GENERATION BETA

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Priority Matrix

Every leak from the Revenue Leak Report, ranked by annual value and effort to fix.

PREPARED FOR

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

SAMPLE REPORT · Illustrative client and figures

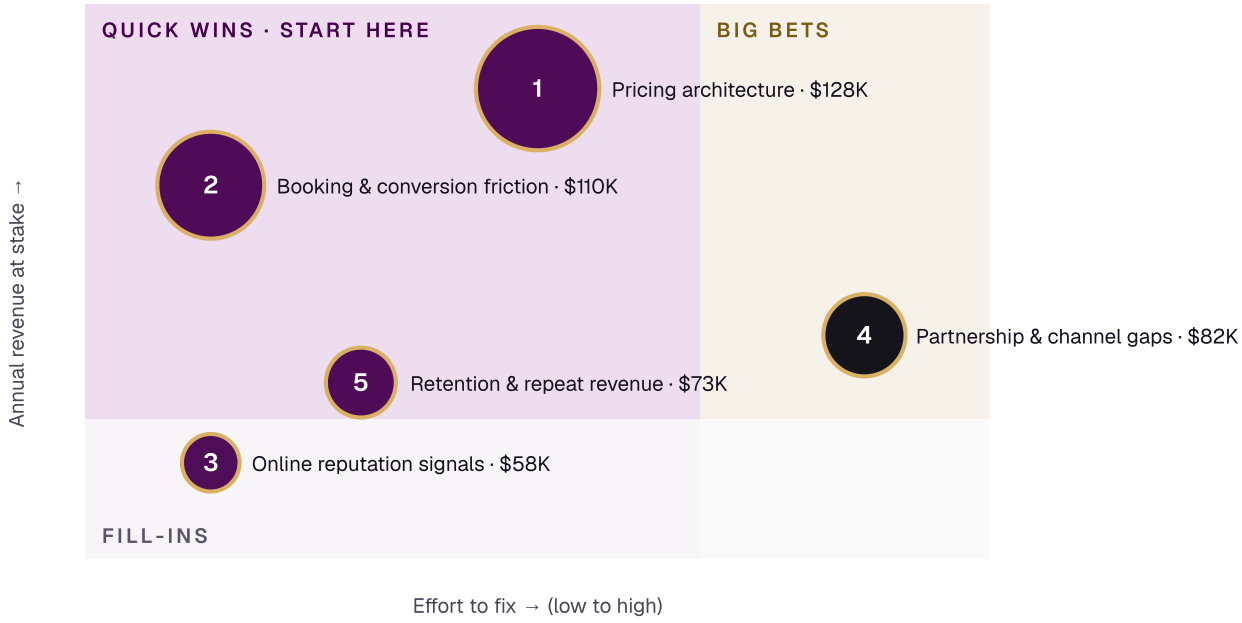
This document shows the format of a Generation Beta diagnostic deliverable. The client, people, places and every figure are illustrative. Black bars mark details that would be redacted in a real published example.

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 2 of 3 · Revenue Leak Report · Priority Matrix · 90-Day Action Plan

PRIORITY MATRIX

Which leaks to fix first

Each bubble is one leak. Height shows the annual revenue at stake; left to right shows how much effort the fix takes. Bubble size also reflects the dollar value. Start top-left.



#	Leak	Annual value	Effort to fix	Quadrant	Priority
1	Pricing architecture	**$128K**	Medium-low	Quick win	1st
2	Booking & conversion friction	**$110K**	Low	Quick win	2nd
3	Online reputation signals	**$58K**	Low	Fill-in	4th
4	Partnership & channel gaps	**$82K**	Medium-high	Big bet	5th (starts Day 31)
5	Retention & repeat revenue	**$73K**	Low-medium	Quick win	3rd
	Total addressable leak	**$451K**			

How to read it: Quick wins (1, 2, 5) start in the first 30 days. Online reputation (3) is cheap to fix and runs alongside. Partnerships (4) is the one big bet: high value, but it needs new relationships, so it starts on Day 31.