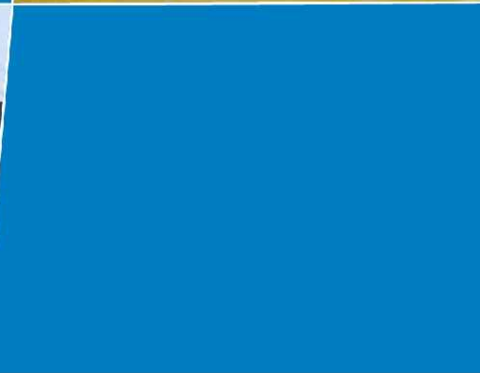


Combining competitive **intelligence**,
Cutting-edge **technology** and
best practices to steer your way to the top



Introduction



“ **House of Management (HOM)** is a solution provider company that specializes in providing innovative solutions to the various industries. Our core strength is our expertise which we bring on board from different industries. We provide solutions to different industry sectors that include Hospitality, travel and tourism industries to name a few. The solutions range from **Hotel consultancy, Business plans of Hotel operators, Quality management systems**, feasibility study, Development of Small Projects (funding solutions) and H.R. development solutions and IT systems, IT infrastructure, and back office support. We bring on board the traditional Arabic hospitality with highly motivated innovative experienced team across globe. ”

- When you are at HOM you are at a team of best talent backed with rich domain expertise. We, the team have a strong domain expertise for each industry sector.
- For instance the management team that includes founders, are technocrats who are from different industries (Hospitality, Government, Utilities and IT) has vast in depth experience in their domains.
- At HOM we believe in “process dependent” approach rather than “person dependent”. We document all our internal process and deliver the same when we provide any solution.
- You can experience the World class work atmosphere and world class industry processes when HOM at providing solution.
- At Instance when we deliver the IT solutions you can experience the Agile development methodology and documentation models and Hotel and Feasibility consultancy and guarantee to maximize revenue and exceed the forecasted budgets based on the survey and markets segment expertise.





Industry Experience



- Hotel & Hospitality Industry
- Travel & Tourism
- Retail Business
- Government Agencies
- Utility Companies



Services



Hotel & Hospitality Industry

- Business plan for hotel
- Finding hotels for lease and assist in operation
- Hotel pre-opening
- IT solutions to hotel industry
- Back office support
- Branding and Corporate Identity
- Wireless network setup
- CRM implementation

Retail Business

- Feasibility study
- IT solutions
- Development of small projects
- Branding & corporate Identity

Business plan for hotel

HOM provides business plan to run a successful hotel organization. The team at HOM has consultants who have expertise from leading hotels in the hotel industry in Saudi Arabia and abroad. We bring in the ideas and best practices around the world. We apply world class technology with local market scenario.

Finding hotels for lease and assist in Operation

HOM provides consultancy services to find the hotels for lease and also helps in operating the hotels smoothly. The leasing consultants at HOM are very experienced in getting the right deal. We also have excellent hands on experience in maintaining the hotel operations.



Hotel Pre-opening

HOM service includes standard pre-opening service in project development of a hotel and successful management service in hotel's operation for our valuable clients as focus on the following areas:

- Providing the branding services
- Setting up the pre-opening office and recruit the team members
- Prepare the hotel pre-opening budget
- Set up the organization structure and headcount
- Determine the departmental objectives
- Set up the pay scale and staff benefit policies
- Set up the standard Isop, service quality standard and PNP for the departments
- Determine the overall recruitment plan and support the recruitment
- Set up the departmental training manuals and planning
- Organize staff training
- Derive the Pre-opening Advertising Plan
- Determine the Pre-opening ceremony proposal
- Derive the Staff Handbook
- Determine the annual budget
- Conduct dry run
- Prepare the pre-opening ceremony

Feasibility Study

- Streamline the creation of the feasibility study in order to add value to the decision-making process based on the results of agency planning and design efforts.
- Recognize the role of the feasibility study in supporting resource requests for proposed information technology (IT) investments.
- Introduce the concept of time value of money by incorporating Net Present Value, Internal Rate of Return, and Breakeven Analysis financial measures in the suggested format of the Cost/Benefit Analysis.
- Provide formats for clear and concise cost and benefit rationale to assist in the investment evaluation process
- Determine the feasibility of a new business, side business or new venture
- Create a feasibility study to leverage your high-value intellectual property
- Create a professional feasibility study and Project profile model (PPM) for approaching investors/banks and raising capital growing your business

Development of small projects

IT plays a vital role in any industry especially in hospitality industry. HOM provides IT solutions to the hotel industry. IT solutions include providing IT infrastructure, development and maintenance of software applications.



Corporate Branding

Corporate branding is the practice of using a company's name as a product brand name. It is an attempt to leverage corporate brand equity to create product brand recognition. It is a type of family branding or umbrella brand.

Corporate branding can result in significant economies of scope since one advertising campaign can be used for several products. It also facilitates new product acceptance because potential buyers are already familiar with the name. However, this strategy may hinder the creation of distinct brand images or identities for different products: an overarching corporate brand reduces the ability to position a brand with an individual identity, and may conceal different products' unique characteristics.

Corporate branding is not limited to a specific mark or name. Branding can incorporate multiple touchpoints. These touchpoints include; logo, customer service, treatment and training of employees, packaging, advertising, stationery, and quality of products and services. Any means by which the general public comes into contact with a specific brand constitutes a touch point that can affect perceptions of the corporate brand.

We provide excellent branding consultancy services including preparing the logo, stationary items, design your ideas into touch points. We had excellent hands on experience in providing branding services to world class clients. *(Source: Wikipedia)*



Our Quality



Our strategy for support our customers are to work close and as imbedded team. The aim is to make the customer feel has a strong support from your side. Whether you're a small business or a multinational corporation, we can help to create new opportunities and enhance your market value.

We also wish our customers to see us as a part of their team. The benefits of working close to our customers are that all parties has short line of communication and that the time between idea and running project is short. The goal is match your objectives with the best technical, cost-effective, and long-term strategy for your company.

Our Strategy



Ensuring its involvement at initial stages of the project Process workflow and our quality culture is a journey to excellence with innovation, institutionalization, and integrity in our operations. At HOM, quality is a major thrust in all functions we perform...

Some major highlights of this system are:

- Clear process definition
- Detailed documentation including project specifications, training manuals, work logs
- An independent quality assurance and certification group following clearly defined QA test plans and strategies
- Statistical measurement of quality parameters and acceptance criteria
- Technical support interface to ensure client satisfaction
- Process replication



Partial Corporate International Clients: _____



Partial Local Clients: _____



About HOM

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At Instance when we deliver the IT solutions you can experience the Agile development methodology and documentation models.



HOUSE OF MANAGEMENT

Al Farsi Star Business Centre | Prince Abdul Majeed Street | PO Box No 42005
Madinah Munawwara | Kingdom of Saudi Arabia

T: +966-4-8642120, 8642170, 8642150 | F: +966-4-8641916 | E: info@hom.com.sa