

# Al Sraiya

Al Sraiya Hotels & Hospitality Group opening SAASNA

Al Sraiya Hotels & Hospitality Group signs to open Staybridge Suites in Lusail

Al Sraiya Hotels & Hospitality Group signs CACAO 70

ASTC signs contract with Ashghal to build National Health Laboratory

BUSINESS

CONCEPT

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PARTNER  
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INVESTMENT

LOCATION

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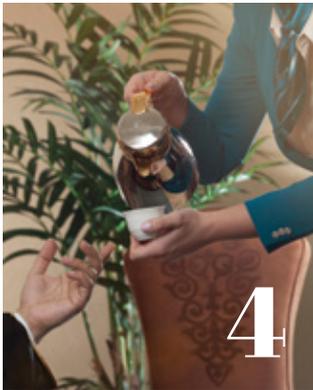
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# Investment in the H

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**TOURISM IN QATAR HAS BECOME A PRIORITY SECTOR OF DEVELOPMENT IN PURSUIT OF QATAR NATIONAL VISION 2030 AND WELL AS IN PREPARATION FOR THE LANDMARK FIFA 2022 WORLD CUP. TO ACCOUNT FOR THE EXPECTED VISITOR TRAFFIC, DEVELOPMENT AND CONSTRUCTION OF HOTELS AND INFRASTRUCTURE HAVE BEEN ON THE IMMENSE INCREASE.**

DTZ RECORDS INDICATE THAT HOTEL SUPPLY APPROACHED 25,000 KEYS BY Q4 2017. NEW HOTEL DEVELOPMENTS WITH MORE THAN 10,000 HOTEL ROOMS AND 2,000 SERVICED APARTMENTS AT VARIOUS STAGES OF PLANNING AND CONSTRUCTION ARE UNDERWAY, MAINLY WITHIN THE 4-STAR AND 5-STAR SPECIFICATION OF LUXURY BRANDS KNOWN TO THE QATARI MARKET.



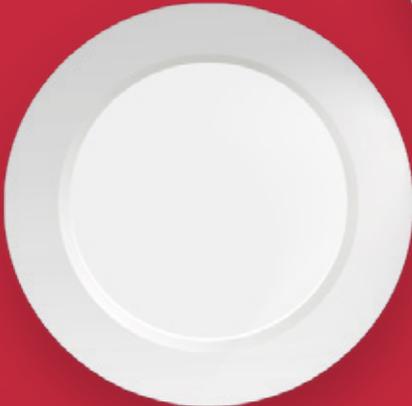
# ospitality Industry



The Next Chapter of the National Tourism Sector Strategy 2030, released in September 2017 approved by the Supreme Council for Economic Affairs and Investment, aims to attract 5.6 million visitors to Qatar annually by 2023, double the number which the country welcomed in 2016. It also aims to achieve a 72 percent occupancy rate across all hotel establishments, through a combination of increasing demand and diversifying the country's tourist accommodation offering.

Investment in Qatar's hospitality sector has also been strengthened by its recent ranking of first place among the GCC in the Middle East for guest experience, according to the Guest Experience in the Middle East Report, released by hospitality and travel data providers Olery. This has significant positive effect on bringing in investment of internationally branded hotels, and attracting significant numbers of visitors to the country.





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# Interview

## **Ziad Abi Abdallah**

**Group Marketing & Creative Director**

**Al Sraiya Holding Group**



### ***Tell us about your career and what is your role in Al Sraiya Holding Group?***

After graduating from the American University of Science & Technology Beirut Lebanon in 2003, with a Bachelor of Arts Degree. My first job was as a Senior Designer in Matrix4Marketing (2003 -2005), I joined Naycom Lebanon (member of IFP Group) in 2006 as an Art Director and I got promoted to Senior Art Director. In 2009 I was relocated to Naycom Qatar as an Associate Creative Director where I managed the agency and increased its portfolio until 2012 working on key advertising accounts such as Cadillac, Hummer, GMC, Seat, Skoda, Subaru, QNB, QDB ... then I was promoted to a Creative Director for Naycom Qatar and IFP Qatar (2012 - 2015) to manage the creative in advertising and events such as COP18, Aspire4Sports, QITCOM, Qatar Choice Awards and many.

I joined Al Sraiya Holding Group in January 2015, with multi task duties on group level: handle the marketing department and lead the creative team for the in-house agency (974 Marcom), develop the Brand Strategy, Marketing Plans, Marketing Strategies, PR and Communication, Media Management, CSR programs, Initiate and develop new project ideas in hospitality, F&B and others, by working closely with the team and top management for new business opportunities and investments. As a marketing lead for the group, The Marketing team in Al Sraiya is a group of creative and innovative minds that are involved in every aspect of each project.

***Al Sraiya group is a massive Holding with 56+ companies within it. As the Group Marketing Director – tell us a bit about what you do and how you handle such an interesting job?***

Diversification in business is a big challenge and opportunity at the same time. Working for a big group like Al Sraiya has never been easy, but it has always been enjoyable.

A diversified holding like Al Sraiya requires different marketing techniques. There are always new projects and daily challenges that require your creative input. You always wait for the next investment which is always in the pipeline as the group is growing rapidly.

With previous experience in advertising and the position of a creative director, things have become easier. From my perspective, the position can be related to working within a big advertising agency where you work on various accounts and deal with different clients, very similar to Al Sraiya, which can be considered as multiple accounts with its 56+ companies.

Working for a big group requires a big team which we have. The most important thing is proper briefing and empowering your team, so that they will be able to work with a proper mindset.

Challenge is our passion and we are always ready with our marketing and creative initiatives to offer whatever is necessary for the group and market with new ideas that keep us ahead.

***In case there are any delays in Al Sraiya marketing department in the execution of a project, how do you manage the situation?***

Creating a marketing plan and critical path allows us to take care of our schedule in implementing and executing any project. Every project has its own surprises but having a qualified and motivated team who is ready to put in some extra hours, work overnights to make sure everything goes according to schedule pushes for and provides definite solutions for any problem that may arise.

Motivation, respect and appreciation is something of very high value that must always be provided to your team. It is what inspires them, and pushes them to surprise and challenge you each and every time with all their hard work and support in difficult situations like delays.



