

H&M's 5 key offerings TRANSFORMING HOSPITALITY

Hospitality Strategy & Transformation

Venue assessment, business review, revenue uplift concepts

Reimagining venues, operations, and portfolios into profitable, future-ready businesses.

Core Focus Areas

- Venue & Portfolio Assessments – identifying strengths, gaps, and opportunities for improvement.
- Business & Financial Reviews – analysing profitability, pricing, and operational efficiency.
- Concept Repositioning – redefining venue identity, purpose, and customer relevance.
- Revenue Uplift Strategies – designing new income streams, upselling systems, and yield growth.
- Operational Restructuring – aligning people, process, and product for consistent delivery.
- Brand & Market Alignment – ensuring your offer matches audience, trends, and local demand.
- Hospitality Innovation – introducing new formats, activations, and hybrid retail-hospitality models.
- Sustainability & Longevity – embedding practices that drive profit while protecting brand and environment.
- Implementation & Change Management – leading hands-on transformation with teams and stakeholders.

Operational Excellence

Framework, service culture, profitability, offering

A system to elevate performance, profitability, and guest experience across every touchpoint.

Core Focus Areas:

- Service Culture – building customer-centric teams and leadership alignment.
- Profitability – optimising offering, pricing, and cost control without compromising quality.
- Menu Engineering & Offer Design – creating relevant, profitable, and on-trend offerings.
- Operational Standards – ensuring consistency, efficiency, and accountability.
- Team Performance – structure, training, and engagement to drive results.
- Customer Experience – delivering memorable, repeatable, high-value guest interactions.

Design & Experience

Concept brief, refurbishment strategy, layout planning

Creating spaces that inspire connection, functionality, and commercial success.

Core Focus Areas:

- Concept Brief & Vision – defining the purpose, personality, and positioning of the venue.
- Refurbishment & Design Strategy – balancing creativity, practicality, and ROI.
- Layout & Flow Planning – optimising customer movement, operational efficiency, and ambience.
- Furniture, Fixtures & Finishes (FF&E) – curating style, comfort, and brand alignment.
- Sensory Experience – lighting, sound, scent, and detail that enhance the atmosphere.
- Brand Integration – ensuring the visual and service experience align with identity and audience.

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Refining Guest & Customer Experiences

Every touchpoint is refined to engage & ensuring guest every interaction is valuable

Core Focus Areas

- Service Journey Mapping – analysing every guest touchpoint to optimise flow and engagement.
- Customer Experience Standards – defining consistent behaviours that reflect brand excellence.
- Team Training & Empowerment – developing confident, service-driven teams that genuinely connect.
- Customer Retention & Loyalty – creating strategies that turn guests into advocates.
- Complaint & Recovery Systems – turning service challenges into loyalty opportunities.
- Brand Personality in Service – ensuring every action and tone reflects the brand's identity.
- Environment & Ambience – aligning service delivery with the physical and emotional setting.
- Measurement & Feedback – using guest insights to drive continuous improvement.

Luxury Curation

Venue, residences, service teams, & guest touches & experiences

We design and deliver the art of service — curating luxurious experiences, personalised touches, and elite teams that bring sophistication and warmth to every space.

Core Focus Areas

- Luxury Service Design – crafting bespoke service journeys that define the feel of the brand and the rhythm of guest care.
- Residences & Private Estate Standards – designing refined systems, presentation, and discretion for UHNW homes and retreats.
- Elite Service Team Development – recruiting, training, and mentoring staff to deliver refined, intuitive service with confidence.
- Signature Guest Touches – curating sensory details, rituals, and moments that express luxury through authenticity and warmth.
- Lifestyle & Amenity Integration – blending wellness, dining, and lifestyle elements into seamless guest experiences.
- Brand Expression Through Service – aligning every gesture, tone, and detail with the brand's luxury promise.
- Pre-Opening & Transition Readiness – embedding service culture and operational flow before launch.
- Personalisation & Guest Intelligence – creating systems for anticipating needs and delivering truly individual experiences.
- Benchmarking & Global Standards Alignment – ensuring delivery matches ultra-luxury, world-class benchmarks.