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**TUTAMEN**



HOTEL SUPPLY INTELLIGENCE

# Hotel Partnership Strategy

Becoming a preferred vendor for major hotel chains — GPO registration, procurement programs, and multi-property rollout playbook for Tutamen Group.

**5**

TARGET CHAINS

**2**

GPO PROGRAMS

**18**

MONTH ROADMAP

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B2B Hotel Supply Intelligence Platform



## Executive Summary

Strategic pathway to hotel chain preferred vendor status

Tutamen Group is exceptionally well-positioned to enter the hospitality hardware supply market. With 650+ employees, three manufacturing facilities across China and Mexico, and a client roster that includes Tesla, Google, Amazon, and Foxconn, Tutamen brings Fortune 500-grade precision manufacturing to an industry segment dominated by generalist suppliers. The company's CNC machining, die casting, metal stamping, and injection molding capabilities directly align with hotel hardware categories: door hardware, bathroom fixtures, furniture hardware, lighting components, and smart hotel technology housings.

This strategy outlines an 18-month roadmap to establish Tutamen as a preferred vendor with major hotel chains through GPO registration, direct chain procurement programs, pilot deployments, and progressive partnership escalation from single-property entry to chain-wide strategic partnerships.

### PRIMARY OPPORTUNITY

Precision-manufactured door hardware, smart lock housings, and bathroom fixtures for major hotel chains — a \$4.2B addressable market in North America alone.

### COMPETITIVE ADVANTAGE

Dual China + Mexico manufacturing footprint enables competitive pricing from Asia with rapid fulfillment from Tijuana (FDA-approved). Fortune 500 quality systems (IATF 16949) exceed hotel industry requirements.

### REVENUE POTENTIAL

Conservative 18-month target: \$2M-\$5M from hotel partnerships. A single chain-wide preferred vendor contract (1,000+ properties) could generate \$8M-\$15M annually.

### KEY ACTION ITEMS

1) Register with Avendra & Entegra GPOs. 2) Attend HD Expo / BDNY trade shows. 3) Secure 3 pilot properties within 6 months. 4) Build hotel-specific sample kits and sales collateral.

## Partnership Landscape

Major hotel chain profiles and entry strategies for Tutamen Group



### Marriott International

World's largest hotel company

Headquarters	Bethesda, MD
Portfolio	8,800+ properties globally
Brands	30+ brands
Procurement	Avendra (primary GPO)
Decision Makers	VP Global Procurement, Brand Standards Directors

#### ENTRY STRATEGY

Register with Avendra as the primary path. Simultaneously target Courtyard and Fairfield brand managers for pilot programs with standard door hardware and bath accessories. Leverage Tutamen's Tijuana facility for rapid sample delivery to US-based brand teams.



### Hilton Worldwide

Global hospitality leader

Headquarters	McLean, VA
Portfolio	7,600+ properties globally
Brands	22+ brands
Procurement	Avendra / Direct
Decision Makers	SVP Supply Management, Regional Ops VPs

#### ENTRY STRATEGY

Target Hilton's Connected Room initiative as entry point for smart lock housings and IoT enclosures. Hilton's aggressive mobile key rollout creates demand for precision-manufactured electronic lock components. Parallel path through Avendra for standard hardware categories.

## Partnership Landscape (cont.)

IHG, Accor, and Hyatt chain profiles

 <b>IHG Hotels &amp; Resorts</b> Intercontinental Hotels Group		 <b>Accor</b> European hospitality leader	
Headquarters	Denham, UK	Headquarters	Paris, France
Portfolio	6,300+ properties globally	Portfolio	5,500+ properties globally
Brands	19 brands	Brands	40+ brands
Procurement	Avendra / IHG Marketplace	Procurement	Accor Procurement / Regional
Decision Makers	VP Procurement Americas, Design Standards team	Decision Makers	Chief Procurement Officer, Regional Category Managers
<b>ENTRY STRATEGY</b> Target IHG's Holiday Inn Express brand refresh program as a high-volume entry point for standard door hardware and bath accessories. IHG Marketplace allows direct supplier applications. Tutamen's scale (150+ CNC lathes) aligns with IHG's volume requirements.		<b>ENTRY STRATEGY</b> Leverage Tutamen's Dongguan facility for Accor's APAC portfolio first, then expand to global. Accor's Planet 21 sustainability program values manufacturers with ISO 14001 alignment. Position Tutamen's recycled aluminum capabilities as a differentiator.	
 <b>Hyatt Hotels Corporation</b> Premium-focused global chain			
Headquarters	Chicago, IL	<b>ENTRY STRATEGY</b>	
Portfolio	1,300+ properties globally	Target Hyatt's premium brands (Park Hyatt, Andaz) where custom hardware and bespoke manufacturing commands premium pricing. Tutamen's 5-axis CNC and PVD capabilities match Hyatt's design-forward brand positioning. Smaller portfolio means faster path to chain-wide adoption.	
Brands	24 brands		
Procurement	Avendra / Direct sourcing		
Decision Makers	VP Design & Engineering, Dir. Strategic Sourcing		

