



DE PALMA HOTEL AMPANG



ORGANIZATION OF SAINT MAINTENANCE SDN. BHD.

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...appreciation...

Dedicated to our God The Almighty, Allah S.W.T. that gives us the high knowledge as to be a KHALIFAH to the earth. From Allah we come, to Allah we surrendered.

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May God Bless You...

Amin.

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1.1 Background of the Property

1.1.1 Introduction

De Palma Hotel Ampang is under manage by MARUBI HOTEL MANAGEMENT (a subsidiary of BIZTEL Sdn. Bhd) which was formed in 1993 with its main objective of managing and operating medium size but strategically located hotels in major towns in Malaysia. The company is headed by its Managing Director, Mohd Ilyas Zainol Abidin who has been in the hotel industry in the last 28 years.

1.1.2 Company Philosophy

The company philosophy is to provide ‘value for money’ through customer satisfaction to selected segments of travelers whose needs are identified as requiring a comfortable, but competitively priced accommodation. The location of the company’s hotels shall be in town/ city center/ resort location with easy access, located near main roads or near airports, bus stations or industrial sites.

It is the company’s desire to service a spesific target market well and at the same time keep the operational costs low.

The company’s long term strategy is to operate a chain of moderately priced and well managed hotels in major/ city within Malaysia.

1.1.3 Mission Statement

To achieve the highest market share and returns in its class of hotels through excellent customer service by offering value for money.