# FOCUS HOSPITALITY INC

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"The key to success is pretty basic. Great tasting food and drinks, consistently produced and served, then packaged in the right environment."

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FOCUS HOSPITALITY INC

# **Focus Hospitality Inc**

Established in 1988, Focus has been involved in well over 300 hospitality and retail related projects. We provide technical and conceptual assistance to create exciting and sustainable food and beverage, lodging and retail related businesses.

With clients from the Americas, Europe, Middle East and the Asia Pacific we are truly a global company with offices in Singapore, United States and Australia.

With over 80 years of combined experience in senior management positions, our partners are well equipped to give objective and factual advice for your project.



SINGAPORE
IN HOSPITALITY MANAGEMENT
UNITED STATES
AND CONSULTING
AUSTRALIA

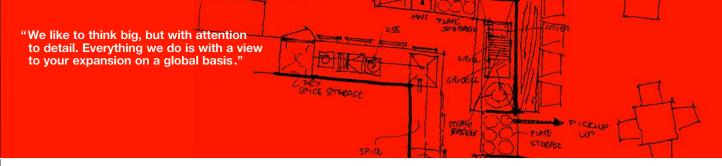


# They say that prevention is better than cure...

Focus, with its experienced group of operationally savvy professionals, is an essential component to the building of a successful and profitable business.

By being a part of your team from the onset, we are able to ensure that the creative decision-making process is synergized with the operational needs, eliminating costly changes at the post opening stage. As an independent party who has a vested interest in your success, we implement strategies which have been proven through our years of experience in the industry and which make money!

Our management expertise and analytical approach to problem solving ensures that project budgets are tightly controlled and implemented in a timely manner. Our creativity and world wide experience ensures you get only innovative and cutting edge concepts



**ABOUT US** 



20 YEARS OF SUCCESS
IN OVER 300 HOSPITALITY
AND RETAIL ENVIRONMENT
PROJECTS
CREATING CUTTING
EDGE AND SUSTAINABLE
CONCEPTS FOR THE
SERVICE INDUSTRY
WORLDWIDE

"Fact 1: 80% of hospitality businesses set up by inexperienced individuals fail in the first 5 years."

"Fact 2: 80% of franchised concepts succeed in the first 5 years."

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## What do we bring to the table?

Our speed, knowledge and skill allow Focus to complete your project more efficiently than in-house personnel with personal attention from our senior consultants at all stages. We significantly reduce your risk of failure and provide you with a greater chance of success.

## Innovation

Our creative flair means that we can be ahead, and more importantly, beat the competition.

## Knowledge

We have seen more than most. Our global reach allows us to understand local needs and latest trends and how these needs relate to the markets in which we will operate.

#### Management

Our project management capabilities are second to none ensuring a structured and timely approach through design and construction, to the implementation of operating procedures.

# Multi-faceted expertise

Because we have hands-on experience in the business, we understand operationally what works and how critical functional layout and design is to the bottom line.

#### Track record

Our proven success creates a formidable partner to you and your team and allows us to open new doors and pursue greater opportunities than you could do alone.

"We believe you as the visionary should be a leader and never be led... We want to lead and never be led."

> OUR CORE COMPETENCES



Our core competences

INNOVATION
KNOWLEDGE
MANAGEMENT
MULTI-FACETED
EXPERTISE
TRACK RECORD

"Opportunity Cost" - the cost to investors caused by delays due to indecisive and inexperienced management."

"In any mixed-use development, think of the food and beverage outlets as a whole and not as individual components... they are probably the most important anchor tenant that you will have."



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#### Who uses our services?

## Hotel operating companies

We support existing companies
We support existing company
management by developing exciting
cutting edge food and beverage
concepts through the eyes of an
independent operator. Companies
such as Hilton, Kempinski, Pan
Pacific and Raffles International
have all used our services.

# Investment and development groups

We support companies who are venturing into the hospitality industry through their acquisition or development of mixed-use facilities.

