

SEELOUNGE CONCEPT FOR MATTSEE

Authors: Nermin Ekmekcic, Marija Korica, Mattia Peri, Marin Reifenstein,
Adelina Stoiconi
Date: May 26, 2017

I. Table of contents

I. Table of contents.....	2
1 Goals, Target Group and Positioning.....	3
1.1 Goals.....	3
1.2 Target group.....	4
1.3 Positioning.....	4
2. Size and form of the Lounge.....	6
2.1 Description of first floor.....	6
2.2 Description of second floor.....	7
3. Cost Calculation.....	9
3.1 Service required for Seelounge.....	9
3.2 Calculation of man-days.....	10
4. Menu and Other Offers.....	11
4.1 The general offer.....	11
4.2 The winter offer.....	12
4.3 Seelounge Sunday Brunch.....	12
5. Style and Design.....	14
5.1 Introduction.....	14
5.2 Exterior features.....	14
5.2.1 Facade and Outside features.....	14
5.2.2 Terrace ground floor and second floor.....	15
5.2.3 Entrance area.....	15
5.3 Interior features.....	15
II. List of Illustrations.....	16
III. List of References.....	17

1 Goals, Target Group and Positioning

1.1 Goals

The project “See.Lounge. – “Das Ziel am See” or in English “target at the lake” in Mattsee is aiming at creating an innovative gastronomy concept which is targeting all users of the lake, no matter if tourists, locals, sailors or off-shore visitors. Not only that the concept should be innovative, the gastronomy facility should also be located on the water, more precisely a floating solution. The restaurant or bar can either be located on a fixed place or capable of being moved around the lake (mobile solution). As the new concept is targeting all users of the lake, the restaurant or bar facility should have ship docking possibilities for the sailors at Mattsee. Taking into account that the target group is considered to be broad, it is important to find an offer that will satisfy all needs and wants of potential guests. Moreover, the decision where to locate the floating restaurant is an important one. However, the size and capacity of the project cannot be neglected. Additionally it is crucial to find a concept that offers something new in the region but still can be integrated into the touristic scenery of Mattsee.

A short concept overview will be provided in the following paragraph before going into details:

The project group has decided on a fixed floating solution of the gastronomy concept which will be located closely to the “Schlosshotel Iglhauser”:

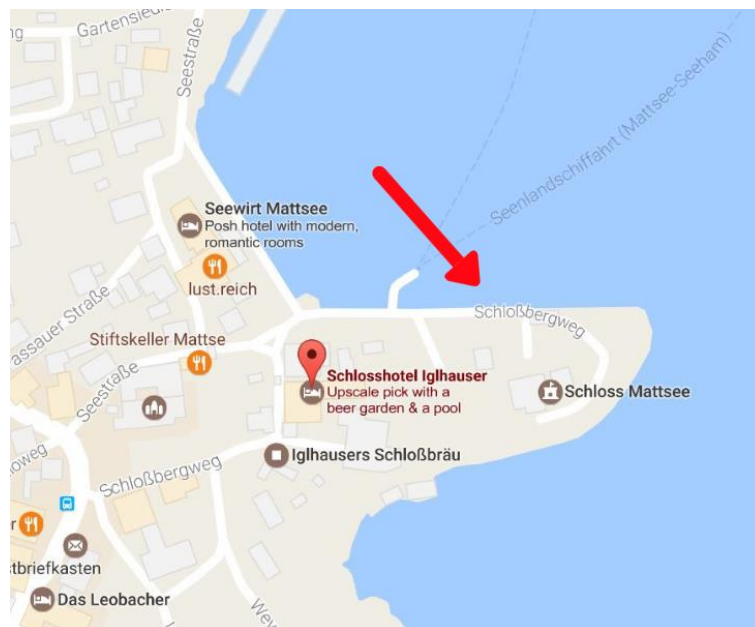


Fig. 1: Location of Seelounge

The concept is built up as a lounge, focusing on a large selection of drinks – mainly cocktails – and finger food. The prices are ranged middle- to upper-scale so that it can fit the target group, which will be explained later in more detail. In order to convey the lounge concept, the facility will have a modern and contemporary design, thus being a unique event location. The main goal, however, is to position

the lounge in such a way that it will be considered as a destination itself people would like to visit due to its specific characteristics.

