

The way a team plays as a whole determines its success. You may have the greatest bunch of individual stars in the world, but if they don't play together, the club won't be worth a dime.

Babe Ruth



“Success seems to be connected with action. Successful people keep moving. They make mistakes, but they don't quit.”

Conrad Hilton

HOTEI INTERNATIONAL

MANAGEMENT CONSULTANTS

“solutions & tools for
hospitality people”

“THE COMPANY”

◎ mission

“to excel in improving profitability for our clients and develop a long term relationship build on mutual trust.”

◎ vision

“ to become the preferred strategic business partner to the hospitality industry in the region.”

◎ commitments

“ striving to create new opportunities for the local area and to contribute in raising the quality of our field.”

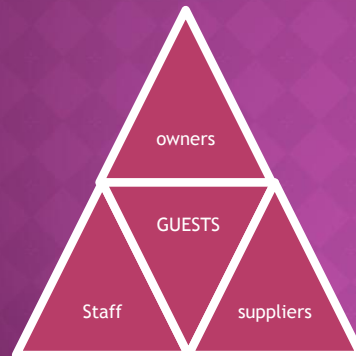
“WHO”

- Chain Hotel Operators
- Brand Conscious Properties
- New Property Development
- Re-Branding



“WHY”

- Creating a Brand
- Protection & Control
- Efficient Staff Management
- Increasing Profitability
- Decreasing Costs



“THE SERVICES”

management systems

- brand standards
- policies & procedures
- concepts
- staff management



- head office management
- 5 * standard operating systems
- resort standards
- business standards
- boutique standards

“WHO”

- Investors
- Developers

- Expansion Studies
- Trend Analysis



“WHY”

- Investing through knowledge
- Controlling external issues
- Making the right investment
- Building for the future
- Assessing Demand



“THE SERVICES”

market research & feasibility studies

- assessment of location
- area survey
- local & metropolitan developments
- country statistics
- tourism factors
- concept development



- political climate
- demand analysis
- competitive set & SWAT
- infrastructural development
- target customers
- revenue & cost calculations
- return on investment

“WHO”

- Chain Hotel Operators
- Stand Alone Hotels
- Restaurants
- Retail

“FACT”

If 20 customers are dissatisfied with your service, 19 won't tell you. Fourteen of the 20 will take their business elsewhere.

“WHY”

- Measuring Standards
- Increase Staff Awareness
- Defining Target
- Increase Guest Satisfaction
- Corrective Maintenance
- Competitiveness

“THE SERVICES”



quality audits
“mystery shopping”

- measuring quality
- controlling procedures
- documentation of efficiency

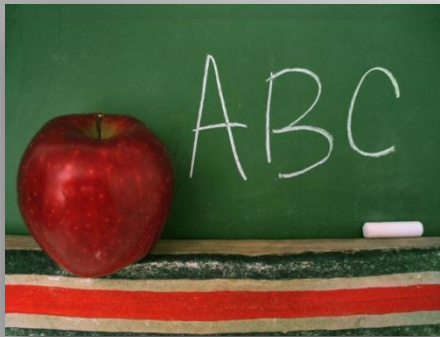


what is mystery shopping ?

“the purpose behind the concept of mystery shopping is to allow hotels to gain improved customer insight into how the service related functions of their business are performing, and utilize the information gathered as part of performance management and service improvement initiatives.”

“WHO”

- Owners & CEOs
- Top Management
- Middle Management
- Line Staff



“WHY”

- Ensure Standards
- Increase Staff Motivation
- Drive Profitability
- Increase Guest Satisfaction
- Corporate Image
- Competitiveness

“THE SERVICES”



professional trainings

- brand management
- revenue management
- sales & marketing



- on the job skills training
- total quality
- communication
- time management
- sop information training
- guest relations
- human resources management
- menu engineering
- creative bar operations

“WHO”

- Stand Alone Restaurants
- Residential Properties
- Hotel Outlets



“WHY”

- Keep up with new trends
- Ensure correct investment
- Concept through research
- Increase Guest Satisfaction
- Corporate Image
- Budgets and P&L's

“THE SERVICES”

food & beverage consultancy

- concept & interior
- budgeting
- Information technology



- menu creation
- translations & spell checks
- purchasing
- pos systems
- training
- quality auditing
- av equipment and lights
- playlists & music
- creative bar operations
- guest cooks & consultant chefs

“WHO”

- Entrepreneurs
- Independent Hotel Operators
- Investors



“WHY”

- Saving time & money
- Ensure correct investment
- Concept through research
- Adaptation of international standards
- Setup of corporate structure
- hiring the right people

“THE SERVICES”

hotel & property management

- search for hotel operator
- evaluation of lease or management contract
- re-view of infra structure



- compliance on security issues
- compliance health & hygiene
- technical assistance
- it systems
- temporary management
- human resources
- standard operating procedures
- feasibility & budgeting
- market research & benchmarking
- purchasing assistance
- sales & marketing

“THE PEOPLE”

◉ founders

Ufuk Yıldırım

managing director & partner

Areas of expertise

rooms division

information technology

quality audits

trainings

revenue management

research

sales & marketing

Christian H. Selchau

director of operations & partner

Areas of expertise

brand management

corporate structures

food & beverage

concept development

market studies &
feasibility

competitive
benchmarking

“WHAT IS HOTEI ?”

According to ancient Japanese folklore, one of the seven lucky gods.

- Hotei is known as a symbol of happiness, luck, generosity and prosperity, on his back he carries a huge linen bag containing precious things and gifts of good fortune.
- According to legend, Hotei is also a fortuneteller whose predictions always come true



- The only catch is that he will not tell the future to any person who does not sincerely affirm a desire to know the complete truth.
- In recent times, Hotei is also referred to as the patron saint of restaurateurs and bartenders. When one over eats and over drinks, one may sometimes jokingly attribute it to Hotei's influence.

“THE LOCATION”



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