



**LAGOS
BUSINESS
SCHOOL**

PAN-ATLANTIC UNIVERSITY

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LBS HOSPITALITY INITIATIVE



LBS HOSPITALITY
INITIATIVE



Workshop for Quick Service Restaurant (QSR) Managers

Overview

Building sales is the lifeblood of any company and to remain in business, we need to consistently generate more sales. At the same time we need to ensure that we remain a profitable business through effective management of our resources and translation of increased sales into additional profit.

This one day workshop is designed to help learners look at alternative ways of analysing restaurant sales and profit performance in order to be able to develop restaurant specific plans to improve restaurant sales & / or improve Profitability.

Learning Objectives and Benefits:

- Understand the link between operational excellence and profitability.
- Learn to analyze restaurant data to identify opportunities for sales and profit improvement.
- Develop actionable plans using benchmarking and local market insights.
- Gain tools to track and monitor key performance indicators for sustained growth.
- Enhance decision-making in planning and evaluating marketing activities for maximum ROI.


Who Should Attend:

- **Multi-Unit Managers:** Responsible for overseeing multiple locations and ensuring the consistency of operations, quality, and customer service across various branches.
- **Staff Managers:** Individuals managing day-to-day staff operations and workforce efficiency, playing a crucial role in maintaining service standards.
- **QSR Support Staff in Senior Management Roles:** This includes senior-level roles that provide operational and strategic support, such as Operations Directors, HR Managers, Area Supervisors, and Supply Chain Managers.

Structure and Curriculum

- Foundations of Operational Excellence
- Data Analysis and Benchmarking
- Sales and Profit Drivers
- Local Restaurant Marketing (LRM)
- Trading Area Insights
- Collaborative discussions to develop actionable sales-building strategies

 Mode of Delivery:
In Person

 Location:
TBA

 Date:
June 18th, 2025

 Fee:
₦265,000 (Excluding Tax)

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Harnessing Innovation and Trends in Tourism and Hospitality Management

Overview

The Covid-19 pandemic has effectively reset the way we do business. Remote working and tech convergence are just two examples of changing business landscapes. Moreover, investors in traditional economic sectors have identified the need for diversification to ensure sustainable growth. We cannot dispute the impacts of Covid-19 on the hospitality and tourism sector. Social distancing and travel bans hit hard. Yet, the new normal has created a broader scope for innovation. Today, the investment opportunities in the hospitality and tourism sectors are immense.

But where do the opportunities lie? Hospitality and tourism is an ecosystem of service providers all contributing to its value chain in accommodation, restaurants,

tourism destinations and attractions, meetings & events, travel & tours, and so many support services that create these opportunities. However, anyone looking to invest in, develop, operate, or own a hospitality and tourism business needs to do so with confidence that their concept converges with the needs of the market and customer expectations.

This seminar provides an outlook on hospitality and tourism investments in Nigeria. It will shed light on the different business concepts, market dynamics, demand and supply, environmental analysis, financing, human capital, and risk evaluations. At the end of this course, participants can make strategic and informed decisions about investing in the hospitality and tourism sector.

Learning Objectives and Benefits



Understanding the tourism and hospitality industry:

Attendees will learn about the various sectors within the tourism and hospitality industry, including accommodation, food and beverage, transportation, and attractions. They will also gain an understanding of the market trends, demand and supply dynamics, and the impact of external factors such as geopolitical events and pandemics on the industry.



Investment strategies:

The seminar will provide attendees with investment strategies for the hospitality and tourism industry, including risk management, diversification, and asset allocation. Attendees will learn how to identify investment opportunities, assess their viability, and develop a long-term investment strategy.



Financial analysis:

The seminar will cover financial analysis techniques used in the hospitality and tourism industry, such as revenue per available room (RevPAR), average daily rate (ADR), and occupancy rates. Attendees will learn how to analyze financial statements, conduct due diligence, and perform valuations.



Marketing and branding:

Attendees will learn how to develop a marketing and branding strategy for their hospitality and tourism investment. This may include understanding the importance of customer segmentation, developing a unique selling proposition, and leveraging digital marketing channels.



Legal and regulatory issues:

The seminar may cover legal and regulatory issues relevant to investing in the hospitality and tourism industry, such as zoning laws, tax regulations, and labor laws. Attendees will learn how to navigate these issues to ensure compliance and minimize legal risk.



Who Should Attend:

- High net worth individuals who are looking to diversify their investment portfolio.
- Real estate investors who are looking to expand their portfolio by investing in hospitality/tourism properties.
- Entrepreneurs who are interested in starting a hospitality/tourism business
- Institutional investors, such as pension funds or hedge funds, are looking for investment opportunities in the hospitality/tourism industry.
- Hospitality/Tourism industry professionals who are interested in learning about investment opportunities in the industry.

