



**INTERNATIONAL GROUP**  
**FOR DEVELOPMENT & INVESTMENT**

Invest - Build - Manage



***Professional  
Project  
Management***



# Who We Are

International Group for Development and Investment Company (SAE) provides management services and solutions to the hospitality industry, all customized to suit the needs of our unique customers. As a company, our executive team combined has over 20 years of experience in directing and overseeing the operation of hotels ranging from and including luxury assets, full-service hotels, limited service properties, extended stay products, independent hotels, resorts, conference centers and restaurants. This innovative approach is the basic philosophy of personal involvement in each partnership has led to the classification of assets International Group for Development and Investment consistently among the top independent directors in the hospitality and development industry. In addition, each International Group for Development and Investment executive has over 25 years of experience in the hospitality industry that manages franchise and independent properties. This along with financial, executive, sales and marketing staff, will in turn assist you and your property with some of the best and most diverse experiences in the industry.

## **Our Strategy**

By utilizing time-tested and proven strategies developed through years of service operators, developers and advisors International Group for Development and Investment offers a diverse selection of amenities to asset owners. Our unique success is what sets us apart by consistently delivering the best results, maximizing return on profits and above average operating rates through our hospitality partners, while maintaining customer satisfaction. Above all, the company's core value and mission is to provide our customers with the best management expertise that the industry has to offer with integrity, honesty and open communication. In short, we strive to be an extension of the property owner so they can trust their asset is being managed by the best and most experienced team. This is what makes International Group for Development and Investment stand apart from our competitors. When choosing a hospitality management company, International Group for Development and Investment should be your first choice due to a well-deserved record of honesty, professionalism, experience, innovation, flexibility, customer service and the most importantly is the actual results.



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## **Our Board of Director**

The Board is responsible for ensuring leadership through effective oversight and review of the group's activities supported by its principal committees, the Board sets the strategic direction of the group and aims to deliver sustainable shareholder value for the long term.



**YASSER AMER**  
Chairman



**MOHAMED FAISAL**  
Chief Executive Officer



**AYMAN MICHAEL**  
Managing Director





## Chairman

### Skills and experience

Yasser has held board position for nearly 20 years in leading global businesses and brings extensive international experience in strategy, brands, consumer products, and finance.

As Chairman, Yasser is responsible for leading the board and ensuring it operates in an effective manner and promoting constructive relations with shareholders.

- Maintained files and administrative records.
- Maintained errors, commissions coverage, professional liability insurance.
- Researched and understood thoroughly new policies, quotes, renewals, policy changes, and audits concerning business.
- Process, renew and keep accurate accounts for assigned personnel.
- Provided excellent human resources management skills or organization.
- Overseer of company with quotes and production of current and new clients and supplies based on standard operating procedures.
- Maintain accurate customer accounts in the company computer system by keeping track of data, personal information, inspections, audits, and local and international policy changes.
- Offering advice to the CEO, maintaining relationships with stakeholders, coordinating the CEO's
- Regular performance evaluation and acting as an ambassador for the organization.
- Responsible for supervising the board of directors and ensure that all the members conduct business effectively and efficiently according to company policies and applicable laws.
- Supervising the revenue and marketing trend.
- Identify the gaps in training of employees and plan external training to improve productivity
- Fulfill approved funding requests using reimbursements or pre-payment methods.
- Budget excellence fund money of distribution each semester.



YASSER AMER  
Chairman



## Chief Executive Officer

### Skills and experience

Faisal has spent more than 18 years working in the hospitality industry across a wide range of roles.

- Responsible for developing operating budgets, checks and controls hotel expenses, prepare reports, approves requisitions for all departments, responsible for all revenue and accounts receivable, bank deposits and cash on site.
- Sales to potential guests both within and outside the hotel. Start to finish group sales – from negotiation of contracts to billing of stay.
- Maintenance of Quality Brand Standards and exceeding inspection expectations.
- Analyzes operations and meets with department heads to review the operations and receive the operations and receive their suggestions.
- Select and trains department heads and keeps them informed of company policies: observes their performances.
- Delegates responsibilities, holds them responsible for standards set forth by the hotel, assists them in improving their level of performance.

Faisal works with department heads and employees directly and counsels employees when necessary.

