



OVERVIEW

SERVUS is focusing on;

- National and Regional Environmental (Sustainable) Tourism Development,
- Developing and Managing Hospitality Projects;
 - Hotels,
 - Holiday Villages and other Touristic Premises,
 - Restaurants / Bars
 - Sports and Recreation Outlets,

And ;

- Providing consultancy services on specific hospitality topics,
- Introducing latest systems and technology pertaining to the operation and maintenance of the premise.

in Turkey and abroad.

SERVUS brings in a wide range of expertise covering Education, Inspection, development, management and consultancy in all aspects of the hospitality industry to provide our partners with services such as (but not limited to):

- Market and financially viable hospitality planning,
- Increase of sales,

- Improvement of profitability,
- Enhancing organizational effectiveness,
- Protecting the investment
- Improvement of guest satisfaction.

Other than the resources within the company, SERVUS has contracted with a group of national and international hospitality professionals and trainers to extensively broaden the range and quality of services offered to our partners. Thus SERVUS introduces to the Turkish market the latest trends, systems and technologies of the worldwide Hospitality Industry.

MISSION STATEMENT

To share with our partners our extensive experience in building Hospitality Projects that enhances the National and Regional Tourism Development by providing complete solutions.

This coupled with our expertise in successful planning, implementation and execution of the latest proven systems, directly results in high standards, better than industry standard returns and a sustainable product in which the guest is the focal point.

INTRODUCTION

SERVUS was founded in the year 1997 in Turkey. The Company (Official name: SERVUS International Turizm Geliştirme Yönetim Danışmanlık Ticaret A.Ş.) is a Turkish Company with Foreign Investment.

SERVUS has strategic partnership with ABV Leasing and Hotelinvest GmbH an Austrian Hotel development and management company.

SERVUS entered into this relationship to provide its partners with a complete solution for the development of its hotel projects.

ABV developed the following hotel projects turn-key:

Name of Hotel Investment	Location	Construction	No of Rms	Total
Sport Hotel Gudauri	Georgia	24 months	150	USD 50 Mill
Metechi Palace Hotel	Tiflis-Georgia	22 months	342	USD 70 Mill
Novgorod Palace Hotel	Novgorod-Russia	24 months	220	USD 70 Mill
Palace Hotel in Moscow	Moscow-Russia	26 months	220	USD 80 Mill
Nevskij Palace Hotel	St. Petersburg-Russia	30 months	287	USD 100 Mill
Rachat Palace Hotel	Almati □ Kazakhstan	26 months	282	USD 110 Mill

Stop and Sleep Vienna □ Austria 12 months 150 USD 20 Mill

The hotels were originally opened and managed by Marco Polo Hotels a subsidiary of ABV. The hotels are now under managed as follows

Sport Hotel Gudauri	JOINT VENTURE METECHI
Metechi Palace Hotel	SHERATON
Novgorod Palace Hotel	CITY OF NOVGOROD
Palace Hotel in Moscow	SHERATON
Nevskij Palace Hotel	SHERATON
Rachat Palace Hotel	HYATT International
Stop and Sleep	MARCO POLO

With this partnership SERVUS is bringing the additional strength of an international hotel development and management company with a proven track record, both in respect to construction and the management of four and five star hotels as well as quality motels to Turkey. Because of the various different locations of the hotels, ABV in many cases developed or adopted the latest technologies to construct the hotels safe, secure, customer and operator friendly: The Metechi Palace Hotel in Tbilisi - Georgia withstands earthquakes beyond 8 on the international Richter Scale. The Nevskij Palace Hotel in St: Petersburg is built on a special floating raft platform to withstand the , which is a given problem in the city of St Petersburg.

The 5 Partners of SERVUS, the Company Directorl s and the Strategic Business Partners act as solution and system provider which coupled with the extensive experience and know-how results in highly professional execution of the given task.

