

Our Business Principles

- **Everything we do shall be under the umbrella of: young, fresh, good and friendly.**
- **We want our staff to be in a good mood and have a pleasant attitude. They should be co-operative and team oriented amongst themselves.**
- **We want to serve our guests in a friendly and courteous way - and want therefore to become leaders as hosts.**
- **We want to run our business in a straightforward and correct manner.**
- **The atmosphere in our restaurants and rooms is pleasant and relaxed.**
- **We request the highest standards in cleanliness and hygiene, which is one of our major sales arguments in F&B, especially in the Middle East.**
- **Our product is in general well balanced and reflects a spirit of the joy of life.**
- **We are not making any compromises in our constant quest for the highest quality goods available in the market.**

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Our Extended Business Principles

Quality in lively diversification

All our targets and efforts have to be focused towards the complete satisfaction of all our clients.

We are guest- and customer-oriented. The satisfaction of customer needs is our primary goal in achieving being leaders as hosts.

We are focused on human resources and take care of our staff

We want happy staff. Not for ourselves but because we know that we only have happy customers when our staff is also happy - it will reflect.

We want cheerful, relaxed staff, people who dare to express what they think freely and we intend to respect their opinion.

We care about this team spirit in all units: per hotel and per department, per little group of staff.

Team spirit develops within a climate of mutual trust. We are expecting engagement and devotion to the profession. We support the participation of the staff. We also tolerate mistakes.

Initiative is much more important to us than mistake-free behaviour.

We want to take care of the well-being of our employees. We talk *with* somebody, not about somebody.

The employees are our biggest asset, we always want to be conscious of that.

Quality makes profit.

We accept no compromises where quality of our goods, products and services is concerned.

Quality always has priority over all other considerations. This goes for purchasing of products, for interior design, for training of our staff as well as for uniforms. This concerns as well the quality of written and printed matters, in or out of the house. Quality in the first place, then profit - this can not be lip service ⇒ it has to be a principle for the day to day operation. We have to be aware of the following: more and more we are not competing with the quality of our products but with the quality of our staff.

Changes are the spice of life.

Quality in lively diversification - is a statement that leads throughout our activities. Diversification in the offer, different and changing concepts, change in individuality and atmosphere.

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We want to be the best in small things also!

Good in small things is a principle that we want to adhere to. It is not the extraordinary that we are looking for. We want to be extraordinary in everyday life! It's the small touch that means so much.

We know: the most important day is "everyday"!

To fight against waste is as well our concern. That is not narrow minded. Waste is indifference. We therefore want to fight unnecessary waste.

Nothing works unless we believe in what we are doing.

Nothing happens without the "feu sacré"! For any genuine performance and development, the engagement from the bottom of the heart is very important. A positive mental attitude is needed in all our action and behaviour. It is not the pessimists who are changing the world. Only the one that convinces people through genuine engagement and behaviour, can qualify for real leadership.

We believe in pragmatism instead of doctrines.

Be ready *to question* everything. Ask if what we are doing is right or not, obsolete or up-to-date. Be ready to forget what was good yesterday - if there is a better way to do it today.

We do not want to believe in a rigid concept. A concept can be imitated or you feel it is obsolete. Our belief is in total customer satisfaction, not in a steady concept. Being ready to improve and renew should be a constant quest for professionalism.

Because we don't take the easy road it is difficult to copy us.

We love the challenge. We do not want to take it easy.

Everyone can do simple things. We know that there are not many people ready to face a challenge and

to go to the end with persistence and perseverance. Because we do not take it ease we are not easy to be copied.

We do not want to be everything to everybody.

Our operations should have a clearly defined profile. Who wants to please everybody will find neither respect nor attention. We want to be courageous in trying things that nobody else is trying.

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We are very much market oriented.

The practical or profitable issues are not in the foreground of our actions - it is what the customer wants! To detect and sense the hidden wishes and desires of our clients is our interest. To develop new markets is our declared target.

And finally we know by experience: 90% is hard work, reliability and discipline, only 10% is inspiration and impulse.