

COMPANY PROFILE 2016



II
IRIS
HOTEL



INTERNATIONAL LUXURY
HOTEL ASSOCIATION

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Contents

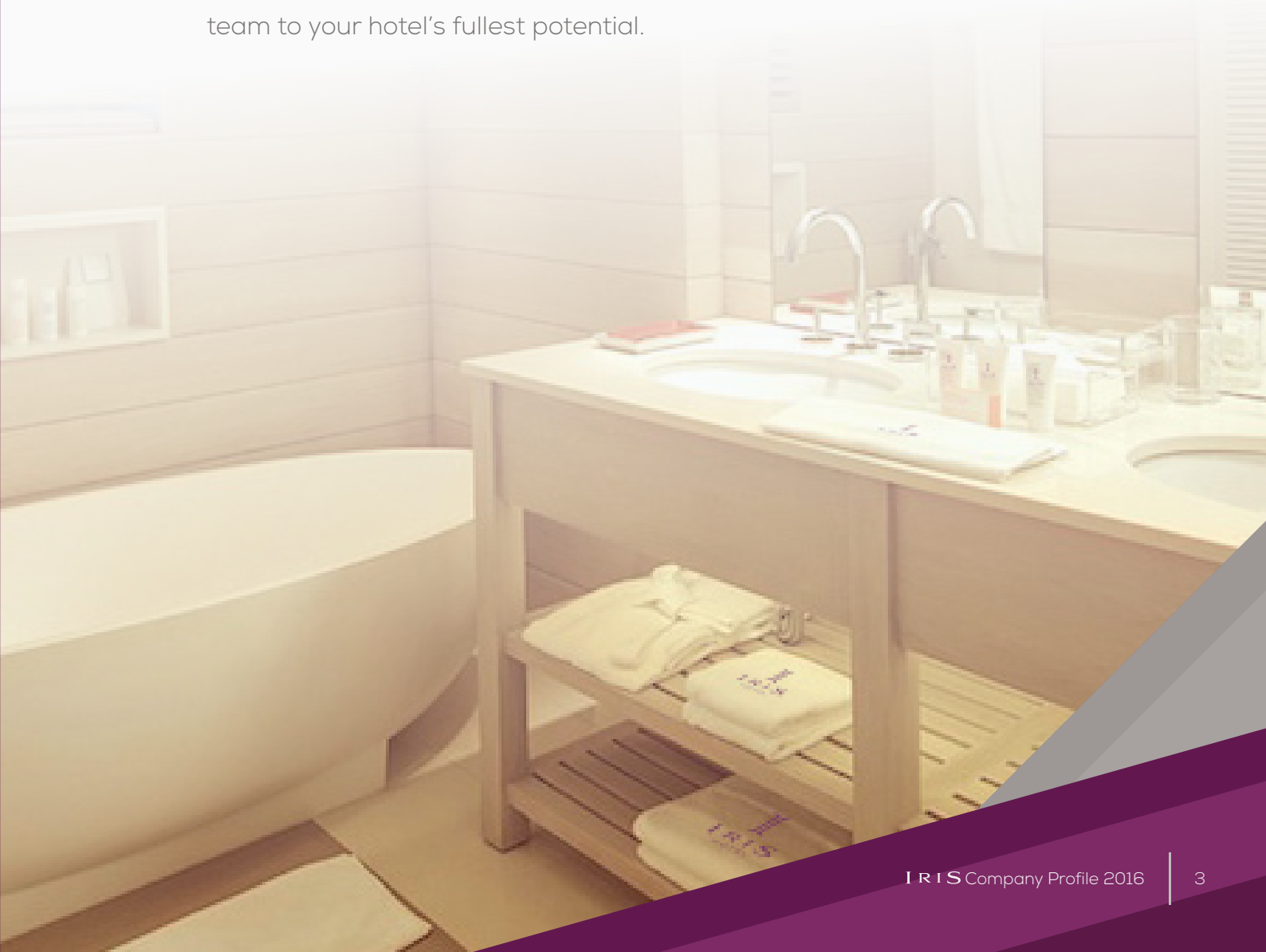
Welcome to IRIS Hospitality	3
Business Philosophy	4-5
Principles	5
Services	6 - 10
What We Offer?	11

Welcome to **IRIS** Hospitality

IRIS Hospitality are a premier Hotel Management, Acquisition, and Development company. Founded in 2011, we strive to provide exceptional experiences for our guests, while providing an excellent work environment for our staff and obtaining industry leading results.

