



The quest for hospitality excellence

Company Presentation

UMC Structure

Ulysses Management & Consulting (UMC), a fully integrated privately owned company incorporated in Paris - France, with a representative office in Beirut, providing comprehensive hospitality management & development consulting services to the Lodging till Food Services Sector.

Since 2008, UMC became member of the **FCSI EUROPE-AFRICA-MIDDLE EAST** (Foodservice Consultants Society International).



Snap shot

- ✓ UMC team includes specialists in Hospitality Development, Investment Analysis, Project Management, Hotel Operations, Sales and Marketing, Communication and Marketing, Branding, Asset Management and Corporate Finance.
- ✓ UMC clients are developers, owners, managers and marketers of these facilities. We also work with investors, lenders, law firms and economic development directors.
- ✓ By having a solid base in consulting and analysis we guarantee the formation of a stable foundation for any project. All assignments are executed using our vast research database that tracks a number of different parameters in each industry. The combination of this professional know-how coupled with our comprehensive research allows us to offer a superior product in all aspects of our work.

UMC Core Value

- Shared purpose
- Commitment to excellence
- Innovation
- Accountability
- Diversity
- Transparency
- Perfection
- Professionalism

Our Clients

We provide our clients with research, analysis, recommendations, planning and implementation support. Using many diagnostic tools, we can effectively analyze situations and opportunities. We facilitate the strategic planning process for clients assist them in the implementation as needed.

Project Types	Client Types
<ul style="list-style-type: none">HotelsResortsMeeting & Convention FacilitiesConference CentersRestaurantLimited Service PropertySpace AllocationIndoor and Outdoor WaterparksFamily Entertainment CentersTheme Parks, Amusement Parks & Other Attractions	<ul style="list-style-type: none">Developers that want to construct new facilitiesOwners that want to improve their financial performanceManagers that want to improve operations & customer satisfactionMarketers that want to improve marketing & sales effectivenessConvention & Visitors BureausDestination MarketersEconomic DevelopmentFranchisors

Our Services

CONSULTING	MANAGEMENT	DEVELOPMENT
<ul style="list-style-type: none"> • Market Study • Feasibility Study • Financial Projection • Strategic Planning • Franchise • Human Resources • Review Audited Financial Statements and Provide Operational Recommendations • Lease Reviews and Negotiations • Franchise and Management Contract Review • Recruitment 	<ul style="list-style-type: none"> • Asset Management • Organization / Restructuring • Property Repositioning • Quality assurance • Owner Representative • Contract Negotiation • Operating Procedures • Operational Profit Enhancement • Management Company and Brand Selection • Acquisition Due Diligence 	<ul style="list-style-type: none"> • Concept or Brand • Hotel / Restaurant • Concept Definition • Concept Development • Developer Assistance • Programming & Operational Planning • Development Consulting • Planning / Design Review • Architectural Assistance • Pre-Opening assistance • Hotel Operator Evaluation and Selection • Hotel Management Company Evaluation and Selection • Franchise Evaluation & Selection • Strategies & Recommendations • Investment Equity & Capital Structuring • Develop Business Plan Incorporating Market & Financial Feasibility, Appraisal & Investment Structuring & Anticipated Returns

Our Role

I. Property Development:

- Site identification & validation
- Preliminary plot analysis
- Obtain preliminary approval
- Program plan preparation
- Market analysis
- Financial feasibilities
- Secure license agreement

Our Role – cont'd

II. Project Management,

Construction & Furnishing:

- Consultants appointment
- Design reviews and approval
- Development budget management
- Investment cost optimization
- Construction & furnishing supervision
- Site visits & co-ordination
- Pre-opening services (BOQs', procurement co-ordination, quality controls)
- Brand License approval for opening
- Handover to operating team

Our Role – cont'd

III. Operations:

Pre-opening Phase:

- Establishment & implementation of operational procedures
- Staff recruitment
- Staff training
- Pricing strategy
- Sales, advertising, promotion & PR
- IT system integration
- Subcontracted services
- Pre-opening budget
- Working capital requirements

Managing for Growth – Organization

✓ **An efficient and lean organization structured around the three following functions:**

- **Business development**
- **Operations**
- **Support**

Business Development

The Business Development Functions are structured to provide investors with a “One Stop Solution” that ensures the comprehensive and controlled development of their projects.