# GPO Partnership Strategy

Group Purchasing Organization relationships and optimization

## Avendra (Aramark)

North America's largest hospitality GPO

Hotel Coverage	<b>9,500+ properties</b>
Annual Spend	<b>\$4.5B+ managed</b>
Commission	<b>3-7% of sales</b>
Key Chains	<b>Marriott, Hilton, IHG, Hyatt</b>
Onboarding	<b>3-6 months typical</b>

**ADVANTAGES**

- Access to all major chain procurement systems
- Pre-qualified supplier credibility with hotel buyers
- Automated ordering and payment infrastructure

**CHALLENGES**

- Commission reduces margin by 3-7%
- Competitive bidding against incumbent suppliers
- Lengthy onboarding documentation requirements

## Entegra Procurement

Sodexo subsidiary, growing market share

Hotel Coverage	<b>4,500+ properties</b>
Annual Spend	<b>\$2.8B+ managed</b>
Commission	<b>2-5% of sales</b>
Key Chains	<b>Wyndham, Choice, Independents</b>
Onboarding	<b>2-4 months typical</b>

**ADVANTAGES**

- Lower commission rates than Avendra
- Faster onboarding and less competitive category
- Growing independent hotel segment coverage

**CHALLENGES**

- Smaller reach than Avendra in major chains
- Less established brand recognition with buyers
- Limited luxury segment penetration

**GPO STRATEGY RECOMMENDATION**

Register with both Avendra and Entegra simultaneously. Avendra provides access to major chains (Marriott, Hilton, IHG, Hyatt) while Entegra offers a faster onboarding path and coverage of the high-volume economy/midscale segment. Tutamen's existing IATF 16949 and ISO 9001 certifications will significantly accelerate the GPO qualification process, as hospitality GPOs typically require lower quality standards than automotive.



## Preferred Vendor Programs

Requirements and pathways to approved supplier status



### Documentation

Required paperwork and compliance

- ✓ Certificate of Insurance (\$5M+ general liability, product liability)
- ✓ Product certifications (ISO 9001, IATF 16949, BHMA, UL)
- ✓ Financial statements (2-3 years audited) — \$50M revenue positions Tutamen strongly
- ✓ Client references from comparable accounts (Tesla, Google, Amazon)
- ✓ Sustainability documentation and ESG reporting capabilities



### Evaluation Criteria

How chains score potential vendors

- ✓ Product quality and consistency testing results (CPK metrics)
- ✓ Pricing competitiveness (volume-tiered structures)
- ✓ Supply chain reliability — 3 facility locations reduce single-source risk
- ✓ Technology integration (EDI, e-procurement portal capability)
- ✓ Innovation roadmap and R&D capabilities (150+ CNC lathes, 5-axis)



### Application Timeline

Typical approval process duration

- ✓ Initial application submission: 2-4 weeks preparation
- ✓ Product sample evaluation: 4-8 weeks
- ✓ Factory audit: 2-4 weeks scheduling (Dongguan primary)
- ✓ Contract negotiation: 4-8 weeks
- ✓ Total timeline: 3-6 months (accelerated by existing certifications)



### Tutamen's Advantages

Why Tutamen will win approval

- ✓ Fortune 500 client roster proves manufacturing excellence
- ✓ IATF 16949 exceeds any hospitality quality requirement
- ✓ Dual China + Mexico manufacturing reduces supply chain risk
- ✓ \$50M revenue and 650+ employees signal financial stability
- ✓ Vertical integration (tooling in-house) ensures fast turnarounds



## Relationship Building Timeline

18-month progression from initial contact to strategic partnership

### MONTH 1-2

#### Research & Identification

Map target chain organizational structures. Identify procurement decision makers, brand standards managers, and regional operations directors at Marriott, Hilton, IHG, Hyatt, and Accor. Build LinkedIn network. Prepare hospitality-specific sample kits showcasing door hardware, bath fixtures, and smart lock housings.

### MONTH 3-4

#### Initial Engagement

Attend HD Expo (Las Vegas) and BDNY (New York) to make face-to-face connections. Send targeted sample kits to key decision makers. Submit GPO applications to Avendra and Entegra simultaneously. Request introductory meetings with property-level managers in target markets.

