




★★★★★

BUILDING  
BETTER  
BUSINESS

AMBER

HOSPITALITY  | TO THE  
POWER OF  
INFINITY

A photograph of a wedding reception table. The table is set with white linens, glassware, and a floral centerpiece. The background is a blurred green wall. A brown rectangular box is overlaid on the bottom left of the image, containing a quote.

*It always seems impossible  
until it's done.*

*“Nelson Mandela”*





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*Making good decisions is a  
crucial skill at every level.*

*“ Peter Drucker ”*





## MESSAGE from the **MANAGING DIRECTOR**

Welcome to Amber Hospitality Services Limited, we are a Nigerian Hospitality Group with strong foundations, and sustainability in the Hospitality Industry. Our expertise is to create Business Success for all stakeholders and partners by developing an unparallel final product to all our guest.

Amber Hospitality Services Limited pledges to uplift the standard of hotel management and bring in the professional and international hotel management practices.

We are a solid business developer with a cemented position within the Nigerian Hospitality and Real Estate markets and progressing into other African Regions. The Year 2019 has seen us make great headways towards our expansion and developing our brand portfolio.

Evaluating the Market is one of our strength, we approach the hospitality industry with some of the most completed solutions, which cuts across our Brands from 5 stars to budget hotels. The sophisticated architectural design and modern facilities compliments our transparence and result orientated approach to management.

Our flexibility will allow us to have strategic attitude in achieving the proposed results.

We look forward with confidence to a bright Amber Hospitality Services Limited future, and to welcome you to our successful Group

Yours Sincerely,

*Willie Kazhila*  
Managing Director



★★★★★

# AMBER

HOSPITALITY  | TO THE POWER OF INFINITY



## About **AMBER HOSPITALITY SERVICES LIMITED**

Amber Hospitality Services Limited is a hospitality management and development company, created by hoteliers and financial professionals aiming to bring into the industry a comprehensive understanding of management and development, by implementing the right approaches that this industry requires.

Our roots are in Africa, but our business knowledge was gathered around the world and in all kinds of hospitality operations, despite all the challenges that the industry faces nowadays our mission still to provide responsible management solutions.

Amber Hospitality Services Limited has developed different Brands to reach most of the industry, targeting customer satisfaction by delivering exceptional services and quality products.

By meeting and continually endeavouring to exceed our customers' expectations, we will produce the results needed to satisfy and attract investors and continue our individual and corporate growth.

### **Our Vision**

*To bring trusted expertise and create opportunities, made them boundless and in business success*



### **Our Mission**

*Is to provide and help the implementation of a positive working environment, for a superior hotel management services*

### **Our Values**

- *Ethics*
- *Sustainability*
- *Innovation*
- *Anticipation*
- *Accuracy*
- *Commitment*



BRANDS will  
always define  
**LIFESTYLES**



## Why **CHOOSE US**

Amber Hospitality Services Limited can assist, through construction and pre-opening, to the successful ongoing operation of your Asset.

Our expertise in Hospitality Management and Development is tallied only by our dedication and compromise to your interest which is our most valuable goals, our success is defined by the management of our properties, always seeking the best interest of our business partners and client'.

We do understand that every property is unique, and for that, we have design five main Brands in order to fully apply the demands of the market, so we look forward to discussing your specific opportunity and how we can assist you in revealing the full potential of your asset.