“Great marketing comes from Great creative people, always think beyond and outside the box. The most rewarding part is when you see your idea coming to life. Never give up on any idea, it’s always somewhere in your creative mind.”

***Al Sraiya is opening a new restaurant called SAASNA. Tell us a bit about it and how it was initiated?***

SAASNA is a new restaurant opening in Msheireb Downtown Doha, initiated by Al Sraiya, under our hospitality group. The idea is to have an authentic Qatari Restaurant with a modern twist, supervised by a Qatari Chef.

The project was initiated from scratch. Having such a big team within the group allowed us to create this unique Qatari Restaurant.

Everyone was involved; our Marketing Team, Hospitality Team, and interior design team. Having qualified staff allowed us to come up with the wonderful concept that will add a new flavor to the F&B industry of Qatar. I will keep the surprise of the opening date, which will be announced very soon.

***What is your advice for new career seekers in the marketing and creative world?***

For those who wish to work in the marketing and creative industry,

you should never think about time and office hours. Our brains and creative minds don't work according to a time frame. This is a job of strategy, intelligence, art and patience.

Albert Einstein said it best - "Creativity is intelligence having fun". Always think of the fun part of your job. Your reward is in the final outcome of your work and in the success of your brand. Accept the comments as well as critics along the way, and use it to guide you, and remember, all of what you do this industry is for the audience, not for yourself.

# BE WELL FEEL WELL WESTIN WARSAW



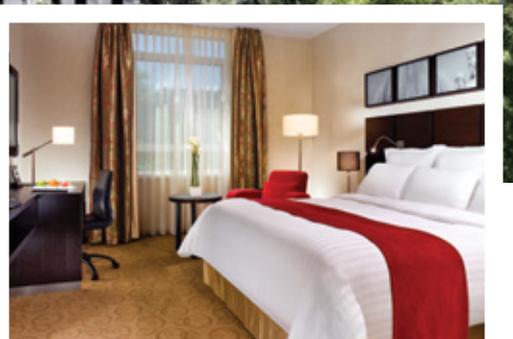
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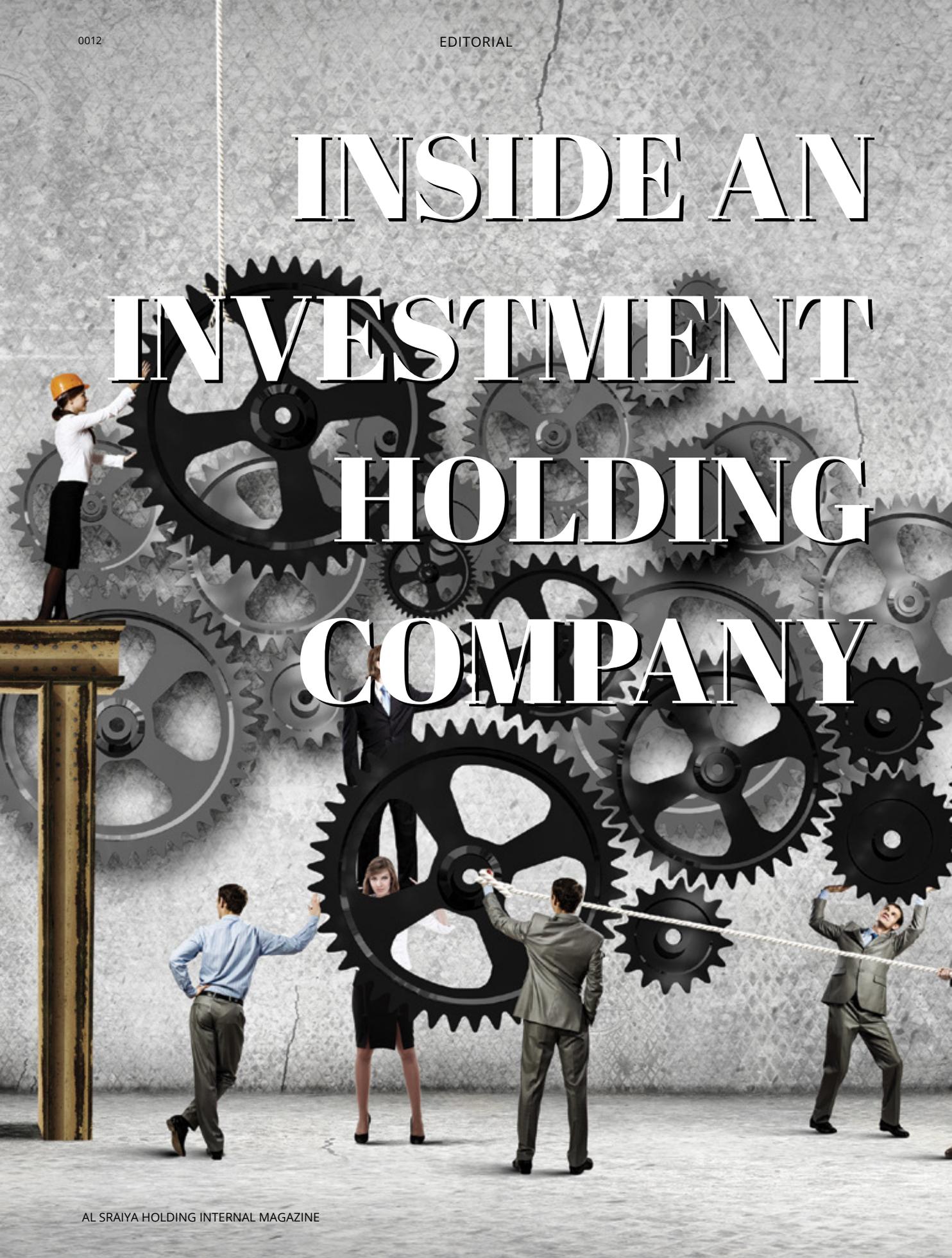
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# INSIDE AN INVESTMENT HOLDING COMPANY



*The structure of a Holding company is beneficial for the legal purpose of protection, reduction of risks, tax, and allows for management and profit. It is a great choice for wide spectrum of investments with the use of diversification as a strategy to keep overall profit up even if one sector drops. Looking at the words of advice coming from a top investor, before deciding on an investment there are short hand methods used to get the feel for whether or not an investment opportunity is worth taking seriously. These strategies used by holding companies and top investors are similar to those an individual can apply to help in choice of investment.*

# WHAT IS A HOLDING COMPANY?

***A holding company is a parent corporation, limited liability company or limited partnership, that is a vehicle for owning other companies. Its existence is to hold investments, such as property like real estate, trademarks, patents, stocks and other assets.***

It is a majority shareholder of other companies(subsidiaries), with ownership of 10% or more of shares. Holding companies oversee the businesses but are passive; Holding companies provide support services to the various investees.