By being part of the development By being part of the development team at the design stage, we do not only ensure that the correct food, beverage and retail mix is achieved, but the configuration, sizes and layout will maximize rental returns and ensure that there are no back of house or operational issues on completion. Companies such as Majid Al Futtaim, Emaar Properties, FJ Benjamin and Suntec Convention & Exhibition Control have all used. & Exhibition Centre have all used our services for shopping centers, hotels and retail food service establishments.

# Retail groups

Companies where retail is the core business now see opportunities in diversifying into the food and beverage sector. Rather than employing expensive management, Focus not only develops the concepts but engages the operating team and selects the right tenants.

From food courts to cafes. corporations such as Borders Inc. Courts, Jim Thompson and leading shopping centre operators such as Dubai Mall, Mall of the Emirates and Marina Square have all used our services.

#### Franchisors and franchisees

Franchisors and tranchisees
For people wanting to acquire
a franchise or people wanting to
create a franchise, we source
franchises and provide operational
support to franchisees. We
also develop systems for people
wanting to create their own
franchises or license their brand.
We are associated with bringing
in famous names such as in famous names such as Tony Roma's Famous For Ribs, California Pizza Kitchen and The Coffee Bean and Tea Leaf to the Asia Pacific region. We developed concepts for companies such as Cafe Cartel and Delifrance.

#### Individual entrepreneurs

We have helped many individuals or small groups of investors to realize their dream of opening a successful food and beverage outlet. Salut Restaurant and Au Petit Salut, featuring innovative border cuisine from Italy and France, and Union Restaurant & Bar are just some of our successful clients.

#### Government bodies. non-profit organizations and management committees

Organizations that require an independent and impartial third party to evaluate systems, ideas and processes, and then to support and endorse the decision-making process engage Focus Hospitality Inc.

We provide the knowledge and expertise to ensure that the management groups and committees are acting in the best interest of the people/members. Focus has been involved in multiple club situations, trade organizations and government sponsored initiatives from tourist to productivity and system analysis. Singapore Island Country Club, The Hollandse Club, The Swiss Club and The Republic of Singapore Yacht Club have all used our services.



OUR SERVICES





HOTEL OPERATING COMPANIES
INVESTMENT AND
DEVELOPMENT GROUPS
RETAIL GROUPS
FRANCHISERS & FRANCHISEES
INDIVIDUAL ENTREPRENEURS
GOVERNMENT BODIES
NON-PROFIT ORGANIZATIONS
MANAGEMENT COMMITTEES

"The hospitality industry is just like a large cake... it doesn't get much bigger... you just nee to grab somebody else's slice." A new business with a well thought out concept and plan is less of a crapshoot and more of a game of poker, when you have a glimpse of the cards."

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How do we complement your organization?

We can work with you and your partners primarily in two ways depending on your specific requirements: Project Management Consultant

As a project management consultant, we control all other specialists, such as architects, interior designers, brand consultants and others in achieving the established goals and objectives within the desired time frame and budget.

**Project Support Consultant** 

As a project support consultant, we will work alongside your management team and/or other designated consultants.