Structure and Curriculum:

- Understanding the Hospitality & Tourism Ecosystem
- A Sector Analysis of Hospitality & Tourism
- Investment Opportunities in Hospitality & Tourism
- Strategic Directions for Hospitality & Tourism
- Financing Hospitality & and Tourism Projects
- Risk Profiles in Hospitality & Tourism
- ESG Compliance in Hospitality & Tourism



Mode of Delivery:
Hybrid



Location:
LBS Campus and Live Online



Date:
July 1 -3, 2025



Fee:
₦450,000 (Excluding Tax)

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Developing Leaders in Tourism and Hospitality

Overview

The leadership programme is designed to prepare middle managers with the requisite knowledge and skills to assume strategic leadership positions in their organisations or beyond.

Learning Objectives and Benefits:

- Embed critical business knowledge in hospitality & tourism
- Identify and address development areas in their organisations
- Increase self-awareness and professionalism
- Develop interpersonal capability
- Understand business concepts and increasing commercial awareness in hospitality & tourism


Who Should Attend:


- Middle managers in hospitality and tourism organisations (can be extended to retail)
- Entrepreneurs of SME in hospitality, tourism and retail sectors

Structure and Curriculum:

- Personal Development
- Leadership Fundamentals
- Aligning Values and Behaviour
- Leading Teams Effectively
- Developing Strategic Thinking
- Stakeholder Engagement

 Mode of Delivery:
Hybrid

 Location:
**LBS Campus
and Live Online**

 Date:
July 8 -9, 2025

 Fee:
₦475,000
(Excluding Tax)

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Hotel Investors Masterclass

Overview

Africa's diverse and rapidly developing markets offer significant potential for hotel investments, but they also require specialised knowledge and nuanced approaches to maximise returns and minimise risks.

First-time hotel investors in the region often lack access to the essential knowledge, expert advice and reliable guidance needed to manage the complexities of hotel development.

This gap has led to widespread challenges, including an increase in stalled hotel projects across the continent, which represent wasted resources and missed opportunities.

The lack of structured support and insights has significantly affected hotel development completion rates, particularly in West Africa, limiting the growth and potential of the hospitality industry in this region.

Learning Objectives and Benefits:

This programme is designed to guide hotel investors and developers through the key phases of planning, asset management, and investment analysis in hotel development.

Participants will gain a deep understanding of feasibility analysis, development planning, financial forecasting, asset management strategies, and investment valuation specific to the African hotel industry.

By the end of this programme, participants will be equipped with practical tools and knowledge to effectively:

- Conduct feasibility analyses, macro and microsite assessments, and SWOT analyses to determine the viability of hotel developments.

- Create a comprehensive project plan, including space planning, development briefs, and facility recommendations tailored to market needs.
- Evaluate the financial viability and forecast finances of hotel projects with a clear understanding of capital raising for hotel developments.
- Understand the importance of hotel asset management in optimising investment returns and achieving long-term profitability.
- Develop a toolkit to assess hotel initiatives, evaluate performance metrics, and align hotel operations with investor goals.
- Identify and apply key terms and methods in hotel investment valuations, including understanding debt and equity structures.

Structure and Curriculum

The programme is designed as fully asynchronous, self-paced and online, allowing participants to access content at their own pace, with a modular structure for flexible learning.

- Hotel Market Assessment
- Complex and Diverse Market Landscapes
- Adaptation to Local Contexts
- Regulatory and Financial Complexities
- Sustainable Development and ESG Imperatives
- Return on Investment in Underdeveloped Markets
- Asset Management for Longevity

Who Should Attend:

- Hotel Investors
- Hotel Developers
- Hotel Owners
- Investment Advisors with a focus on African markets.

 Mode of Delivery:
Self-Paced Online

 Date:
TBA

 Fee:
TBA

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Franchising Programme

Overview

This provides a unique opportunity for industry executives to learn more about the franchise ecosystem, in order to drive growth within the Nigerian franchising landscape. It will deliver practical insights and strategies to improve franchise operations, support scaling Nigerian brands, and provide a pathway for global expansion.

The programme also aims to bridge knowledge gaps, address funding challenges, and enhance system development for sustainable franchise growth.

Who Should Attend:

- Companies looking to franchise their business and attract potential franchisees
- Entrepreneurs or business owners eager to scale their businesses through franchising
- Financial institutions or investors searching for lucrative franchise opportunities to expand their portfolio
- Legal professionals specialising in franchise law

Learning Objectives and Benefits:

- Gain a comprehensive understanding of the franchising ecosystem.
- Equip participants with foundational knowledge of franchise operations, agreements, and system structures.
- Highlight best practices and showcase successful franchise models.
- Address the challenges and opportunities of globalizing Nigerian franchise brands.
- Build valuable networks with franchisors, franchisees, and service providers.

Structure and Curriculum:

- The Franchising Landscape
- Choosing the right franchise
- Understanding the Business Environment
- Setting up and Management of a franchise business
- Financing and Funding a Franchise
- Exiting and valuation of a franchise

 Mode of Delivery:
Hybrid

 Date:
TBA

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Custom Programmes

We curate high-level executive capacity building programmes tailored specifically to your company needs. Our approach focuses on developing a curriculum that addresses your unique organisational needs and industry characteristics.

