



**SWISS-GARDEN**

INTERNATIONAL | HOTELS, RESORTS & INNS

## SGI's Profile







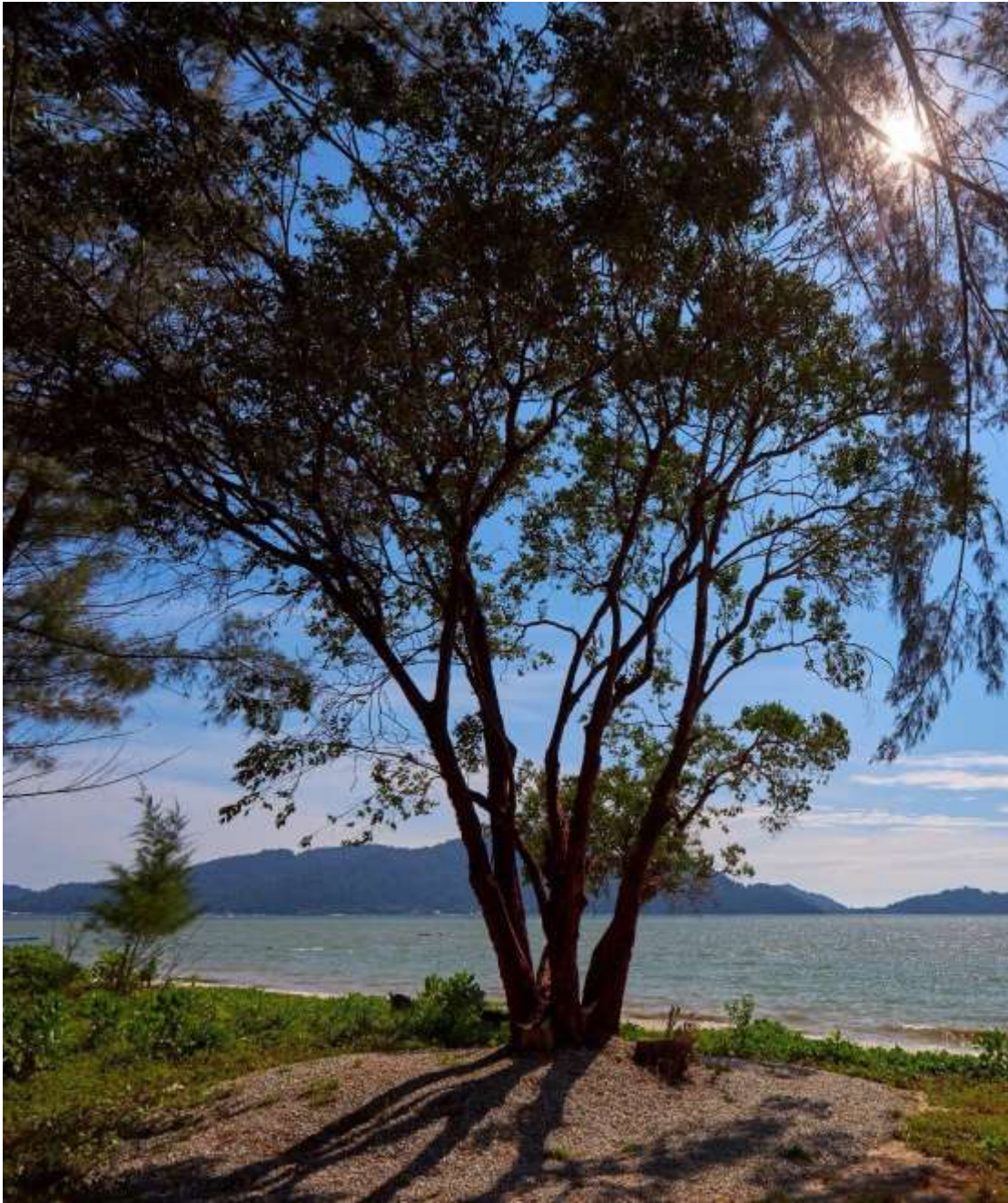
Swiss-Garden international has over **25 YEARS** of operating experience in Malaysia and Australia.



Swiss-Garden International was established in 1991 as a hotel operator to manage the chain of hotels owned by the OSK Group.

It also serves as a hotel management company which assist hotel owners via third party management of their properties.





# OUR VISION

Our vision is to be a **long-term business builder** that **delivers superior value** to all our internal and external **stakeholders**.

# TARGET & POSITIONING

Our brand represents **value and consistency** that is aimed at the corporate and leisure markets.

Our clientele comprise of world travelers who are keen to experience and discover aspects of hospitality from a new viewpoint.