Two main functions:

- Property Development
- Project Management

Hospitality Development:

- Investor identification & validation
- Site identification & validation
- Concept development and adaptation to the regional market if needed
- Brand owner preliminary approval & license agreement (for non-proprietary brands)
- Program plan preparation
- Market analysis
- Feasibility study

Project Management:

- Design reviews & approval
 - Development budget oversight
 - Investment cost optimization
 - Construction & furnishing supervision
 - Standards compliance
 - Final inspection & handover to operating team
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Support

The Support Functions are structured to support both the Development and the Operations Functions in the following areas:

- Human Resources (HR)
- Finance & Information Technology (IT)
- Marketing & Sales (M&S)

Staff selection, training, development & retention through:

- Diverse recruitment
- Talent identification
- Continuous training & education with specific programs in liaison with hotel schools (Career Development Program for all staff & Management Training Program for high potential)
- Competitive pay & compensation
- Establishment & monitoring of HR policies & procedures to ensure compliance with applicable Labor Laws & brand standards

Finance & IT Support Functions:

- Business model development & monitoring
- Establishment of feasibility studies
- Establishment of budgets
- Selection of adequate IT software & hardware
- Reporting
- Performance enhancement

Marketing & Sales Support Functions

- Market research, competition & customer surveys
 - Design & implementation of M&S strategy & pre-opening plus yearly M&S plans
 - Liaison with Brand Owners M&S teams
 - Distribution network & advertising
 - Public relations & corporate image building
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UMC

✓ UMC current team of Senior Professionals

- All have degrees from reputable universities
- All have previous work experience with leading companies (HVS, PKF, Hyatt, Hilton, Intercontinental, Starwood, Safir International, My Kinda Town, Consult for Hotel & Restaurant) in the hospitality sector, and direct experience in Europe and the Middle East
- All are used to work in an international and multicultural environment and speak several languages

Company Culture

- ✓ The company culture is in line with UMC strategy for strong organic growth and its commitment for superior returns on investment
- ✓ It can be defined as a revenue generation and expense control culture

Revenue Generation	Expense Control
<ul style="list-style-type: none">• On going market research to identify changing customer behavior, new market needs & competition's response, in order to enhance current products & develop new ones• Integrated databases, so as to sell additional products & services to existing guests/customers• Continuous search for global mid-scale hospitality brands not rolled out in MENASA• High Company visibility/exposure with potential investors, brand owners & trade professionals	<ul style="list-style-type: none">• Global resourcing & processing to pool costs & leverage economies of scale• Operating efficiencies through increased use of technology• Benchmarking costs & performance with similar companies

Our profile

Achievement:

Our expertise prior to creating Ulysses has allowed us to create and or manage projects such as:

- Toki, Chinese Restaurant, Jeddah, Saudi Arabia
- Leylaty Ballroom and Group of Restaurants, Jeddah, Saudi Arabia
- Seasons, World Cuisine, Jeddah, Saudi Arabia
- Henry J Beans – American Diner – Beirut, Lebanon
- Johnny Rockets – American Drive-in Diner – Beirut, Lebanon
- The Lone Star Restaurant – Tex-Mex Restaurant – Beirut, Lebanon
- The News Café – Coffee Shop and Pastry – Beirut, Lebanon
- Circus – Restaurant and Bar – Beirut, Lebanon
- The Riviera Hotel, Yacht Club and Marina – Beirut, Lebanon
- The Lancaster Hotel – Beirut, Lebanon
- Al Bustan – Lebanese Restaurant in New York, U.S.A.

Valuation of:

- Abela Hôtel – Nice – France, (331 rooms) it was sold at 180 millions FF
- Balzac & Vigny – Paris – France, (70 & 26 rooms)
- Sofitel le Faubourg – Paris – France, (174 rooms)
- Hôtel Ritz – Paris – France, on behalf of the Royal Bank of Scotland
- Novotel Les Halles – Paris – France, (285 rooms)
- Scribe Hotel – Paris – France, (213 rooms)
- Park Plaza – Le Touquet – France
- Marriott Champs-Élysées – Paris – France, (192 rooms), on behalf of the Royal Bank of Scotland
- City Hôtel « Radisson SAS » – Paris – France (46 rooms)
- Swissôtel – Brussels – Belgium, (238 rooms) sold to Renaissance hotel
- Nikko Hôtel – Paris – France, (764 rooms)

