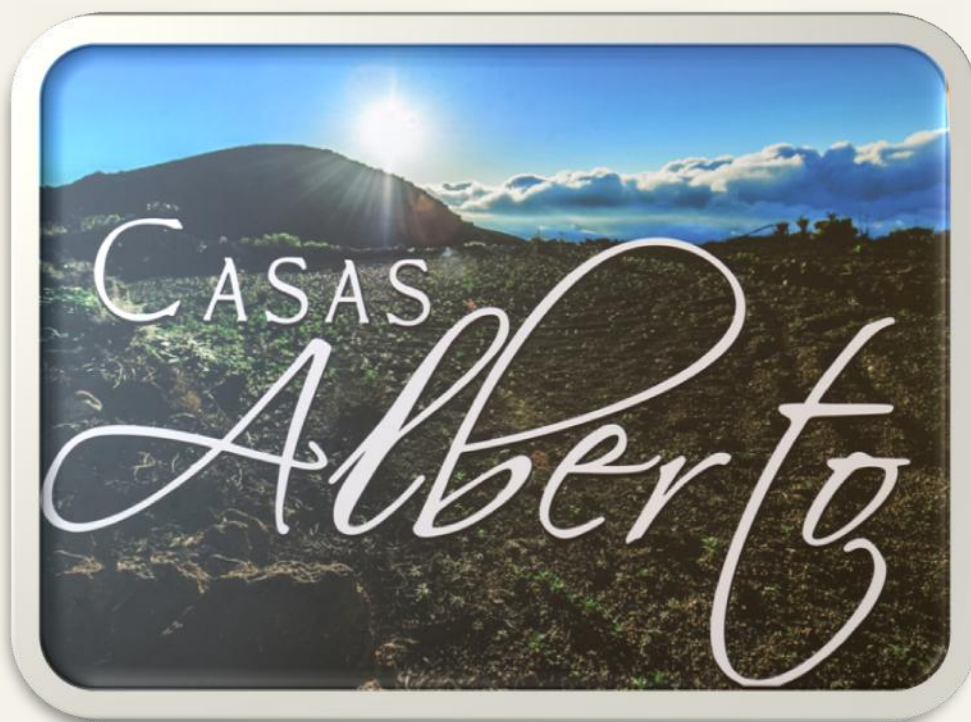


BOB

CASAS
Alberto



Index

1. ABOUT BOB AND HOW TO USE IT	3
2. REMEMBERING, THE HISTORY OF CASAS ALBERTO	4
3. OUR PARADISE BUILT BY A WOMAN	6
4. THE FARM. FACILITIES AND SERVICES	7
5. THE DETAILS	22
6. TRAINING AND EDUTAINMENT	24
7. HOW THIS "MOVIE" IS PRODUCED	25
7.1. WELKOMING THE CUSTOMERS	25
7.2. HOW TO ENJOY THE DAYS IN THIS PARADISE	26
7.3. SAYING "SEE YOU SOON"	27
8. THE BACKSTAGE	28
8.1. ACTION	28
8.2. CLEANING AND MAINTENANCE	29
8.3. RESERVATIONS AND CHARGE	33
8.4. RESTAURANT SERVICE	33
8.5. FEEDBACK AND LOYALTY	34
8.6. HOW DO WE PROMOTE OUR OASIS	35
9. FUTURE GOALS	36

1. *About BOB and how to use it*

BoB it's the abbreviation that define "Book of Business". It's part of a project financed by Erasmus + and designed to create an available work tool to be available in for rural entrepreneurs. You can find more information about this project at <http://mindsintomatters.eu/>

In March of 2017 the participants of this Erasmus Plus Project met in Tenerife. They come from five European countries: Iceland, Czech Republic, Poland, Lithuania and Estonia. Casas Alberto was selected to participate in the project and for a few days the doors of this special place opened to start working. Thank you for receiving us Flor.



Much more than work has emerged from this project, friendships that will last over time.