IRIS Hospitality offers a comprehensive range of services and tools tailor-made to each project to ensure maximum return on investment to its owners and investors.

IRIS Hospitality has the experience needed to lead your on-site team to your hotel's fullest potential.



Business Philosophy

IRIS Hospitality believe Effective management and excellent relationships with the business community is essential to our successful operation and profitable growth.



EMPLOYEES

Successful corporations are built around people who function as a loyal team. Our employees share in the common vision of our company's Mission. They participate in the planning and implementation of the company's action plan. Open and honest two-way communication, delegation and empowerment coupled with high but realistic performance standards generate maximum productivity.



CUSTOMERS

Our customers are the foundation of our business. Our Management System is designed to generate superior customer satisfaction at every level.



SERVICE

In order to maintain a leadership position in a competitive market. Service Excellence for our customers is critical to the successful management of our hotel properties.



OWNERS

Investor partners of the properties we manage are an integral part of our team. We strive to keep a professional, open, and harmonious relationship with our partners. We manage assets focused on providing a return on investment consistent with ownership's expectations.



MANAGEMENT AND LABOR

The Community is an important part of the **IRIS** Hospitality family. We always strive to play a leadership role in the communities we work in.



COMMUNITY

The Community is an important part of the **IRIS** Hospitality family. We always strive to play a leadership role in the communities we work in.

Principles

- Time is the most important thing
- Make business decisions based on logic
- We calculated risks so we do not afraid
- We direct and honest in your dealings with client
- We Always keep things documented so there are no misunderstandings
- We believe Good accounting sustains good partnerships
- Get involved in the community and truly be a part of it

Services

HOTEL ACQUISITION

It is imperative for investors deciding to include a hotel in their portfolio to know why they are doing so. **IRIS** Hospitality can help make experienced, educated assumptions about future market conditions and implement a plan to deal with those ever-changing conditions. The key to a successful hotel acquisition lies in the following Effects:

1. Identification of under-performing properties in good locations where repositioning the property will lead to successful performance.
2. Analysis of costs and projections of income and expense.
3. Selection of the appropriate brands.
4. Analysis of physical and environmental challenges present in older buildings.
5. Determination of replacement materials which will enhance the economic operation of the property, insuring environmentally correct and energy efficient systems.
6. Selection of properties wherein the cost of renovation represents significant savings over new construction.
7. Identifying potential Acquisition hotels.
8. Substantial cost saving.
9. Co-ordinate Appraisals and Market Studies.
10. Determining possible changes in management/Franchise

IRIS Hospitality realizes that a hotel is both a business and real estate investment and therefore needs to be scrutinized by those familiar with the hotel industry.

IRIS Hospitality has vast experience in handling financial, marketing, engineering and environmental audits, just to name a few, that are needed to ensure you make a sound educated decision before purchasing a hotel.



HOTEL DEVELOPMENT

Selection of hotel properties where the cost of total renovation represents a significant savings over new construction.

Selection of development team members including architects, general contractors, interior designers, engineers, kitchen consultants, and FF&E advisors.

Detailed pre-development project budgets identifying all project elements typically containing hundreds of line items.

Pre-development coordination between designers and contractors to insure the most efficient design to yield high quality and economic efficiency.

Detailed project schedules.

Coordination meetings during the development phase to answer questions and solve problems well in advance of construction.

Detailed monitoring of construction budgets and schedules.

Coordination with the hotel management team to ensure a smooth opening.

Feasibility Studies: Provide market analysis for, and financial evaluation of the proposed project include cost-benefit analysis, facility recommendations, occupancy and room rate projections, operating results and valuation estimates.

Site Selection and Analysis: Analyze site locations and determine highest and best use.