This form of set up reduces the risk of liability as it is legally considered a separate entity not entangled with each of its subsidiaries. The Holding company is therefore liable for only the amount of capital

invested and not more. For example, the holding company may be a trademark which creates and funds a design company, a manufacturing factory, and logistics company to design, create, and ship a product. Let's say the manufacturing factory is liable for losses or is handed a law-suit, the holding company will bare capital loss of its subsidiary to the extent of its ownership percentage and can be sued directly in case of 100% ownership.

# Strategy



## Diversification

*A Holding company's objective is to make profit through the ownership of other companies, or parts of other companies. When it comes to investments, diversification is a well-known to investment companies as a risk-management strategy.*

*Investing across different industries, sectors of the economy, asset classes, geographical locations, helps to increase the rewards and keep risks at a minimum. As it is not possible to always pick a winner, having eggs in different baskets ensures that if one investment falls short due to various factors, the rest balance the overall ability to make profit.*

## Combined cost

*Holding companies lower the costs and improve revenue by owning several companies that complement and complete the overall business. For example, a building construction company, a concrete factory, and a heavy machinery company make for three subsidiaries worthwhile of a holding company's investment within the construction industry.*

## 8 Tips to Start:

***How do successful holding companies go about picking an investment? There are a few initial key points that are important to look at before further decisions are made. According to the mammoth of an investor Warren Buffet of Berkshire Hathaway, one of the largest multinational companies in the world by revenue, the following is advised:***

1. Figure out what a good business is for you personally and ask where there is room for growth? You do not want to get stuck in a business where there is no room for advancement, by product or in the market.
2. Not everything that comes your way must be invested in. When it comes to investing there are countless opportunities. Successful investment is about the knowledge and understanding of the company and industry of choice, and it only takes 1 to make a lot of money, one to build a name.
3. It can be a better bargain to go for components or partly-subsidized instead of wholly-subsidized (100% owned). Look at what is the most profitable way about the investment.
4. Invest in productive assets, not a stick of gold that "sits and looks pretty". Investments that actively produce profits such as a farm, agriculture land, can continuously produce products and profit, are the way to go.
5. Evaluate the business first. Look into its history, do your research, and if it is possible go see the business in person. If the valuation you give matches the price of the shares or is higher (undervalued stock), it is considered a good investment.
6. Look at the financial reports; First, whether the net income is positive, second if there has been growth over time through revenue and earnings, and third, whether the operating cash flow is positive. Past performance can be indicative of what is to come but not predictive.
7. Look at the P/E ratio. This is the ratio of the company's price of stock to the company's earnings per share. If it is low it can indicate that you are getting a bargain, however it may not be the full story as it can fluctuate depending on different factors. It is never-the-less, a good first valuation when considered against the company's past performance and in comparison to the industry and market.
8. Accept mistakes, cut your losses and move on. How do you know you have a bad business and when to call it quits? If you have a bad business with a good manager, you probably have a bad business. If you have a bad business with bad manager, put in a good manager and see what happens. If that doesn't improve the standing of the company, it's probably time to cut the losses and move on.

## Advantages

- Depending on the percentage of shares owned, holding companies benefit from tax reductions, in the sense that it becomes more about moving money between the same company. If 80% or above is owned, the holding company can benefit from tax-free dividends – depending on where it is based.
- A Holding company is sheltered from the risks faced by the companies it owns in the case of legal issues, tax liabilities and lawsuits, depending on ownership.
- This structure can use its own selection of subsidiaries to do business, thereby cut down costs and increase overall revenue.



# A Holding company's objective is to make profit through the ownership of other companies, or parts of other companies.

- Raising capital for subsidiaries becomes easier as the holding company is a safe guarantor with larger finances for creditors. Holding companies can therefore secure loans for subsidiaries and lower interest rates than they would get as stand-alone entities. (This reduces interest expense and, in turn, increases both return on equity and return on assets.)

## Disadvantages

- Management of holding companies may not be sufficient with industry knowledge to run new subsidiaries.
- Subsidiaries may face difficulties with the new change of control as new board of director and management may be put in place.
- Shareholders pay taxes on

dividends received from the holding company. To begin with though, at the corporate level the subsidiaries have already paid tax on profits, and the holding company on dividends received from its subsidiaries.

- As a larger company it can be more difficult to maneuver in volatile markets.



# ETIQUETTE FINE D

*The rules for the polite and expected ways of fine dining may come natural to those born with a silver pacifier, but for the rest of us it can mean a state of awkward embarrassment upon entrance to the royal feast realm. It is important to follow the etiquette of table manners at a formal and fancy dinner especially if you are to dine with a boss, business partner, co-worker, parents' in-law, potential/current client, or even a date. The last thing you want is to feel out of place and have people question your manners and flushed cheeks.*



# THE ART OF FINE DINING

**Why does it Matter?  
The etiquette of fine dining  
is a silent language of  
respect, dignity and service.**

---

That is why we make such an effort to behave in all the correct ways and also make sure those around the table are abiding by the prestigious honor code too.

For a simple demonstration within modern day society, one need look only to popular movies like 'Beauty and the Beast' or 'The Princess Diaries' where male beast and female quirky unpopular girl are in need of intense training on how to act properly with the emphasis on table manners, before turning into romantic successful attractions.

