

HRMG 1001 Principles of HRM | Fall 2023

Assignment 1 | Group Activity (5% of the final grade)

Due Date: Sunday, September 17, 2023, before 11:59am

Student Names & IDs:

Student Name	Student ID
Alysha Samudre	60305744
Samah Modak	60300680
Ghada Al-Sawaidi	60105702
Alanoud Al-Khulaifi	60100620
Aljory Alghazal	60303993

Group Grade: _____ /20 Grade: _____ /5

Instructions:

1. Choose a company for your Group Activity from the list below

OR

if you want to choose another company, please check with your instructor or Teaching Assistant and get their approval.

Qatar Petroleum (QP) Qatar Energy QTerminals Qatar National Bank (QNB) Qatar Insurance Company.	Qatar Development Bank Baladna Qatar Airways Katara Hospitality	Ooredoo Hamad Medical Corporation (HMC) Ali Bin Ali Al Meera	Qatari Diar AlFardan Group Power International United Development Company (UDC)
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2. Collect company information using online resources and social media
3. Prepare Company Profile below based on the CLO1 course materials and the information gathered from the external resources
3. Analyze the collected information to introduce the HR functions reflected through the information you gathered
4. Complete all paragraphs of the provided 'Company Profile' template, each answered question will be awarded 1 mark.

COMPANY PROFILE

Company Information to be answered:	Answer
1. Company full Name	Katara Hospitality
2. Company Webpage	https://www.katarahospitality.com
3. Approximately, how many people does the company employ?	240 people
4. Is the company local or International? Where is this company originally from?	Local – Doha Qatar
5. Is the company publicly or privately owned?	Government owned. It is a wholly-owned subsidiary of the Qatar Investment Authority (QIA).
6. If available, what was the net income of the company at the end of 2022?	Net worth – More than USD 50 Million
7. What kinds of products and/or services does the company provide?	Global hotel owner, developer and operator
8. Does the company have any certifications or awards?	ISCC Certified
9. What is the company's brief history?	<p>Katara Hospitality was founded by the Government of Qatar in 1970. They started by managing the Sheraton Gulf Hotel, which was called the Doha Marriott Hotel at the time and is now known as the Rixos Gulf Hotel Doha. This was Qatar's first five-star hotel. In 1982, the Sheraton Grand Doha opened, which was the first internationally branded property in the country. In 1993, a new organization named QNH took over the assets of the previous company when an Emiri decree recognized growth potential for Qatar's tourism industry.</p> <p>Katara Hospitality is a successful developer and operator since 2003 with global ambitions.</p> <p>Our contemporary interpretation of the traditional values of Arabic hospitality influences everything we do and it is illustrated on the local</p>

	<p>landscape as Sheraton Grand Doha Resort & Convention Hotel has been a celebrated symbol of Qatari hospitality for over 40 years, while the future Katara Towers, Lusail Marina District will become a new hospitality landmark.</p> <p>Those values are just as important when it comes to our international interests. In 2006, we acquired the Renaissance Sharm El Sheikh Golden View Beach Resort in Egypt and today, our property and development portfolio encompasses iconic hotels in France, Switzerland, Italy, The Netherlands, Spain, Morocco, Singapore, Thailand and United States of America.</p>
10. What is the vision of the company?	To be one of the world's leading hospitality organisations. In line with Qatar National Vision 2030, we are changing the world of hospitality through investment and innovation to leave an outstanding legacy for future generations.
11. What is the company's mission?	We always deliver beyond expectations. We use our resources and expertise so that our assets thrive and realise their full potential. Our goal is to bring prosperity to all our stakeholders in a corporately responsible manner.
12. What the company's values?	Progressive, experts, thorough, exceptional
13. Who are the company's main clients/customers? (List 3-4)	The Guests and travellers who stay in their hotels & resorts. Hotel brands such as Rixos. Investors, Corporate clients, event organisers, travel agencies, Qatar government, Dining and entertainment.
14. What are two (2) major accomplishments that the company has achieved in the past 3-5 years?	<p>KATARA HOSPITALITY RECEIVES SAFETY EXCELLENCE AWARD IN HOSPITALITY SECTOR BY MINISTRY OF MUNICIPALITY AND ENVIRONMENT 2020</p> <p>Participating at the World Travel Market London, 2012 for the first time as an independent exhibitor, Katara Hospitality, the Qatar based hospitality giant, chose the leading global event for the travel industry to reveal its international expansion strategy and its daring aspirations.</p> <p>Katara hospitality achieves goal of 30 hotels two years ahead of plan.</p>
15. What kind of special programs or projects the company has realized recently or is still working on?	Qetaifan Projects