1.2 Target group

As already mention before, the lounge should be attractive to both locals and tourists. In order to develop a well thought-through concept, the target group needs to be specified in more detail. The lounge will mainly be focusing on an audience aged between 25 – 60 years having a middle to high disposable income. Specifying the target group even more, the Persona Method (Kintz, 2007) has been chosen in order to provide the reader with a more precise picture in mind:

Catarina and Julio are a married couple coming from Argentina and Spain. Both of them live currently in Spain, Catarina being 32 and Julio 36 years old. Being very ambitious persons, not only Julio but also Catarina has a management position and therefore earn a high salary. Their hobbies consist mainly of doing sports: Sailing, Golfing, Badminton, Skiing and Tennis, but also travelling consumes much of their spare time. When visiting Salzburg, they have gone around the lakes of Salzburg because of their sailing passion. That is how they ended up visiting Mattsee.

1.3 Positioning

In order to portray the target group and outline the exact positioning of the gastronomy facility more precisely, the Sinus Milieus was used.

“The Sinus Milieus are target groups that really exist – a model classifying people according to their attitudes to life and ways of living. (INTEGRAL Marktforschung, 2010)”

Attitudes, in this case, signify the basic orientation of a person (including working vs. leisure time, family and other social relationships, consumption and politics) whereas ways of living refer to social status (based on education and income). On the following page, the Sinus Milieus of Austria is displayed, the red area demonstrating the chosen target group:

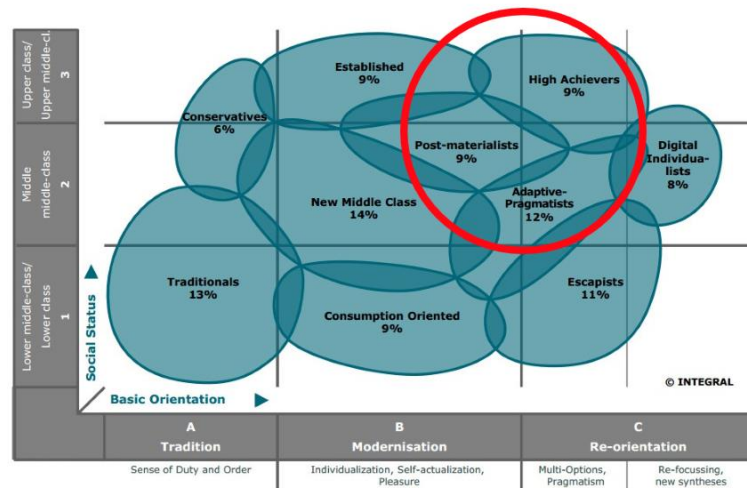


Fig. 2: Sinus Milieus
Source: INTEGRAL Marktforschung (2010)

Not only that the positioning was identified with the help of the Sinus Milieus, but also by producing a positioning map. For the purpose of this project, all potential competitors in the city of Mattsee as well as competitors in the close vicinity of the area, especially cities located at a lake, have been taken into consideration. The two main indicators were the price range (from budget to premium) and the type of offer at the restaurant (from traditional to modern). The main outcome is shown on the following positioning map:

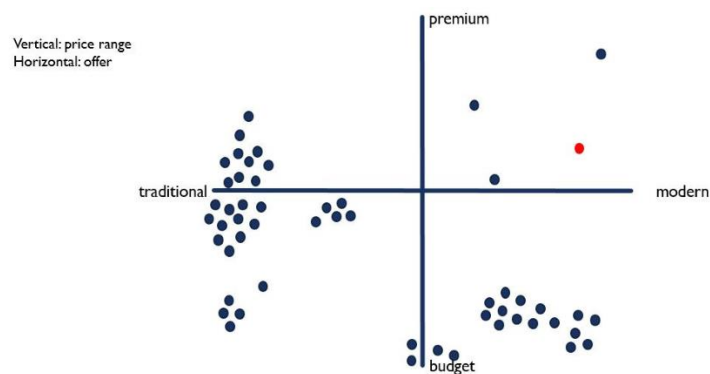


Fig. 3: Positioning of competitors

To sum up, the existing gastronomy offer is heavily focusing on traditional Austrian cuisine that ranges between budget and middle scale prices. Therefore, it was considered a good idea to move the focus of the Seelounge to a very modern offer with middle- to upper-scale prices, attractive for tourists and yet affordable for locals.

