, procurement, menu performance, and guest feedback; to uncover bottlenecks and implement high-impact solutions. Simply optimizing labor scheduling and inventory management alone can boost margins by **7–12%**. Furthermore, implementing effective guest retention strategies can increase profits by **up to 95%** with just a **5% improvement in loyalty**.

Compliance and labor challenges are another hidden threat. Non-compliance penalties, legal disputes, and poor HR practices can cost hospitality businesses **\$25,000 to \$75,000 per year**, not to mention reputational damage. Meanwhile, employee turnover; at an industry average of **73.8% annually**, is a silent profit killer, costing **over \$5,800 per lost staff member**. A consultant helps you build structured SOPs, training programs, and performance systems to improve retention and team productivity.

Ultimately, hiring a hospitality consultant is not an optional luxury; it's a strategic investment that safeguards your capital, sharpens your business model, and positions you for long-term growth. In an industry where detail defines success, the right consultant brings the clarity and confidence you need to turn ambition into achievement and to do it profitably.



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LEADING HOSPITALITY FIRM

Images are illustrative and for reference only.

WHO WE ARE

WHAT WE DO

At Etoile, we are a premium hospitality group committed to elevate guest experiences, streamline operations and increase profitability to ensure long-term success.

HOW WE DO IT

Operating globally, we collaborate with top-tier operating companies and internationally recognized professionals and industry leaders. Together as a conglomerate, we deliver exceptional outcomes, measurable success and lasting impact.

WHY WE DO IT

Our work is driven by deep expertise and a genuine passion for hospitality. We deliver value by empowering teams, optimizing workflows and supporting individuals at every level.

OUR MISSION

To shape hospitality ventures into respected, admired and profitable businesses, by enriching guest engagement, employee fulfillment and increasing revenue stream.

OUR VISION

To establish Etoile as a world-class management group and white label, celebrated for excellence and transformative impact in the hospitality industry.

WHO WE SERVE

We serve a wide range of clients, including new ventures and existing businesses. Hotel and restaurant chains, members clubs, cocktail bars & lounges, corporate entities, retail businesses, theaters, stadiums, casinos, cruise lines, amusement parks, private airlines, international universities, government institutions, investors, and entrepreneurs.





CRAFTING HOSPITALITY



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OUR SERVICES

- CONCEPTUALIZATION GUIDANCE
- DESIGN AND PROJECT SUPPORT
- RECRUITMENT ASSESSMENT
- TRAINING FACILITATION
- OPERATIONAL ASSISTANCE
- MARKETING STRATEGY
- FINANCIAL ALIGNMENT
- HEALTH AND SAFETY PRACTICE
- QUALITY CONTROL
- EXPANSION PLAN CONSULTATION



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TIMELESS BEAUTY



CONSULTING

Concept creation and brand identity

Benchmark analysis and positioning

Market research, location analysis, and compset

Feasibility studies and investment advisory

Concept financial modeling and ROI projections

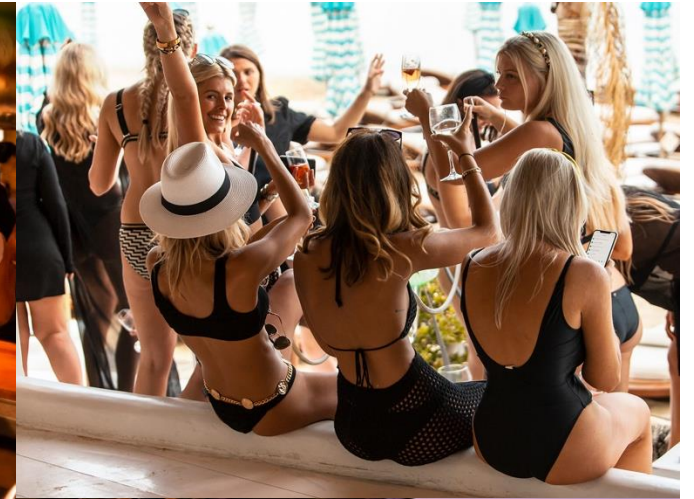
F&B concept and menu development

Menu engineering and pricing strategy

Design advisory (FF&E, OS&E, uniforms, scenography)

