



Adjust parameters to model revenue projections for Tutamen Group's Precision Hardware & FF&E product line

## INPUT PARAMETERS

Target Hotel Count ?  hotels



Average Rooms per Hotel  rooms



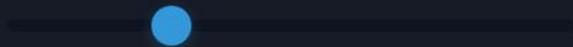
Product Penetration Rate ?  %



Average Order Value



Contract Length  months



Reorder Frequency ?  x / year

MONTHLY  
REVENUE

**\$113,333**

Base monthly  
estimate

ANNUAL  
REVENUE

**\$1,360,000**

Projected annual

REVENUE PER  
HOTEL

**\$34,000**

Annual per property

TOTAL CONTRACT  
VALUE

**\$1,360,000**

Full contract period

## TOTAL ADDRESSABLE MARKET

**\$3,400,000**

At 100% penetration across 100 hotels



## Revenue Scenarios

Pre-calculated projections for conservative, moderate, and optimistic growth paths

### CONSERVATIVE

# \$1,020,000 /

year

50 hotels · 120 rooms avg ·  
25% penetration

Q1	\$204,000
Q2	\$238,000
Q3	\$272,000
Q4	\$306,000

ANNUAL TOTAL

# \$1,020,000

### MODERATE

# \$4,374,000 /

year

150 hotels · 180 rooms avg ·  
45% penetration

Q1	\$874,800
Q2	\$1,021,000
Q3	\$1,167,200
Q4	\$1,311,000

ANNUAL TOTAL

# \$4,374,000

### OPTIMISTIC

# \$12,240,000

/ year

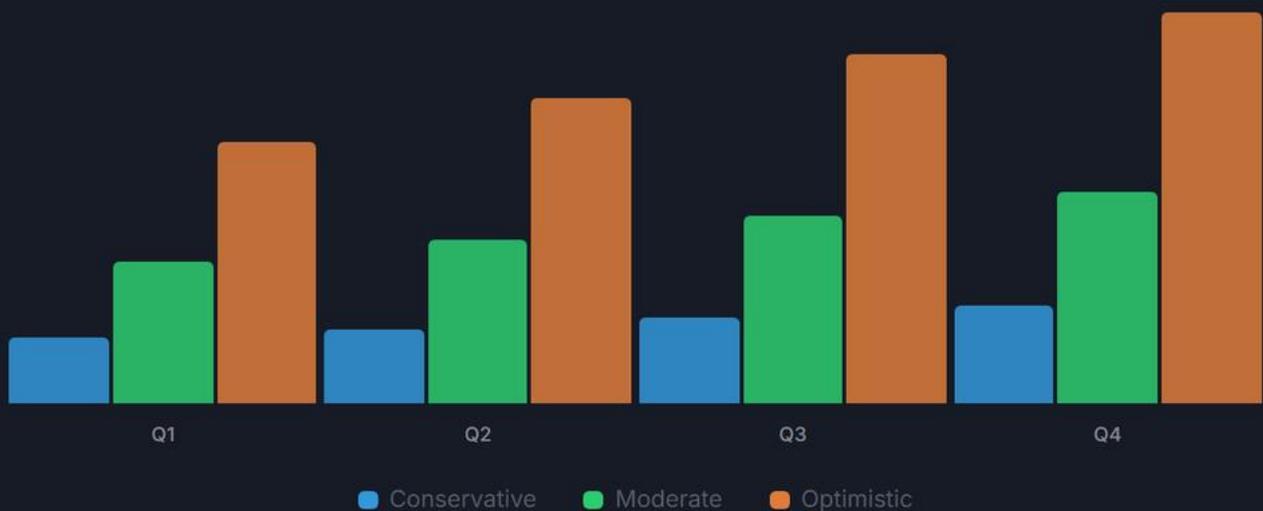
300+ hotels · 200 rooms avg  
· 60% penetration

Q1	\$2,448,000
Q2	\$2,856,000
Q3	\$3,264,000
Q4	\$3,672,000

ANNUAL TOTAL

# \$12,240,000

### QUARTERLY REVENUE COMPARISON





## Revenue Breakdown

Revenue distribution by product line, hotel segment, and geographic region

### BY PRODUCT LINE

PRODUCT LINE	REVENUE SHARE	ANNUAL EST.
Door Hardware & Lock Housings	35%	\$1,530,900
Bathroom Fixtures & Accessories	25%	\$1,093,500
Furniture Fittings & Components	22%	\$962,280
Smart Hardware & IoT Enclosures	18%	\$787,320

### BY HOTEL SEGMENT

SEGMENT	HOTELS	ANNUAL EST.
Economy / Select Service	40	\$680,400
Midscale / Upper Midscale	55	\$1,749,600
Upscale / Upper Upscale	40	\$1,399,680
Luxury	15	\$544,320

### BY GEOGRAPHIC REGION

REGION	HOTEL COUNT	AVG. ORDER VALUE	ANNUAL REVENUE	% OF TOTAL
North America	60	\$9,200	\$2,208,000	50.5%
Asia-Pacific	55	\$7,800	\$1,716,000	39.2%
Europe & Middle East	35	\$8,600	\$450,000	10.3%



## Growth Lever Recommendations

Strategic actions to accelerate revenue growth for Tutamen Group



### Expand Hotel Count

Target adjacent hotel groups and independent properties. Each new hotel adds \$34,000 in annual recurring revenue.

**+\$340,000 revenue per 10 hotels**



### Increase Penetration

Cross-sell additional Precision Hardware & FF&E product lines to existing hotel clients. Move from single-category to full-portfolio supply.

**+25% revenue per 10% penetration gain**



### Premium Tier Upsell

Move midscale hotel clients to premium product tiers. Higher-quality products command higher margins and longer contracts.

**+18% AOV increase**



### Geographic Expansion

Enter new regional markets with established distribution partnerships. Target high-growth hospitality markets.

**+\$850,000 per new region**



### Reorder Frequency

Implement auto-replenishment programs to increase reorder frequency and reduce customer churn.

**+15% annual revenue per frequency increase**



### Custom Branding

Offer white-label and custom-branded Precision Hardware & FF&E products. Premium pricing with higher retention and lock-in.

**+22% margin on branded products**

## KEY ASSUMPTIONS

- Hotel count reflects addressable market within Tutamen Group's target regions
- Penetration rate assumes gradual adoption from pilot to full portfolio supply
- Pricing excludes custom branding surcharges and premium tier uplifts
- Geographic revenue distribution based on current hotel density data
- Average order value based on typical Precision Hardware & FF&E procurement for midscale properties
- Reorder frequency varies by product category (consumables vs. durables)
- Contract values assume standard payment terms (Net 30)
- Growth projections assume stable market conditions and competitive positioning

POWERED BY



B2B Hotel Supply Intelligence Platform