Market Study	Valuation	Development Study
<ul style="list-style-type: none"> ○ Golf Course – Muscat – Sultanate of Oman (USD 3.5 millions) ○ Prinsenhof Palace – Bruges – Belgium, ○ Muscat Hilton - Sultanate of Oman, ○ 4* Hotel – Marrakech – Morocco, ○ Warwick Barsey Hotel – Brussels – Belgium, (99 rooms) ○ Park Hyatt Vendôme – Paris – France, (186 rooms) ○ Hilton CNIT La Défense – Paris – France, ○ Palais Tazi – Rabat – Morocco, (80 suites) 	<ul style="list-style-type: none"> ○ Abela Hôtel – Nice – France, (331 rooms) it was sold at 180 millions FF ○ Balzac & Vigny – Paris – France, (70 & 26 rooms) ○ Sofitel le Faubourg – Paris – France, (174 rooms) ○ Hôtel Ritz – Paris – France, on behalf of the Royal Bank of Scotland ○ Novotel Les Halles – Paris – France, (285 rooms) ○ Scribe Hotel – Paris – France, (213 rooms) ○ Park Plaza – Le Touquet – France, ○ Marriott Champs-Élysées – Paris – France, (192 rooms), on behalf of the Royal Bank of Scotland ○ City Hôtel « Radisson SAS » – Paris – France (46 rooms) ○ Swissôtel – Brussels – Belgium, (238 rooms) sold to Renaissance hotel ○ Nikko Hôtel – Paris – France, (764 rooms) 	<ul style="list-style-type: none"> ○ Tourism development for the city of Angers – Angers – France ○ Tourism Development outside the neighbourhood of Casablanca (Sidi Maarouf) for SOTORAM ○ Translation of the Uniform System of Accounts into French language ○ Review of the new norms and classification for hotels in Lebanon. ○ Tourism development of the city of Saint Louis and re-organization of the Ministry of Tourism – Senegal

Projects

Middle East & Africa:

- ✓ Market and feasibility study for the development of a Resort Hotel (200 rooms, 18-hole golf course, spa, recreational area and a casino) in Ouarzazate – Morocco (USD 60 millions).
 - Assisted architects in the in the conceptual development, design of the Hotel, all of its outlets and facilities. Review all plans and facilities and schematic use of the facilities to study circulation, function, ground coverage, facilities, and other major elements of the design.
 - Assisted in the conceptual development of all outlets and facilities; recommend the appropriate mix of facilities, including food and beverage facilities, and other amenities.
 - ✓ Prepared the launch of a chicken fast food restaurant for a Lebanese restaurant group in Beirut – Lebanon.
 - ✓ Development and the opening of Seaside restaurant at “Aïshti Seaside “store in Jal El Dib – Lebanon.
 - ✓ Feasibility study for a “Boutique Hotel” (42 rooms) in the area of Sodeco, Beirut – Lebanon (USD 9.8 millions).
 - ✓ Benchmarking study for the Phoenicia InterContinental Hotel, Beirut, Lebanon.
 - ✓ Re-structuring of People Restaurant and Lounge for the “Aïshti Group “in Solidere – Lebanon.
 - ✓ The Assessment of Areas and Financial Projections for “The Club at the Beirut Marina Residences” in Solidere, Beirut Central District – Lebanon (USD 10 millions).
 - ✓ Feasibility study for a “Suite Hotel” (67 suites) in the area of Solidere, Beirut – Lebanon (USD 25 millions).
 - ✓ Feasibility study for the development of “BICE Ristorante” (90 seats) in Beirut, Lebanon (USD 750,000). Assisted in the kitchen design when the concept was approved to be developed.
 - ✓ Preparation of Operating Manuals and franchise development for “DownTown “Restaurant, Zouk – Lebanon.
 - ✓ Feasibility study for a “3 star hotel” (28 rooms) in the area of Clemenceau, Beirut – Lebanon (USD 8 millions).
 - ✓ Feasibility study for a “Boutique Hotel” (50 rooms) in the area of Gemmayzeh, Beirut – Lebanon (USD 18 millions)
 - ✓ Feasibility study for a “4 star hotel” (100 rooms) on the slope of a ski resort, Cedar, Lebanon (USD 18 millions).
- Negotiation with different management company for the project Hotel.

Projects – cont'd

Middle East & Africa:

