



Our Vision



- Our vision is to become the *Premier Advisor* of the hospitality industry in the area, creating unlimited opportunities for our associates while maximizing return on investment for the owners.
- Trend Hospitality fully intends to establish itself as *the source of choice for consulting services and management* in the hospitality industry, within Romania and neighboring countries.

Mission Statement

- Gain competitive advantages in the hospitality industry, which will insure **sustainable growth and positive results**. Our company will always stay ahead of the curve, continuously striving for innovative products and services.
- Always aiming to **optimize the return on investment** for our clients through professional leadership, solid operations, pro-active sales and marketing, happy and well-trained employees delivering state of the art service.
- Provide added value to investors, **highly effective solutions** for business development, a customized approach to each rendered service.

Our services

Project Development

Our in depth analysis of market factors combined with our long term experience will lead to a reliable feasibility study consisting of income projections, departmental expenses that will help our client in dealing with financial institutions. In addition to all financial data provided we determine the optimal solution and make recommendations about concept and design of the hospitality project after analyzing all viable options.

- Feasibility study**
- Investment and financing decision support**
- Valuation**
- Property operating solutions**
- Technical services**
- Procurement**

We consult you in all phases of the project from the conceptual drawings through the completion especially in operational and aesthetic considerations and hospitality international standards compliance.

Our services

Pre-opening Services

Step by step we guide you to a smooth opening, taking care of all major aspects such as: assembling pre-opening budgets, assisting in strategy formulation, hiring top management, consulting you in energy and security matters as well as information technology.

- Human Resources**
- Financial**
- Purchasing**
- Hotel operations**
- Sales**

Property Operating Solution

- Trend Hospitality will advise you **on the most suitable operating solution** for your property proposing a franchise or management contract and we are guiding all the process from the negotiation terms to completion stage. We will find the right brand for your product either from our portfolio or other international recognized brands.
- Strategic developer for Wyndham Hotel Group brands in Romania, Bulgaria and Moldova – over 30 properties and over 4000 rooms within next 10 years (over 300 million investment)
- Partnering with international operators representing important hotel chains.

Management / Franchise Selection

Wyndham / Ramada / Days Inn / Super 8 Motel / Hilton / Radisson / Holiday Inn



Our services

Asset Management

Helping our clients to **maximize asset value and optimize on investment returns**: defining objectives of the owners, develop strategy to meet the objectives and ensuring implementation of the strategy through regular monitoring.

- Monitor ongoing financial performance**
- Capital management & profitability enhancement**
- Benchmarking**
- Monitor the asset**
- Support and review the budgeting processes**
- Operational assistance**
- Advise ownership as to management issues**
- Strategic investment decision support**
- Monitor the investment community**
- Negotiate and administer contracts**



Completed / Ongoing Projects

- Atrium Restaurant
- Avalon - Howard Johnson Grand Plaza
- Benihana - Howard Johnson Grand Plaza Bucharest
- Casa Doina Restaurant
- Centro Bar & Lounge
- Centro Pastry Shop
- Hard Rock Cafe Bucharest
- Hotel Paltinis Sinaia (opening 2010)
- Howard Johnson Grand Plaza Hotel
- Ramada Encore Bucharest
- Ramada Brasov
- Ramada Iași
- Ramada Sibiu
- Ramada Bucharest Nord
- Ramada Oradea
- Ramada Plaza Bucharest
- Ramada Bucharest Parc
- Siesta Bar
- Silver Mountain Resort, Poiana Brasov

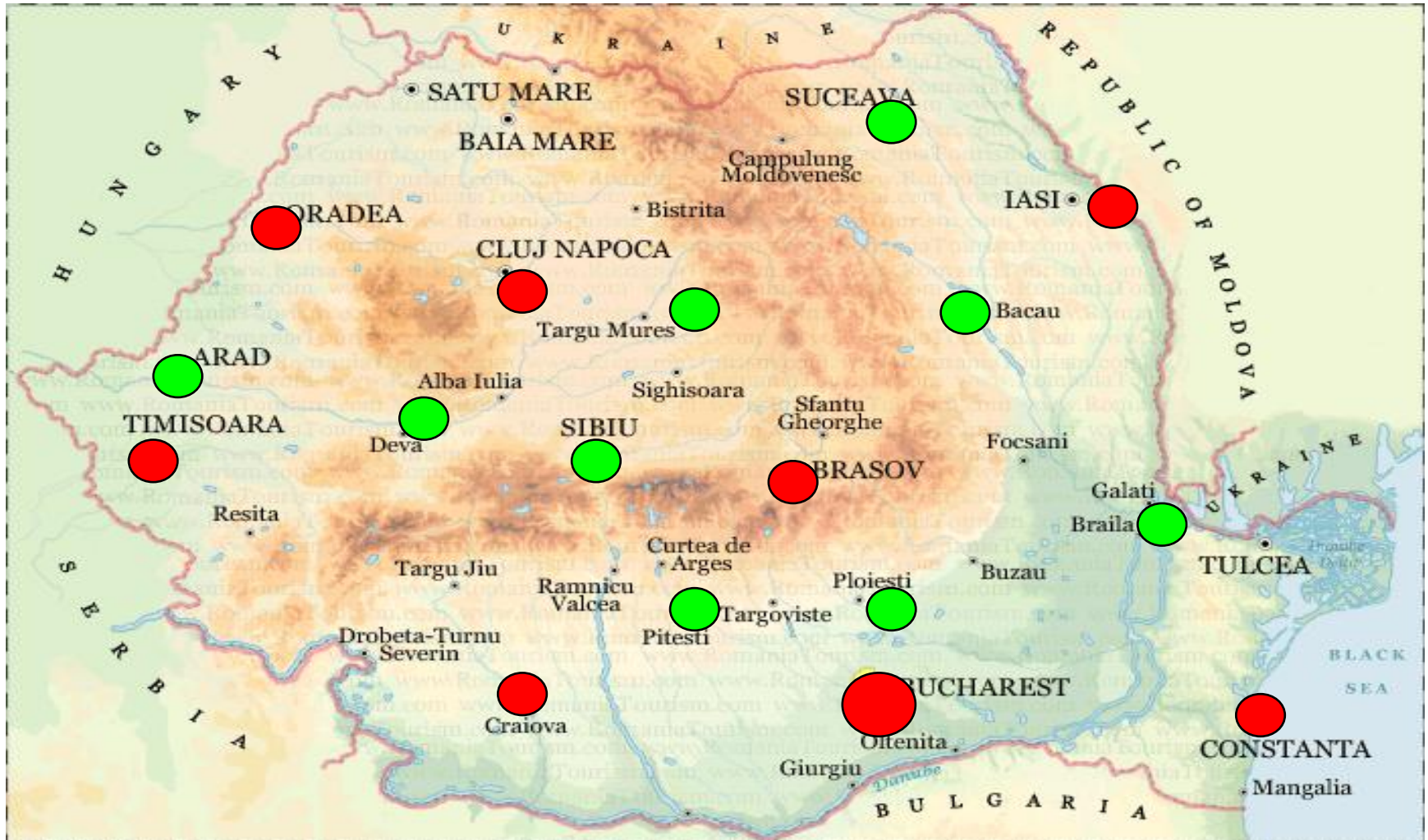


Benefits for our clients

- Each step in the development process is an opportunity to **create value**.
- Develop solutions that result in **long term** benefits.
- Help customers to create **sustainable value** from the very start on each and every project.
- **Efficient asset management**, constant property value improvement and capitalization on market opportunities.

Development Plan

Trend Hospitality 2005 -2010



THANK YOU !

For detailed information please contact

Trend Hospitality
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