SERVUS and MODUL in Vienna- AUSTRIA, one of the leading schools for Hotel and Tourism in Europe work together to provide Internationally experienced and trained Hospitality Experts covering the whole spectrum of the Industry.

The Executives of SERVUS are members of the GLOBAL HOTELIERS CLUB and HOTEL AND CATERING INTERNATIONAL MANAGEMENT ASSOCIATION which enables SERVUS to provide its Partners with the latest Worldwide Technologies and Trends.

TARGET MARKET

SERVUS focuses to provide *development, management, inspection, education, financial and consultancy* services to the;

- Tourism,
- Hotel,
- Restaurants / Bars
- Sports and Recreation

Industries in domestic and International markets.

The experience of SERVUS entails: :

- Resort Hotel
- Wellness Hotel
- City Hotel
- Mountain Hotel
- Boutique Hotel
- Airport Hotel
- Convention & Congress Hotel
- Apart Hotel

Clubs and Holiday Villages which offer special sports and special activities such as:

- Golf
- Horse Back Riding
- Hunting

- Bio Farms

Clubs and Spas which provide special health & beauty treatments such as:

- Thermal Treatment
- Seawater Cures and Estetic Treatment
- Slimming and Fitness

SELECTED LIST OF CLIENTS AND PROJECT STUDIES

Georgia State Department for Tourism

Hotel Development Case Study for Tbilisi

Sheraton Palace Hotel in Tbilisi- Georgia

Identification of suitable supply for the Hotel Operation and arrangement of Logistics for supplies from Turkey

Türkpetrol Holding

Projection study for the development of a series of mid-sized Hotels approximately 150 rooms and conference facilities in developing cities of Turkey

Erem Holding

Hotel Project feasibility study for hotel project (Apart hotel combined with an Office Block and garages) in İstanbul

EGS Real Estate Investment Co.

Project Coordination for the development of a four star Hotel in Denizli including feasibility study, market research, identification of franchise and additional fund

Acarlar Group of Companies

Feasibility, development, opening and management of COLISEUM in ACARKENT ¶ İstanbul, with one fine dining restaurant, one sports café, two vitamin bars, one pool cafe, indoor and outdoor bars, patisserie, indoor and outdoor swimming pools, fitness center, two health clubs conference facilities, four cinema saloons, one beauty saloon, game room, laundry services, shop, kindergarden, outside catering (650 covers daily)

UNIT Investments A.Ş.

Hotel Ma Biche- Thallasso Poseidon 350 Rooms Kemer

Management consultancy, development and implementation of management systems, training of management and staff of this Five star Hotel.

Set up of entire Sales and Marketing Strategy for this new product. Identification of Sales and Representation Channel in Domestic and Overseas Markets.

BSEC (Black Sea Economic Corporation)

Presentations for Government and City Officials (Governors, Ministry of Tourism, city Planners) as well as to Representatives from the Private Sector from Ukraine and Russia on Sustainable Tourism Development SERVICES

Philosophy

In our work during the management we remain especially committed to:

Guest satisfaction

&

Higher than Industry Standards Return

Our service is at all times professional, warm, respectful, efficient and personal. We aim for total guest satisfaction in terms of the services provided the ambiance and the product hotel as a "home away from home" .

Within the frame of the overall concept we constantly strive to offer the broadest variety of services to our guests at the same time we remain receptive to suggestions and recommendations from our partners

We especially care for all the little details that make a stay in a SERVUS premise a memorable, enjoyable and successful one

MARKET AND FINANCIAL STUDIES

- Feasibility Study
- Market Analyses
- *Construction / Operating Supply / FFF&E Costs*
- *Project Cost*
- **Cash Flow Forecast**
- Financial Statements

Profit & Loss Statement for five years

Operating Departmental Profit and Loss Analysis

Room Division

Operational Profitability

Rev par (revenue per available room)