<b>Project</b>	Management
Consult	ant

Client

Focus

Operational Management

**Internal Departments** 

**Finance** 

Marketing

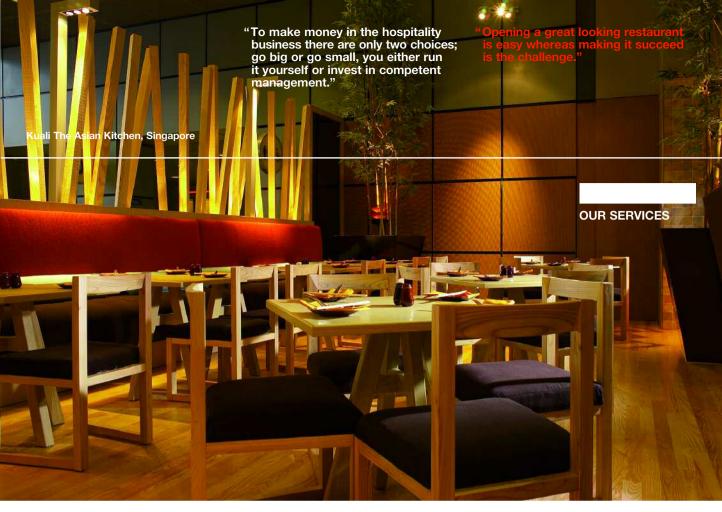
Operations

**External Consultants** 

**Brand Consultant** 

Interior Designer

M&E Consultant



Project Support Consultant

Client

**Operational Management** 

**Internal Departments** 

Finance

Marketing

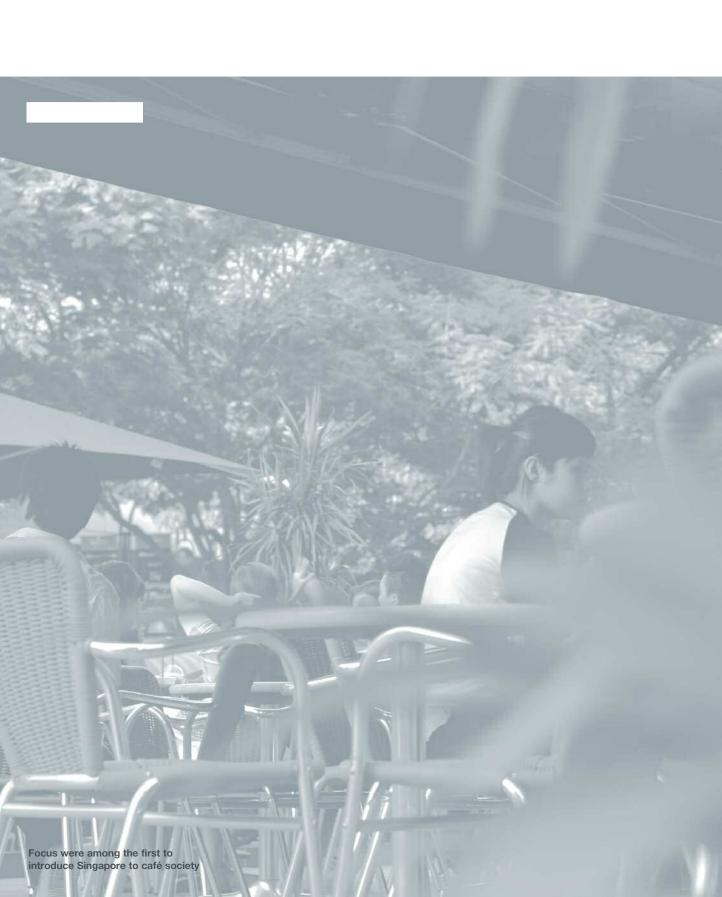
**Operations** 

**External Consultants** 

Focus

**Brand Consultant** 

Interior Designer





Hilton Luxor Resort & Spa

"This is a 'pennies' business, effective control means you can reinvest your profit to make greater gains and sustainable growth."

"If the hospitality component of your development is not cutting edge, the risk of failure is great."

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## What services do we provide?

## Concept and brand development

We create unique, exciting and sustainable food service brands based on each client's specific requirements.

# Operating statement documentation

To ensure that all parties involved in a project share the same vision, we produce a detailed document outlining how the concept is conceived and how the establishment will function and operate.

#### **Project management**

Acting on your behalf, we will ensure what was agreed during the concept development phase is professionally implemented, on time and within budget.

## Operating systems

We standardize and document your systems to ensure efficiency and ease of outlet duplication.

#### Franchising

We source suitable franchises and potential franchisees and negotiate on your behalf to ensure favorable terms.

# Schematic and operational front and back of house space planning

While we are not designers, we understand how each entity operates and will work with and/or find suitable architects and interior designers to ensure efficient and adequate space planning to help reduce your start-up and operational costs.