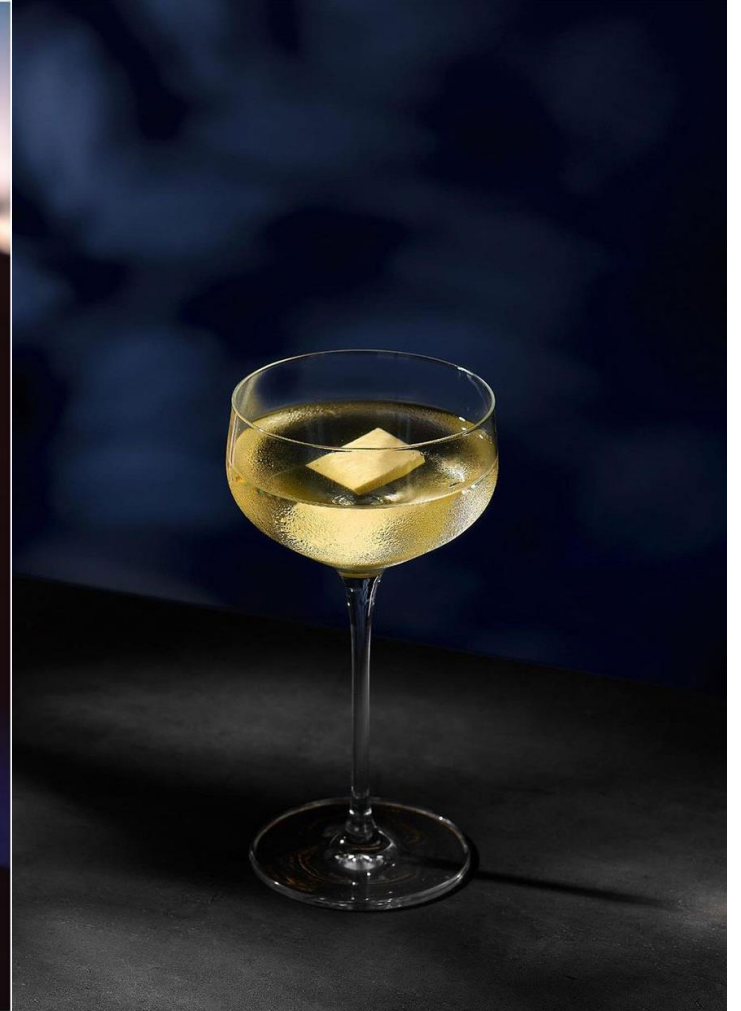
Labor structure and manpower optimization

Front-of-house and back-of-house operational analysis





PERSONAL TOUCH





MANAGEMENT



- Turnaround and repositioning**
- Multi-venue operational support**
- Procurement strategy and cost control**
- Financial alignment and performance monitoring**
- Marketing and commercial strategy**
- Brand representation and liaison with stakeholders**
- Asset management and operational oversight**
- Expansion and growth strategy**
- Franchising and licensing advisory**
- Strategic partnerships and sponsorships**



PASSION IN THE MAKING



EDUCATION

Team assessment and organizational structure

Talent acquisition and recruitment support

Operational audits and mystery guest

Onboarding and induction programs

Forbes, LQA and Brand standards training

Service culture and guest experience

Leadership coaching and development

SOP development and operational manuals

Grooming and luxury hospitality etiquette

HACCP and food safety standards





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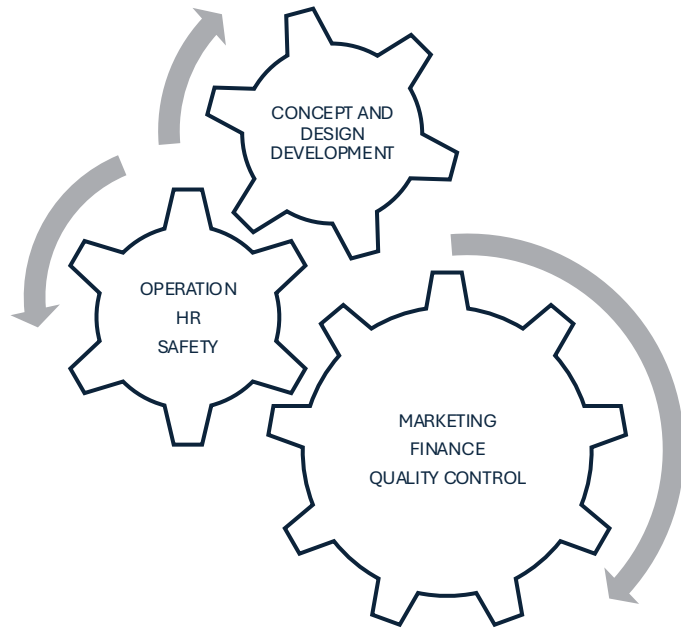