Room sold per day

Market Segmentation

Rooms Expenses

Laundry and dry cleaning

F & B

General Operational Profitability by Outlet

General Operational Profitability Catering

Cost of Sales Analysis

Departmental Costs

Stewarding Expense

Sports & Wellness

Operational Profitability by Department

Cost of Sales Analysis

Departmental Expenses

Minor Operating Department

Operational Profitability by Department

Cost of sales Analysis

Sales and Marketing Promotional Expenses

Animation Expenses

Administration and General Expenses

Human Resource Trainee Expenses

Engineering / Landscaping / Gardening Expenses

Heat/ Light/ Power/ Water Expenses

Wages and salary related Costs

CONCEPT & DESIGN

- Concept Development (Theme, style, product type and quality, functionality and general appearance) for maximum feasible hotel solution which is in line with latest worldwide trends and environmental issues
- Working with the construction , architectural and interior design groups to successfully implement the concept for the most smooth and profitable operation
- Design and Installation of a Sample Room
- Concept development for each department individually such as restaurants, bars, sports, health and fitness sections (identified target market , type of product and services, menu design, decoration and other identity implementations)

DEVELOPMENT

- Identification of project location & principle partner
- Assistance in identifying co-investors (Equity and debt finance)
- Assistance in identifying applicable investment incentives
- Assistance in identifying the construction, architectural and interior design companies
- Set up of logistics for the construction phase and pre- opening phase
- Identification and Installation of operational systems
- Licenses
- Ongoing supervision of construction progress
- Identification and Allocation of most economical space
- Assistance with purchase through international contacts with suppliers for all equipment and FFF&E
- Partial takeover from construction to operator
- Start of trial run to verify functionality of all systems
- Identification of all Sales Prices and Sales & Marketing Strategies
- Creation of events for ongoing Public Relation activities during construction phase
- Identification and contracting with the reservation systems, representative offices and other sales agents
- Preparation of Guest satisfaction and Loyalty Program
- Coordination of WEB Page preparation
- Procedure Manuals for all Departments and all Functions (including administrative departments such as Personnel, Accounting, Sales & Marketing, Purchasing)
- Set up and modification of Job Descriptions for all positions outlining duties and responsibilities
- Employment of key personnel
- Detailed design and implementation of training courses
- Planning and implementation of official opening celebration
- Introduction and implementation of Personnel Appraisal Program

- Introduction and implementation of [Can do It Program]

PURCHASING

- Preparation of Purchasing plan and research
- Tracking and scheduling,
- Coordination of receiving, storing, cleaning and special care
- Identification of the applicable FFF&E
- Inspect all steps of purchasing and report for an efficient, profitable purchasing system

OPERATIONS AND SYSTEMS SET-UP/ MANAGEMENT

General Operation

- Detailed Control- Performance Checklists for all aspects of all Departments (Food & Beverage, Sports, Front Office, Sales & Marketing, Housekeeping, Security, Accounting, Purchasing, Engineering)
- Procedure Manuals for all Departments and all Functions (including administrative departments such as Personnel, Accounting, Sales & Marketing, Purchasing)
- Set up and modification of Job Descriptions for all positions outlining duties and responsibilities
- Training of department heads (mainly relevant to permanent guest satisfaction, sales drives and financial responsibility for respective department)
- Introduction of Environment enhancing programs
- Set-up of Customer Satisfaction Programs and Customer Complaint Programs
- Permanent strive to increase profitability
- Set up and introduction of the service standards which provides high quality service and guest loyalty

Food & Beverage:

- Following and implementing of Nutritional and seasonal changes
- Set up of quality catering, banquet, meeting and room service systems
- Analyze the concept and operational standards (menu, decoration, entertainment, type of service, operation hours, promotional activities) of the F&B Outlets and suggest the most efficient and profitable solutions
- Setting up Food and Beverage Promotions in line with seasons and events
- Training courses (Kitchen, service standards and suggestive selling and promotions sales)
- Kitchen and restaurant lay out design
- Close control of Food & Beverage Cost
- Implementation of highest Hygiene standards
- Menu engineering and identification of price strategies
- Set up of service standarts