- Establishes programs to improve employee morale and motivation. Delegates work responsibilities in order to best utilize all personnel.
- Reviews all significant items with the regional manager and home office executives for information purposes, policy decisions, or assistance requests.
- Obtains current competitive rate information on daily and weekly basis and make rate strategy accordingly inspects the property and implements action to ensure the safety of all staff .
- Designed and implemented corporate websites, security, strategy, and presence with wordpress .
- Implemented SEO and SEM strategies with maximum ROI.
- Designed, developed and implemented branding, message and positioning using Adobe Creative Suite.
- Planned and executed sugar CRM framework and utilization.
- Created investor-centric materials for raising operating capitol including strategy and pitch deck.
- Implemented PR campaigns for technology and announcements.



MOHAMED FAISAL  
Chief Executive Officer



## Managing Director

### Skills and experience

Michael Played the role of the director of operations.

- Reviewed housekeeper schedules on a daily basis and ensured completion of assignment charts given to them.
- Provided keen oversight to daily operations of the Laundry Department, along with supervising property staff of 120 employees.
- Ensured maintenance and recordkeeping of company vans to achieve guest satisfaction.
- Administered the areas of housekeeping, hotel maintenance, staff management, grounds upkeep, and front desk operations.
- Created and oversaw all department schedules, payroll, cost accounting, and labor controls.
- Applied expertise in handling and maintaining 100% guest satisfaction.
- Successfully boosted property quality service scores from 76% to 92%, by efficiently fostering teamwork while demonstrating time management and overall leadership skills as well as focusing on guest services, property maintenance, and housekeeping standards.
- Key player in working collaboratively with other areas of the operation to ensure all business, financial, guest satisfaction, revenue and workplace safety targets were met or exceeded.
- Part of the executive committee tasked with ensuring brand standards were adhered to and service levels were exceeded.
- Effectively resolved all guest and employee issues regardless of what area of the operation the issue was concerning.
- Worked with all areas of the operation; housekeeping, food and beverage, sales and marketing, convention services, engineering to ensure a smooth operation and experience.



AYMAN MICHAEL  
Managing Director



# What We Do



Hospitality Management, Consulting Services, Development and Investment, Risk Management, Technology Consulting, Receivership Services, Sales and Marketing, Centralized Accounting, Operations, Human Resources, Employee Relations, Hospitality Industry and more. With International Group for Development and Investment you will be communicating with principals of the company, one-on-one on a regular basis. As owners, we personally oversee your assets and are involved in every aspect of your business goals, objectives, and ROI. The team meets with each owner/lender to discuss your needs, expectations, the assets' potential and staffing. We are full-service, but not so large as to be inflexible or unable to fine-tune and manage details of each of our clients. Our goals are your goals – to ensure that each property is maximizing its full potential for revenue generation and profitability. Far too many of our competitors fail in this area and leave valuable dollars on the table, but by managing your hotel's demand, every opportunity is taken to maximize revenue and create a successful and profitable property.

## **Our Services for Hospitality Professionals**

International Group for Development and Investment offers a range of services for hospitality professionals that need assistance with property operations, sales & marketing, legal support, and new development or construction. We work with professionals managing everything from mid-size extended-stay and limited service properties, to boutique hotels and full-service resorts. We also offer services for owners and operators of full-service restaurants, spas, and convention centers.





## OUR SERVICES

### HOTEL OPERATIONS

Maximizing Services and Reducing Expenses, International Group for Development and Investment offers a variety of hotel and resort management services to enhance financial returns from day to day operations. Our objective is to maximize services and minimize expenses, and we use a unique approach to monitor performance and provide in-depth reports and feedback in all areas of operations. One of the biggest challenges property managers face is streamlining operations. We are here to assist in all areas of productive management, food and beverage controls, and procurement. Our MIS systems are designed to monitor hotel-level performance and produce reports and metrics on room utilization, labor management, cash, expenditure changes and other important items on a daily or weekly basis.

### SALES AND MARKETING

International Group for Development and Investment Sales & Marketing Team has proven expertise, experience and market understanding to maximize revenues from all sources and distribution channels. The Sales & Marketing Team play a key role in the overall market strategies of properties, creation of action steps, measuring systems, and bring an entrepreneurial approach to client management. The Corporate International Group for Development and Investment Sales & Marketing team comprises all key components of an effective, customer driven approach, designed to maximize market share from all demand generators. Each property undergoes a custom designed sales, marketing, and strategy review tailored to the market conditions in which it operates.



## SALES AND MARKETING

**The Sales & Marketing Team focus on all areas that will maximize revenues and overall return on investment.**

- Rooms and Catering Market Mix.
- E-Commerce Production and Electronic Marketing Programs.
- Specialized Account Management.
- Franchise Related Activities.
- Group Room Inventory Controls.
- Sales & Marketing Action Steps.
- Revenue Maximization Reviews.
- Catering, Marketing and Sales Activities.
- Wedding Marketing and Sales Activities.