This BOB has been created to that you can learn in a different way the concept of "Casas Alberto", how we think, how we carry out the business and how we like our clients to be served.

What better way to get to know a company than to take a walk through its history, environment, culture and location?

2. *Remembering, the history of Casas Alberto*

Hello, I'm Flor and I started to work with my father "Alberto" on his construction company with 21 years old. When I had 25, he made me responsible for the company, because he would dedicate himself to plant fruit trees that were his major hobby.

In 1998 we decided to buy the house and the land with the aim of being my private home and to plant the fruit trees that where the illusion of my father. The initial house is 220 years old and was an old familiar house where 5 people were living. Next to the house they had the stable and some animals. Step by step we began to rebuild it.

Our House

Before the refurbishment



The house was located in part of the road so we decided to give part of the land to expand the access and contribute to improving the environment making the area more harmonious.

After restoring the Canarian houses, he starting buying slowly the adjoining gardens where later we would build the duplex houses. This way we rised what it's now "Casas Alberto".

MISTER ALBERTO, MY FATHER, PROTAGONIST OF THIS HISTORY AND THE ONE THAT IDEALIZED THIS PROJECT



Both in the refurbishment and in the new construction, I always tried to use the original materials so that all the houses maintained the same harmony with the environment and is past.

The “tea”, Wood used to support the roof, it’s an American riga that its very hard to find, as well as the tiles, that were made by women using an artisanal technique - it is said that women used to put mud on their thighs to give shape to what are known as shingles. Due to this materials being old, I had to look for them all over the island to maintain the original and genuine character of Casas Alberto. This was all a slow process that lasted 15 years! In 2000 I bought another of the adjoining gardens that is next to the cliff. The owner was a lawyer who had inherited it from his in-laws

Finally I started to offer my guests the Project where I had worked all this years. To me, Casas Alberto started as an escape route to stress and a refuge for myself. My passion for travelling helped me when it came to know how to receive my guests. I always try to offer the best information to the customers can know our culture, and so they feel at home.

3. *Our Paradise built by a Woman*

Located in El Frontón, a small town in the area of San Miguel de Abona, we have privileged views of the mountains and the southeast coast of Tenerife



GENERIC CHARACTERISTICS OF OUR CUSTOMER

- Nature lovers;
- Most frequent nationalities: Dutch and German.
- Other nationalities: Lithuanian / Russian / Italian / Spanish / Icelandic
- Average time of stay: foreign clients 5 days, local customers, usually spend 2 nights (weekend).

WHAT MAKES US DIFFERENT

- We take care of the guests as they were family
- We pay attention to anticipate the needs of our clients.
- We maintain a direct contact via whats app with them, with the aim of recommending places and local restaurants so that they can enjoy our culture.

4 The farm. Facilities and services

The Houses

They are the main protagonists of the farm. We have 6 Houses with a total capacity of 30 people. All rooms are equipped, there is one kitchen and large terraces furnished with beautiful views where you can enjoy charming sunsets. In addition, they have a fireplace where you can warm up in winter.

We can see them in detail on the website:

<http://www.casasalberto.com/nuestras-casas/>

Here we report some details from each of them.



Villa Loft – Wide villa with modern design. It has 1 bedroom, hydro massage bath in the bathroom, living room with kitchen in an open concept and access to a large glazed terrace.





Casa Primavera I (Spring House 1) – Attached to Casa Primavera II, with direct access to the outside of the farm. It is a duplex with 2 bedrooms and 2 bathrooms. Living room with kitchen, in a open concept.





Casa Primavera II (Spring House 2) — Attached to Casa Primavera I, with direct access to the outside of the farm. It is a complex with 2 bedrooms and 2 bathrooms. Living room with kitchen.





La Casa Del Medio (The Middle House) – It is a typical Canarian house with more than 200 years old. Respect the rustic and rural environments of the area. It has 1 bedroom, living room with kitchen in an open concept and 1 bathroom and a Private terrace.



Casa La Higuera (Ficus Tree House) – As Casa Del Medio, it has more than 200 years old and respects the traditional structure and furniture. Have a bedroom and a bathroom. Living room with kitchen. The porch has view to the pool.