# Kitchen planning and operational design review

Based on your concepts, we will work with equipment suppliers and/or kitchen specialists to ensure efficient back and front of house space planning and equipment specifications.

#### Market research

Through our in-depth knowledge of the market, we are able to provide you with critical market information enabling you to develop your project according to existing or future demand.

#### Feasibility studies

We provide an independent review and assessment of your business opportunity based on extensive industry experience and market know-how.

#### Business plan development

We formulate your ideas into a detailed business plan, creating a clear direction as to how the project will come to fruition and its proposed operating structure.



**OUR SERVICES** 



What services do we provide?

**CONCEPT & BRAND DEVELOPMENT** 

OPERATING STATEMENT DOCUMENTATION

PROJECT MANAGEMENT

FRANCHISING \_\_\_\_\_

**OPERATING SYSTEMS** 

SCHEMATIC AND OPERATIONAL FRONT AND BACK OF HOUSE SPACE PLANNING

KITCHEN PLANNING AND

**OPERATIONAL DESIGN REVIEW** 

MARKET RESEARCH

**FEASIBILITY STUDIES** 

**BUSINESS PLAN DEVELOPMENT** 



**OUR SERVICES** 

What services do we provide?

## Technical assistance during design development and construction Through operational know-how and design flair, we provide advice to the technical trades, including mechanical & electrical, interior

and design flair, we provide advict to the technical trades, including mechanical & electrical, interior design, architects and brand consultants during the design and construction phases of your project.

#### Menu engineering

Menus are developed based on your facilities, concepts and projected pricing policy including detailed receipt cost cards, food tasting and final plate presentation.

# Management recruitment and training

Being the service industry, we source, recruit and train suitable management staff that are capable of following through with delivering exceptional service and food quality to your guests.

# Standard operating manuals, policies & procedures

We develop your operating and training manuals to ensure consistency of food, beverage and service quality.

#### **Procurement services**

We source all your china, glass and silverware and all other operating equipment required to function and deliver to the established standards.

# Operational finance & control

We establish budgets and operating guidelines and set up control functions allowing you to monitor your performance and take immediate action when required.

#### **Financial projections**

Through our extensive experience of having set up and operated numerous food service facilities, we are capable of providing you with accurate and detailed financial projections related to start-up costs, profit and loss, monthly payroll and your expected return on investment.

#### **Quality control audits**

Our mystery shopper program will allow you to evaluate and assess your performance enabling you to see the real picture and take immediate and appropriate action. Our analysis ventures beyond the surface to include back of house areas and staff evaluations.

DURING DESIGN DEVELOPMENT
AND CONSTRUCTION
MENU ENGINEERING

MANAGEMENT RECRUITMENT

TECHNICAL ASSISTANCE

AND TRAINING

What services do we provide?

STANDARD OPERATING MANUALS POLICIES AND PROCEDURES PROCUREMENT SERVICES

OPERATIONAL FINANCE AND CONTROL

FINANCIAL PROJECTIONS QUALITY CONTROL AUDITS



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# Carl Kjellqvist Managing Partner South East Asia/Middle East

Carl Kjellqvist was born in Ahus Sweden and is an honors graduate from the International Hotel Management Institute, Lucerne Switzerland and has over 15 years of experience in the hospitality industry.

Having worked for leading hotel companies in Europe, Carl has gained unsurpassed operational experience in all facets of the food and beverage business.

Since 1995, he has lived in South East Asia, working alongside some the industry's most senior executives and entrepreneurs. Having traveled extensively throughout the world, he brings to the table not only an in-depth knowledge of the latest trends and concepts but has the ability to implement them operationally.

# Michael A Jowett President/CEO North America/Europe

Born in England and a graduate of hotel schools in the United Kingdom and Switzerland, Michael has over 30 years experience in the hospitality business. Having worked for over 20 years in senior management positions within North America, Europe, Africa and the Far East, Michael brings to the table a wealth of knowledge from operational know-how to concept development but most importantly knows how to make money. Currently based in the United States, he heads the North American and European region.

