

MASSIMO & PARTNERS CURATION

Massimo & Partners helps its clients to transform their mindset, re-imagining businesses and meeting the competitive challenges of the future.

Given its combined experience and expertise, Massimo & Partners is able to develop and manage projects creatively, and fully support the mission of the Client at international level.

Our values are based on the creation of complete concepts, which are innovative and compelling while being financially viable and market driven.

Our Curation division is Business to Business oriented, offering our Turn Key services for small or large venture in the fields of hospitality, culinary, tour and travel, members' clubs, wellness, retail, and tourist destinations.

Some of our present and past projects:



Operational expertise:

FEASIBILITY AND CREATION

In addition to the inspirational and investigation stage of a project, feasibility must also be analyzed, as well as trends, market situations, the client, the potential competition, the owner's aspirations and structural possibilities. With a clear understanding of all this information and the input of all our cumulative experience in diverse international hotel projects and service companies, a Concept is created, that makes the project unique and on which following phases are developed.

This concept is based on a singular purpose defined for the project, according to our values and based on sustainability, human touch, community devolution, purpose and authenticity.

We operate innovative experiences and rituals to enhance the uniqueness of each project, and we are focusing on the latest trends for our industry and the consumers, to offer our clients cutting-edge proposals.

STRATEGY

Throughout our years of experience we have seen that the most successful projects have had a strong, unique Concept and a business strategy that supports it.

We are specialists in Designing Concepts for hospitality projects. In addition to the creativity, the concept has to tell a story that is related to the surrounding location, and, at the same time, relevant to both the local and international markets. These concepts must take into account factors such as image, services and products to be offered. We design master plans for integral projects, as well as gastronomical concepts for restaurants, private Members' Clubs and spa concepts.

We work with our team to achieve a Consolidated Business Strategy that contemplates the commercial, financial and operational factors of the project. A successful concept has to have a strong commercial, financial and operational base. A Presentation to the Partners is made to have their approval in the first phase of the project. The strategy is executed through the management of a Work Program in a specific time frame. Our experience in developing projects, openings and renovations, has given us the tools and expertise to show the team how to reach the objective maintaining the quality, the motivation and without losing focus on the financial results within the allotted time frame.

TRAINING AND DEVELOPMENT

Our industry is based on servicing the client, and service is the most human part of what we do. Our team has a very strong vision and focus towards Human Resources in all of our projects.

For the recruitment and selection phase, it is possible to carry out large scale group interviews, individual searches, or Head Hunting, until we have the staff that qualifies both, in the professional capacity required as well as emotionally for the demands of the project.

According to the concept of the project and the different factors like location, and the type of recruitment of the staff, a basic training package is designed to train the team to perform in their roles, and to transmit the philosophy of the company, in addition to more specific courses according to particular needs.

We develop instructional guides, materials and orientation so that the client can use the material repeatedly.

We develop specific programs for Professionals in the industry and Educational Institutions, as well as professional development programs for companies to assist with their service culture.

OPERATIONS AND MANAGEMENT

It is important at the Pre-opening stage to develop clear strategies, coordinate and organize operational actions, orchestrate staff entry and create the operations budget. Our job in this stage has an objective that is to assure a harmonious and controlled opening during the most critical moment of any project. We work very closely with the selected architects and interior designers, and we carry out the role of the Concept Guardian during the entire development process.

We develop internal communications programs to achieve successful operations in agreement with the defined management structure.

We provide strategy and support in the development of the Marketing & Sales strategy. During this entire process, we provide support for the owner as well as analysis, guidance and assistance with the decision making process.

One of our specialties is designing the sequence of both, the guest experience and the staff experience, which will determine how the project is going to be distinguished from others, and which steps must be coordinated so that this can be possible as in the development of operations manuals for every sector of the company. Some projects require Executive Direction at the start of the endeavor.

REVIEW

Our years of experience in diverse cultures, countries and projects that go from 7 rooms to more than 1000, have given us a unique capacity of ANALYSIS. We have the tools, methodology and team for the proper and timely execution of the PLAN & PROJECT. We work with owners or investors to achieve that the execution satisfies the quality standards proposed as well as the financial limits established in the Budget. Our experience lets us analyze, and later on suggests PERFORMANCE IMPROVEMENTS in the entire company, or in particular areas. We can analyze the situation, detect the opportunities for improvement and work with the team to achieve the desired goals. As passionate hoteliers, there is no better task than carrying out undercover evaluations in which we visit hotels or companies as clients, testing all of their services and products with our expert eyes, so that later we can produce a report and a menu of options for the management or owners on how to take advantage of any opportunities for improvement.