Casa de Verano (Summer House) – House type mansardasa. It has one bedroom and another in the second floor in an open area. Living room with kitchen, two bathrooms and private walled terrace. It has direct access to the outside of the farm with a private door.



4.1 The Pool

In the heart of the farm and surrounded by the houses, there's the pool where the guest can enjoy the large sunny days. It has a large solarium with sun loungers and two outdoor Jacuzzis.



4.3 The Grooves and the Gardens

All the farm it's surrounded with fruit trees, grooves and native plants and flowers that are cared during all the year and which are an indispensable part of the farm who is supplied with their harvest and makes the customer a participant on it. Among its fruit trees we highlight the orange, lemon, avocado, plum, cherry, banana and vineyards among others. In addition, aromatic plants and a wide variety of flowers, make the environment of Casas Alberto a garden of flavors and aromas.



4.4 The Hen House

The Henhouse is one of the great protagonists of this story and brings great life to the farm. Eight chickens are the protagonists, all of them called "LOLA". They live happily and in freedom all year round, they lay their eggs that we share with customers and use them in our kitchens.



4.5 The Restaurant “El Pitirre”



Named to remember the family nickname. We offer a traditional cuisine with modern touches made with fresh and natural products mostly from our garden. A kitchen treated with love and with the aim of satisfying the client's palate in a warm and welcoming atmosphere. The decoration of the restaurant maintains the line of the farm with furniture, table linen, Rustic and detailed household. Interior room and terrace.

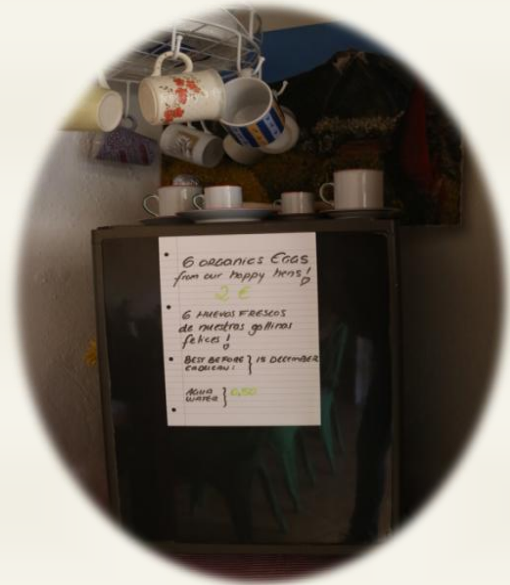


Our Star dishes are “EL CONEJO AL SALMOREJO” and "EL BACALAO ENCEBOLLADO". Eva and Flor are responsible for its preparation with much LOVE. They are done with hours of maceration and fresh products of the highest quality from our neighbour grooves. Both dishes are a great success for our customers.



4.6 The “Honest Bar”

This corner it's full of surprises. It is a small space where the guests can enjoy a good coffee, tea, sweets and fruit, even some glass of wine, where they serve themselves and as a courtesy of the house. They can also find books and cosmetic products, mostly left by other customers. In Casas Alberto we like to donate things to others, so, that way we help making a chain of favours. Here the customers can also take eggs from our happy hens that we deposit for them in exchange for a small economic contribution.



4.7 Resting Area

Surrounded by fruit trees, pool and the houses, we can find an open air living room in the heart of the farm, made with wood and decorated with many colours. Privileged areas for relaxing and meeting, where the customer can rest, enjoy relaxed conversations, read a good book and even take a nap. With comfortable furniture, big and colourful cushions, carpets, flowers and decorative elements inserted in the space. This area has WIFI and you will always find a large basket with fruit from our farm for consumption.



4.8 The Cave

One day talking with Don José (a man with 80 years from the village) about the purchase of the garden, he told me about the existence of a cave right at this point. The access to the cave was full of bushes and it was very small, but even so, and because of Don José's efforts, I agreed to enter. I had a big surprise when I discovered this huge and mysterious corner of approximately 800 square meters. A few time later, the former owner of this terrain, congratulated me for the purchase I made, cause the cave had been a discovery also for him.



