Company Profile

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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.

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.

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.

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.
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. Scope of Services

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.
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.

Technical Services
We advise on:
- Mechanical and electrical requirements
- FF&E (fixtures, furniture & equipment)
- All operational systems
- Operating policies
- PR activities
- Lease negotiations
- Concession contracts
- Site visits and inspections of progress reports
- Continually coordinating the entire design team through the pre-opening period

4.2 During Development

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

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

- Site visits and inspections of progress reports
Identifying key objectives

6. Management Contract

Full property management consisting of:
- Concept implementation
- Branding
- Administration, day to day management
- Coat 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 Menapi 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