



LQ Management L.L.C.

LQ Management L.L.C. is one of the largest operators of limited-service hotels in the United States, with over 70,000 rooms. Based in Dallas, Texas with 9,000 plus employees nationwide, La Quinta operates and provides franchise services to more than 750 hotels in the U.S., Canada and Mexico under La Quinta Inn and La Quinta Inn & Suites brands.

Enjoy consistently clean and comfortable guest rooms and suites with many of the frills you would expect at higher priced hotels, such as free breakfast and free high speed Internet access, all at some of the most affordable and competitive rates anywhere.



Achieving More through Partnership:

 **La Quinta University** *Strategically Aligning & Supporting Vendors to Maximize Business Performance*

LQUniversity

With only 10 full-time members of LQUniversity, we strategically align ourselves to support each of our vendor partners to maximize our ability to impact People, Product and Profit. With the goal of continuous improvement in mind, our vendor management strategy is to build a transparent, two-way relationship that enables us to make decisions considering both La Quinta's and our vendor's best interests.

While sometimes vendor / client goals can be incongruent, when relationships are setup with common goals in mind, and you strive to achieve common goals, both organizations can achieve more. Therefore, La Quinta's approach is to do "Whatever It Takes" to support our guests, our employees and our vendor partners through training, incentives, project management, and business process design.

Alignment

Strategy

- Alignment is crucial to success
 - It is important to determine _____ that are visible to both parties.
 - Once metrics are established, the next step is to define _____.
 - Goals are formally documented ensuring equal _____.
- Key deliverables include:
 - _____
 - _____

Support

Implement

- Conduct Current State Assessment
 - _____
 - _____
 - _____
 - _____
 - _____

- _____
 - _____
 - _____
 - _____
- Prioritize Support Solutions based on operational need
 - _____
 - _____
 - _____
 - _____

Maximize Business Performance

Monitor

- Review mutually agreed upon _____ to ensure expected outcomes.
- _____ feedback on shared metrics and incentives to all parties.
- Periodically _____ metrics and support _____.

