

ALORIE

responsible green hospitality

Corporate Profile

Committed to remain innovative and
at the forefront of creativity in the
hospitality industry



Alorie Hospitality

Alorie was founded in 2011 in line with a high tech era where speed and efficiency often measure success. We combine state-of-the-art technology with the warmth of the human touch. Alorie is backed by over 100 years of hands-on experience in managing and expanding hotel properties.

Our philosophy, simply put, is to establish and facilitate an ongoing environment where operators work together with the owner as one team with the aim of building and operating quality properties with the best and fastest return for investors.

A NEW VISION – Our Mission and Approach

Alorie Hospitality has made a great leap ahead by constantly challenging the status quo to stay aligned with the evolving market demand and staying flexible for quick response. The company provides overall as well as segmented strategy and management for new and existing hospitality projects throughout Asia and Middle East which translates into operational efficiency, long-term value and profits for clients.

Alorie Services

Because hospitality is so much more than just servicing a hotel room, and success in business requires strong operational knowledge and technical thinking, Alorie's comprehensive services are designed to help clients achieve targeted results.

Alorie Hospitality Management

We are a highly flexible team of Hotel Management specialists able to tailor hotel management solutions specifically to the needs of the modern day hotel developer and owner. We are committed to remaining at the forefront in hospitality industry creativity. The word Alorie means 'ethical' in Sanskrit. This is the underlying principle of our operations, practicing such values as fairness, equality, learning, growth, creativity and originality.

Business Modeling I Advisory

An evaluation of the financial viability of a proposed project development, including its various components, with recommendations based upon current and future market conditions, including:

- ^ Financial and market feasibility studies, with emphasis upon return on invested capital
- ^ Valuations and market assessments
- ^ Operator search, evaluation and selection
- ^ Managerial audits, inclusive of gap analysis to given brand standards
- ^ Strategic and financial advisory on mixed-use projects involving hospitality offerings

Master Planning Consultancy

- ^ Master plan consultancy and space planning
- ^ Facilities briefs
- ^ Design guidelines and technical standards manuals
- ^ Development of plans for the pre-opening budget and working capital
- ^ Development of human resource guidelines, compensation and benefit platform, recruitment calendar and job profiles
- ^ Development of food and beverage concepts
- ^ IT specifications and operating equipment lists
- ^ Pricing strategy, revenue management, sales, marketing, human resources procedures
- ^ Recruiting, hiring and training of all employees

Marketing, Sales & Public Relations

Positioning : By differentiating and creating unique experiences.

Promotion : We focus more on Public Relations than revenue advertising.

Distribution : GDS connectivity - Alorie properties can be accessed through all major systems, including Apollo, Sabre, and Amadeus.

Retailers and wholesalers - Alorie sales offices have close and healthy relationships with travel agents and tour operators that feature and specialise in the various niche markets under which our properties fall.

Incentive Houses and Conference Organisers - We work closely with incentive and conference organisers around the world for appropriate Alorie properties.

Internet - We continually develop Web content that provides comprehensive product information for the various applicable properties such as :review every resort in detail, download information, images, review restaurant and spa menus, check rates and the latest packages, and make on-line reservations utilizing secure payment portals.



BRAND ESSENCE:

True Encounters - Heritage: embodying the culture of the locale. Luxury brand with a vision to create a hotel or Resort or Serviced residence experience that challenges and surpasses established hospitality norms.

BRAND PROMISE:

Sense of Elegance: Luxury based on substance not surface. Nurturing long relationship with our clients through the personal touch. A Moving Experience: gracious service beyond the expected - thorough but not imposing

LOCATIONS:

Targeted Audiences: Establishing the customer sense of "where you belong"

BRAND PILLAR:

Entering an Intimate Sanctum: The service is crisp, the pace is slow.



BRAND ESSENCE:

Ambience that is reassuring not pretentious stifling or overwhelming.