## Here are a few tips and tricks to reduce the most common uncomfortable mishaps:



### TABLE MANNERS

#### *No Elbows on the Table*

To place your elbows on the table is found to be very rude at a formal or proper dinner table. As if it wasn't bad enough trying to keep your back perfectly straight on a chair designed for your discomfort, to seem "proper". You can't lean forward and use your elbows as support while there is food in-front of you. Different people will give you different reasons as to why including the fact that back in the day people would eat cramped next to each other down a long table and it would cause them to bump and splash food. Another is that the tables weren't made as sturdy as they are now, so putting weight via your elbows could cause the table to tilt. Basically it is just bad

table manners at this point, unless there is no food on the table in front of you.

Tip: Lean back and up right in a proper seating position. It's a little hard to place elbows on the table and keep your back straight if your chair is at an appropriate distance from the table.

Trick: Whoever you are at dinner with, you may seem too needy or intense and less confident by placing your elbows on the table and leaning forward too much is a thought to keep in mind. Another thing to do is to think about getting stains on your sleeves and how it reminds you of your or your siblings kids, always covered in sauces, all sticky, and fun loving.

# Fun is not for the serious.

## Stay focused.

### NAPKIN DANCE

The fancy engineering of a perfectly crisp napkin can, by itself, cause very clear class distinguish in the distressed mind of a newbie to fine dining. So much effort and elaborate folding goes into a simple cloth meant to wipe your mouth with and catch any splatters from your food landing on your clothes can make you question the point.

Tip: Always wait for your host to commence the unfolding of the napkin and place it across your lap. Two things to keep in mind; If you get up to go to the bathroom, put it on your chair, and when you are finished with your meal, place it neatly to the left of your plate. As you can infer, placing it on the table before you are done, can lead to your plate being cleared prematurely.

### CUTLERY

#### *Knives and Forks*

1-The range of Knives and forks on each side of your plate can leave you quite overwhelmed, in a state of panic. Which do you use for which dish? Life can be hard sometimes. Always start from the outside and work your way in with each course served.

Tip: When in doubt take a moment to observe those around you, but be wary of following someone who is just as clueless as you are. If you do find yourself “intrigued” to use whichever looks fitting, best advice, just go for it.

Trick: If anyone asks why you chose the wrong one, be bold and take ownership. It’s not recommended to admit the lack of adequate knowledge, but you can use humor as a tactic to remove the spot light from your break in code. For example, jesting about it being your basic human right to be free to choose the cutlery of your choice.

2-Hold your knife and fork in your hands, cut with your knife not your fork, and don’t use your fork as a spoon. If you need to put your knife or fork down, don’t place them on the table cloth, keep them on the plate in an open arrow formation. When you are finished, push them together with the fork facing upwards and knife facing inwards. Tip: Utilize the utensils as you should. There is one for each hand, keep them there. When you eat slowly, without being able to rest your elbows on the table, you will need a break to put them down. You will still have food on your plate - keep it between the devouring tools. When completed, close them up.

### EATING

When cutting your food, unfortunately it is thought to be incorrect to cut everything on your plate in one go. It may make logical sense for time and hassle sake, but not in this regal setting. Cut each bite as it is consumed and take pauses between bites. And of course, chew with your mouth closed. It is a must in every setting.

Tip: Observe those around you. Look to the host. It is customary to eat at the speed of the host. Follow the rhythm.

Trick: If you are a fast eater or are starving, a nifty diet trick is to drink a glass of water before you begin eating. It will reduce the feel of hunger slightly and will hopefully give you time to focus on the difficult task ahead. You can also consider it a challenge in self-control and count the reps of each chew. Set a goal and see how you do. Be careful not to get too carried away with this, you don’t want to daze out miss the conversation completely and end up meditating while sucking the flavor out of the bite.



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# Tips for a Great Stay at Your Hotel



**HOTEL STAYS CAN BE GREAT, BUT SOMETIMES YOU HAVE TO GET CREATIVE TO COMPLETE YOUR HOMELY WANTS. THERE ARE SOME UNUSUAL TIPS THAT PEOPLE AROUND THE WORLD HAVE DEVELOPED TO GET THAT TINY BIT EXTRA OUT OF A VISIT. LET'S TAKE A LOOK AT THESE INTERESTING HACKS PEOPLE FIND USEFUL.**

1. Make your own food – even if you don't have a kitchenette. Use the iron to make toast. If you ever get bored of ordering expensive breakfasts, use this creative method to bring back and toast your own. Use the tea kettle to boil eggs. Yes, to compliment your toast, you can use the boiling water in the tea kettle to cook eggs the way you like them, in your room.
2. Get a bit of extra time. Make your time lengthier by getting in early and grabbing a few hours extra at the end. It is not an unusual request, and it does wonders on a short overnight stay to make it feel like a weekend getaway.
3. Special occasions are meant to be celebrated.
4. If you are staying in a hotel for an occasion, let them know. Hotels are more than happy to do what they can to let you know they care about their guests, and this includes adding a perk or two for a special occasion.

Even if it's just a small gesture, it's always nice to feel special. Get to know the staff.

5. This goes a long way. If you interact with the staff, get to know their first name and ask them for insights to the best local spots, for example, you'll find it can elevate the service to exceptional. This of course coupled with good tipping. Tip staff well and no matter what star hotel you find yourself in, your personal service will be personalized. Create your own surround sound system. This is a cute tip. Place your phone in an empty glass to amplify your music. Give it a try when you want to turn up the volume.



6. Know the hotel before you get there. A good thing to do is to know what the hotel offers, amenities and such, so you can get the best out of your stay. For example, if they have a pool or Jacuzzi and you've arrived in the hot sun, drop your bags and jump in straight away.
7. Definitely one of the best tips, book directly with the hotel and you'll get the best offers and discounts or amazing deals that aren't advertised. Especially during the off-season. Just ask and see what special surprise awaits you.