As Don José told me, the neighbors met in the cave during the summer, because there was a small lagoon formed in its interior, making of it a cool and pleasant place to meet in the hot days. This cave was excavated by hand by the farmers who extracted the material (called Jable) to put in the grooves, because that time it was very used to conserve the humidity of the crops.



5 . The Details

We dedicate a special section to the details because, among many other things, the detail is one of the main characteristics that make the difference between CASAS ALBERTO and other rural establishments in the area. If we take a walk through the environment, we will enter a magical world. An intimate atmosphere surrounds us. Everywhere you look, there are curious and special details, both in the rooms and in the surroundings, so, in every corner. Many of these details were handmade with recycled materials. Others are ancient objects of Tenerife, with a lot of history. We even used canarian stones, old furniture from traces and second hand decorations in the construction of this Canarian houses. It would be impossible to capture it in photos, so here we present a small video with a small sample.



Minds into Matters



We collect firewood from our vineyards to use in the fireplaces of the houses.

In our storeroom, customers will find products that other customers left when they left and they will be able to use them: sun lotion, books, toiletries and others.



6. Training and Edutainment

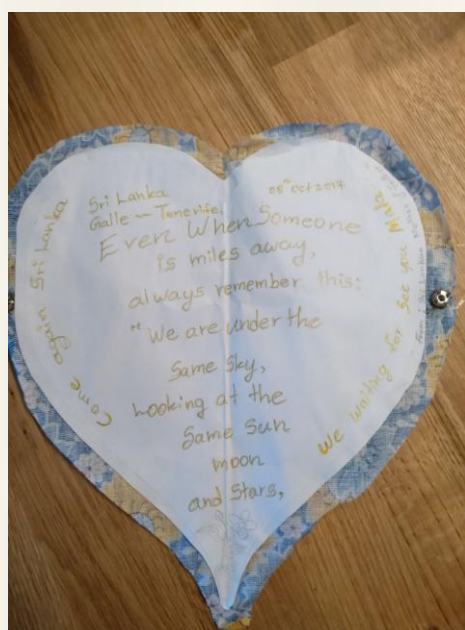
It is worth to highlight the social work that CASAS ALBERTO performs in conjunction with Sri Lanka.

We tell you the story:

On one of my trips I decided to go to Sri Lanka to learn about the culture of the country which was opening up to the world after leaving a civil war. Unfortunately I ate a fish in poor condition and I had big poisoning. When I left my house to ask for help, I lost consciousness and the neighbors found in my trouser pocket a phone number that belonged to the tuk tuk driver that I had hired that day. This man named Lakshita immediately took me to the hospital and saved my life. When I recovered, I had to return to Tenerife to be admitted to the hospital.

The following year I returned and spent 3 months living in Sri Lanka where I wanted to contribute my bit, creating a company that I called "Chiquito Calufo" and started this project with the Lakshita family. With the money hearned by the company, they were able to improve their living conditions, in one of the cases, one of the seamstresses managed to put roof in her house where she lived with 7 people!

Our activity consists of buying textiles and making clothing designs and accessories with embroidery. Nowadays I have sponsored the two children of Lakshita by helping them to get a private English academy.



7 How this "movie" is produced

7.1 Welcoming the customers

- When we get a reservation, we always ask the guests if they have what's app and we give them Flor's phone number so they can be in contact for the arrival and to send them some useful links with information about the island before arrival.
- On the arrival day, Flor Meet the customers in the Restaurant "El Pitirre", where she tells them the interesting points of the island and how to get to them. Always important to explain them what are a "Chiringuito" and a "Guachinche".
- After the brief talk in the restaurant, we accompany the customers to the house where they will stay and we make a small presentation route of the "farm". The houses are previously clean and decorated with detail and personalized to the arrival of a new customer.
- Check in starts always from 13 o'clock. If any customer needs to arrive before this time has to make the petition to see availability.