DESTINATION MANAGEMENT

We have acquired extensive experience in assisting official government bodies with their strategic destination management choices. Our creativity and deep understanding of markets, clients and communication, allow us to offer a wide selection of support services to position, promote and animate the most diverse destinations internationally.

Technical expertise:

CONSTRUCTION, FF&E AND OS&E BUDGETING

Create your budget for acquisitions, is the heart of the hospitality business. You have to evaluate competently and accurately the construction value (green field) or renovation of existing buildings. With this assessment, the investor bases his actions, typically called PAR (project acquisition request).

Moreover, we work closely with the designer to ensure that the FF&E and OS&E procurement is in line with the design concept and client budget. Costs benchmark of similar quality level and familiarity at benchmarking information.

ASSIST THE CLIENT IN PROVIDING THE TOOLS AND NECESSARY INFORMATION TO ACHIEVE THE BEST PROJECT WITHIN BUDGET AND ON SCHEDULE

We create budgets that maximize savings through an in-depth knowledge of Hotel development and the proven ability to deliver a project on time, on budget, and in adherence to all local codes and international luxury standards. Today, hotel companies are filled with specialists (e.g. Revenue, Food & Beverage, Finance, Technical Services, etc.) all who are highly, professional experts in their field. The only way to add real value, therefore, is to match their expertise.

PRESELECTION AND APPOINTMENT OF ARCHITECTS AND INTERIOR DESIGNERS

We act as an extension of the managerial staff of the customer, bringing to a common factor the leading international experience and reputation of its partners. Running a transparent competition, we help the owner with this, by finding the right designer for the specific project, helping negotiate the contract and ensuring it's both, commercially and sensible design.

MANAGEMENT AND COORDINATION OF ALL CONSULTANTS AND CONSTRUCTION COMPANY

Creating and working with the team is key to conduct a successful project. We win the respect of the architect and designer by speaking their language and demonstrating that our expertise will deliver benefits to both parties by mutual cooperation. We will coordinate Architects/Engineers/ Interior designer for layout, control compliance with commercial hospitality standards, coordinate all technology (front desk, energy management, BMS, telephone, locking system, audio and visual system), budget setting, guideline on specifications and materials, and performances expectations.

PROJECT MANAGEMENT AND BUDGET CONTROL THROUGHOUT ALL STAGES OF THE PROJECT

During the project , our support will consist in leading and coordination of the site project management team, performing timing control, verifying and approving shop drawings and samples prepared by the Contractors, through adequate presence on-site, regular monitoring of the ongoing work of the defined schedule, cost control and budget, management of any deviations. Final list FF&E/OS&E, preparation of contract specifications, ensure compliance between FF&E/OS&E specifications and hotel operation standard, prepare contract, recommendations on specific clauses regarding commercial use - Bidding of FF&E product.

How we curate our projects:

Our organization has five Laboratories dedicated to the development and management at 360 degrees of our projects.

I. Content & Creation Lab:

We define a unique purpose for each project, and then create and curate its concepts. We develop transforming rituals and experiences to bring to life the concept.

II. Communication & Story Telling Lab:

Using our established network of press, media contacts and influencers around the world, we work to ensure that a robust public relations strategy is in place, focusing on the specific project Story Telling.

III. Business & Revenue Management Lab:

We work to design and implement winning Digital, Sales, Marketing & Revenue Management strategy. We are supported by an international sales force organization.

IV. Operations & Talent Development Lab:

We offer the operational support to the projects we manage, and to the local teams. Our experienced operations team guides them in the day to day running, promoting our best practices. On the other hand, we recruit and train the best colleagues for each project, making sure that their personal and professional growth is at the center of our activities.

V. Design & Style Lab:

We assist in terms of architecture, interior design, styling and digital design, to create unique and exclusive concepts. We curate all the “soft touches” required to support the uniqueness of each project.