2. Size and form of the Lounge

2.1 Description of first floor

The Lounge is intended to be 2 floor design. First floor is design to accommodate 42 seats in the inside area and 20 on the patio terrace. The design is in rectangular shape with 9.6 meters in length on the narrow front and the aft side and 12.5 meters on the wider port and starboard side. The area in total occupies 120 square meters of space. The height of the space should not be less than 2.5 meters. There are in total 16 double seated extra quality lounge sofas arranged along the glass walls of the lounge making up for space for 8 separate four-guest tables. Furthermore, there are 10 two-guest tables arranged in the center of the lounge bottom floor with the piano as a centerpiece of the room. It is approximated that for the seat arrangements about 57% of the total bottom floor area will be reserved. The remaining 43% is to be distributed among the kitchen, guest entrance and lavatory facilities. All that in ratio of 20% for the kitchen, 5% for the bar area, 14% for the male and female lavatories and 4% for the entrance and welcoming area. Bottom floor patio terrace area is designed to accommodate incoming vessels on the sides with minimum of guest accommodation seating intended primarily for the vessel-arriving guest. Vessel docking area is intended only for small and medium size vessels with the total docking length of 6 meters. The side patios have the width 2 meters, substantial enough to accommodate up to 2 double-seated tables until the front corner of the main structure. From there additional 3 meters of length towards the open water expand giving the additional length to the side areas and the width to the front patio area. Those 3 meters in front width expand to the other corner of the main structure providing with the 28.8 square meters of patio space and accommodating additional 12 seats distributed by two quadruple seated and two double seated tables. The whole patio structure is primary intended to accommodate and be made available for the marine-arriving guest. This area is also equipped with outside electrical or gas heaters for colder days in order to potentially extend the useful season life of the area. Therefore, the total bottom floor patio terrace space should add up to 40.8 square meters including the side docking areas.

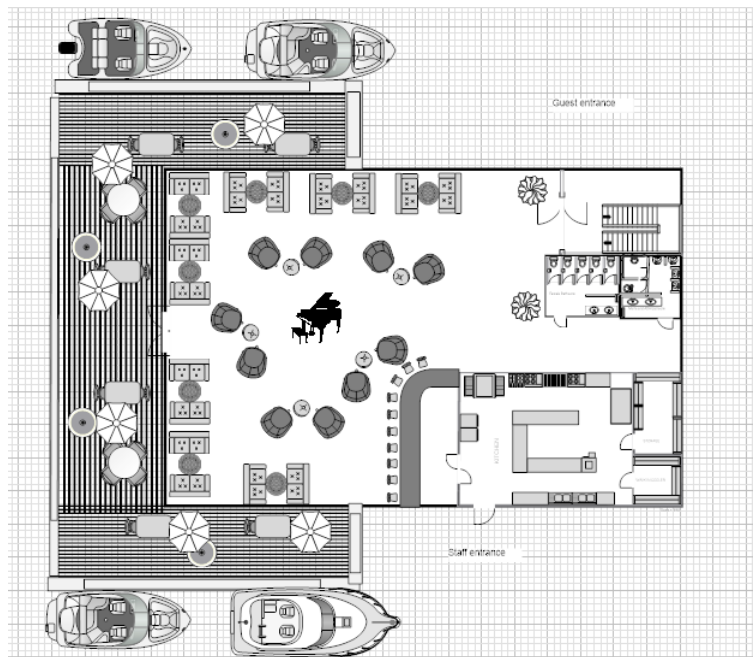


Fig. 4: Floor plan of first floor

2.2 Description of second floor

The upper floor of the Lounge is primarily intended to expand useful area of the facility in the high summer season and therefore is completely open in all area except for the covered bar space. In this area that has the same dimensions as the bottom main structure excluding the bottom patio space. This area is equipped with high quality double terrace sofas offering high comfort and made of quality materials that breathe exclusivity. Seven pairs of these sofas are distributed along the edges of the structure providing unobstructed amazing view on the surrounding area and open waters. This adds up for the 28 seats along 7 tables. Inside area, with the respective of bottom floor design is equipped with five double-seated tables making the total area ready to accommodate up to 38 guest on the main terrace surface. All tables are equipped with sun umbrellas and as well ready to use terrace heaters for the colder nights and occasional lake breezes. The covered bar space extends its services also for the guest that prefer bar seating while enjoying their cocktail and meeting new people. This area is wide and spacious and offers space for up to eleven people by the bar.

