



COMPANY PROFILE

GENERAL OVERVIEW / BACKGROUND INFORMATION

The Saro-Maria is a pleasant 4 star city Hotel , strategically located in the heart of Bole, Addis Ababa. The Hotel was officially opened on July 30th, 2013.

The Hotel has been constructed and finished at international standards with intricate design and details. The Saro-Maria Hotel evokes imagination of fresh ideas in the hospitality industry, and the management and staff of The Hotel seek to provide top notch service over and above customer expectations.

This magnificent 4 star facility was opened as a result of an ever increasing potential for mid-scale flag properties, after the emerging brands like the Sheraton, Hilton, Marriot Hotel, and Radisson Blu secured foot hold in the market.

The Hotel is owned and operated by Mr. Alemayehu Nigussie, who is also the Chairman of the Board of Directors. The Hotel Board has a vision of achieving the best service and superior quality products, making it a market leader in the business. With this in mind, the Hotel emblem of an egg depicts how careful and courteous our guests should be handled and taken care of; because the egg is fragile and when not handled carefully, it breaks and lost completely.

The dynamics of the Hotel industry business have become more and more challenging in today's global economy. In view of this therefore, The Saro-Maria Hotel has developed the Motto "**service is our passion**" which is our focal point as we develop total quality service which is embedded in our culture.

We plan to be more than just a great bed and breakfast. We plan to create an environment of pampered luxury that surpasses the standard fare, ensuring many return customers.

We also commit ourselves to expanding via the internet and introducing the Hotel to people beyond our parameters, who have not yet discovered the Hotel. This will allow us to maintain a higher than average occupancy rate and profits. We commit to partner with major online booking platforms.

The Hotel clients include business, corporate and leisure travelers from across the globe, as well as local up market community clientele.



Our Hotel boasts of 96 rooms, ranging from King Standard to superior deluxe as detailed below:

Family rooms – 12

King Extra room – 18

Superior deluxe rooms – 12

Junior deluxe rooms – 12

King Standard rooms – 30

Twin Standard rooms – 24

Total Rooms – 96

All rooms with an average room size ranging from 30-50 square meters are equipped with new state of the art equipment, comfort and amenities for our discerning business and leisure travelers.

Other Hotel facilities include:

- Tribe International Restaurant
- Artisti In Cucina Italian Restaurant
- 24 hours room service menus
- Swimming pool
- Business Lounge
- Pastry Shop
- Well equipped professional gymnasium
- Sauna, Steam bath, Massage
- Business Centre,
- Free high speed wireless internet access in each room and public areas
- Conference and Meeting Facilities
- Professional outside catering services
- Free basement parking with surveillance cameras,
- Complimentary Airport shuttle bus services.
- Airport Meet & Greet Help desk
- **RJ** Professional Barber Shop & Beauty Salon
- Laundry service
- Foreign Exchange bureau (NIB Bank).

At Saro-Maria Hotel, we strive to understand the needs of every customer and all staff are carefully trained and equipped with the necessary skills prior to assigning of duties. The customer in today's hospitality industry need just more than food or accommodation. Besides, the service arenas and facets have shifted to convivial and personalized service, where guest recognition has become paramount aspect in service.

It is imperative noting that our core strategy is not to offer competition in this growing market, but rather we are committed to providing **a point of difference (P.O.D.)** both in our products and service delivery to enhance on variety in the existing market.



KEYS TO SUCCESS

In order to succeed, the entire management and staff team members will have to strive to achieve the following goals:-

- ✓ Position **S.M.H.** as the best among the many mushrooming mid-scale properties within the Capital
- ✓ Build strong market position among the local patrons, business community, tourist agents, diplomatic institutions and other non -governmental organizations.
- ✓ Maintain sound financial management of this business, including but not limited to minimizing expenses and maximizing profits.

Service is a position of power, even of love. I can't understand why more intelligent people don't take it as a career – learn to do it well.

John Steinbeck.

(From the art of professional serving)

...but for us at the S.M.H.," Service Is Our Passion! "

OUR VISION

Saro-Maria Hotel maintains to be Addis Ababa's hospitality industry model and to be a front runner in rehabilitating and preserving the natural environment.

OUR MISSION

We are committed to:

- I. Support the company's commitment to corporate social responsibility through leadership of key program areas for the environment and healthy safety
- II. Mobilize the Hotel's labor resources into meaningful teams that will implement and oversee a comprehensive environment awareness campaign
- III. Take a pro-active role in mitigating our impacts to climate change
- IV. Be conscience of our resource use and management, and respond to environmental issues directly affecting the hospitality industry
- V. Maintain proper balance of interest and concern between the Hotel's business activities and the natural environment



STAKEHOLDER ENGAGEMENT

The Saro-Maria Hotel is committed to cascading growth and development to its immediate constituencies, these means running livelihood and education programs for organizations within Addis Ababa through the local government units.

The Saro-Maria Hotel provides accommodation and Food & Beverage services to its internal and external customers in a manner that best conserves resources while maintaining its high standards of safety and security and customer service.