#### Karl Faux Managing Partner Pacific Rim

Born in Vienna Austria, Karl has over 30 years of experience in the hospitality and retail sectors. After being formally trained in hotel and financial management in Europe, Karl worked for over 17 years in senior management positions within the hospitality industry. Subsequently he has assumed position such as chief operating officer and chief executive officer of start up companies and taken them to successful profitability.

Karl now specializes in retail, brand development, franchising and project management throughout the Asia Pacific region.

**OUR PEOPLE** 

# Our people

The principle founders and managing partners of the company have over 80 years of combined hospitality and leisure industry experience throughout the world, from leading international hotel chains to worldwide franchise organizations.

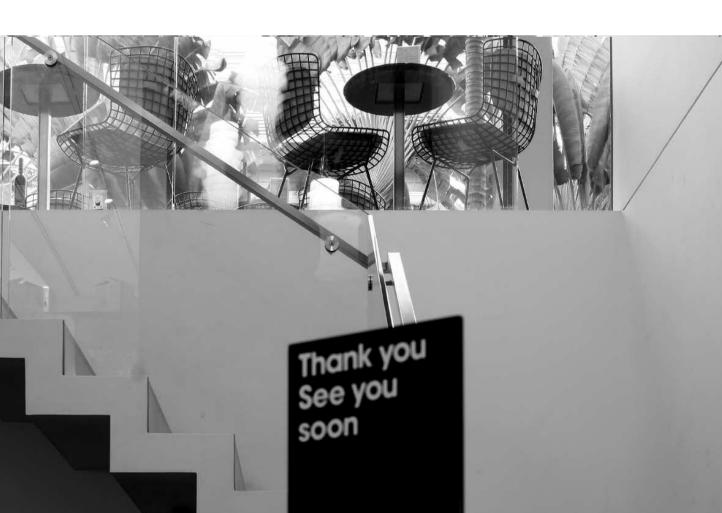


THE PARTNERS OF THE COMPANY
HAVE OVER 80 YEARS
OF COMBINED HOSPITALITY
AND LEISURE INDUSTRY
EXPERIENCE FROM
LEADING INTERNATIONAL HOTEL
CHAINS TO WORLDWIDE
FRANCHISE ORGANIZATIONS

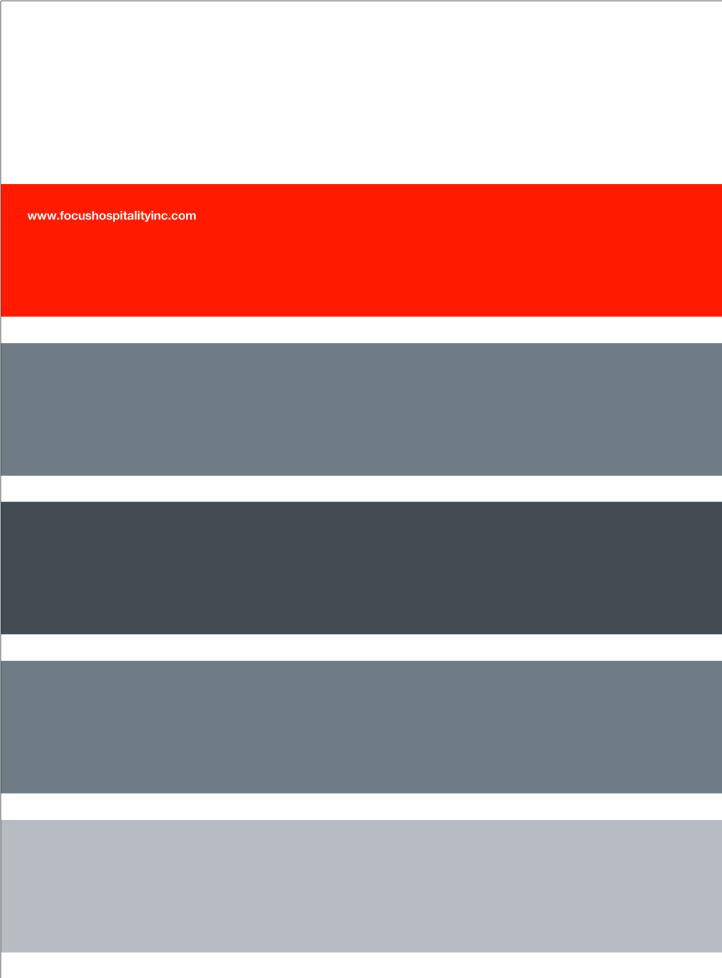
"This is a people industry, if your proposed business model can't support the cost for the best management, forget it!."