# Kingsgate Hotel Doha

●●●●● 240 Reviews | #53 of 137 Hotels in Doha

 Ali Bin Abdallah Old Ghanim, Doha, Qatar



 Save



deepy202018  
Doha, Qatar



●●●●● Reviewed 2 weeks ago

## Wonderful stay. This hotel have a great staff.

Its our 2nd stay in this hotel and its great. We had a bathroom doorknob problem in the 1st room, Chetan from the reception send the engineering but unfortunately it will take time to finish the problem, so he moved us to another room but the room was different from what we booked, so we called Chetan again immediately he upgraded us and moved us to Deluxe room which made so happy and we really enjoyed our stay cause the room is so beautiful same as the view. Thank you Chetan for making our stay memorable. And also the bellman who assisted us for 2 times he is very helpful but I forgot to ask his name. I want also to say thank you to Nadun for giving us free late check out until 2pm. We did a little talk with him in the reception and he is so nice and very polite. Keep it up guys! We are looking forward on our next stay.



Thessa L



●●●●● Reviewed 2 weeks ago via mobile

## At Home!!

No words always I can express my delightness whenever I am on this hotel.. for the long time that I am joining them, they have been close to me all ready, and were I am able to experience beyond my expectations as well. Mahmoud leads the team wonderfully, which makes them flexible enough through out all the time, named Basir, Nadun, Baskar, Chettan, and sharifa so friendly...

PS  
no reason for me to try any hotels, because for here we belong...!!thank you soo much...



kshaab663176  
Doha, Qatar

●●●●● Reviewed 4 weeks ago

## 2 Thumbs up

No issues during my stay (except internet is not so good at times). Good value for money. Friendly and accommodating staff. Location is really good. Car parking (if you have a car) could be difficult some times.



ss90ss18



●●●●● Reviewed August 27, 2018

## Excellent hotel and service

We really enjoyed our stay the staff were helpful and friendly. Area around the hotel was a bit dark but not unsafe. Bed was comfortable and the room was very large. Gym was good too and we were able to check in early which was great as we had an early flight :)



Joc P

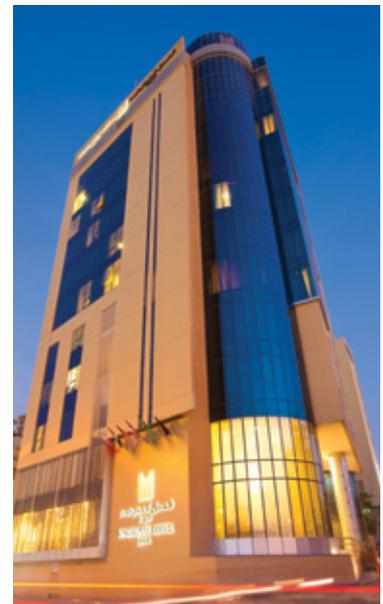


●●●●● Reviewed August 22, 2018 via mobile

## Amazing hotel

Great place to stay, rooms are comfortable and clean, definitely worth the money. Hotel location is perfect, many rooms has a great view. Staff is professional and really friendly, specially Mr. Baselos.

I really recommend this place.



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WE DO**



*A 21<sup>ST</sup> CENTURY COMPANY SERVING CLIENTS IN QATAR & THE MIDDLE EAST*

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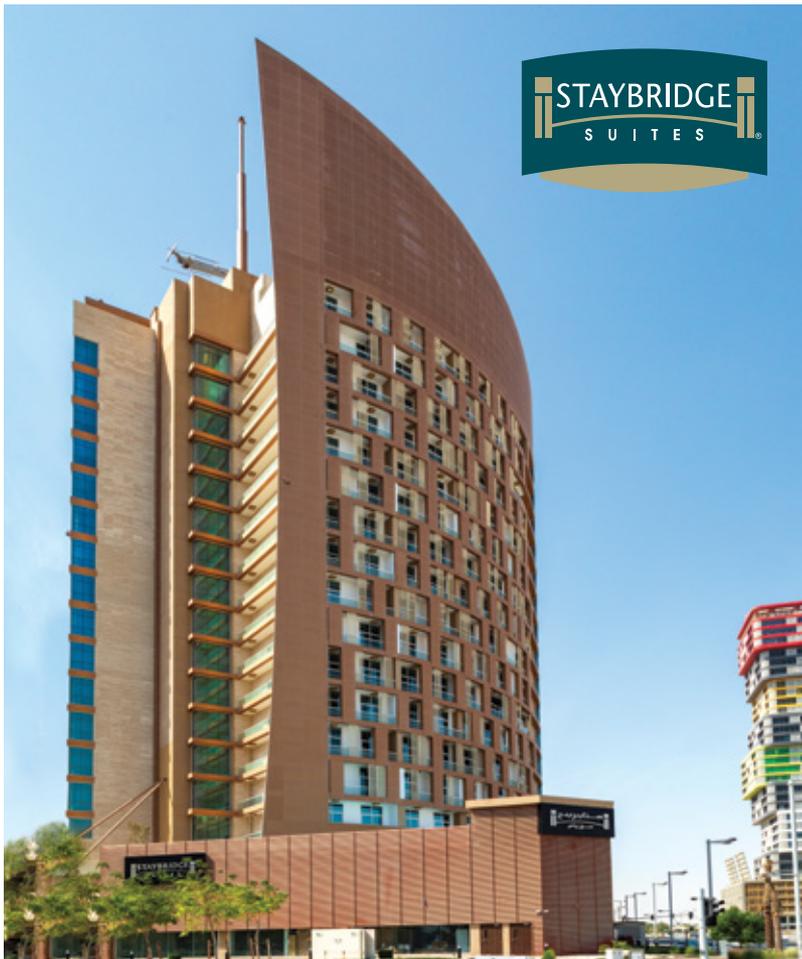
**THE GROUPS LATEST**

# **NEWS**

## **Al Sraiya Hotels & Hospitality Opening SAASNA**



*Saasna, the first authentic Qatari restaurant, is to open in Msheireb Downtown Doha this year.*



*Al Sraiya Hotels & Hospitality Group has signed to open the Staybridge Suites Hotel international brand, part of InterContinental Hotels Group, in Lusail, Doha.*



***Staybridge Suites to open in Lusail***

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***Al Sraiya Hotels & Hospitality Signs with Cocoa 70***

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***Al Sraiya Trading and Contracting Signs Contract with Ashghal to build National Health Laboratory***

**Al Sraiya Holding Group is one of the 6 winners in the project of the leasing & allocation of government resources to invest & develop private schools**