We always put garden flowers and welcoming details in the houses.

In addition, we add a loving directory with information of the farm and surroundings to facilitate your stay.

You will find the directory at the end of this document.

7.2 How to enjoy the days in this Paradise

We try to make customers feel home and move around our farm as they wish. They can freely use all common areas including the tea room, relaxing areas, Jacuzzis and swimming pool. They can also pick fruits directly from the trees so that they have a direct experience with nature.

We usually give them small details, such as leaving croissants at the door of the house so they can have breakfast.

Flor is always at your disposal for any help the guest may need during the stay. We try to anticipate customer needs and provide them as much as possible.

The restaurant El Pitirre works as an additional service. It opens one day a week, usually on Tuesdays. Customers can make their reservation by pointing themselves on the exposed board in the common rest area.



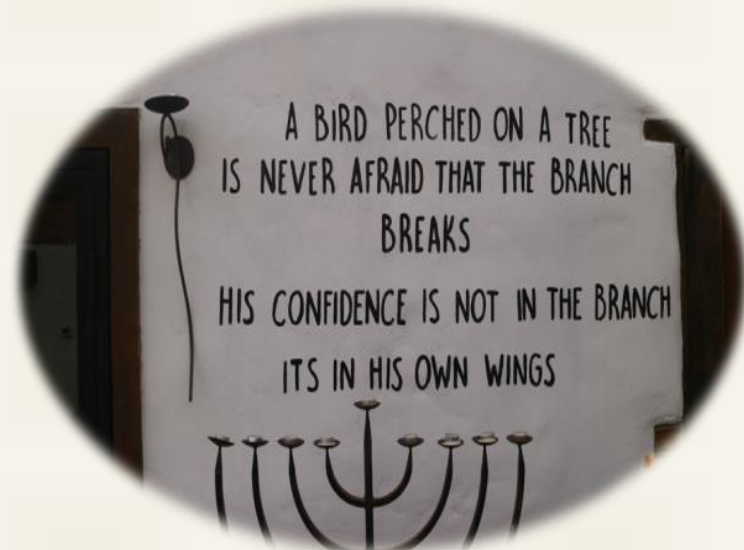
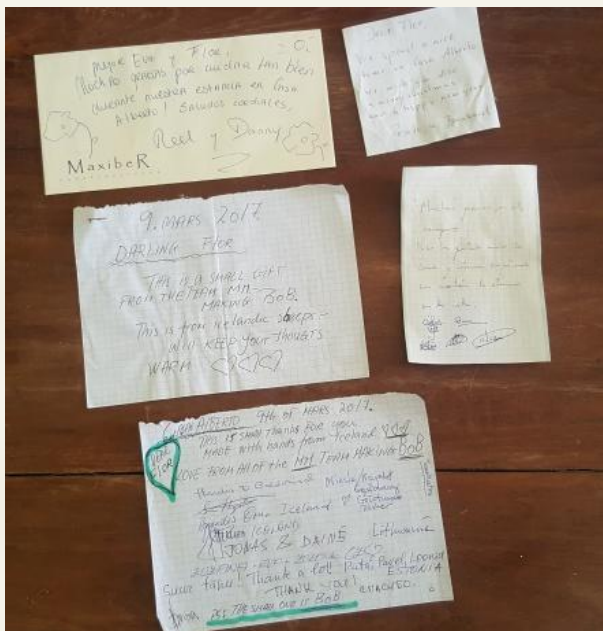
In addition to the directory that we leave in the rooms, the client is always informed of schedules and other details through small posters that we have strategically placed in the complex, as you can see below..



7.3 Saying "See you soon"

The check out it's till the 11:30am, because, if there's any arrival that day, we need some time to clean the house. If the client wishes to leave after this time, he must advise at least 5 days in advance to evaluate availabilities. When it is the day of departure Flor is waiting for the client to say goodbye personally. It accompanies them in the farewell wishing them a good trip of return and that whenever they wish Casas Alberto has his doors open. If you cannot be present, always send them a whatsapp message or say goodbye the day before.