Our custom executive programmes are crafted to meet the unique needs of your organisation, wherever you are. Whether you're looking to host your programme at a local resort, an African destination, or even internationally, we curate high-level programs that go beyond our LBS facility. From designing the curriculum to delivering the experience, we bring the expertise to you—ensuring a world-class learning environment that fits your strategic goals.

Please contact us for more information you can send us an email or click the link below to fill the form and we'd get back to you

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Study Trips

Study Trip To Rwanda

This study trip is designed for executives in the travel and tourism industry or those looking to expand their knowledge in this space. It offers a deep dive into Rwanda's success in the MICE sector (Meetings, Incentives, Conferences, Exhibitions), showcasing how a once lesser-known destination has transformed into a global leader. Participants will gain insights into how Rwanda has excelled in tourism and events, and how these strategies can be adapted to elevate their own business practices. This is a unique opportunity to explore global best practices and see firsthand what's driving Rwanda's growth in the MICE arena.

Immerse yourself in Rwanda's thriving hospitality, tourism, and investment ecosystem through this exclusive program designed for high-level executives and government officials. This unique trip combines cultural exploration, strategic industry engagement, and valuable networking opportunities, offering an in-depth understanding of Rwanda's dynamic landscape.

Highlights

VIP Services

Enjoy premium services throughout the trip, ensuring your comfort and ease, from your arrival to departure.

Exclusive Industry Engagements

- Meet with high-ranking officials and key stakeholders, including:
- Rwanda Development Board
- Meet with “Visit Rwanda” team
- Rwanda Convention Bureau
- ICCA (International Congress and Convention Association)
- Participate in interactive sessions focusing on leadership, stakeholder engagement, and business strategy.

Cultural Immersion

- Explore Rwanda’s rich history and vibrant culture through:
- A guided Kigali City Tour
- Visits to iconic landmarks such as:
- Kigali Convention Center
- Kigali Genocide Memorial
- Campaign Against Genocide Museum
- National Stadium
- Local markets
- Savor Rwanda’s culinary heritage with guided experiences featuring local cuisine.

Optional Excursions


Tailor your experience with activities such as:

- A visit to a coffee or tea plantation
- Golf, shopping, or leisure activities for relaxation

Interactive Learning

Spend a full day at a select hotel for deep-dive sessions on Rwanda’s tourism ecosystem, stakeholder engagement, and leadership strategies.

Details:  **Date:**
TBA

 **Fee:**
\$4,850



Inclusions

- The \$4,850 fee per participant includes:
- 5 nights Hotel Accommodation (Bed and Breakfast)
- Tea or Coffee Breaks and Lunch
- Ground transportation throughout the trip
- Guided city tours and entry fees to all historical sites and landmarks
- Visa processing (visa on arrival assistance)
- Group Photographs
- Administration and Transfer Charges
- Certificate of Participation

Why Join?

This trip is a perfect opportunity to:

- Gain exclusive insights into Rwanda's tourism and hospitality sectors.
- Build meaningful connections with industry leaders and government officials.
- Experience the beauty, culture, and hospitality of one of Africa's fastest-growing economies.

Please Note:

Flight arrangements are the responsibility of each participant.

To book a slot please click the link below to register.

How to Register

Please click the button below to register.

[CLICK HERE](#)



Study Trip To Ghana

This study trip is aimed at executives in the Quick Service Restaurant (QSR) space, focusing on understanding Ghana's dairy supply chain. As Nigeria grapples with challenges in fresh milk production, this trip will provide valuable lessons on how Ghana's dairy industry is structured and how they efficiently manage their supply chain. Participants will have the chance to learn from local experts, explore innovative approaches to dairy production, and uncover potential solutions that could be applied to their own operations.

 Date:
TBA

Register Interest

[HERE](#)





Events

Franchising Workshop

As part of our ongoing efforts to develop and support the franchising ecosystem, we are hosting a half-day forum to bring together key stakeholders, experienced franchise operators, potential franchisees, and industry experts. This event aims to explore the opportunities and challenges in the franchise sector across Nigeria and Africa and lay the groundwork for actionable steps to strengthen and sustain franchising as a viable growth model on the continent.



Mode of Delivery:
Hybrid



Date:
February 20, 2025

[REGISTER HERE](#)

Hotel Development and Investment Webinar


Africa's diverse and rapidly developing markets offer significant potential for hotel investments, but they also require specialised knowledge and nuanced approaches to maximise returns and minimise risks.

Join us for this insightful webinar, where we'll explore:

- Key considerations for successful hotel investments in Africa
- Emerging trends shaping the hospitality landscape
- Strategies to navigate challenges and seize opportunities

This webinar also serves as a prelude to our upcoming programme, set to launch later this year, designed to provide a comprehensive guide for hotel development and investment in Africa.

Be among the first to learn more about this transformative initiative and how it can shape your investment journey.

 Date:
April 9, 2025

[REGISTER HERE](#)

Hospitality and Tourism Summit

While the specific theme and detailed agenda will be communicated in the coming weeks, attendees can expect robust discussions, engaging panels, and networking opportunities designed to foster partnerships and solutions for a thriving African hospitality and tourism landscape.

 Date:
November 15, 2025





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