



PLANHOTEL

1997-2017

*20 years of* HOSPITALITY



# Company Profile

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THE VIEW Lugano  
Switzerland

Planhotel Hotel Italia  
Cortona

Maldives - Ari Atoll  
Sandies Bathala

Maldives - Ari Atoll  
Diamonds Thudufushi

Maldives - Ari Atoll  
Diamonds Athuruga

Malindi Dream Garden  
Diamonds Dream of Africa  
Sandies Tropical Village

Kenya

Zanzibar

Diamonds Star of the East  
Diamonds La Gemma dell'Est  
Diamonds Mapenzi Beach  
Sandies Baobab Beach

Mozambique

Diamonds Mequfi Beach Resort

## Planhotel Profile



**Planhotel SA** is a resort & hotel management, marketing, distribution and development company operating properties and products branded as *Diamonds*, *Sandies*, *Exploreans Resorts & Hotels*, *MVUA African Rain SPA* and *Spherique exclusive boutiques and handicraft*. The company manages and also has equity in

several of the properties under management and developments in the Maldives, Kenya, Zanzibar and Italy. *MVUA African Rain SPA* and *Spherique exclusive boutiques and handicraft* are part of the concept in the resorts and are also present in additional locations.



## 1. Planhotel Vision



To be perceived and acknowledged as “The best small resorts & hotel chain in the world” in the eyes of our customers, business partners, employees and our competition.



# Positive communication and interaction with our guests



## 2. Mission & Values

### 2.1 Mission Statement

To achieve above average returns for our owners through professional management, positive communication and interaction with our guests, our employees and business partners by continuously emphasizing our brand and values.



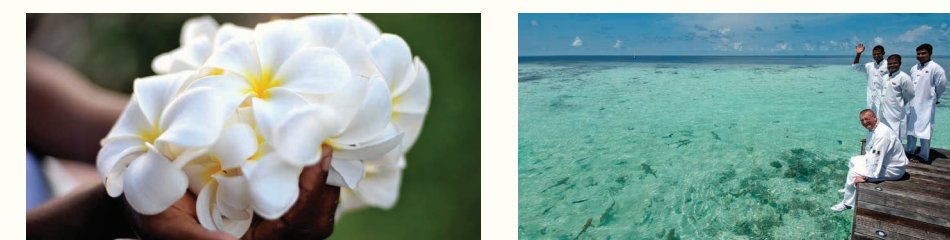


## 2.2 Values

- ✦ We believe in the family atmosphere - our resorts & hotels are a home away from home.
- ✦ We are creative and innovative in carrying out our daily duties and in our way of approaching any task.
- ✦ We are continuously striving to better ourselves through our passion for the hospitality industry, self-improvement and learning.
- ✦ We display respect, fairness and integrity and foster mutual trust and care in our dealings with our employees, our business partners and our guests.



- ✦ We are continuously striving to deal with others with a professional and harmonious attitude, as we wish them to deal with us.
- ✦ We consider the development of all our employees to be a high priority in all fields.
- ✦ We instill and foster a sense of pride and feeling of “ownership” amongst our employees.



- ✦ We strive to be in harmony with the natural environment and our cultural surroundings.
- ✦ We contribute our resources, both financial and human to help better the environment and the community which we live in.
- ✦ We have fun and enjoy our work.

## 2.3 Main Purpose

To create and manage innovative, complete and wholesome vacation experiences in a unique and sustainable environment.

### 3. Management Style

*We operate under a management philosophy that may seem simplistic, but to succeed, we believe that we must be players, not spectators.*

As the hospitality industry becomes more and more competitive, we see differentiation and quality ingredients as key elements in product development and positioning.

The environment we are working in is a fast and ever changing world. Customer demands and trends are very sophisticated, influenced and shaped by the technological revolution of these times. In addition, the leisure industry is very competitive, worldwide there have been many casualties. We do not think guest accommodation and services are a commodity by just building them and automatically expecting them to be taken for granted.

We research consumer trends and are sensitive to the market needs. We not only anticipate shifts in demand, we are alert and enhance demand

through new ideas.

We emphasize on unique and creative concept development that is custom made to the specific area and includes local cultural and design elements. We do not use standard patterns and avoid copying.

Every detail is thoroughly evaluated, from amenities and service concepts to flowers placed for the pleasure of the eye thus attention to detail becomes a driving force.

People are the most important thing in the hospitality industry. We therefore put a lot of emphasis on choosing the right people. Systems such as employee development and training, employee recognition, cross training, performance related pay and empowerment are very important to our success.



In addition to these practices we also instill strong market awareness and financial discipline amongst all of our team as well as a strong commitment through loyalty and a feeling of belonging and ownership.

As a young and developing company, we avoid the layers of management often associated with large corporations preferring to source talented Managers from within our organization who are entrepreneurial and bring initiative to the product.

In order for this to work, we provide extensive training and the time to experience each area of operation and give clear guidelines on financial targets, operating philosophy, best practices and essential controls and systems.