Curiosity: Customers often leave thank-you notes in the houses, and we save them all! Here we leave you some examples.



8. The backstage

8.1 Action

When arriving in the morning, the first thing you do is walk around the common areas and analyze what needs to be cleaned. Collect the leaves from the floor swept by the wind clean the pools and Jacuzzis making sure they are properly covered. Review the common areas collecting utensils or waste that customers have been able to leave the night before. Arrange the sofas and cushions of the relaxing area, checking if they need washing or cleaning.

Greeting the chickens and making sure to collect eggs that they have been able to put in the surroundings during their walking time.

Once revised everything, it's time to go to the office to organize the work plan of cleaning, replacement and daily maintenance, in addition to create the shopping list for the next day.

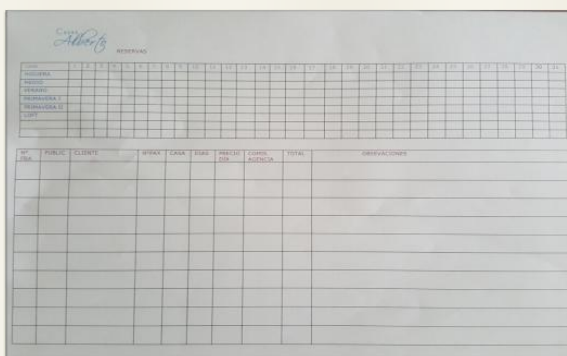
Mark the common cleaning areas after revised them.

- Review the check outs in order to say goodbye to the customer and coordinate the cleaning of the houses.
- Check the arrivals of the day and their schedules to make sure you give a good welcome to the client and that the house is prepared.
- Check the supply of cleaning, kitchen and bar material to anticipate its replacement.
- Attend emails and reservations during the day.
- Revise the arrivals of the next day to coordinate the welcoming.
- Review the list of restaurant reservations to provide provisions.

Once the tasks of the day are marked, work begins prioritizing and coordinating times. During the day and until nightfall, the common areas are always checked in order to keep them clean and tidy.

8.2 Cleaning and maintenance

There is a daily cleaning order where the tasks to be performed during the day appear. This is made after reviewing the areas basing on the arrivals and departures of the day.



We start at 09:00 in the common areas. In case there are departures and arrivals the same day, it is necessary to prioritize the cleaning of the house that is going to be occupied, once the previous client leaves.

8.2.1 Cleaning The houses

The cleaning of the houses is done when the client leaves definitively. If a client wants to get the house cleaned during his time in Casas Alberto, this can be done, but with an extra cost that is variable depending on the type of cleaning that the client wishes.

- 1 – To start, we open all the windows to ventilate.
- 2 – Pick up the trash.

3 – Pick up dirty clothes. Towels, sheets, blankets and we make sure that cushions, bedspreads, bed covers and curtains are clean. We wash these clothes twice a month as long as they are not dirty.

4 – Pass a brush through corners and ceilings.

5 – Clean the kitchen, home appliances, utensils and crockery, as well as all surfaces.

- Product used to clean the ceramic plate: VITRO.
- Product used to clean the dishwasher: Fairy

6 – Clean the dust from the rooms, furniture and mirrors. Afterwards, we make the beds.

7 – Clean common areas. Clean the dust in the Living-dining room, windows and mirrors. Check sofas, tablecloths and cushions if they need to be washed.

8 – Clean the bathrooms. Shower, tiles, toilets, mirrors and put clean towels.

- Product used to clean mirrors and shower doors: Clean Crystals W5
- Product used to clean shower and toilet: Don Limpio.

9 – Scrub the floor throughout the house.

- Product used: Floral Aro.

10 – Finally, decorate the house with flowers, fruit center (which are in good condition) and leave the directory with instructions and information.

11 – Put air freshener if you notice that guest have smoked. Eye! Spray near curtains or armchairs so as not to stain the floor or kitchen.