## AMBER COLLECTION - HOTELS & RESORTS

- CAREFULLY CURATED & MANAGED HOSPITALITY BRANDS



Brands are the Architects of  
our Society







# AMBER COLLECTION - HOTELS & RESORTS

CAREFULLY CURATED & MANAGED HOSPITALITY BRANDS

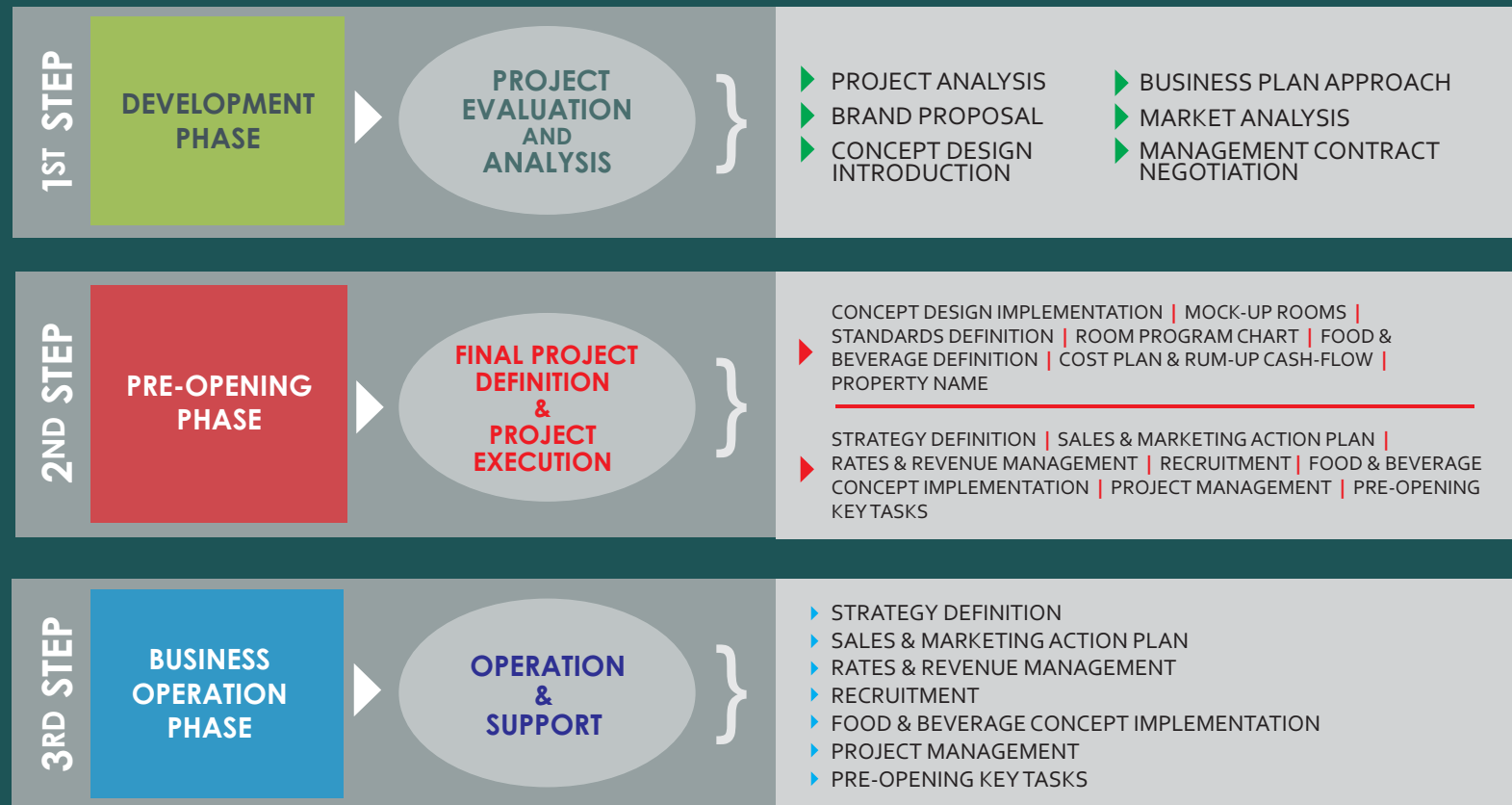
<p>5 - STAR <b>LUXURY</b> TRADITIONAL   MODERN Bespoke and Superb Amenities and Services</p>	<p>4 - STAR <b>UPSCALE</b> LIFESTYLE   COMFORT - Sophisticated and Thoughtful Amenities and Services.</p>	<p>3 - STAR <b>UPPER MIDSCALE</b> PROFESSIONAL   COMFORT Smart, Functional and Easy Amenities and Services</p>	<p><b>MIDSCALE</b> LONG STAY   SELECT Home Away from Home with a little extra</p>	<p><b>BUDGET</b> LONG STAY   SELECT Smart, Aspirational, Functional and Easy Amenities and Services for focused and discerning students</p>

*In a balanced organization, working towards a common objective, there is success.*