16. What information is included within the bibliography of the company's leaders?

HE Chairman: Mr. Ali Bin Ahmed Al Kuwari

In March 2021, Katara Hospitality named His Excellency Mr. Ali Bin Ahmed Al Kuwari, Minister of Finance, as its Board Chairman.

H.E. has worked in Qatar's banking and finance industries for more than 30 years. In July 2013, he was appointed CEO of the QNB Group, a post he maintained until 2018. From November 2018 to October 2021, he served as minister of commerce and industry. He served as QNB's Executive General Manager and Group Chief Business Officer before taking on this position. HE In addition, Mr. Al Kuwari serves as the chairman of the boards of directors for a number of companies, including Masraf Al Rayan, the Qatar Development Bank, and the Qatar Stock Exchange.

HE Mr. Al Kuwari holds a master's degree in management information systems from Seattle Pacific University as well as a bachelor's degree in math and computer science from Eastern Washington University..

ENG. ABDULLAH BIN HAMAD AL ATTIAH

Deputy Chairman

In March 2021, Eng. Abdullah bin Hamad Al Attiyah was chosen to serve as Katara Hospitality's deputy chairman and board member.

He is currently Qatari Diar's chief executive officer. Eng. Al Attiyah has a wealth of experience working across numerous industries in the nation. He began his career with Qatar Petroleum as an operations engineer and remained there until 2011 before moving to RasGas as a senior project engineer and eventually becoming the onshore development and planning manager in 2012.

2014 saw Eng. Al Attiyah take on a new position in the Supreme Committee for Delivery and Legacy as Acting Programme Management Office Executive Director. After taking on the position of Director of the Technical Office at the Public Works Authority "Ashghal" in 2015, he rose to the position of Assistant President before being named Vice Chairman of the Qatar Primary Materials Company in 2018. The Board then appointed him as acting CEO until the beginning of May 2018.

A mechanical engineering bachelor's degree from Cardiff University in the United Kingdom and a master's degree in chemical engineering from the University of Nottingham are both held by Eng. Abdullah bin Hamad Al Attiyah.

<p>17. What are the competitive advantages of this company?</p>	<p>Luxury & upscale portfolio, Global presence, partnerships with leading brands, cultural & historical properties, strong financial banking, quality service & guest satisfaction, diverse portfolio, global tourism trends.</p> <p>The world's largest exhibition for the travel industry, World Travel Market London 2012, was the venue of choice for Katara Hospitality, the Qatar-based hospitality giant, to debut its international expansion strategy and its audacious objectives.</p> <p>In order to define its strategy, Katara Hospitality tackles its expansion from two distinct angles. The company has defined the hospitality industry in Qatar for more than 40 years, and it now forms a vital element of the infrastructure that expands along with the nation's growth. When making investments abroad, the company serves as the nation's premier example of hospitality, which is seen as a crucial industry for Qatar's economic diversification.</p>
<p>18. What kind of information did you find that reflects the strategic directions of the company?</p>	<p>The company's diversification strategy of introducing four-star business hotels and leisure resorts located in potential markets is meant to penetrate the corporate market segment, enhance the cash flow projections to support the company's development and ensure a balance is met across assets of short and long term profitability.</p>
<p>19. What kind of HR functions did you learn in the class which is reflected in the company's external sources?</p>	<p>Compensation & benefits- health insurance</p> <p>Training- job training & soft-skill training</p> <p>Recruitment – on website, LinkedIn and bayt.com</p> <p>Corporate culture & values</p> <p>Leadership & executive team</p> <p>Diversity & inclusion</p> <p>Recognition & awards</p> <p>HR Policies & compliance</p>
<p>20. Based on the collected information what kind of benefits can the company offer their employees?</p>	<p>Health insurance benefits, transport facilities, job training, education assistance</p>