**OUR CLIENTS** 

We are proud of our high percentage of repeat clientele, highlighting our clients' satisfaction of the level of services we consistently perform.



MANDARIN ORIENTAL
SHANGRI-LA
HILTON INTERNATIONAL
LE MERIDIEN
GLENEAGLES
SOUTHERN SUN
TRUST HOUSES FORTE
INTERCONTINENTAL
TONY ROMA'S
CALIFORNIA PIZZA KITCHEN
THE COFFEE BEAN & TEA LEAF
BORDERS INC



CLIENT LIST

Restaurants / Cafés / Bars	Location	Restaurants / Cafés / Bars	Location
Cooos Colony	Singaporo	Pabulum – It's About Food	Cinganara
Cocoa Colony Cocoa Colony	Singapore Shanghai		Singapore Singapore
Kapok Cafe	Singapore	Onyx Restaurant Concepts Au Petit Salut	Singapore
Syndicate Juice Co.	Singapore	Salut Restaurant & Wine Bar	Singapore
El Mero Mero	Singapore	Café Capacuoco	Malaysia
Pita Pan	Singapore	Bar Succo	Malaysia
Burger Bar	Manila	Volgo Ristorante	Malaysia
Yo'Panino	Jakarta	Café Cartel	•
Sopra Cucina & Bar	Singapore	Bumbu Indonesian Restaurant	Singapore Singapore
Revolution Coffee			
Balzac Bar & Brasserie	Singapore	New York Bagels	Singapore
	Singapore	Tornado Discotheque	Singapore
Skyve Wine Bistro	Singapore	Superbowl	Singapore
Caffe B – Fine Italian Cuisine	Singapore	Sparks Discotheque	Singapore
Beanstro by CBTL	Singapore	Paisley Park Pub	Singapore
The Nautilus Project	Singapore	Key Largo Oyster Bar	Singapore
The Meat & Wine Co.	Beijing	KA Disco	Singapore
The Prime Society	Singapore	Harry Kerry's Californian Sushi Café	Singapore
Twelve + One Bakery Café	Singapore	Eu Yan Sang	Singapore
Cassis French Restaurant	Singapore	Chor Bizarre	Singapore
Pinchos Tapas & Wine Bar	Singapore	Casablanca Wine Bar & Restaurant	Singapore
Minx Caviar & Vodka Bar	Singapore	Bibi's Theatre Pub	Singapore
Box Bistro @ Courts	Singapore	Aziza's Malay Restaurant	Singapore
Café Connect @ Courts	Singapore	Artists Café	Singapore
MegaPicks @ Courts	Singapore	Saxophone Bar & Restaurant	Singapore
Sezzam Dining, Dubai	U.A.E.	Fabrice's World Music Bar	Singapore
Mint Café-Museum of Toys	Singapore	Fabrice's World Music Bar, Jakarta	Singapore
My Thai by Jim Thompson, K.L.	Malaysia	BarBacoa Bar & Restaurant	Indonesia
Les Amis Group	Singapore	Oscars Restaurant	Indonesia
Noshi Noshi, Dubai	U.A.E.	Jimmy Dean's Pub & Disco	Indonesia
Kuali – The Asian Kitchen	Singapore	CAL's Diner	Malaysia
Union Restaurant & Bar	Singapore	Spinney's BV	Malaysia
Kilo Restaurant & Bar, Perth	Australia	Ju' Restoran China	Indonesia

