



Boosting Business to the Top of the Food Chain

By Courtney M. Fisher

Savvy hoteliers aren't letting shrinking budgets limit their purchasing options in a retreating economy. In order to combat rising food costs and increase profitability, more and more hotels nationwide are taking advantage of innovative purchasing programs that give members purchasing clout and access to more manufacturer agreements, more brands, and ultimately, more choices.

The global financial downturn poses significant negative impact towards the food and hospitality industry. Customized purchasing programs advantageously link buyers under an umbrella of national businesses who purchase together as one unit, and that means purchasing power. Members save on food, beverage and supply purchases with special contract pricing, delivery incentives and rebates on brand name products.

Representing billions of dollars in buying power, purchasing programs help companies contain cost while expanding choices. While the foundation of purchasing programs are cost-savings — members see tangible savings on their foodservice purchases — the benefits of purchasing programs don't end with the savings. Buyers

with volume purchasing responsibility in large multi-unit retail, foodservice, and distribution units gain access to a unique forum that provides new solutions and new products in order to meet growing demands and stay on top of new trends in the retail and foodservice industries.

Turnkey business solutions like these save members time and money. Depending on properties' specific needs, a well-planned purchasing program may also include: invoice analysis, bid pricing, purchase order submission, new product sourcing, and even staff training. Having the power of a purchasing program on your side is like having an in-house purchasing manager—for literally a fraction of the cost.

Purchasing programs also offer members flexibility and choice in distribution for long term success. Many programs don't make members conform to new purchasing programs. They simply provide negotiated pricing and/or rebates then carry on with their existing purchasing routines without having heavy restrictions imposed to replace any current suppliers. **ALB**

Buyers' Advantage for AAHOA Powers-Up Purchasing in Tough Times

More than 9,100 members of the Asian American Hotel Owners Association (AAHOA) now have the option to procure resources and supplies from one source: Buyers' Advantage for AAHOA. As a founding member of AAHOA, members can now significantly reduce costs and increase member control over quality and distribution with this unique food, beverage, and supply savings program.

Buyers' Advantage for AAHOA, which is powered by Source1 Purchasing, is offered no cost to join for members to participate with no restrictions imposed to replace any current suppliers. Members can opt in to earn rebates on items they already purchase with no supplier change necessary, or they can enroll through the AAHOA's National Distribution network of suppliers and access contract pricing on top of the rebate reward program.

Pick the # of Rooms as compared to yours										
Actual Quarterly Earned Rebates										
Actual # of Rooms	276	250	246	200	177	173	164	155	131	120
Month 1	606.95	567.74	263.72	164.06	389.31	173.66	151.35	163.36	156.74	258.21
Month 2	501.83	817.90	206.31	184.68	494.96	231.92	146.40	154.72	178.99	293.22
Month 3	610.00	670.73	278.66	174.34	317.45	231.84	197.86	194.03	132.73	259.27
Actual # of Rooms	116	109	107	106	105	93	84	73	55	41
Month 1	216.12	194.84	139.14	114.99	171.70	125.45	78.87	89.67	95.34	65.34
Month 2	252.17	277.74	198.51	130.87	243.80	132.45	67.87	101.23	87.34	56.23
Month 3	240.68	257.89	140.09	131.83	194.02	107.10	63.26	94.10	53.32	42.43

A program like Buyers' Advantage can be very influential. Members benefit from better prices, streamlined operations and dramatic savings to boost their business to the top of the food chain. Membership for AAHOA is no cost to participate, so there's virtually no risk. Companies simply save money on products and services they use every day. Plus, with all the paperwork, filing and rebate collection handled by the purchasing program administrator and no limit to the amount of rebates earned, members can sit back, reap the rewards and keep their supply chains at the peak of performance.

For more information on the Buyers' Advantage for AAHOA program, please visit www.buyersadvantage-aahoa.com or call 877-302-2462.