IT'S ALL ABOUT PEOPLE





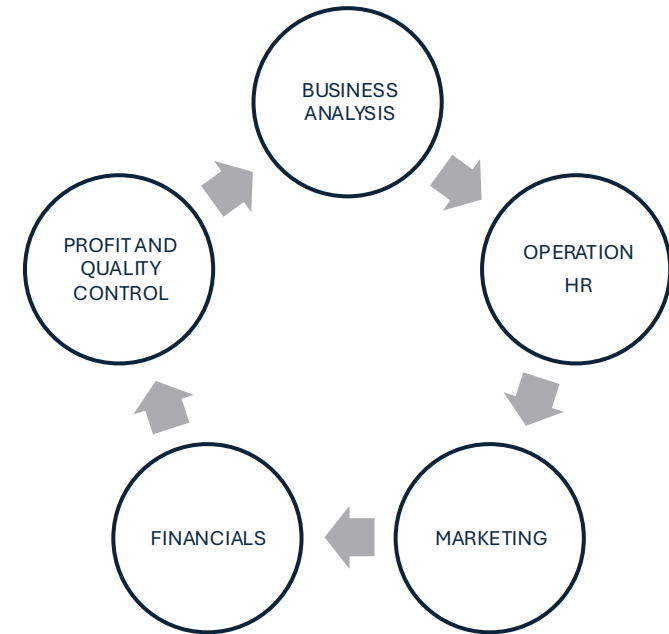
NEW VENTURES



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HOSPITALITY

EXISTING BUSINESS





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WHEN HISTORY MEETS INNOVATION





