



# PROJECT CASE

Hospitality Business School (HBS)

## ABSTRACT

This document contains the project description for Hospitality Business School (HBS) including the project overview, challenges and solutions implemented for HBS

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Project title:

## Hospitality Business School (HBS)

### Client Information:

Hospitality Business School (HBS) is world class facilitated hospitality education school in the heart of Lagos, Nigeria, West Africa. We excel at providing our students with experiential learning, which includes research, hands-on activities, internships, practicums, career development and support that focuses on the discovery of professional opportunities which are of the highest degree of excellence in the world.

Our high quality and impactful programmes are administered by multiple accredited international facilitators in a state-of-the-art learning facility. The curriculum offers a wide range of courses which provides a cost-effective value in comparison to studying abroad for students, professional search for hospitality investors seeking workforce upgrade, and others seeking career change.



### Awards Earned:

- Pyne: Best Initiative to Develop and Retain Hospitality Professionals (BIRDHP) award in 2019 and 2021
- Top 10 International hospitality management institute



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- Best hospitality school Africa
- Top 10 Culinary School in Nigeria
- Global standard company of the year - The entrepreneur Africa
- Accreditation with Ministry of Education

## Client URL:

<http://horecabmentors.com/hbs.aspx>

## Project Overview:

### Project Objective:

The objective of this project was to help Hospitality Business School (HBS), as a world-class culinary and hotel school to:

- Increase student enrollment locally and internationally
- To gain recognition for its professional services
- Create a networking environment with industry professionals
- Use IT to improve business productivity

### Project Timeline:

2018 till date

### Service Provider Role:

**Try Catcher** provided a business process overhaul for Hospitality business school (HBS)

### Desired Outcome / Measurable objective

The expected outcomes include:

- Web based platform for student registration and collaboration
- Significant increase in the number of professional training enrollment
- Content creation for marketing strategy

### Service Offering

**Try Catcher** provided the following:



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- Information technology consulting
- Technical development
- Automation of their internal process
- Advisory services on improving their business and service offerings
- Business development
- Media Ad content

## Marketing tools

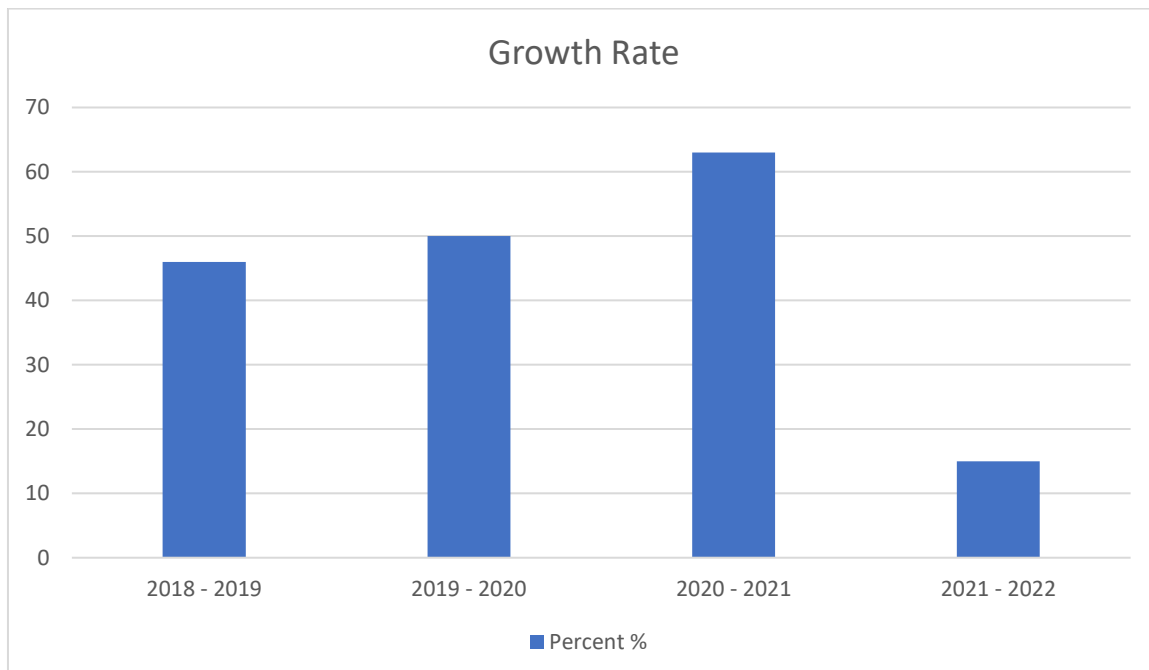
The marketing tools employed include:

- Content management

## Results

Between the year 2018 and 2022, Hospitality Business School (HBS) growth rate has significantly increased cumulatively with the number of student enrollment [including Hotel Managers and Culinary Professionals] as listed below:

- 2018 to 2019: 46% increase
- 2019 to 2020: 50% increase
- 2020 to 2021: 63% increase
- 2021 to 2022: 15% increase





## Project Challenges

The challenge encountered in the development of HBS online presence and management as a startup business were as follows:

- Hiring and retaining staff
- Changes in marketing trends and dynamics.
- Data security challenges for student enrollment

## Solution

- Collaboration and affiliation with job recruiting and human resource experts.
- Implementing digital marketing strategies
- Securing enrollment data by incorporating technology that prevents data leak and validates student enrollment information.

## Have a project in mind? Get in touch

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