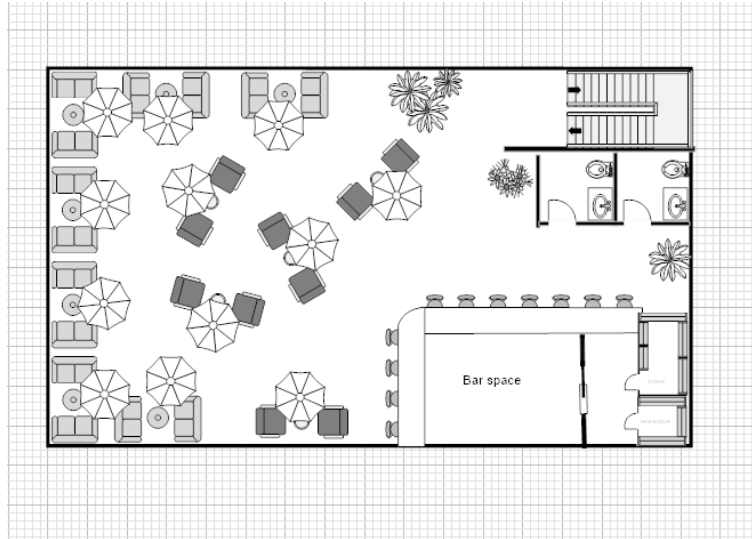


Fig. 5: Floor plan of second floor

3. Cost Calculation

3.1 Service required for Seelounge

The concept of our Seelounge represents a modern premium bar focusing on drinks and finger-food. Therefore, the ideal served to table ratio is to 6-7 staff members per table (average of 2-3 people). The opening hours are from 13.00 to 23.00, with the evening hours being the busiest ones due to our broad offer of cocktails and fingerfood.

Moreover, the staff can be categorized into different duties:

- Bartender, who is responsible for preparing alcoholic and non-alcoholic drinks. With a specialized bartender the number of tables a waiter can serve can be significantly increased and the service can be improved. Furthermore, one bartender can serve up to 70 guests. In case there are more guests than expected, the bartender can always help out the waiters and the other way round. During the evening shift the bar staff tends however to stay at the bar as this is the time when guests rather come for a drink than for food.
- Waiting staff: a server or waiting staff takes on a very important role in a restaurant, which is to always be attentive and to constantly fulfill guests' wishes. Each waiter follows rules and guidelines that are developed by the manager. Waiting staff can abide by this rule by completing many different tasks throughout his or her shift. Such as food-running, polishing dishes and silverware, helping out at busier tables, and restock working stations with needed supplies.
- Chef/cook, is someone who is highly trained in his particular field, in our case preparing fingerfood from various cuisines. Even though, the food is considered a great part of our revenues, the food may not be our selling proposition, as we are more focused on cocktails, however, the food presentations should represent the modern image of our Seelounge. Furthermore, additional cooks are needed to support the workload required in the kitchen, especially for the pre-food-preparation. The cook should follow rules and guidelines that are developed by the chef.
- Dishwasher: of course several dishwashers are required in order to constantly clean and prepare dishes and cutlery.
- The cleaning is done from the workers of each department, the waiters and bartenders clean the front house, the chef, the cooks, and the dishwasher clean the kitchen.

- Furthermore, the roles in our lounge are dynamic. A manager role can be appointed to a bartender or a waiter for the first period after the opening, than more staff can be hired.

Our Seelounge consists in total of 42 seats for the winter season and 100 seats for the summer season. For the winter season, we estimate 85% occupancy on a daily basis, in our bar there will be on average 36 guests at the same time. Moreover, according to this projection we should hire one waiter, one bartender, one chef, one cook and one dishwasher. Friday and Saturday, we expect more guests, therefore, we will have two waiters, a bartender, and occasionally the manager during both shifts. The weekend workforce should be part-time or on-call workers. In the kitchen we are able to run all the operations with one chef and one cook (helper), and in addition we need always a person in as a dishwasher. However, also for the kitchen during the weekend in case of a significant number of the guest, we can always hire some extra employees as on call.

For the summer season, due to the increase of the seats by 58, we need additional staff. We have on duty three waiters, two bartenders, one on each floor, one chef, two cooks (helpers) and one dishwasher. Therefore, in case of shortage of staff due to the high number of guest turnover, we can always hire seasonal workers and students. The opening days will differ from the winter and the summer season. The restaurant will be open six days a week in the winter season, and seven days a week in the summer season. The restaurant will be closed for one month in the winter low season. Therefore, through our projections we can calculate the fixed staff required for our Seelounge.