**Simsima Main Supplier of Interlock and Kerbstone for Doha Corniche Development Project**

**Qatar Wire Factory Awarded Certificate of Appreciation by the Ministry of Energy and Industry**

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**SAASNA, THE FIRST AUTHENTIC QATARI RESTAURANT, IS TO OPEN IN MSHEIREB DOWNTOWN DOHA THIS YEAR. AL SRAIYA HOTELS & HOSPITALITY GROUP TAKES GREAT PRIDE IN THE DEVELOPMENT OF THIS HOSPITALITY PROJECT.**



## **Saasna Opening**

## **in Msheireb**

## **Downtown**

## **Doha**

*The name 'Saasna' derives its meaning from the word 'Asaasna'; our origins. The concept is cuisine of Qatari culture blended with modernity. Our origins updated to the present with the future to come.*

# The essence and soul of our culture.

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## ***The New Centre of Doha - Msheireb Downtow***

*Msheireb Downtown brings Doha's old center back to you, recreating the community feeling and cultural roots upon which the city was founded. Designed to offer the perfect balance between every aspect of life, the residences, commercial, retail and cultural offerings will nurture a complete and sustainable lifestyle for you in the heart of Doha.*

The restaurant was developed based on 100% authentic Qatari cuisine with a modern twist. Qatar is seeing great development, progression, and innovation in all aspects of the nation, from across the different industries.

Our story starts with innovation. The origins of the future goes back to the achievement of the past. Culture, values and traditions are reflected in everything that is done. Through innovation, creativity takes on a new taste with the foundation of the past as we move through time.

Through cuisine the experience of the cultural blend of the senses can be felt. The depth of its origins comes to life. Like a recipe with the addition of spices, we have added the spices of Qatari modernity to compliment the current times of outstanding innovation.

From distant ancestors to the ever present sequence of today's successes, blazing a trail for generations to come with the fusion of the past, Poetic tastes of today, and wondrous sensations of tomorrow.

It is here you witness the rebirth of Qatari culture designed to strengthen our roots with the taste of the new, from the beginning of the sand dunes to the marvels of a city built with innovation.

Let it come alive through our cuisine experienced only here, a taste of fine, modern, and classy cuisine.



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# MADO

GERÇEK LEZZETLER

## FLAVOR'S JOURNEY THROUGHOUT THE HISTORY

MADO Ice-cream, which has earned well-deserved fame all over the world with its unique flavour, has a long history of 300 years. This is the history of the “step by step” transformation of a savour tradition called Karsambac (snow mix) that entirely belongs to Anatolia.

[www.mado.com.tr](http://www.mado.com.tr)

Member of:  
Al Sraiya Hotels & Hospitality Group

# STAYBRIDGE

***Al Sraiya Hotels & Hospitality Group has signed to open the Staybridge Suites Hotel international brand, part of InterContinental Hotels Group, in Lusail, Doha.***

**Location:**  
LUSAIL - QATAR



---

True to the Staybridge brand, the stylishly designed hotel offers fully equipped serviced studios, two and three bedroom apartments.



Strategically located just 15 minutes from downtown Doha and a 30-minute drive from Hamad International Airport, the new Staybridge Suites Doha Lusail offers modern serviced apartments for guests looking for a home away from home in Doha.

Extended stays along with a fitness center, swimming pool, entertainment hub and complimentary wifi, make it the perfect place for professionals and families who stay in the rapidly developing business district of Lusail.



# Al Sraiya Hotels & Hospitality Group signs with Cacao 70

## CACAO 70

### STATE OF CHOCOLATE

*Al Sraiya Hotels & Hospitality Group signs the very well-known sweet and savory resto, dessert, and chocolate bar of Canada, Cacao70, to open in Msheireb Downtown Doha City in Qatar.*

The chocolate heaven has products and dishes for all occasions, where any meal is creatively chocolate oriented. It is the place to go "Whether you're in the mood for a chocolate treat, a weekend brunch, and inspired lunch or just the most amazing dipped ice cone you've ever had...".

The concept initially began as a chocolate drinking bar, but soon transformed itself into a place all things chocolate. The state of chocolate comes in three forms of location; an eatery, dip shop, and Sweet House. Al Sraiya Hotels & Hospitality Group is to open a Cacao 70 Sweet House, which serves chocolate drinks, all-day brunch items, and desserts.



*At Cacao 70, we invite you to  
crunch, sip, slurp and savour your  
way to a state of chocolate.*



## THE STORY

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Chocolate has the power to take you places. It's taken our Montreal-based Cacao 70 team all around the world in search of the best cocoa beans out there. We hope that our adventures in chocolate will take you on a flavour journey of your own.

Bon appétit—and bon voyage!



# New project awarded to Badr Contracting



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## **Project: Residential Building (2B+G+4F) at Foxhills, Lusail**

*Badr Contracting & Trading W.L.L. has been awarded a new project at Foxhills, Lusail.*

*The project consists of (2B+G+4F) and it is a turnkey project which includes all structural & finishing works. The project work duration is 24 Months from the starting date.*

**[www.badrcontracting.com](http://www.badrcontracting.com)**



# MOWBRAY COURT HOTEL

- LONDON -



*Set in Central London, Mowbray Court Hotel is close to Earl's Court Tube Station, making it easy for guests to explore London and its surrounding areas. Gloucester Road, 68-86 Restaurants are each within a 20-minute walk. The Mowbray Court Hotel comprises three interconnecting and adjoining Victorian town houses, and a single town house building only two doors away*

28-32 Penywern Road, Earls Court, London SW5 9SU, England, UK Nearest tube station: Earls Court

[WWW.MOWBRAYCOURT.COM](http://WWW.MOWBRAYCOURT.COM)

The background image shows a modern building with large, arched windows and a person in a white thobe walking in the foreground. The sky is light blue with several birds flying. The building has a white facade with intricate patterns on the arches. The person is walking on a paved path with blue and orange flowers in the foreground.

# **Al Sraiya Trading and Contracting signs new contract with Ashghal to build National Health Laboratory**

***Al Sraiya Trading & Contracting (ASTC) signs a contract to build the National Health Laboratory for the Public Works Authority (Ashghal), in support of Qatar's public health program, early September 2018.***



***The building is to be designed according to the Global sustainability standards.***

This project will help the public health programs provide infectious disease surveillance and testing services, water safety as well as environmental testing and food safety support.