Within this framework, our Managers take full responsibility for their unit or area of authority. We do not believe in getting slowed down by over managing, over supervising, and over monitoring. We manage by building a framework and by creating enthusiasm for the idea.

We are continuously redefining our hospitality and leisure concepts and reviewing the advantages and disadvantages. Thus, we create the most appropriate product for each of our working with the Manager and team of each property in adapting our policies and systems according to the local environment.



## 4. Scope of Services

Planhotel offers consultancy, development, management and sales & marketing services for selected resorts and hotels, shops & boutiques and leisure and entertainment projects operating under a Planhotel brand. The Planhotel team guide the development and assure that the brand spirit and brand values influence all facets of the project.

### 4.1 Pre-development

- Feasibility studies
- Site evaluation
- Market potential
- Concept development
- Design briefs
- Master planning

Appropriate consultants are identified to compliment the Planhotel Team in developing the project.





4.2 During Development

Technical Services

Reviews and advises on:

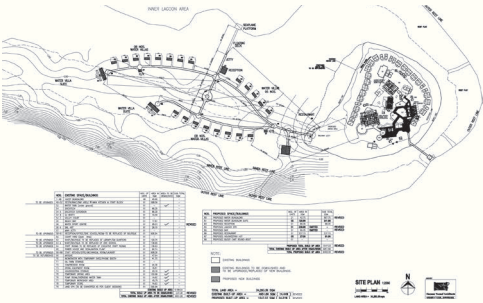
- ✦ Designs and Drawings
- ✦ Concept
- ✦ Guest accommodation
- ✦ Public areas
- ✦ Service areas
- ✦ Staff facilities
- ✦ Landscaping
- ✦ Uniforms
- ✦ Graphic and signage
- ✦ Marketing collateral

We advise on:

- ✦ Mechanical and electrical requirements
- ✦ FF&E (fixtures, furnitures & equipment)
- ✦ All operational systems



5. Project Management



Services oversee the planning, follow up, coordination and development of the total project from start to finish significantly reducing the owner’s tasks, Planhotel total management of the project provides better control and coordination of all involved parties, from architects, Interior designers, M&E consultants to structural engineering.

Pre-opening Services

Reviews and advises on:

- ✦ Budgets and estimated P&L accounts
- ✦ Working capital requirements
- ✦ Staffing and salary guides
- ✦ Recruitment schedule
- ✦ Printed and electronic collateral design production and distribution
- ✦ Operating polices
- ✦ PR activities
- ✦ Lease negotiations
- ✦ Concession contracts
- ✦ Site visits and inspections of progress reports
- ✦ Continually coordinating the entire design team through the pre-opening period





# Identifying key objectives

## 6. Management Contract

Full property management consisting of:

Identifying key objectives for the property and implementation through a unit Manager and Group management responsibilities.

- Concept implementation
- Branding
- Administration, day to day management
- Cost Control
- Maintenance
- Sales & Marketing
- Accounting
- Financial Management



7. Historical landmarks

- 1988 Opening of Tropical Village in Malindi, Kenya
- 1989 Opening of Athuruga Island Resort, Maldives  
Opening of Thudufushi Island Resort, Maldives
- 1990 Opening of African Dream Resort in Malindi, Kenya
- 1994 Creation of All Inclusive Resorts
- 1997 Creation of the brand The Crab diving centers
- 1998 Creation of the brand In Action recreation centers
- 1999 Opening of Mapenzi Beach Club in Zanzibar, Tanzania  
Creation of the brand Spherique Boutiques
- 2001 Opening of Malindi Beach Club in Malindi, Kenya  
Opening of Coconut Beach in Malindi, Kenya
- 2002 Opening of Stella di Mare in Ain Soukhna, Egypt
- 2003 Opening of Hotel Italia Cortona, Italy
- 2004 Opening of La Gemma dell’Est in Zanzibar, Tanzania
- 2005 Re-construction of Dream of Africa in Malindi, Kenya



- 2007 Management of Petit Palais Hotel de Charme in Milano, Italy
- 2008 Management of Neptune Pwani Resort & Spa in Zanzibar, Tanzania
- 2009 Creation of the Brands Diamonds, Sandies and Exploreans  
Opening of Dream of Zanzibar Resort in Zanzibar, Tanzania
- 2010 Opening of Athuruga Water Villas in the Maldives  
Opening of Star of the East in Zanzibar, Tanzania
- 2011 Opening of Thudufushi Water Villas in the Maldives  
Opening of Mara Rianta Camp in the Masai Mara, Kenya
- 2012 Opening of Ngorongoro Lodge in Tanzania
- 2015 Opening of THE VIEW Lugano Hotel in Switzerland  
Opening of Mequfi Beach Resort in Mozambique
- 2018 Opening of Baobab Beach Resort in Zanzibar  
Opening of Bathala island resort in the Maldives  
Opening of Malindi Dream Garden in Kenya  
Creation of the brand Planhotel World, Beach Resorts





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