Below we calculated the number of man days, which simply means the number of staff needed considering the number actual working days.

3.2 Calculation of man-days

365 days
 -104 days off
 -13 banking holidays
 -25 vacation days
 -8 sick days
 =215 man-days

Operating days = 365 days – 30 days closed – 25 days (7 months x 1 day closing winter season) =

Total 5 employees on duty x 310 operating days / 223 man-days = 7.2 employees

In conclusion, to cope with our costs and service standards, we should hire eight employees all years around. Seasonal, on-call and extra-worker excluded. For the summer season, we will need more employees on duty and it is important to keep this data flexible in order to change them in relation to the work load.

high profit margin and the relatively high prices, all the operating costs can be easily covered and a satisfactory cash flow can be established even from the first year of operation.

Additionally, in order to completely fulfill the customers' expectations, we decided to add finger-food to the cocktail menu. By doing this, we could avoid losing customers that are interested in having food while enjoying a special Seelounge cocktail. In terms of finger-food we decided to offer a combination of Austrian cuisine – mini wiener schnitzel with potato salad, Mediterranean food – special bruschetta and an American touch with a variety of mini burgers.

SEELOUNGE
finest fingerfood & cocktail bar
Mattsee, Austria

FINGERFOOD

CUP OF CAESAR SALAD with crackers 8,50	CUBA LIBRE Havana Club 3years, lime, Coca Cola 11,80
MINI BURGERS Sea Lounge Mattsee specials 9,70	HAKUNA MATATA Havana Club 3years, butter scotch, raspberry, passion fruit, peach 12,00
ORIGINAL BRUSCHETTA with fresh tomatoes, garlic and basil 5,50	DAIQUIRI Old Pascas White, lemon, sugar 11,00
RED CHICKEN WINGS with sweet corn & spicy dip in a red pepper-cone 7,00	MELON COLADA Melon liqueur, Coconut Cream, pineapple, passion fruit, cream 11,50
MINI WIENER SCHNITZEL with potato salad 10,70	

Fig. 7: Seelounge menu layout

4.2 The winter offer

As the goal is to create a location for every season and not only for the summer season, we decided to create a special menu for the winter time. The mission is to create a cozy atmosphere that will attract the tourists and locals during the cold evenings in January or February to enjoy a hot drink, with a twist of course. We will keep our focus on the cocktails and also keep the general cocktail menu during the winter season, but there will be new appearances on the winter menu, such as hot cocktails like the Spicy Devil, the Hot Honey and of course Glühwein, and a large choice of hot chocolate, hot teas and different other hot drinks. Additionally, we would like to add different homemade cookies to the menu, every week with a different focus (chocolate chip, fruits or vanilla).

4.3 Seelounge Sunday Brunch

Nowadays customers appreciate diversity and constant change, so we decided to establish a Seelounge Sunday Brunch. The brunch should take place every second Sunday and be an open buffet with a large variety of pastries and typical organic Austrian breakfast products. The price range should be between 20 and 25 Euros per person, including the breakfast drinks (e.g. coffee, tea, orange juice, etc). In conclusion, we firmly believe that the variety of the menu in terms of drinks in combination with the finger-food add on and the modern and cozy atmosphere, we will be able to create the image of “the lounge as a destination itself” and reach our

goal in offering the customers' a high value lounge experience in Mattsee. Moreover, the fact that there are basically almost no competitors in the surrounding areas, will provide us with the opportunity to grow fast and enter into a profitable niche in the market.

5. Style and Design

5.1 Introduction

In this paper, general design elements for the Seelounge in Mattsee are introduced, whereby the focus is put on the element wood and on natural elements in general. This paper aims to give a broad overview about specific design elements, which could be implemented for building the Seelounge. However, it is not a complete concept, these recommendations here merely serve to gather ideas for building the Seelounge and should help to better understand the concept as a whole.

5.2 Exterior features

Firstly, features with regard to the exterior of the Seelounge are introduced: recommendations for materials and layout for the outside walls, the entrance area, the terraces, railings, windows etc. are defined in this part of the paper. Furthermore, through the visualization on floor plans the concept can be imagined in a more precise way.