### **IG FOR DEVELOPMENT & INVESTMENT NATIONAL SALES..**

The national Sales Group of the International Group for Development and Investment manages sales efforts directed at the core portfolio accounts identified in both the Group's activities and the transit market sector, including trade fairs, sales initiatives, customer presentations, definition flights, etc.

### **IG FOR DEVELOPMENT & INVESTMENT MARKETING ..**

This section coordinates all marketing tools, graphic design, brochures, collateral development and market communication tools for all hotels in the portfolio. Assistance is also provided for website design, Search Engine Optimization (SEO), and electronic marketing initiatives. The sales and marketing team of International Group for Development and Investment focuses on primary and award-winning teams to establish long-term relationships with customers and sales initiatives and professional marketing and significant improvements of all distribution channels in the property.

## FOOD AND BEVERAGE

This section is headed by the Director of Food and Beverage, which provides direct and indirect support at all stages of food and beverage system.

### **IG for Development and Investment provides the following:**

- Menu Design.
- Costing of Menus for Profitability.
- Food & Beverage Marketing.
- Food & Beverage Inventory Control.
- Food & Beverage Purchasing.
- Labor Control.
- Catering and Wedding Product Development.
- A unique component of our process to Food & Beverage is the ongoing focus .

### **on social catering including:**

- Weddings.
- Bars/Café.



## GLOBAL RESERVATIONS SERVICES

### GDS Worldwide Reservations

International Group for Development and Investment provides instant global connectivity through the major Global Distribution Systems (GDS) and exposure to more than 600,000 travel agents around the globe for our franchise and independent portfolio hotels. We work to ensure all properties are on the major GDS systems including Sabre, Amadeu, Galileo/Apollo, and Worldspan.

### Interactive Reservations

International Group for Development and Investment hotel's websites are designed with the most up-to-date online booking systems allowing customers to book rooms immediately and view hotel services.

Customers using these systems receives information about the specified rate and can confirm booking immediately. Interactive reservations make it easy for potential guests to pass through the booking process without a travel agent or hotel representative.

### ACCOUNTING

International Group for Development and Investment accounting specialists bring years of experience, accounting knowledge and dedication to focus on their specialization. The Corporate Accounting Team reviews, in detail, all financial aspects of the operating performance of each of the hotels. A team of regional controllers consistently review each property's ongoing financial performance, operating efficiencies, and adherence to appropriate systems and procedures.



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## QUALITY CONTROL SERVICES

International Group for Development and Investment has established quality control services and systems to help our properties succeed. We perform surveys, audits, and implement programs to monitor operations and ensure continuous quality improvement across departments.

### Our services include:

#### Guest Feedback Program

International Group for Development and Investment has designed an evaluation tool for hotels that allows guests to be asked to provide feedback; then we use this data to take corrective action when needed. Guest feedback is essential for measuring performance and allows us to make recommendations or propose initiatives that will improve the guest experience.

#### Quality Control Services

We take the time to look at hotel operations from the guest's perspective so that we can make more meaningful customer service change recommendations. We follow the path of the guest from the first encounter through their stay. Details such as how long it takes for a guest services representative to pick up the phone, how clean the rooms are, and whether staff members are wearing name tags are documented for further review. We can also evaluate cash handling, food ticket and beverage controls, and other processes during a quality control auditing phase.

#### Safety Audits

Our highly-trained loss prevention specialists can evaluate a property for total loss prevention and identify 'hot spots' to increase safety measures. We provide all of our hotels with comprehensive loss prevention training programs for hotel managers and line employees. We also provide manuals and programs for ongoing property maintenance.

#### Manager on Duty Program

International Group for Development and Investment has developed comprehensive and individualized 'manager on duty programs' that include a set of policy manuals, procedures, and reports. These programs are a vital component of any hotel management program.

#### Employee Survey Program

Positive employee morale is linked to positive guest experiences. International Group for Development and Investment has developed a survey tool that helps hotels gauge employee morale and determine areas of strength and weakness. This information is valuable to general managers and hotel staff working to improve productivity and the customer service experience. A well-managed quality control system is essential for improving hotel operations and customer service.





## **YOUR REVENUE OUR STRATEGY**

### **REVENUE MANAGEMENT**

The International Group for Development and Investment Revenue Management Team, which provides a continuous experience in assessing revenue and inventory for all participating real estate distribution channels. It is reviewed both e-commerce and global distribution systems, inventories and collective contributions to the franchise on a permanent basis for pricing opportunities.