Multi Outlet Facilities /		Multi Outlet Facilities /	
Mixed-Use Developments	Location	Mixed-Use Development	Location
Paragon Center Phase II	Xiamen	Moxie Java	Singapore
Residence 8 @ Senopati	Jakarta	Ultrapolis 3000 Theme Park	Singapore
Marina Bay Sands Shoppes	Singapore	Marina Village International	Singapore
Jurong Bird Park	Singapore	Asian Village Theme Park	Singapore
Nirwana Garden Resort Centre	Indonesia	Entertainment Centre, Senayan Square	Indonesia
SamaWorld	Malaysia	Peranakan Place	Singapore
Nova Leisure	Singapore	The Coffee Bean & Tea Leaf	Singapore
Tony Roma's – A Place For Ribs	Hong Kong	The Coffee Bean & Tea Leaf	Malaysia
Tony Roma's – A Place For Ribs	Malaysia	The Coffee Bean & Tea Leaf	Taiwan
Tony Roma's – A Place For Ribs	China	The Coffee Bean & Tea Leaf	Indonesia
Tony Roma's – A Place For Ribs	Indonesia	The Coffee Bean & Tea Leaf	Australia
Tony Roma's – A Place For Ribs	Philippines	The Coffee Bean & Tea Leaf	S. Korea
Tony Roma's – A Place For Ribs	Taiwan	The Coffee Bean & Tea Leaf	China
Tony Roma's – A Place For Ribs	Thailand	The Coffee Bean & Tea Leaf	Japan
Tony Roma's – A Place For Ribs	Singapore	The Coffee Bean & Tea Leaf	Israel
Tony Roma's – A Place For Ribs	Prague	The Coffee Bean & Tea Leaf	U.A.E.
Tony Roma's – A Place For Ribs	Berlin	The Coffee Bean & Tea Leaf	Brunei
Tony Roma's – A Place For Ribs	London	The Coffee Bean & Tea Leaf	U.S.
Tony Roma's – A Place For Ribs	Sydney	Borders Books & Music	Singapor
California Pizza Kitchen	Singapore	Borders Books & Music	Australia
California Pizza Kitchen	Hong Kong	Borders Books & Music	N.Z.
Delifrance Café & Bakery	Singapore	Borders Books & Music	U.K.
Haagen Dazs Ice Cream Café	Singapore	Harry Ramsden's	U.K.
Haagen Dazs Franchise	U.A.E.	Shell Select	Singapore
Jack's Place Steakhouse	Singapore		
International Hotels & Resorts	Location	International Hotels & Resorts	Location
St. Regis Maldives	Maldives	Pan Pacific Hotel Malacca	Malaysia
Tyler Hotel	Jakarta	Raffles International	Singapore
Conrad Manila Bay Hotel	Philippines	Ascott International Ltd	Singapor
Novotel Kolkata	India	The Royal Peacock Hotel	Singapor
Radisson Blu Resort, Hua Hin	Thailand	The Royal Peacock Hotel	Indonesia
Radisson Blu Plaza, Bangkok	Thailand	Dai-Ichi Hotel Jakarta	Indonesia
Taj Palace Hotel, New Delhi	India	Hotel Panghegar	Indonesia
Swissotel The Stamford	Singapore	CB Hotel	Australia
Sofitel Mumbai BK	India	Savoy Homann Hotel	Indonesia
Marina Bay Sands Shoppes	Singapore	Orchard Parade Holdings	Singapor
Ciragan Palace Kempinski Istanbul	Turkey	Garden Hotel	Singapor
Sheraton Hotel, Incheon	Korea	Phoenix Hotel	Singapor
Sheraton Hotel, Bangalore	India	Safra Resort & Country Club	Singapor
Hilton Resort & Spa, Luxor	Egypt	Eu Yan Sang (Boutique Hotel)	Malaysia
Kempinski Hotel, Dubai	U.A.E.	Palace Hotel Longhai	Vietnam
		Hanoi Hotel & Convention Centre	Vietnam
	U.A.E.	nanoi notei & Convention Cente	
The Address Dubai Mall, Dubai The Address Dubai Marina, Dubai	U.A.E. U.A.E.	Majestic Hotel	Vietnam
The Address Dubai Mall, Dubai			