Material Needed for House Cleaning: mop, bucket, mop, cleaners

Average time duration of cleaning of each house:

- 1- Villa Loft ⑦ 2 hours
- 2- Casa Primavera I ⑦ 1,5 hours
- 3- Casa Primavera II ⑦ 1,5 hours

- 4- Casa del Medio ⌚ 1 hour
- 5 - Casa La Higuera ⌚ 1 hour
- 6– Casa Verano ⌚ 1,5 hours

8.2.2 Cleaning of common areas

The common areas are cleaned daily. Every 15 days the pool is maintained, for that we contract with an external company.

Cleaning Order:

- 1 – Pool – Collect the leaves from the water using the pool net.
- 2 – Clean the hammocks and shake the cushions from the pool area.
- 3 – Collect the leaves from the floor of the relaxation areas.
- 4 – Shake and order cushions from the relaxation areas.
- 5 – Clean tables in the relaxation area
- 6 – Clean the common cafeteria (table, glasses, coffee maker)
- 7 – Collect fallen fruits from fruit trees
- 8 – Collect eggs from hens, clean chicken coop and feed chickens.



8.2.3 Orchard maintenance

The orchard has different fruit trees (peach, orange, fig, avocado, plum and banana) these are pruned once a year. In the summer they irrigate every 15 days and in the winter 1 time a month through an irrigation system. The fruits or leaves that are on the ground are collected daily.

8.2.4 Technical service and stock

The sheets are sent to the laundry where they are responsible for washing and ironing by quantity. The company delivers it the next day. They are delivered in a garbage bag and the quantity delivered is recorded. When returning it, the content is reviewed and stored in the shelves provided for it.



Clothes that do not need to be ironed are washed in Casas Alberto (towels, winter sheets, decorative pillow cases, outdoor tablecloths). And we tend them outdoors.

Cleaning products: a list is made weekly of what is needed and we buy everything together with toilet paper and soap for the houses in Macro.



The exterior lights work with a clock system that automatically switches on from 6pm to 6am in winter and in summer from 9pm to 5am.

8.3 *Reservations and charge*

When the reservation is made through booking.com, customers make the payment through credit card, the Booking.com company charges its commission monthly directly from the bank account of Casas Alberto.

When the reservation is made directly by telephone, the payment can be made by bank transfer before arrival or by cash or card upon arrival (they have a payment terminal).

8.4 *Restaurant Service*

In the restaurant El Pitirre, we offer a close and familiar service in order to make the customer feel like home. We take care of all the details, including the assembly of tables and the presentation of the dishes. So, we made a small video where you can see the assembly of tables and presentation of the dishes.



When opening the restaurant and before the client arrives, it's important to make sure everything is in order, the tables are settled, putting fresh flowers and relaxing music. When the client arrives, he is cordially received and escorted to his table. Lit the candles, get note for the drink and the menu or dishes of the day are offered. During the meal, it is important to be aware that they are well cared for, always in a cordial and familiar way, without "harassing" them.

8.5 Feedback and Loyalty

Customers are always encouraged to leave their opinion on the Booking.com and Trip Advisor websites. Answering comments is a priority for Casas Alberto.

We save all the thank you tickets that customers leave on the houses when they leave.

To keep customers loyal, when a customer repeats, the house they are going to occupy is always personalized, such as a special decoration on arrival or with things that we know they are excited or in need of.



Besides all this, customers are always welcomed with their names on a nice blackboard at the door of his house.

8.6 *How do we promote our Oasis*

- **Own website:** <http://www.casasalberto.com/>
- **Social Media:** Facebook (<https://www.facebook.com/CASAS-ALBERTO-320404567973107/>)
- **Met search engines:** Trip Advisor, Trivago, Kayak
- **Recommendation:** Without doubt that the word of mouth it's the best way to sell our business. So we make our best for customers to leave satisfied and talk about their experience with Casas Alberto in their country.