شركة منتجات قطر للسلك ش.م.م.  
QATAR WIRE PRODUCTS CO.LLC

# Qatar Wire Factory Awarded Certificate of Appreciation

by the Ministry of  
Energy and Industry



***Prime Minister & Minister  
of Interior HE Sheikh  
Abdullah bin Nasser bin  
Khalifa Al Thani, awards  
Mr. Rashid Nasser Sraiya  
Al-Kaabi, the Vice Chairman  
of Al Sraiya Holding Group,***

A Certificate of Appreciation by the Ministry of Energy and Industry for the successful achievements of the Qatar Wire factory's undisturbed and increased production after the diplomatic crisis and blockage of Qatar.

*Winner of the project of leasing  
& allocation of government resources*

# BRITISH SCHOOL



Al Sraiya Holding Group is one of the 6 winners in the project of the leasing & allocation of government resources to invest & develop private schools, chosen & given by the Technical Committee for the Encouragement & Participation of the Private Sector in Economic Development Projects of the Ministerial Group headed by His Excellency Sheikh Abdullah Bin Nasser Bin Khalifa Al Thani, Prime Minister & Minister of Interior.

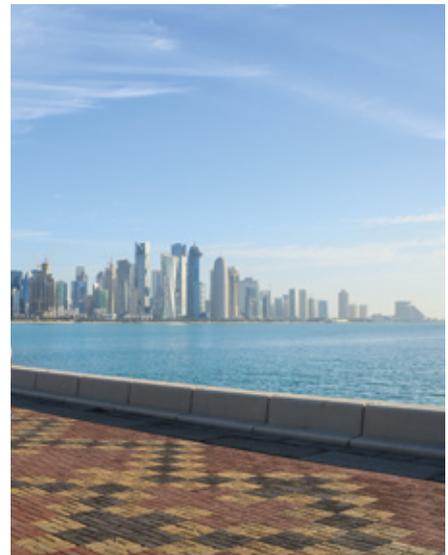
On behalf of his Excellency the Minister of Education, Mr. Mohammed Malfi Al-Hajri, director of the Department of Common Services at the Ministry of Education, signed the deal with Mr. Sraiya Nasser Sraiya Al-Kaabi, member of the board of directors at Al Sraiya Holding Group, for its affiliated school, a British mixed school for all levels located in Smeisma area.

# Simsima Main Supplier of Interlock and Kerbstone for Doha Corniche Development Project

Under the The Public Works Authority 'Ashghal' the Doha Corniche Development project was implemented along a distance of 9 km from Dafna area to Ras bu Aboud Bridge. The project included extended expansion and maintenance including flooring, parking lots and toilets. All pedestrian walkways between the parking lots and the main walkway of Doha Corniche were renovated

using new interlock with a variety of designs, shapes and colors. This is in addition to replacing the floor of the public yard in the Corniche with new interlocks having seven squares of different sizes. The project also included renovation of all parking slots in Doha Corniche by replacing old Interlock with a more solid asphalt layer enabling ease of maintenance in the future.

**THE DOHA  
CORNICHE  
SUCCESSFULLY  
REACHED  
COMPLETION IN  
MAY 2018.**



*The Doha Corniche Development Project has been considered by Ashghal to be one of the most important projects considering the tourist attraction of the place.*



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# WE



INVEST  
INNOVATE  
BUILD  
PLAN  
INFLUENCE



Nam libero tempore, cum soluta  
nobis est eligendi optio cumque nihil  
impedit quo minus id quod maxime  
placeat facere possimus

Liberty

Technology



AL SRAIYA HOLDING

# BLOG

[WWW.ALSRAIYAGROUP.COM/BLOG](http://WWW.ALSRAIYAGROUP.COM/BLOG)

Daily News



BUSINESS



CONCEPT

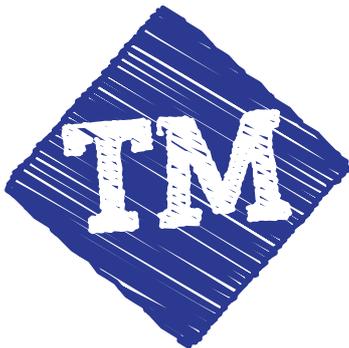
OPERATOR



- PARTN
- SUPPL
- DISTR

# Franchise

TRADEMARK



AGREEMENT



INVESTMENT

LOCATION

# The Art of Franchising

*A franchise is a business model that enables you, the investor or franchisee, to buy and operate an existing business. You pay a franchise fee and ongoing royalties, and in return you get a developed and proven format or system by the company (franchisor), the right to use the franchisor's name or trademark for a specific number of years and assistance.*

## WHAT TO KNOW

### Disadvantages

When you buy a franchise, you enter into a formal agreement with the franchisor. This agreement dictates the terms of that Franchisor, from how and where you run the business, the products you can sell, the suppliers to use, as well as restricting any creative ideas you would like to implement. Another disadvantage is that not only do you pay an initial fee; you continue to cover management service fees as long as the you have the franchise.

### Advantages

There is less risk when you choose and open the right franchise. Buying franchise is buying a complete and successful system from A to Z with strict guidelines and manuals to apply.

A franchisor will usual already have business relationships set up which will be useful for the franchisee. Such as better prices for products, rentals, spaces.

A franchise is given the list of what is needed and therefore speeds up the time to open the business, with a name of high brand awareness most doubt.

**The key is to do your research before settling on a business to franchise by asking the right questions:**

- Is the Franchisor profitable and organized?
- Is it well liked? Or is it battling issues in the Media?
- Does it have a clear unique selling proposition?
- How financially sound and controlled is it?
- Does the asking price match the value?
- What the precise details are for the formal agreement?
- How much is restricted and how much lee way do you have?
- What is the success ratio within the industry?

# IMPORTANCE OF CUSTOMER SHARED FEEDBACK WEBSITES

Hotel online customer reviews can make or break a hotel these days. That is why hotels have started to push the boundaries of customer experience more than ever before. Review websites have created a space for the expression of honest customer experience, which people put their trust into as opposed to the beautifying of marketing tactics.