HOW WE DO IT



IDEA
DEVELOPMENT



OPERATIONAL
SUPPORT



EFFICIENCY



GUEST
CENTRIC



RIGHT
MARKETING



PEOPLE
ORIENTED



FINANCIAL
PERFORMANCE



GROWING
OPPORTUNITIES



REPORTING



LEGAL
ASSISTANCE



TECHNICAL
WORKFLOW



PARTNERSHIP



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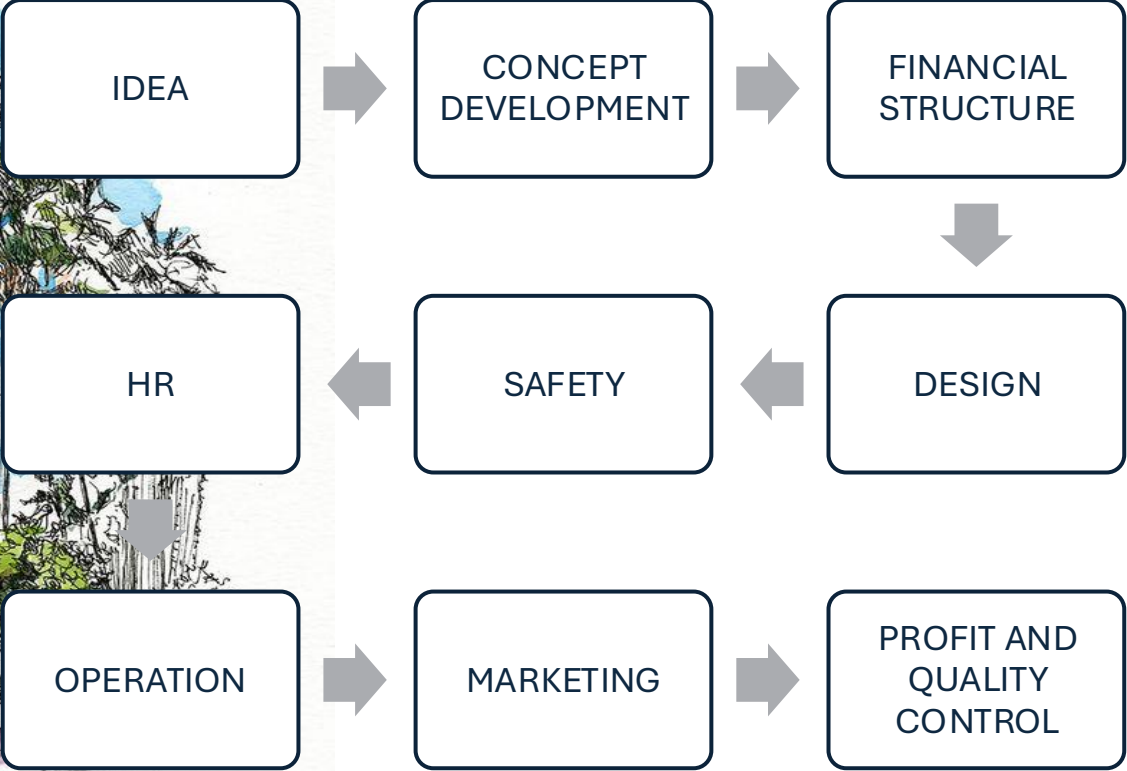
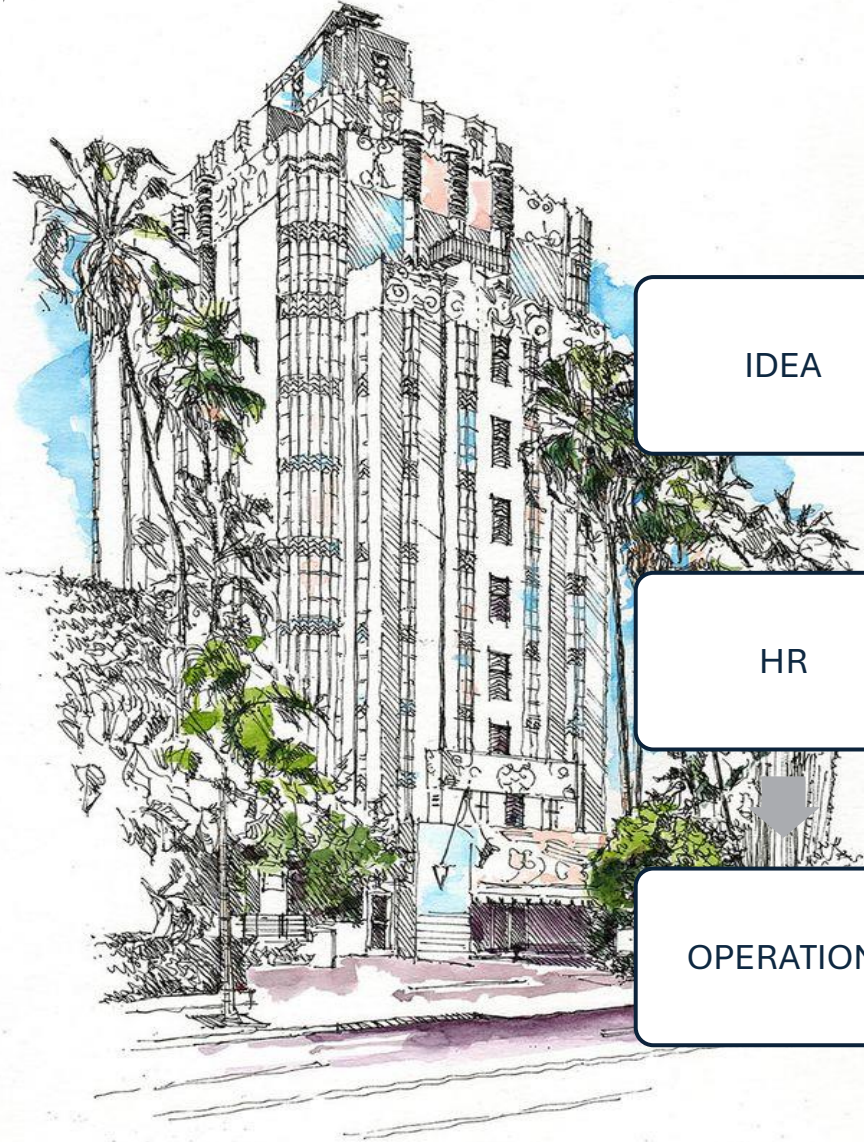


ICONIC DESTINATIONS





OUR SYSTEM





BRAND RECOGNITION





WHY US

1) EXPERTS IN INNOVATION

We bring creativity and market insight to:

- **Develop trend-forward concepts** aligned with evolving guests' preferences and lifestyle.
- **Craft unique, competitive F&B offerings** tailored to your brand identity and target market.
- **Conduct in-depth benchmarking and market analysis** to ensure international relevance.

2) TIMELESS AND GUEST CENTRIC DESIGN

We create memorable environments that tell a story:

- **Deliver distinguished, experience-led interior design** that sets your venue apart.
- **Consult on FF&E and OS&E** to ensure optimal function, durability, and aesthetic coherence.
- **Integrate scenography, sound, and lighting** for immersive, sensory-rich guest experiences.