Credible: Backed by a strong expertise in hospitality

Savvy: Where intelligence, practical knowledge and experience come together

Cutting Edge: daring to be different to any other offering in the market

BRAND PROMISE:

Daring to be Different. Alorie Urban is "The Edge". An ultra-hip business hotel brand exceeding the service and facilities provided by its competitors. Alorie Urban indulges the business traveller accustomed to high standards with top-notch facilities and services previously lacking in their markets – all at the right price.

LOCATIONS:

Targeted Audiences. The tech-evangelist wanting the best of ALL worlds, be it high technology, business facilities or leisure choices

BRAND PILLAR:

Everything – Almost... Say hello to the unordinary. Through its functional edge, Alorie Urban will keep its guests coming back for more while yielding a high return to investors.



BRAND ESSENCE:

Convenience * Comfort * Consistency * Value

BRAND PROMISE:

A Lodging Solution. With services and facilities that always work 100 %. Simple and straightforward in its service but pioneering and creative offerings and touches

LOCATIONS:

Strategic city or Nodal suburban Areas. Areas with flourishing industry, significant business district, entertainment center. Targeted Audience. Budget Conscious Travellers (business or leisure) but who don't compromise on comfort. All the basics delivered well

BRAND PILLAR:

Functional. Room size minimum 20sqm, shower size 1.4 Sqm. Good shower experience, free Internet, Fitness center, Hearty breakfast, Self-serve vending machines, Ice machine, Laundromat, Good bedding experience, 4 food concept – noodles, salad, soup & spice.



ALORIE COCOON

A joint-venture management between Alorie and Cocoon hospitality

The Cocoon Medi Spa Resort is a new eco-luxury resort brand in Asia, blending natural, local heritage with luxury accommodation and proactive, warm service. Luxury individual villas harmonize with the local environment give privacy and exclusivity, alongside warm friendly service - surprising and delighting guests. The local culture will be ubiquitous through the resort, including architecture, service and food and beverage.

Hospitality Led Residential Development

Far exceeding the basic service commonly found in residential properties and serviced apartments today, Alorie Hospitality assists new and existing projects with technical, legal and operational guidance for full integration with deluxe or luxury level hospitality services.

Social Responsibility

As part of our commitment to preserving the environment in which we operate, we have developed sustainable environment and commitment policies. Our aim is to address and apply these policies — which are an integral part of our corporate values — in the area of hotel residence design, construction and operations.

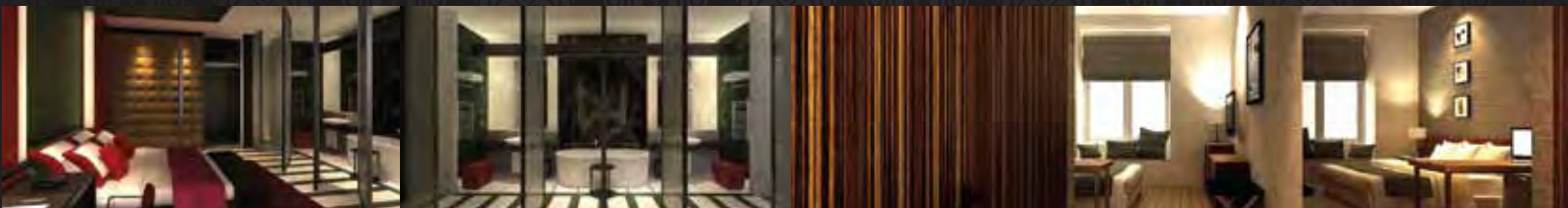
Outreach Programmes

- The Tunku Nurul Hayati Children's Trust Fund

The Tunku Nurul Hayati Children's Trust Fund was established in 1994 under the patronage of Y.M Tunku Nurul Hayati. Its purpose is to encourage public support and contributions for poverty-stricken and abused children.

- Don Bosco Children's Home

Don Bosco Children's Home was established in 1966 by the Franciscan Sisters of the Immaculate Conception (FSIC), it started by becoming a shelter for two-week-old baby and five-years old children but as time goes by, the number of children seeking shelter grew. To cater the needs of the children, Don Bosco Primary School was built nearby.



Alorie Hospitality Sdn Bhd

International Hospitality Management

MALAYSIA • SINGAPORE • THAILAND • INDIA • INDONESIA

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