### **HUMAN RESOURCES**

Employees of International Group for Development and Investment have a high level of job satisfaction, because of the systems and incentives available. Employees are consistently developed at the property level through training on site, with opportunities for career advancement. Employees are also eligible to receive health benefits through a competitive plan, as well as participation in bonus programs, both for line level and management positions. All programs, incentives and benefits are at the discretion of the ownership of the individual property.

### **INFORMATION TECHNOLOGY**

The Information Technology Department of the International Group for Development and Investment provides support as needed to meet the technology needs of ownership, including initial IT audit to ensure ownership, software and equipment suitable for hotel operating needs. Because International Group for Development and Investment is associated with many brands, the IT department is familiar with many property management systems, telephone systems, technology communications systems (e-mail, etc.), accounting systems and booking engines, and can provide support to hotel staff.



## HOTEL DESIGN AND CONSTRUCTION

### TURN-KEY SERVICES

Our in-house design and hotel construction expertise is a competitive advantage for you, creating value in every managed project. International Group for Development and Investment has the ability to oversee the design and hotel construction process, which is critical to consistently meeting the brand standards of the franchisor, quality assurance for the guests, and pride of ownership for our clients - the hotel owner. Proper planning and processing of the entitlement phase generates key up-front decisions that impact a hotel's profitability down the road. We're on it, from the start. Our team is hands-on at every phase of the hotel design and construction process - from entitlement and permitting, collaboration with architects, city officials, contractors and consultants, and operational opening.

By taking advantage of our turn-key services, the hotel project runs seamlessly as every stage is managed by the same team. From the hotel designer to the GC to the owner then to the operator, International Group for Development and Investment ensure efficient collaboration and coordination of the critical opening tasks of room punch lists, FF&E installation, franchise inspections, training and sign-off.

### FACILITIES AND ENGINEERING

Headed up by the Corporate Director of Engineering, the Facilities Group oversees all areas of property maintenance, engineering issues, renovations, property improvement program analysis, and product conversions. In recent years Hospitality Management has successfully completed more than 50\$ million in Property Improvement Plan related projects, renovations, and conversion construction. The Facilities Group can also provide architectural support, interior design support, and engineering technical support.



## HOSPITALITY INTERIOR DESIGN

International Group for Development & Investment offers a large selection of high-quality operating supplies for all areas of your business from tabletop and kitchen equipment to rooms, banquet and public areas. Our extensive supplier and product database along with many years of experience, and a knowledgeable bilingual staff enables us to provide both the products and services required by our clients in the manner that best suits their needs. International Group for Development & Investment provides expert for hotel design and construction and commercial spaces from conceptualization to installation. Our experienced hospitality designers can help you design and create a unique space for your business.

### **Our commercial interior design services include:**

- Space Planning/Square Footage Optimization
- Concept & Theme Development
- Hospitality Design
- Color Analysis & Color Scheme Development
- Food Service Design
- Image & Brand Identity Development
- Professional Project Management
- Specifying
- Full Construction Drawings & Plans
- Budget Development
- Purchasing
- Installation
- Guest Room Packages
- Custom Furnishings



# CREATIVITY



## IG DEVELOPMENT & INVESTMENT CREATIVE

Unlike most of our competitors, International Group for Development and Investment offers additional value to potential property owners and hotel staff with an “in house” creative agency.

We offer every aspect of professional online and traditional advertising, media, print, signage, etc. to owners at a significantly lower cost than outside agencies. And who knows better about what your property needs than IG corporate and field teams? Our employees and locally hired management staff are on-site or visit the properties on a regular basis and can determine how and where graphic needs should be met and communicate those needs without the middle man, with a much better understanding of your business and ways to most successfully promote it. Plus, because of the agency’s boutique environment, all materials are customized specifically for your hotel with extensive experience behind every decision. Brand consistencies are always top of mind and projects are evaluated on how best to drive your business, without the usual learning curve. We also turn projects much more quickly because we don’t have to deal with numerous people on the project or outside vendors. Our goal? To make you look better than the competition, boost your bottom line and grow your market share.

- Brochures
- Compendiums & Binders
- Creative Menus & Tabletops
- Flyers
- Note Cards & Envelopes
- Online Advertising
- Postcards, Rack Cards & TV Channel Guides
- PowerPoint Templates & Presentations
- Sales Letters & Sell Sheets
- Signage & Posters
- Social Media
- Training Collateral





## WHY INTERNATIONAL GROUP

### **Leave your property in the hands of management professionals**

Choosing the most appropriate operator to be the caretaker of your hotel or resort investment is a critical decision. If you are looking to make your property a place where history is made, original experiences are created and is managed by a team of specialists whose concern it is to safeguard your investment, then we may be a good fit. We have been injecting amazing flair as well as innovative ideas into our hotels and raising the bar since 2000.