3) ALL ABOUT PEOPLE

Empowering your people is at the heart of great hospitality:

- **Lead strategic talent acquisition** to build teams aligned with your culture and goals.
- **Optimize labor costs, payroll and employee benefit programs** for sustainable operations.
- **Implement SOPs and HR policies** that promote accountability, engagement, and performance.

4) KNOWLEDGE IS POWER

Transforming teams into brand ambassadors:

- **Design bespoke training programs** tailored to your service philosophy and brand standards.
- **Develop clear, actionable operating manuals** for consistency and efficiency.
- **Elevate service levels** to create exceptional guest experiences and drive loyalty.

5) OPERATIONAL EFFICIENCY

We unlock excellence:

- **Streamline workflows and back-of-house processes** to maximize efficiency and speed.
- **Facilitate cross-departmental alignment** to foster collaboration and clarity.
- **Improve consistency and quality control** across every touchpoint of the guest journey.

6) THE RIGHT MARKETING

We bring your brand to life:

- **Define your brand positioning and audience** for focused, effective messaging.
- **Activate promotional strategies and influencer engagement** to generate buzz and drive traffic.
- **Create compelling visual and written content** that communicates your brand's story.

7) PROFITABILITY BOOST

Driving profitability and operational sustainability:

- **Engineer menus for profit and performance**, balancing guest appeal and margin.
- **Analyze revenue streams and KPIs** to identify growth opportunities and leakage points.
- **Enhance procurement and supplier management** for cost control and consistency.

8) SAFETY MATTERS

We protect your reputation and your guests:

- **Implement rigorous food safety protocols** including allergens, temperature, and labeling compliance.
- **Prepare thorough risk assessments** to mitigate operational and reputational risks.
- **Ensure compliance with fire safety and first aid standards**, protecting guests and teams.

9) YOUR SUCCESS

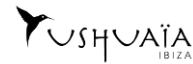
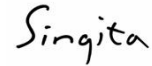
Guiding your growth with strategy and vision:

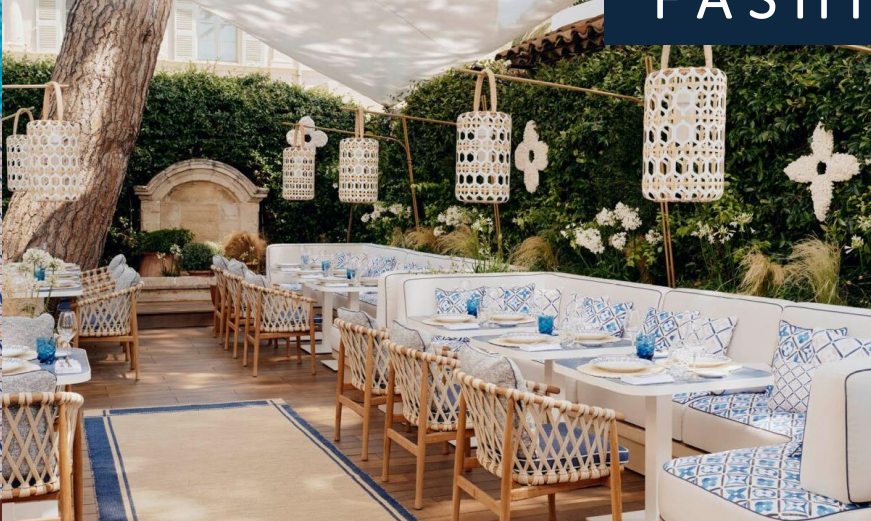
- **Provide brand representation and strategic advisory** for new markets and locations.
- **Develop a robust succession plan** to ensure long-term continuity and leadership.
- **Foster strategic partnerships and investor relations** to support scalable expansion.



SIGNATURE LANDMARKS







FASHIONABLE AMBIENCES



HOW WE OPERATE

Package	Ideal For	Fee Structure	Extra Fees	Commitment
CONSULTING	Concepts, projects and visits	Service provided, projects scope and deliverables	None	Project based
MANAGEMENT	Operational improvement and business transformation	Royalty and revenue share	Performance based	3 / 6 Months up to 1 Year
EDUCATION	Training, service culture and development	Program based fee	Additional sessions	Per program



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THE ART TO SUCCEED



CONSULTING | MANAGEMENT | EDUCATION

DUBAI
DIFC

MIAMI
Design District

BANGKOK
CBD

comm@etoileholding.com

+971558446953