- ✓ Speaker of the “Boutique Hotel” at the annual Business Event that took place on September 27,28, 2005 “Business Opportunities in Lebanon Year III”.
- ✓ Feasibility study of a “3 star hotel” (60 rooms) in Byblos – Lebanon.
- ✓ Consultants for “Beirut Waterfront” project; a company jointly administered by STOW and Solidere. We assist developers, architects, and contractor for the development of Beirut Marina’s hotel & retail area, and set all terms for tender documents. (USD 150 millions).
 - Assisted architects in the conceptual development, design of the Hotel plus all of its outlets and facilities. Review all plans and facilities and schematic use of the facilities to study circulation, function, ground coverage, facilities plus other major elements of the design.
 - Assisted in the conceptual development of all outlets and facilities; recommend the appropriate mix of facilities, including food and beverage facilities, and other amenities.
 - Assisted the interior design firm with the furnishing specifications of lobby, corridors, meeting room, room, restaurant and lounge
 - Assisted in the optimization of the restaurant outlets design according to the relevant administrations and ministries requirements.
 - Negotiated with different management company for the project Hotel, Restaurant and Retail.
- ✓ Conducted the valuation of the Riviera Hotel, Beirut, Lebanon (sold at USD 25 millions).
- ✓ Concept development for a Bar/Restaurant in the area of Gemmayzeh, Beirut – Lebanon (USD 575,000). Assisted in the kitchen design when the concept was approved to be developed.
- ✓ Feasibility study for a “Boutique Hotel” (38 rooms) in the area of Gemmayzeh, Beirut – Lebanon (USD 14.3 millions).
- ✓ Feasibility study for a “4 star hotel” (100 rooms) in the area of Sin-El-Fil, Beirut – Lebanon (USD 12.6 millions).

Projects – cont'd

Middle East & Africa:

- ✓ Feasibility study for hotel (90 rooms) in the area of Khaldeh, Beirut – Lebanon (USD 18 millions).
- ✓ In partnership with the Lebanese Ministry of Tourism, we developed the Statistical Observatory for Hotel plus we have the right to analyze the data and the statistics for a period of 5 years.
- ✓ Preparation of Operating Manuals and franchise development for “Music Hall”, Beirut – Lebanon.
- ✓ Preparation of Operating Manuals and franchise development for “Tribeca” Restaurant, Beirut – Lebanon
- ✓ Feasibility study for a “5 star hotel” (160 rooms) in the area of Bloudane, Syria and negotiation with operator for management (USD 28 millions).
- ✓ Restructuring of a Lebanese restaurant in Kuwait City, (250 seats) – Kuwait.
- ✓ Development and management of the “Virgin Café” at the Roshana Mall in Jeddah – Kingdom of Saudi Arabia (USD 750,000). Prepared all Operating Manuals for the Brand since they were not available by the franchisee.
- ✓ Feasibility study for the development of an American Dinner (280 seats) in Jeddah – Saudi Arabia (USD 1.1 million).
- ✓ Employee Recruitment for “Paul”, Jeddah – KSA.
- ✓ The creation of a “World Cuisine” restaurant (160 seats) in Dubai – U.A.E (USD 800,000).
- ✓ Information memorandum for the development of a Lebanese franchise restaurant in Dubai, UAE (USD 3 millions).
- ✓ Feasibility study for a “Boutique Hotel” (110 rooms) in Dubai – UAE (USD 39.6 millions)
 - Assisted architects in the in the conceptual development, design of the Hotel and all of its outlets plus facilities. Review all plans, facilities and schematic use of the facilities to study circulation, function, ground coverage, facilities, and other major elements of the design.
 - Assisted the developer team in the preparation of the financial study and projection.
- ✓ Market feasibility and study for a restaurant in Doha – Qatar.
- ✓ Research and negotiation of a US restaurant franchise for Doha – Qatar.

Projects – cont'd

Middle East & Africa:

- ✓ Feasibility study for a “Boutique Hotel” (40 rooms) in Doha – Qatar (USD 30 millions)
 - Assisted architects in the conceptual development and design of the Hotel plus all of its outlets and facilities. Review all plans, facilities and schematic use of the facilities to study circulation, function, ground coverage, facilities, and other major elements of the design.
 - Assisted the developer team in the preparation of the financial study and projection.

Europe:

- ✓ Market study of food and wine outlet in Florence – Italy.
- ✓ Conducted a feasibility study for a Tuscan food and wine outlet in Paris – France.
- ✓ Valuation of French Salon de Thé (65 seats) in Paris 17e – France.
- ✓ Involved in the first phase of evaluating the tourism potential for a future tourism development of the **Guadeloupe** Island, a project estimated at 100 Millions Euros.
- ✓ Valuation of an Abbey (30 rooms) in Auxerre – France.
- ✓ Review and analyze the budget of a four star hotel “Saint James & Albani”, Paris 1er – France.
- ✓ Market & feasibility study for the development of a Mediterranean restaurant in Luxemburg – Luxemburg.

USA:

- ✓ Concept development of a Lebanese restaurant in Manhattan, New York – USA (USD 2.1millions).
 - Assisted architects in the in the conceptual development and design of the Hotel plus all of its outlets and facilities. Review all plans, facilities and schematic use of the facilities to study circulation, function, ground coverage, facilities, and other major elements of the design.
 - Assisted the developer team in the preparation of the financial study and projection.