### **Leave it to us to professionally manage your property and build its value for you.**

- Depth of Expertise
- Dedication to Our Clients
- Our Commitment to Always Put Our Clients' Best Interests First
- Recognizing Every Property is Unique
- Unlocking the Full Potential of Your Assets
- Centralized Services
- Legal Support
- New Development & Construction

# BRANDING



## Brand Consultancy and Creation

What's in a brand? Far more than a logo or name, it is the essence of your business, and encapsulates your service standards - whether you are part of a branded group or an independent, stand-alone property. Your brand speaks for the values dearest to you and your target customers and should win the loyalty of staff and guests alike.

At International Group for Development and Investment, we are experts at developing and reinvigorating brands, as part of a sales and marketing strategy — for destinations, hotels, resorts, and their vital outlets within you to research and identify your target demographic, developing your brand and creative outputs to implementation and assessment.

### We can deliver:

- Nomenclature guides.
- Creative design – including brand architecture, logos.
- Unique operating standards.
- Training for staff.
- Staff program training.

### Where We Have Worked

Our consultants, as individuals or as members of this team, have work experience in well over a hundred countries worldwide for businesses in all sectors of the hotel industry, with varying degrees of complexity.





# IG HOTELS



WEEKEND HOTEL  
APARTMENTS (2013)



SECURE INN - MUSCAT - OMAN  
(2015)



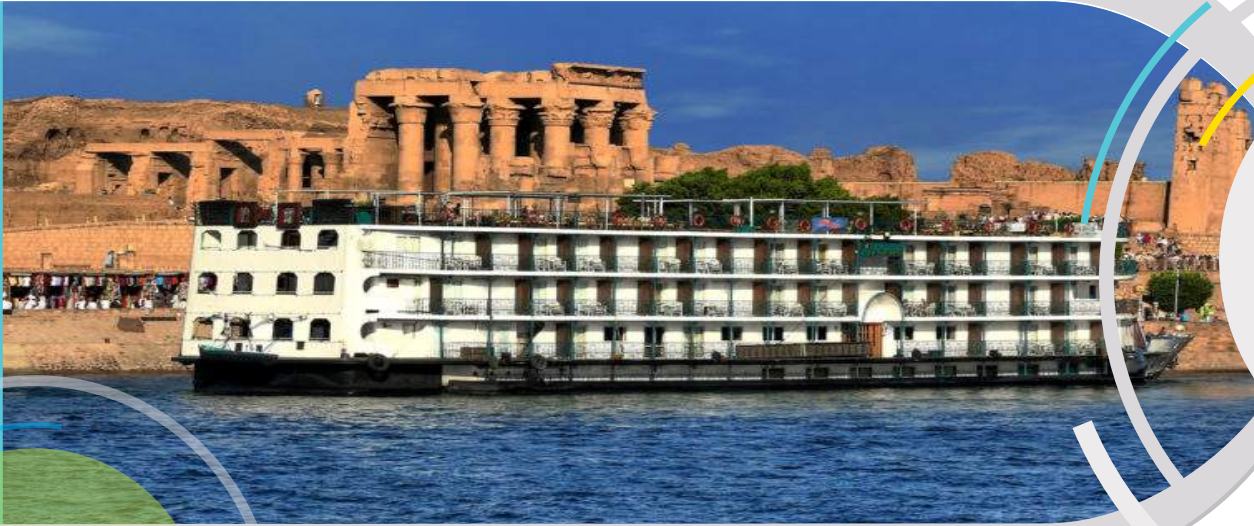
WEEKEND HOTEL -AL GHOUBRA- OMAN (2014)



WEEKEND RESIDENCE -BAWSHER- OMAN



# IG NILE CRUISES



M/S Liberty  
Nile Cruise (2018)



M/S Nile Star - M/S Atlas - Nile Cruise (2003)



Buffet Catering Display





# IG RESTAURANTS



THE CORNER- SHARM EL SHEIKH (2007)



CAR CAFE CLUB - 76 NILE ST - CAIRO (2010)



SE WIRING  
SYSTEMS FACTORY



THE CORNER  
BAKERY

(2006)





**IG  
Meeting Facilities  
&  
Event Space**





***Concept  
&  
Theme  
Development***



**Trends in  
Design &  
Construction**

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Tel / Fax : (+2) 227514623

51 B Misr Helwan st – El Maadi  
Cairo - Egypt

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[www.internationalgroup.info](http://www.internationalgroup.info)

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