Booking channels: Online Booking Portals:

Booking.com: <http://www.booking.com/Share-LkfLrt>

Rent By Owner: <https://goo.gl/yRUJ4e>

Expedia – Hotels.com

Direct Reservations: Questions and direct quotes by email and telephone.



9. *Future goals*

To continue surprising the clients and attract new ones, there is a future project to create more "private" zones with views of the sea and the ravine in the common areas so that customers can enjoy the tranquility of nature in this wonderful climate.

We are evaluating the possibility of using the cave as a relaxing area where you can spend relaxed summer evenings in a different environment.

It also a project, the possibility that El Pitirre Restaurant will acquire more life and, that through it, half-board can be offered to customers.



Minds into Matters

CASAS
Alberto

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E-mail: Info@casasalberto.com

Web: <http://www.casasalberto.com>



“Casas Alberto it's not my business, it's all the good about me that I've always wanting to share”

Flor Simón

CASAS *Alberto*

Welcome to CASAS ALBERTO

Our goal is to make you feel at home and enjoy this wonderful island.

We will always be at your disposal to give you good advice of places not so touristic and very charming.

This small company is made up of 2 fighting women + Scarlet ... my cat ..

Eva, it's the cleaning lady and, by the way... a very good cook!

Flor, the dreamer who started this project in 1998 with her father ALBERTO, reforming one of the Canarian houses and then building this magical place such as CASAS ALBERTO and my Scarlet cat ...;) who has been with me for many, many years!

We are here from **Monday till Saturday from 9:00 to 14:00**

Outside of that time you can locate me:

By calling me or sending a whatsapp message to my

Mobile phone: [00.34.670.21.23.53](tel:0034670212353)

or by sending me an E-mail: florsimong@gmail.com

If you wish advices of places of interest to visit on the island, you can send me a whatsapp and I will send you information and links about typical restaurants, beaches, "chiringuitos", etc.

CASAS ALBERTO, are located in El Frontón, a small neighbourhood of San Miguel de Abona, very quiet and safe.

Known because of the growth of Canarian potatoes and vineyards.

We advise you to visit the **ERMITA de El Frontón**, where you can enjoy a beautiful panoramic view, it is located at the entrance to the town where the sign of EL FRONTÓN is, then you go down to the right.

The **DULCERÍA TAGORO** where you can see how we make our typical Canarian sweets made with almonds from the area in a wood oven (going up the street to the left 20 minutes on foot).

In San Miguel de Abona, **the Museum LA CASA DEL CAPITAN** and the **Church of San Miguel**, are places of interest.

SUPERMARKETS

At 5 min. By car you can find the GUAY supermarket that it's open from 8:30 till 21:30 and the SUPERMARKET GAMA, with products from the area.

You can also find MERCADONA and LIDL in LAS CHAFIRAS.

RESTAURANTS

The closest one it's on the way to leave the village down the road: RESTAURANTE EL PORTILLO.

BAKERY

In front of supermarket GUAY, you can find the bakery EL HORNO DEL PAN, with a big variety of bread and sweets.

RESTAURANT " EL PITIRRE"

We make homemade Canarian food with products of our farmers.

Booking is advised, we only have 5 tables.

Ask us about the days we open the restaurant

You can also order our Canarian TAKE AWAY food every day except Sundays.

Talk with our STAFF: EVA or FLOR from 9 a.m. to 1:00 p.m.

CLEANING SERVICE:

Change of towels twice a week

Change of sheets once a week

Extra cleaning: € 10 / hour (upon request)

FIREWOOD

We have at your disposal sacks of wood for the fireplace for 6€

WIFI AREA AND COFEE ROOM

The wifi area you can find it near the pool.

Password: alberto2017

Visit our small coffee room, where you will find fresh eggs from our happy hens in the fridge, coffee, tea, books ... etc..

We sincerely hope you enjoy your stay at CASAS ALBERTO.

Kind Regards



Minds into Matters



FLOR and EVA

This project has been funded with the support of the European Commission. This publication reflects only the opinions of the author and the Commission is not responsible for the use that may be made of the information disseminated here.



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