Front Office

- Set up and introduction of proper welcome and registration procedure of individual guests and for groups (including pre-registration, V.I.P. Welcome)
- Set up and introduction of proper Bellstand and Concierge services
- Set up and introduction of proper Night Auditing
- Set up and introduction of proper Cashiering
- Introduction of proper Telephone Answering skills
- Set up of most effective Property Management program
- Set up of effective and cost effective Shuttle Service
- Set up of effective reservation procedures
- Training courses

Entertainment & Sports & Wellness & Cultural Events

- Set-up on execution of ongoing activities covering all the various fields and groups of interest (as mentioned under the heading)

- Special emphasis on Wellness, which has become an ever more important factor in modern tourism
- Following and implementation of latest trends relevant to the operation and to the expectation of the guests.
- Guest satisfaction program
- Set up of Children programs
- Set up of high quality animation

Sales & Marketing & Public Relations

- Set up and implementation of Sales & Marketing Plan
Including: Media Plan, Market segmentation
- Organization of Sales Blitzes, Road Shows, Fair participation
- Sales & Marketing Budget
- Set up and implementation of Corporate Identity
- Set up of ongoing promotions
- Set up and introduction of Familiarization Tours for Tour Operators and Whole Sellers
- Introduction of Yield Management
- Database development and update management
- Public relation activities with local, regional and international community

Human resource

- Implementation of employee Handbook
- Implementation of Orientation Programs
- Implementation of Employee Incentive Programs (such as employee of the month)
- Ongoing on and off the job training for all but especially for personnel with guest contact relevant to the respective department (including personnel, guest and property safety)
- Incentive and Career development programs

- Preparation and Execution of regular personnel appraisals (all personnel)
- Set up of the Human Resource Program to build recruitment channels

Finance

- Preparation of Yearly Budgets for all Departments
- Training of Department Heads towards financial accountability
- Analyses of Department Profitability (for all operating and non-operating departments)
- Preparation of monthly Profit and Loss reports with explanations for any variation against expectations (positive and negative)
- Regular inventories of all perishable and non-perishable goods and fix assets
- Preparation of Cash Flow forecasts and Cash Flow Analyses
- Set up detailed Income Audits
- Set up Credit Control (Accounts receivables)

Housekeeping | Laundry | Dry Cleaning

- Set - up of regular (daily, weekly, monthly) cleaning schedules
- Set - up of cleaning standards
- Set - up of hygiene standards
- Program for proper maintenance of all equipment
- Set up of detail cost program for cleaning and washing

Engineering

- Set up and Execution of Can-Do-It Program to maintain the value of the total investment and to ensure highest guest satisfaction
- Search of Methods on how to reduce Energy costs
- Active Waste Management

Relations with Owners:

- SERVUS provides a monthly report

Listing all activities of the previous month

Showing monthly financial reports (Profit and Loss Statements including variations to budgets, Balance Sheets, Inventory Reports, Cash Flow forecast) by the 15th of each month for the previous month

- listing Sales & Marketing Activities for the previous month
- listing Sales & Marketing Activities for the forthcoming months
- Departmental Reports (if required)
- New Investments Planning and Feasibility Studies

SALES AND MARKETING ▯ RESERVATION SYSTEM

Sales & Marketing & Public Relations

- Set up and implementation of Sales & Marketing Plan
Including: Media Plan, Market Segmentation
- Organization of sales, Blitz▯ s, Road Shows, Fair participation
- Sales & Marketing Budget
- Set up and implementation of Corporate Identity
- Set ▯ up of ongoing promotions
- Set ▯ up and introduction of Familiarization Tours for Tour Operators and Whole Sellers
- Introduction of Yield Management
- Database development and update management

- Public Relation activities with local, regional and international community

EXECUTIVE RECRUITMENT SERVICES

SERVUS helps you find qualified national and international Middle and Executive Management who match your criteria. The initial selection is made by SERVUS. Our Partners are provided by an analysis and recommendation report of the candidates in the shortlist. SERVUS may also participate and facilitate the pre-final and final interviews that will be done through conference calls or face to face meetings.