5.2.1 Facade and Outside features

Generally, the outside wall should be partly covered with wooden elements, which serve as sun protection for the glass fronts which are underneath. We consider glass fronts as the most ideal material as guests sitting inside the Seelounge can still enjoy the view on the lake. As the Seelounge is intended to be flat-bottomed, meaning on the same level with the water surface, guests enjoy an even more unique feeling. The red lines of the ground floor plan in *Fig. 8* show where the glass facades are planned to be, exactly where the seating area of the restaurant is located. In order to protect the inside restaurant from sun, especially in summer, wooden shutters, which change according to the sunlight, shall be used.

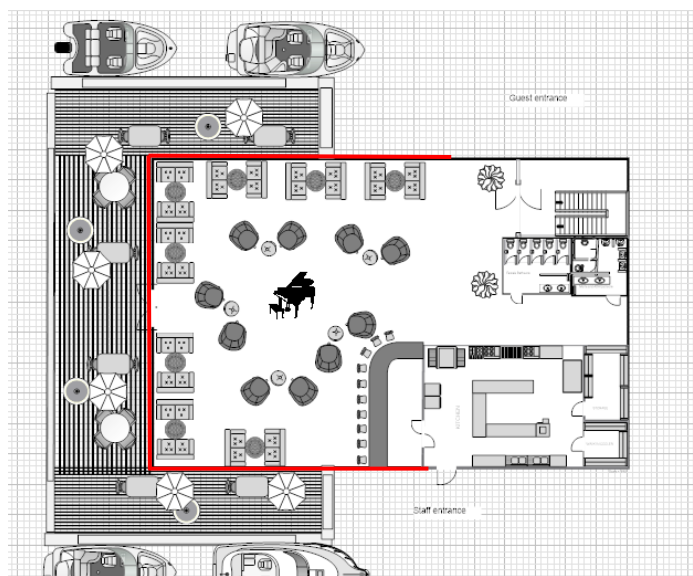


Fig. 8: Floor plan glass fronts

5.2.2 Terrace ground floor and second floor

The floor of both the terrace of the ground floor and of the second floor shall be made out of wood, and the railing shall be out of wood as well, however, there shall still be the possibility to see slightly through it. We thought of wood rows with little distance between each row. Rather big sliding doors shall be used in order to enter the terrace from the ground floor, since that also guarantees the guests sitting inside a view over the lake.

5.2.3 Entrance area

The entrance area shall be partly covered, which means there shall be protection out of wood in order to provide protection from the weather. There shall be a direct entrance to the restaurant, through which then the terrace can be entered too, so that the staff has a better overview of new guests.

5.3 Interior features

The focus is very modern concerning the interior, the plan is to avoid any traditional elements in order to make it special and unique. According to our positioning analysis of competitors, there are mostly traditional restaurants nearby and we see huge potential in a modern contemporary lounge concept. Therefore, lounge seating shall be on both terraces, with umbrellas serving as sun protection. Since the two terraces will not be covered at all by any roof, we think umbrellas are an optimal solution. In *Fig. 9* an example of such a lounge seating can be seen, which is located at Lake Como in Italy.



Fig. 9: Example for lounge terrace at Lake Como
Source: Sereno Hotels (2016)

II. List of Illustrations

Fig. 1: Location of Seelounge	3
Fig. 2: Sinus Milieus	5
Fig. 3: Positioning of competitors	5
Fig. 4: Floor plan of first floor.....	7
Fig. 5: Floor plan of second floor.....	8
Fig. 6: Cocktail cost calculator.....	11
Fig. 7: Seelounge menu layout.....	12
Fig. 8: Floor plan glass fronts	14
Fig. 9: Example for lounge terrace at Lake Como	15

III. List of References

Bejanishvili, A. (2004 - 2017). Cocktail Cost Calculator. Retrieved from:
<https://www.spreadsheet123.com/calculators/cocktail-cost-calculator.html>

Kintz, Maximilien (2007). *Personas*. Retrieved from http://www.iste.uni-stuttgart.de/fileadmin/user_upload/iste/se/teaching/courses/hsre/res-WS2007-2008/HSRE-WS0708-Maximilien_Kintz-Personas.pdf

INTEGRAL Marktforschung (2010). *What are Sinus Milieus®?* Retrieved from
<http://www.integral.co.at/en/sinus/milieus.php>

Sereno Hotels (2016). Lounge Terrace. Retrieved from
<http://www.serenohotels.com/property/il-sereno/gallery/>