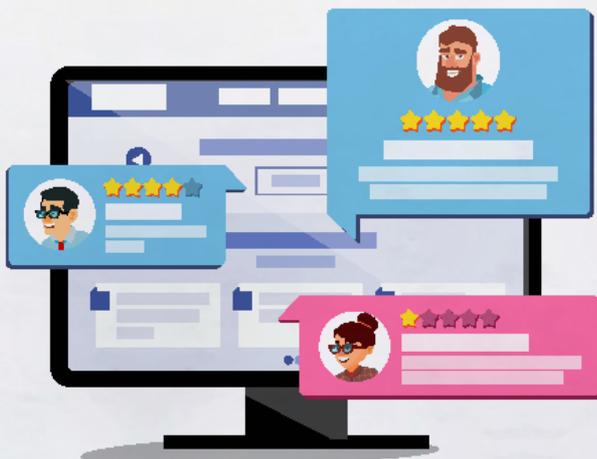
When customers can hear from previous guests, they have the opportunity to listen to any problems, how it was handled and

see real photographs for proof. It is also an opportunity for hotels to learn what can be improved, where issues may lay, and how to modify their interior, exterior, amenities, and customer service.

It also gives small hotels a chance against the mega names, serves to endorse hotels, as well as help Search Engine Optimization (SEO) of an online presence. This means that when it comes to searching for a hotel online, google for example, can find and display the hotel reviews and website easier and

increases the chance of it being seen by more people online.

Social media platforms also provide massive immediate information from guests which can be acted on in real time. Where hotels can respond in person for all to see how they care about what guests think and experience. It is also a place where people can quickly disregard a hotel choice, which gives it an even more importance for business. Let's take a look at what the recent research has to say about the matter.



*"The majority of TripAdvisor users (79%) will read at least 6-12 TripAdvisor reviews before choosing a hotel"*

## According to TripAdvisor, one of the top most used review websites:

- 96% of TripAdvisor users consider reading reviews important when planning trips and booking hotels.
- More than half of TripAdvisor users will not book a property that doesn't have any reviews.
- The majority of TripAdvisor users (79%) will read at least 6-12 TripAdvisor reviews before choosing a hotel. Most (58%) will also read at least 6-12 reviews before choosing a restaurant.
- 76% of TripAdvisor users agree that traveler-submitted photos influenced their booking decision.
- It also comes down to whether or not a hotel takes a proactive stance to respond to online reviews.
- 85% of users agree that a thoughtful response to a bad review will improve their impression of the hotel — an increase of more than 50% since 2013.
- 65% agree that they are more likely to book a hotel that responds to traveler reviews, versus one that does not respond.
- 4 out of 5 TripAdvisor users believe that hotels that respond to reviews care more about their guests.
- Customer reviews and the places they have to communicate make a huge impact on the business of a hotel. These statistics show how important it is as a deciding factor and just how vital it is for hotels and management to take notice and take action.



# Cophthorne

DOHA



## STAY WITH US AND FIND OUT JUST HOW REWARDING IT CAN BE

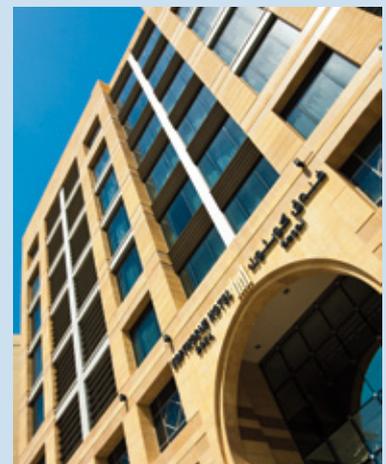
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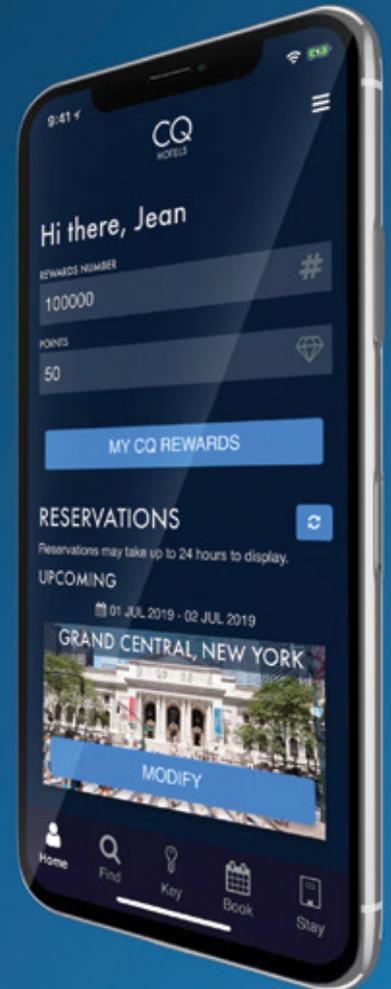
Enter your phone number below and we'll text you a link to download the NEW CQ Hotels Mobile app

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HOTELS & HOSPITALITY GROUP

*creating lifestyles*

WITHIN NATIONS

AL SRAIYA HOTELS & HOSPITALITY GROUP CURRENTLY OWNS FOUR OPERATIONAL INTERNATIONALLY BRANDED HOTELS IN QATAR THAT ARE PART OF MILLENNIUM HOTELS AND RESORTS: MILLENNIUM HOTEL, COPTHORNE HOTEL, KINGSGATE HOTEL AND THE STAYBRIDGE SUITES AN IHG HOTEL AS WELL AS A LOCAL BRANDED HOTEL, THE TOWN HOTEL DOHA.

OUR INTERNATIONAL OPERATIONAL HOTELS INCLUDE MOWBRAY COURT HOTEL LONDON, PRESIDENTIAL SERVICED APARTMENTS LONDON, THE EDWARD HOTEL PADDINGTON LONDON, THE MARRIOTT HOTEL IN MUNICH GERMANY, THE WESTIN HOTEL IN WARSAW POLAND & THE CLUB QUARTERS HOTEL IN WASHINGTON DC USA

