GENERATION BETA

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90-Day Action Plan

Three 30-day phases that turn the findings into recovered revenue, with a named owner for every action.

PREPARED FOR

A [redacted] boutique resort & spa,
[redacted], Thailand

SAMPLE REPORT · Illustrative client and figures

This document shows the format of a Generation Beta diagnostic deliverable. The client, people, places and every figure are illustrative. Black bars mark details that would be redacted in a real published example.

ENGAGEMENT	15-day Revenue Diagnostic: 14 fields across 6 categories
SECTOR	Hospitality: resort, spa and wellness
REPORT DATE	[redacted] October 2026
CLIENT LEAD	[redacted], General Manager
PREPARED BY	Generation Beta · sohom@betagrowthpartners.com
STATUS	Confidential to client. Redacted for publication.
PART OF	Document 3 of 3 · Revenue Leak Report · Priority Matrix · 90-Day Action Plan

90-DAY ACTION PLAN

From findings to recovered revenue

Three 30-day phases. Within each phase, actions are listed in priority order from the matrix. Owners are named so nothing falls between the resort and us.

DAYS 1-30 Phase 1: Stop the biggest leaks

Leak	Action	Owner
1 Pricing	Set rate rules by season and day of week for peak dates; stop discount codes stacking on promotions.	Generation Beta designs; client team applies
2 Booking	Introduce a 15-minute reply standard with WhatsApp and email templates; daily missed-message check.	Client team (templates by Generation Beta)
2 Booking	Map the mobile booking path and brief the booking-engine provider to cut it from 9 steps to 4.	Generation Beta
5 Retention	Collect email and marketing consent at check-in; add a consent box to the registration card.	Client team
3 Reputation	Reply to every new review within 48 hours using a short tone guide; update Google profile.	Client team (guide by Generation Beta)
4 Partnerships	Build a one-page profit-by-channel view to set the baseline.	Generation Beta

DAYS 31-60 Phase 2: Build the systems

Leak	Action	Owner
1 Pricing	Launch a three-step package ladder (Stay, Stay & Restore, Full Retreat); reprice spa packages.	Generation Beta + client team
2 Booking	Go live with the 4-step mobile booking path; switch on abandoned-booking reminders.	Client team (Generation Beta tests)
5 Retention	Launch the post-stay sequence: thank-you (day 2), return offer (day 30), anniversary note.	Generation Beta builds; client team approves
3 Reputation	Add a review request to the post-stay sequence; fix check-in wait and villa Wi-Fi.	Client team
4 Partnerships	Launch direct-booking perks; shortlist 12 corporate, retreat and wellness partners.	Generation Beta

DAYS 61-90 Phase 3: Scale and measure

Leak	Action	Owner
1 Pricing	Monthly rate review using bookings on hand and competitor rates; adjust the rules.	Client team (coached by Generation Beta)
2 Booking	Test two versions of the booking page; track direct conversion weekly.	Generation Beta
5 Retention	Send a low-season offer to past guests; introduce a guest referral card.	Client team
3 Reputation	Monthly review report; target average rating of 4.5.	Client team
4 Partnerships	Sign the first 3–4 partners; launch a corporate retreat package.	Generation Beta + client team
✓ All	Day-90 review: results vs targets, next 90-day plan.	Generation Beta

Expected revenue recovered by Day 90 (illustrative, USD)

#	Leak (priority order)	Annual leak	Recovered by Day 90	Annual run-rate at Day 90
1	Pricing architecture	$128K	**$22K**	$104K
2	Booking & conversion friction	$110K	**$19K**	$88K
5	Retention & repeat revenue	$73K	**$9K**	$44K
3	Online reputation signals	$58K	**$5K**	$29K
4	Partnership & channel gaps	$82K	**$8K**	$41K
	Total	**$451K**	**$63K**	**$306K**

'Recovered by Day 90' is extra revenue actually banked during the 90 days, as fixes ramp up. 'Run-rate' is what the fixes in place on Day 90 would recover over a full year (68% of the total leak).

Sample report: illustrative client and figures. The client, people, places and all numbers in this document are invented to show the format of a Generation Beta deliverable.