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CRYSTAL HOTELS PLC
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→ www.crystalhotels.co.uk



CRYSTAL HOTEL MANAGEMENT
at the heart of investment potential 



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Crystal Hotel Management has an experienced team of motivated people providing the investor with in-depth commercial and operational expertise in the acquisition and development of hotels, designed to add value to your investment.

About Us

Crystal Hotel Management evolved out of the successful operation of a number of hotels situated in key areas of London, all of which offered a range of quality accommodation and superior customer service in the three-star hotel market.

Crystal Hotels are situated in areas of London that attract a good mix of business and leisure customers.

Crystal Hotel Management offers owners a full range of management services focused on improving performance and return on investment. In addition, Acquisitions and Asset Management services are available and can resource investment opportunities as well as advise on acquiring and developing hotels.

Our commitment to customers allows us to deliver the consistent, proven results that our owners expect.

Our Mission

Crystal Hotel Management is driven by two objectives: to increase the long-term asset value and maximising the return on investment of the hotels managed for the benefit of the owners.

We achieve this mission by exceeding our customers' expectations through effective management services. It is our commitment to guests that allows us to deliver the consistent proven results that our investors expect.

Our Approach

We are focused on creating value for our customers, our employees and most importantly for our hotel owners.

We attract, develop, and retain quality personnel who work productively as a team to outperform our competitors, by providing the very best for every guest, every day.

By utilising an aggressive sales and marketing programme, we are able to ensure maximum profitability, whilst effectively providing expert financial management, reporting and internal controls.





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Acquisitions & Asset Management

Crystal Hotel Management will identify properties for investment that will fit the business model and give the best returns.

Our experienced team provides the investor with in-depth financial expertise in the acquisition and development of hotels, designed to add value to the investment.

Our Management team has experience in executing renovation plans on a cost-effective basis with minimal inconvenience and loss of sales. The guest rooms and public areas of successful hotels normally deteriorate with the high volume of guest traffic. Over the years, hotels need that “facelift” to allow them to stay competitive and achieve the higher RevPar.

If the property is well maintained it has the added advantage of achieving a higher sale value should the investor wish to realise the asset.

Hotel Management Services

Crystal Hotel Management will introduce management systems and controls covering:

- ♥ Marketing & Sales
- ♥ Human Resources
- ♥ Operations
- ♥ Financial Management





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Hotel Management Services: Marketing & Sales

The Marketing and Sales department is responsible for maximising revenues and profits through precise market positioning and well thought out marketing plans and tactical sales programmes.

Networking among our hotels is a key factor in our marketing. The benefit of managing several hotels in and around central London makes cross selling easy and no sales opportunity is missed.

The Privilege Card, Crystal Hotels' customer loyalty programme, is an important tool for driving direct reservations.

Reservations are made easy for both corporate and leisure guests with our Central Reservations Office and Crystal Hotels website. The pricing strategy and aggressive sales plans provide the direction for hotel managers to maximise yield.

Our targeted marketing programmes offer our hotels greater flexibility in changing marketing conditions and are the reason why our managed hotels consistently outperform the competition.

Hotel Management Services: Human Resources

What sets us apart, even more than the management services we provide, is how our managers and employees contribute to the hotels' profitability.

The employees at our hotels are our most important assets and we strive to select the best. We discerningly recruit highly motivated managers and employees.

Furthermore, we provide a framework for the areas of incentives, training and development to create a positive working environment in which our employees can gain knowledge and enhance their careers.





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Hotel Management Services: Operations

Operational excellence and quality service delivery are key elements in the foundation of our mission statement.

The operations division at Crystal Hotel Management provides support and direction for every aspect of hotel management. Each hotel is provided with specific operational service standards, revenue management, cost controls, human resources, training systems and cost-effective IT infrastructure.

Crystal Hotels consistently outperform other hotels in their immediate market, achieving higher occupancies, superior revenue per available room (RevPar) and a stronger profit before interest and tax (PBIT).

Hotel Management Services: Financial Management

Our hotel management services are designed to amplify customer satisfaction, maximise revenues, and to boost profitability. Crystal Hotel Management's centralised financial system allows management to closely monitor each property's performance, improve cash flow and ensure timely reporting for the owners.

A team of experienced accountants and strong internal controls allow the department to collect, properly interpret and consolidate financial information to certify that our hotels are operating cost-effectively. With economies of scale, the group purchasing power ensures considerable savings in all areas.

We monitor all our costs to ensure that our operating margins are maintained.



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The Operations Team

At the heart of the company is our Operations and Central Reservations Team. Integral in the successful day-to-day running of Crystal Hotels, our team has the experience and drive to ensure that all our guests are well looked after from the time they make their reservation to the time they check-out.

Together with our Executive Team, the employees of Crystal Hotels are essential in the continual growth and development of the hotel group.



Sereng Kadir
Managing Director



Arvind Sarin
Commercial Director



Graham Craddock
Group General Manager



Kevin Mullan
Associate Director



Isam Waddad
Group Financial Controller

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