

A photograph of two men in business attire shaking hands in a modern office setting. The man on the left is wearing a dark suit jacket and light-colored trousers, while the man on the right is wearing a blue suit and dark trousers. They are standing in front of a large window that offers a view of a cityscape. The overall scene conveys a sense of professional agreement and partnership.

# **An Unique Expertise In Hotel Management In Africa**



## WHO ARE WE ?

Salam Management Services (SMS) has developed unique expertise in hotel management. With SMS, you can benefit from the know-how of a pan-African hotel manager and obtain the best return on investment for your hotel project. Whether you have a hotel development project or an existing establishment, you can contact us to help you achieve your goals.

By studying and discovering your true potential, we significantly increase the results for your hotels, whether they are independent hotels or hotel groups.

We work particularly on the quality of service which will allow you to rise to the rank of establishments in Africa which have the merit of providing a level of service at the international standard.

We combine strategy, innovation and creativity around each of our missions. We have great respect for your values and your requirements. And for each mission entrusted, Salam Management Services analyzes the points of improvement of your existing establishment or your new project in order to find the best strategy that suits you.

With SMS, you have the assurance of a lasting partnership and a guarantee of safe and efficient management of your hotel.





## MISSION & VISION

Our vision is to bring our partners' projects to life by bringing significant, lasting, unique improvements to their performance.

We provide you with reliable support and comprehensive support at all stages of your project.

We are committed to maintaining rigorous management and ethics in order to advise you as objectively as possible.

Knowing that behind each problem, there are real issues with their share of constraints and risks, we impose unfailing rigor and excellence on each file so that you have all the answers in hand to help you decide and moving forward.

# OUR VALUES



## **EXCELLENCE :**

Because the satisfaction of our partners is at the center of our approach, we work to ensure that each project is unique and requires total dedication.



## **INTEGRITY :**

We work with strict respect for the clauses of confidentiality, professional ethics and honesty towards our partners.



## **RIGOR :**

We guarantee work based on solid foundations of respect, selflessness, fairness and equality.



### **INNOVATION :**

In a constantly changing field of activity, we encourage our partners to innovate, combine creativity and forward-looking vision.



### **PASSION :**

We are passionate about the idea of being able to contribute significantly to the growth of your company's activities.



# MANAGEMENT FOR ACCOUNTS

## *- MANAGEMENT MANDATE*

Do you want to be a non-operating investor?

We bring you our support in the delegation of management of your establishment in the form of a management mandate. Indeed, we support you by auditing your establishment at a defined rate (quarter, semester, annual) from a commercial and operational point of view, but also on the evolution of its value.

We help you better understand the evolution of your business, the work of the operator and its value.

## *- PRE-OPENING MANDATE*

We take care of all the operational and «business» part for the opening of your establishment, from the development of your commercial policy to the setting up of the team, while passing by the definition of your needs in terms of business and operational control tools.

Together, we define, in relation to your project and your budget, the overall implementation for a successful opening!



#### *- RECRUITMENT MANDATE*

We support you in the search for key personnel, fully trained and with the right experience to best perform their assigned task and support a full expansion of your project.

#### *- RECOVERY MANDATE*

We provide you with our support the performance and improve the results of your establishment



# NOTRE EXPERTISE

- **HUMAN RESSOURCES**

Our experts find the right profiles to achieve the objectives. We support you in the search for key personnel, fully trained and with the right experience to best perform their assigned task and support a full expansion of your project.

- **YIELD MANAGEMENT**

Our experts will be able to accompany you in the valuation of your added values and a Yield management that can fully satisfy your customers.

- **MARKETING AND COMMUNICATION**

All your questions on the strategies and definition of the marketing-mix adapted to your hotel in order to better meet the new expectations of your customers find here, all their meaning and their answer.

- **BUSINESS DEVELOPMENT**

Salam Management Services is regularly entrusted with the management of hotels. This is the proof of its effectiveness, its reliability. Indeed, fully equipped to meet challenges, SMS supports you in the marketing and profitability of your project.



- **CUSTOMER SERVICE**

“The customer is king”: in a highly competitive environment, the adage has never been so true. It is all the more so since without customers, there is no turnover. Attracting new customers, as well as retaining those who come regularly, is therefore essential.

- **ACCOUNTING AND FINANCE**

The hotel industry is a sector that offers a plurality of offers: accommodation, catering, meetings, etc. Depending on the services defined, the operation of a hotel can be confronted with various regulations that only experts can understand and take charge of.



## OUR PARTNERS

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## OUR CLIENTS

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