Food Courts / Institutional Catering	Location	Food Courts / Institutional Catering	Location
Tian He Supermarket, Dongguan Mall of Emirates, Dubai Promenade Food Court Marina Square Food Loft Measat Broadcast Network Systems Kuwait Aviation Services Azzad Catering Services	China U.A.E. Singapore Singapore Malaysia Kuwait Kuwait	Mainland Investors Pte Ltd P.T. Thamrin Food Court Food Concepts Sdn Bhd – Isetan Subang Parade Food Court ADIA Headquarters Hong & Hong Catering Lee Lee International	Singapore Indonesia Malaysia Malaysia U.A.E. Singapore Singapore
Clubs – Town / Yacht / Golf / Country	Location	Clubs – Town / Yacht / Golf / Country	Location
Abu Dhabi Golf Club, Abu Dhabi Al Bateen Wharf, Abu Dhabi Mercury Marina & Boat Club Republic of Singapore Yacht Club Tanjung Puteri Marina & Boardwalk Raffles Country Club Jurong Country Club Kukup Golf & Country Club	U.A.E. U.A.E. China Singapore Malaysia Singapore Singapore Malaysia	Colombo Golf Club The Plantation The Hollandse Club The Swiss Club Petronas Hartabina Town Club Singapore Island Country Club Tanah Merah Country Club Safra Resort & Country Club	Sri Lanka Malaysia Singapore Singapore Malaysia Singapore Singapore Singapore
Corporate	Location	Corporate	Location
Empirica Holdings Pte Ltd Mon Cher Co., Ltd Tata Group, Gurgaon SM Investments Corporation Sopra Asia Pacific Pte Ltd Experience Project LLP Aahara Pte Ltd Carlson Hotels Asia Pacific Pty Ltd VSC Overseas Pte Ltd Naza TTDI Sdn Bhd Grapeskin Pte Ltd Project Shop Pte Ltd Baldyga International Group The Ainsworth Group, LLC The Indian Hotels Co. Ltd Three Bond Wine & Dine Pte Ltd WPP Group The Coffee Bean & Tea Leaf Pte Ltd Tolaram Group	Singapore Tokyo India Philippines Singapore Singapore Singapore Singapore Singapore Malaysia Singapore U.S.A. U.S.A. India Singapore Singapore Singapore Singapore Singapore Singapore	Daewoo Engineering & Construction Starwood Hotels & Resorts Joint Arab Investment, Abu Dhabi Emaar Properties, Dubai MAF Hospitality, Dubai Suntec Int'l Convention Centre Sunvic Food & Beverage Pte Ltd Orchard Parade Holdings Select Group Ltd Far East Organization Apex-Pal International F J Benjamin Lio Hei Hei Pte Ltd Viewpoint Investment Gunnersbury Holdings Sembawang Leisure Pte Ltd Tan Jin Chwee & Company Courts Singapore Ltd Caprice Holdings Pte Ltd	Korea Korea U.A.E. U.A.E. Singapore
Government Bodies	Location	Government Bodies	Location
Abu Dhabi Investment Authority Tourism Development & Investment Company, Abu Dhabi	U.A.E. U.A.E.	Singapore Tourism Promotion Board Spring Singapore Jurong Town Corporation	Singapore Singapore Singapore