### MONTH 5-6

#### Pilot Program Proposal

Propose no-risk pilots at 2-3 individual properties (focus on midscale brands like Courtyard, Hilton Garden Inn). Define success metrics: product durability, guest feedback, maintenance cost reduction. Leverage Tijuana facility for rapid US delivery of pilot orders.

### MONTH 7-9

#### Pilot Execution & Results

Execute pilots with exceptional service levels. Collect performance data weekly. Present mid-pilot review showing CPK quality metrics from Tutamen's existing quality systems. Document ROI: compare hardware replacement rates, guest satisfaction scores, and total cost of ownership vs. incumbent suppliers.

### MONTH 10-12

#### Regional Expansion

Leverage pilot success to secure regional approval for 15-25 properties. Finalize GPO listings. Begin contract negotiation for multi-property deployment. Establish dedicated account management for hotel channel. Launch Jiangxi facility capacity for volume production.

### MONTH 13-18

#### National Partnership

Scale to chain-wide availability. Establish quarterly business reviews (QBRs). Develop joint innovation roadmap for smart hotel hardware. Position for strategic co-development opportunities with brand design teams. Target preferred vendor status for at least 2 major chains.

## Partnership Tier Ladder

Revenue impact by partnership level for Tutamen Group

<b>ENTRY</b>	<b>Single Property Partner</b> Approved vendor at individual property level. Direct relationship with property management. Opportunity to prove quality with real-world installation data.	<b>\$25K-\$75K/yr</b>
<b>REGIONAL</b>	<b>Multi-Property / Regional</b> Approved across 15-50 properties in a geographic region. Standardized pricing and SLAs in place. Regional procurement team relationship.	<b>\$250K-\$1M/yr</b>
<b>NATIONAL</b>	<b>Chain-Wide Preferred Vendor</b> Listed on national approved supplier list. GPO listing secured. Available to all properties chain-wide. Volume-based pricing tiers.	<b>\$2M-\$8M/yr</b>
<b>STRATEGIC</b>	<b>Strategic Co-Development Partner</b> Co-creation of custom products. Joint innovation programs. Exclusive or semi-exclusive arrangements. Seat on supplier advisory council.	<b>\$8M-\$15M+/yr</b>

## Implementation Roadmap

Phased approach for Tutamen Group

<b>PHASE 1: FOUNDATION (MONTH 1-3)</b> <ul style="list-style-type: none"> <li>✓ Complete vendor documentation package</li> <li>✓ Map target chain decision makers</li> <li>✓ Prepare hotel-specific sample kits</li> <li>✓ Register for HD Expo / BDNY trade shows</li> </ul>	<b>PHASE 2: OUTREACH (MONTH 4-6)</b> <ul style="list-style-type: none"> <li>✓ Launch targeted outreach campaign</li> <li>✓ Attend HD Expo / BDNY with meeting schedule</li> <li>✓ Submit GPO applications (Avendra, Entegra)</li> <li>✓ Secure 2-3 pilot property commitments</li> </ul>
<b>PHASE 3: PROVE (MONTH 7-12)</b> <ul style="list-style-type: none"> <li>✓ Execute and monitor pilot programs</li> <li>✓ Collect and present performance data</li> <li>✓ Negotiate regional expansion terms</li> <li>✓ Build case studies from pilot results</li> </ul>	<b>PHASE 4: SCALE (MONTH 13-18)</b> <ul style="list-style-type: none"> <li>✓ Pursue preferred vendor status</li> <li>✓ Establish quarterly business reviews</li> <li>✓ Launch joint innovation initiatives</li> <li>✓ Negotiate national chain-wide contracts</li> </ul>



## Key Performance Metrics

Tracking partnership development and revenue impact

**5**

### Target Chains in Pipeline

Active engagement with Marriott, Hilton, IHG, Accor, and Hyatt across various partnership stages

**60%**

### Pilot-to-Contract Rate

Target: exceed industry benchmark of 40-60% by leveraging Tutamen's Fortune 500 quality track record

**\$1.5M**

### Avg. Contract Value

Projected average annual contract value for regional or chain-wide partnerships

**85%**

### GPO Coverage

Target market accessible through Avendra + Entegra dual GPO registration

**9.2/10**

### QBR Satisfaction

Target quarterly business review satisfaction score from hotel partners

**\$5M**

### 18-Month Revenue Target

Projected revenue from hotel chain partnerships within the strategy period

## MEASUREMENT FRAMEWORK

### Leading Indicators

Trade show meetings booked, sample kits delivered, LinkedIn connections with procurement leaders, GPO applications submitted

### Lagging Indicators

Pilots secured, contracts signed, revenue from chain partnerships, properties served, reorder rates

### Strategic Health

Partnership tier progression, QBR scores, contract renewal rates, share of wallet growth, referral introductions