SERVUS prepares recommendation for the financial package based on the market reviews, the job description and the contract to be signed with the selected candidate.

EDUCATION AND WORKSHOPS

SERVUS provides analysis reports of your organization to determine the areas where there is a need for training, areas for improvement, a workshop and / or new systems introduction and implementation accompanied with the necessity of on the job training.

Depending on the requirements, type and target market of your organization, SERVUS identifies the most relevant expertise from either domestic or international group of professionals, experts, and consultants.

During the constancy we are actively involved in the Operation and provide solutions and implement those together with our Partners.

Upon completion of the training a report regarding the results and observations and further recommendations will be submitted. The training is followed up regularly (the periods will change from topic to topic) to ensure the greatest benefits for our Partners.

PERFORMANCE APPRAISALS

SERVUS provides a performance appraisal program specially designed for the hospitality industry. The program aims to evaluate the performance of the personnel while at the same time gives guidance to the personnel about the tasks to be achieved and how they are to be achieved. The management will receive training on how to conduct the appraisal and plan for the development of the personnel, which is the most crucial part of appraisals.

The program is installed to the computer system of the organization to minimize the paper work and accumulation.

MANAGEMENT, ACCOUNTING, CONTROL AND INFORMATION SYSTEMS

- Preparation of Budgets
- Daily, weekly and monthly reports
- Profit and Loss Reports
- Identification and Selection of Operating Systems
- Inventory Analysis
- New Concept Studies
- Profitability analysis for the entire operation as well as department by department

MANAGEMENT CONTRACTING, FRANCHISE, AFFILIATIONS

Branding often (depending on the Market) provides an option to successfully penetrate target markets. SERVUS assists in identifying management and Franchise companies, which promise the greatest impact on selected, target markets. Subsequently SERVUS represents

it is Partners the negotiating the most advantageous Management / Franchise Contracts. In the third phase SERVUS carries out operational reviews to establish how the operator performs.

MARKET ANALYSIS AND RESEARCH

The analysis of the Industry resource material and key database indicators with respect to your project are further analyzed in the market research study to provide findings essential for assessing investment, market size, concept development, pricing strategies, product development and budget studies

OPERATIONS AND ORGANIZATIONAL ANALYSIS AND AUDIT

- Marketing Audit
- Competitor Analysis
- Human Resource Assessments
- Procedure Analysis
- Financial Management
- Business Planning and Coaching
- Implementation of □ Performance lifter Program□

GUEST SATISFACTION AND LOYALTY PROGRAMS

SERVUS prepares a guest questionnaire built specially for the characteristics and concept of your business and advises the presentation of it in line with your concept. A program is provided to your evaluation to analyze individually and monthly the results of the

questionnaires to immediately take action on the critical areas. Together with the Guest Questionnaires follow up system there is a reply program that is tailored to your concept.

MAGAZINES AND BULLETIN STUDIES

Servus coordinate set up or development magazines or bulletin for your hotel which will ensure guest loyalty, strong corporate identity, increase sales of your cross service and products, support your business aim

PROFITABILITY AND QUALITY MANAGEMENT SYSTEM

- Analyse and appraisal of organization
- Construction of the organization and management system
- Set up manuals, procedures and standards
- Set up of education programme
- Regular inspection , appraisals and suggestion programme

CHAIN HOTELS MANAGEMENT SYSTEM

- Synergy program for sales and marketing
- Synergy program for purchasing
- Rotation program
- Synergy program for public relation
- Reorganization of management construction
- Cost reduction program
- Cross sales program

Note: Our network of service tools can be used individually or collectively as a package based on your requirements.