HOTEL MANAGEMENT

After a hotel is acquired or developed, **IRIS** will use its skills in all aspects of hotel operations, including;

- **Operational Reviews:** Evaluate organizational structure to ensure the achievement of overall operational efficiency and effectiveness. Identify the strengths and deficiencies and recommend alternative approaches that may be more profitable, and/or economically manageable.
- **Sales and Marketing:** Monitor performance of the hotel's market position, as well as any changes in its competitive set; review and monitoring of Sales and Marketing strategies, programs and personnel.
- **Strategic Planning:** Develop and implement strategies to enhance asset value by increasing revenue and implementing cost containment measures.
- **Inventory Control:** Monitor cost of materials used in each department.
- **Compliance:** Continuous monitoring and analysis of agreements to ensure full and timely compliance.
- **Labor Analysis:** Review and monitor costs, including systems to control performance.
- **Labor Negotiation:** Obtain favorable results by utilizing extensive experience in labor and contract negotiations.
- **Annual Business Plans:** Review and analyze annual plans presented by the operator and provide full analytical reports and recommendations for improvements.
- **Management Overview:** Regular meetings with the operator to analyze P&L and provide monthly status report of findings of the hotel's current performance and to forecast results with ownership.
- **Secret Shopper Reports:** Conduct random Secret Shopper audits and review results with management.
- **Licenses and Contracts:** Review all major licenses, leases, contracts and agreements on a periodic basis to ensure maximum benefit is returned to ownership.
- **Repositioning Studies:** Evaluate potential repositioning of the hotel in order to maximize its potential operating and financial performance over the long term, ultimately enhancing the value of the asset.

- **Capital Improvement Planning:** Provide complete management and coordination services for planning, design and cost engineering to including Property Improvement Plans (PIP) and renovation projects.
- **Facilities Planning:** Review facility requirements and planning criteria so that the proposed project will be responsive to market conditions. Work with project architects in the planning and design phase to identify and recommend potential alternatives prior to commencement of construction.
- **Staff Training:** Training staff to create the best environment for hotel guests and employees.
- **Guest Experience:** Creating and implementing guest loyalty programs.



ASSET MANAGEMENT

Our hotel asset management services include:

- Operator selection and negotiation.
- Operational reviews to insure the productivity level of operator's management staff increase the property's cash flow.
- Monitor the physical condition of hotel to assure proper improvement projects capital expenditures.
- Review the market strategy and expense controls to enhance revenue growth and provide consistency of service.
- Develop goals for management that encourage their achievement in finding cost-effective ways to improve revenue.
- Seek ways to maximize value including repositioning, expansion, renovating and recapitalization.
- Make regularly scheduled visits for consultation with management on ongoing operations and implementation of changes.
- Follow-up reports including analysis and critique of financial statements.
- Provide hotel operations and asset oversight to identify the basis for hold verses sell decision.



PROJECT CONSULTING

Project Development Consulting Services:

- Market analysis, positioning and feasibility studies
- Selection of Brand
- Selection of key project team members including:
 - Architects
 - Contractors
 - Interior Designers
- Contract negotiations with key project team members
- Negotiation of Management or Franchise Agreements
- Conceptual design review
- Due Diligence and financial operational projections
- Project planning and programming
- FF&E and OS&E purchasing and installation
- Technology and telecommunications systems implementation
- Architectural, engineering and construction coordination
- Licensing and permitting guidance
- Pre-opening staffing and budget
- Sales and Marketing, Operations, Accounting, Human Resources & Much More.

What We Offer?

- Dedicated Professionalism
- Hands On Experience
- Complete Flexibility
- Total Reliability
- Whatever your choice we will present
- Honesty
- Total Independence
- Integrity
- Confidentiality
- An Eye for Detail
- Fresh Ideas
- Different Perspectives
- Practical Solutions
- Impartial Advice
- Affordable Alternatives

It starts and finishes with our business ethics and our business model. For **IRIS**, this means doing our best in customer service, employee recruitment, training, retention, and ultimately achieving optimum financial performance the project is positioned for.

We believe in our business model and stand by our proven track record of our current and past Hotel projects. We are also grounded in our commitment to sustainability in all that we do.

Call our leading team professionals to discuss your project today!



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