The Hotel recognizing its role as environmentally conscientious company is committed to:

- Faithfully comply with appropriate environmental legislation and other regulations
- Reduce or eliminate pollution through enhanced preventive maintenance and effective use of environmental friendly resources
- Reduce utilities' usage through effective implementation of "best practices"
- Practice the 5"R's" on ecological waste management .Reduce, re-use, recycle wastes, repair equipment to prolong life span and whenever possible and practicable, reject hazardous material and resources
- Control issue and use of regulated medicines to ensure the safety of both guests and staff

THE ORGANIZATION

The Saro-Maria Hotel has adapted a lean and manageable structure which is usually productive and efficient. As we project into the future, we estimate great potential in the business growth and the structure may change due to this phenomenon.

The Hotel Management team anticipates increasing the number of personnel working in the Hotel to enable efficiency during on-season period. This will increase the total head count payroll number from current 195 employees to budgeted 208 employees.

The hiring and recruitment process has been crucial to our company as we recognize each and every staff member as key investment into this business. Only qualified and experienced employees have been sourced for, and subsequently hired. This is a plan and the direction in the coming years as we strive to offer the best services.

In order to comply with the increasing demand in the hospitality standards, The **S.M.H.** contracted a leading hospitality software company in the region, The **Novacom Kenya**, to train all staff and install hospitality operating systems.

The consultants will work as supporting staff and provide off-line assistance and general services to the systems over the coming years of our business life cycle. The contact of each is detailed below:-



Supporting Professionals and Consultants (Novacom) Nairobi Office, Kenya	
MICROS FIDELIO SYSTEM	MR.JAMES MEBank Tower,6 th Floor Milimani Road, P.O.Box 49076-00100 Nairobi, Kenya +254 20 273 100
MC FIDELIO SYSTEM	MR.DENIS MWANGI P.O. Box 49076, Nairobi 00100, Kenya +254 732532735
OPERA SYSTEM	MR.SAMSON ODHIAMBO MEBank Tower,6 th Floor Milimani Road, P.O.Box 49076 Nairobi 00100, Kenya +254 20 273-1000
SUN SYSTEM	MR.BONFACE KISEU MWAITA 210 Harbour View Towers Samora Avenue, P.O.Box 22264, Dar Es Salaam +255 222138200

SERVICES

The **S.M.H.** is destined to providing guests with luxurious surroundings and services at reasonable rates in the market, thus providing efficiency and value.

The Hotel has stirred up the local culinary scene with extensive gourmet menus to satisfy all kinds of palates and can also meet any kind of dietary restrictions.

Our people management strategy is founded on 3 pillars, which allows us to deliver career opportunities, education and training and work experience which matches our corporate culture as coined in our motto “service is our passion”.

This approach will ensure that we can match our company growth. We source for well qualified staff, who will be responsible for delivering **S.M.H.** Brand promise. Beyond these services, the Hotel has planned to implement the guest relation service desk which will ensure all guests’ needs are attended to in a friendlier, prompt and open manner. The wireless internet access throughout the Hotel makes guests stay easier and enjoyable.

Saro-Maria Hotel plan to recognize customer loyalty through offering customer surprises. Loyal and bonafide customers of the Hotel will be treated to complimentary and special services which will include, complimentary rooms, upgrade rooms, flowers arrangement in rooms, fruit basket or complimentary lunch or dinner. This will trigger their excitement to further excite newer customers, hence improving hotel market segment.

It is the strategy of The SMH to give a perception of higher value for money than our competitors, through our services, acoustics and ambience.



This Hotel anticipates running creative international food menus. Our food products will be of the finest quality and prepared with sensitivity and care. We will “go all the way” to satisfy our guests. We will change our menus regularly and run specials. Portions will be modestly sized with an attractive presentation, “nouvelle cuisine”. We plan to source for suppliers with superior products at the right prices, which will give value to our customers.

TRAINING AND DEVELOPMENT

The SMH is committed to training and developing all the employees as a means of strengthening the work force. All the staff including apprentices have to undergo a mandatory orientation program, conducted by training and administration department and also scheduled for routine and on- going training programs.

All staff receive specific skills training, refresher training and testing sessions which is carefully scheduled and recorded by the Training department to run throughout the year.

The SMH will contact and partner with relevant professional external training entities to foster training activities within Hotel departments. This will bring in changes and enthusiasm in staff performance over the coming business years. Professional training companies include the following:

Company	Profile / Activity	Planned Sessions	Target Group
Fire Training Company	Train on fire fighting techniques & safety	2 X in a year	Mandatory to all
Red Cross Society	To train on Occupational first aid	1 X in a year	All department
Johnson Diversity	Chemical use, Hygiene ,Safety & product application stds	2 X in a year	Housekeeping/Laundry/Kit chen staff/Stewards
Global Hospitality Holdings	Customer care	1 X weekly	Management
CESO (Canadian Executive Service Organization)	Hotel Operation Procedures	2 X weeks/year	All Staff

CLIENTELLE PROFILE

The Hotel has hosted a number of important events in the City and also partnered with the following:

- Foreign Embassies
- Airlines
- United Nations Economic Commission
- African Union Commission
- Travel and Tour Agents
- NGOs
- Business travelers
- Holiday Makers
- National Sports team e.g. Nigerian Football team(Super Eagles)
- Local Business class
- Local and International Christian organizations
- Government and international institutions