# OUR MISSION

- ▶ We seek to **create long-term value for our shareholders** through delivering strong and sustainable returns.
- ▶ We help our businesses **deliver unique high quality products** and services to our customers through the expertise of our business leaders, our willingness to invest in talent, our efficient infrastructure and effective operational processes.
- ▶ We create and nurture **mutually rewarding long-term partnerships** with our suppliers, consultants, business associates and customers.
- ▶ We aim to be an employer of choice through maintaining a **good work culture** and adopting a genuine interest in the long-term career development of our staff.
- ▶ We aim to **enrich the lives of the communities** in which we operate.

# OUR CORPORATE VALUES

- Excellence
- People Driven
- Forward Thinking
- Integrity
- Humility & Respect

## Excellence

Adoption of the highest standard of service and consistency to exceed the expectations of guests.

## Forward Thinking

Our approach is to be on the cutting edge through constant innovations and adapting to new practices to remain relevant



## People Driven

Creating a conducive work environment for all to feel a part of the Swiss-Garden family

## Integrity

Sincerity and the Excellence of Service & Care is the heartbeat of Swiss-Garden

## Humility & Respect


Thoughtfulness & being empathetic to the concerns and needs of our guests



# OUR BRAND PILLAR

- ▶ **CARING** – Excellent service, Friendly and approachable, Hospitality beyond expectations, Pro-active and flexible.
- ▶ **FUN** – There's always something fresh and interesting to look forward to.
- ▶ **VALUE FOR MONEY** – Guests are pleasantly surprised when they get more than they paid for.
- ▶ **KNOWLEDGEABLE** – Surprising our guests with our knowledge and building a bond with them.
- ▶ **COMFORT** – Creating an unforgettable experience from dining, rooming and sleeping.





# OUR QUALITY STATEMENT

We are committed to deliver **sustainable profits** for its investors through the creation of **happy customers** and **engaged employees**.

A chef in a dark blue uniform and white hat is plating a dish on a white plate. The chef is smiling and looking down at the plate. The background is a blurred outdoor dining area with green trees and a blue sky. The text "SGI's Support Function" is overlaid on the image in white font on a dark blue background.

## SGI's Support Function

# SGI OPERATION TEAM

## HOTEL

Sales &  
Marketing

Marketing  
Communications

Finance

Procurement

Operations

Quality  
Management

HR & Training

IT Support



# VALUE OF SGI AS A PARTNER

Revenue Management

E-Commerce

Centralised Procurement  
Management

Group Brand Website

Quality & Risk  
Management

Consolidated Digital  
Marketing & Social Media  
Campaigns

IT Support

Detailed Brand Standard



# BENEFITS

## **ECOMMERCE AND REVENUE MANAGEMENT**

including Analytics, Reporting, Market Guidance, Demand-based Pricing Recommendations, Forecasting and Budgeting

Leverage on **GROUP BRAND WEBSITE, CONSOLIDATED DIGITAL MARKETING AND SOCIAL MEDIA CAMPAIGNS**

Savings in **CENTRALISED PROCUREMENT MANAGEMENT** via Contracted Supplies

**QUALITY & RISK MANAGEMENT** System

**INFORMATION TECHNOLOGY (IT)** Support

Access to a detailed **BRAND STANDARD** providing guidelines in hotel's operations

# ISO 9001:2015 CERTIFICATION

Approval No :ISO 9001 - 0049632

---

The scope of this approval is applicable to the Hotel management services of

- Human Resource
  - Procurement
    - Finance
  - Sales & Marketing
- Marketing Communications
- Information Technology (IT)
  - Operation Oversight





# OUR COMMITMENT

- ▶ Ensuring a high quality and consistent standard of procedures and processes is adopted across all areas of business and management activities.
- ▶ Consistently reflecting on and responding to our customers' needs and wants through active solicitation of their feedback.
- ▶ Creating a nurturing environment for our associates and cultivating a culture of interactive communication and engagement across all employee levels.
- ▶ Adopting a high level of integrity in our conduct across all spectrums of our business and management activities.
- ▶ Apply business practices, policies and standards with regulatory compliance in accordance to governing legal and statutory specifications.
- ▶ Continual improvement of the Quality Management System.



# GROW WITH US

FOR ADDITIONAL INFORMATION, please contact

Swiss-Garden International Hotels, Resorts & Inns  
Level 13A, Plaza OSK, Jalan Ampang  
50450 Kuala Lumpur

T +603 9078 2688

E : [info@swissgarden.com](mailto:info@swissgarden.com)

[www.swissgarden.com](http://www.swissgarden.com)