GROWTH | WORKPLACE HOSPITALITY BRAND

A GROWTH BRIEFING FOR A WORKPLACE HOSPITALITY AND CONCIERGE BRAND

A premium concierge and workplace hospitality brand, part of a global services group, had a proven product and strong satisfaction scores. Its growth question was reach. 4xi set out how it could grow in four arenas.

CLIENT
Premium concierge brand

FOOTPRINT
A handful of countries

4XI ROLE
Growth strategy briefing

FOCUS
Reach and proof

THE CHALLENGE

- Added late to the parent group's pursuits, and cut first on price.
- Easy to like, easy to cut: no hard business case for a CFO.
- A narrow footprint, with adjacent markets untapped.

$ THE OWNER'S ARITHMETIC

- Value = net operating income ÷ cap rate.
- At an illustrative 7% cap rate, each $1 of income supports about $14 of value.
- Keeping an anchor tenant is a valuation event, not an amenity decision.

FOUR GROWTH ARENAS

01
Inside the group
Written into every pursuit, from the first signal.

02
Direct with clients
A diagnosis led sales motion, site by site.

03
Owners and managers
Sold in occupancy, rent and asset value.

04
New markets
Lounges, campuses, healthcare, senior living.

RESULTS

Measures: attach rate, win rate lift, survival rate, revenue per account.

Diagnosis sells: DiagnostiX and HXPi locate the gap the brand closes.

A first step for each arena, and a shared view of growth.

The brand stops being the line item a proposal can drop, and becomes the reason the proposal wins.