*“Arthur Helps”*

## Why CHOOSE US

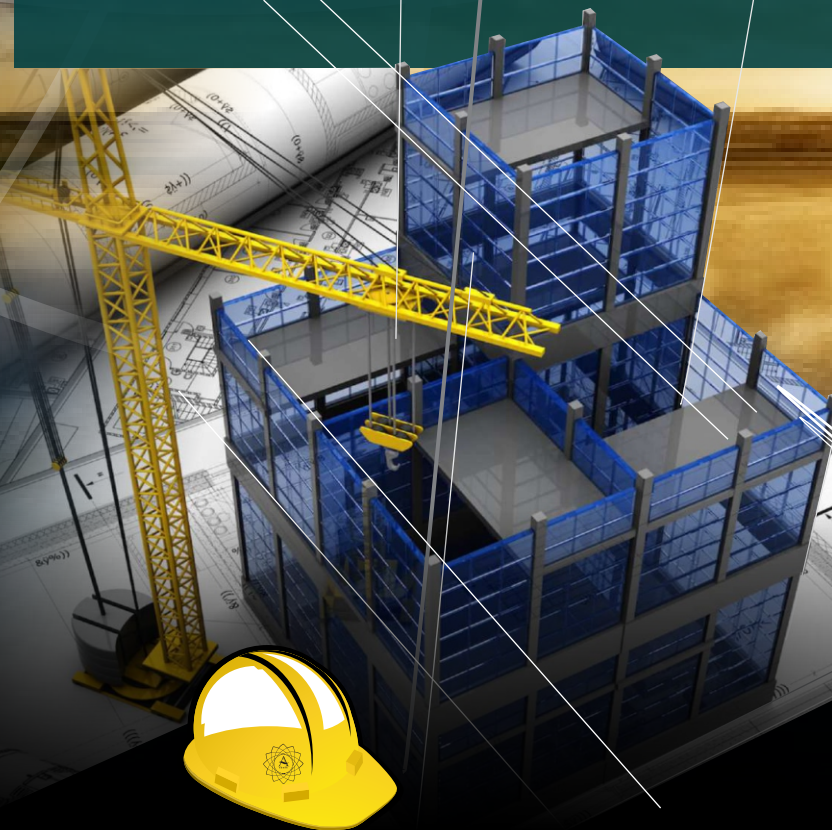
Our coherent Business model is based on a long-term vision, we do not only develop the business but above all we develop life-long partnership relations, with method and transparency, the aiming goals have no boundaries.





*The future belongs to those who believe in the beauty of their dreams.*

*“ Eleanor Roosevelt ”*



## Why **CHOOSE US**

- We perform as a Management Company and think as an owner
- A Management Company quick to respond and able to adapt to the latest technologies and operational changes required, faster than the larger hotel management companies
- A Management Team with over 30 years of hotel development and International Operational Experience
- Our Management Goals are always aligned with our business partners and their financial interests
- Performance, accountability are just some keystones of our corporate culture, as for this we are keen and meticulous with our financial reviews which are prepared for our business partners and clients.
- Amber Reward Club enable to develops and to maximize guest offerings, monetize operational synergies with the hotel
- Our Operation setup has a philosophy of designing our profit strategy
- We are recognized as a practical and flexible market-driven brand standard' Management Company.
- The global sales and marketing network action plan for each property
- A vast range of corporate support services and in-house knowhow, to drive the business into maximum goal optimization





*Our new attitude is how can we put  
you in front of our customer.*

*“Terry Semel”*



## We and our **PREFERRED PARTNERS**

Amber Hospitality Services Limited, has strong and committed relationships with some of the most professional and reputable enterprises in their fields. By merging forces with our PREFERRED PARTNERS, we broad our aid and intervention to the success of the project.

We do understand the importance of the timeframe of your project, by close working with our PREFERRED PARTNERS, we certainly short that dead-line, leading to significant capital savings and diminish the project accomplishment period.

### PREFERRED PARTNERS





# OUR BRANDS



# BLUE AMBER

HOTELUX

*The Fine Art of Luxury*





*The Fine Art of Luxury*

## BLUE AMBER - Luxury Hotels

Energetic. Contemporary. Inspiring.

From the charm and longing of an olden era to the modern amenities of today's flawless high-tech efficiency, the BLUE AMBAR - Luxury Hotels brand was designed to stand as an enduring testament to a golden age of warm-hearted hospitality, luxury, and elegance.

We build the hotels, or we refurbish the existing ones with attention to detail, quality, and an exceptional back-of-house. This passion for perfection is set by our leadership through the work and engagement of our Project Managers, designers, project teams, operations teams, and our partners, in order to achieve a truly prestigious and unique property, to convey the necessary qualities that live up to this unique brand proposition.

Firmly we believe that luxury need not to be extravagant; that the highest standards of luxury can be delivered in a sustainable and responsible way.

Blue Amber – Luxury Hotels are to set among the Amber Collection – Hotels & Resorts, the company brand that will be recognized by its versatility to accommodate, from families vacations to corporate business under the same roof, the hotels tend to be located in the leading business district of the cities and group destinations around the world. These hotels feature stylish, contemporary design, abundant meeting facilities and extraordinary restaurants.



# LUXOR

HOTEL

By AMBER

*Luxury...in a Class by itself!*



*Luxury...in a Class by itself!*

## LUXOR by AMBER

Thoughtful. Eco-Friendly. Savvy.

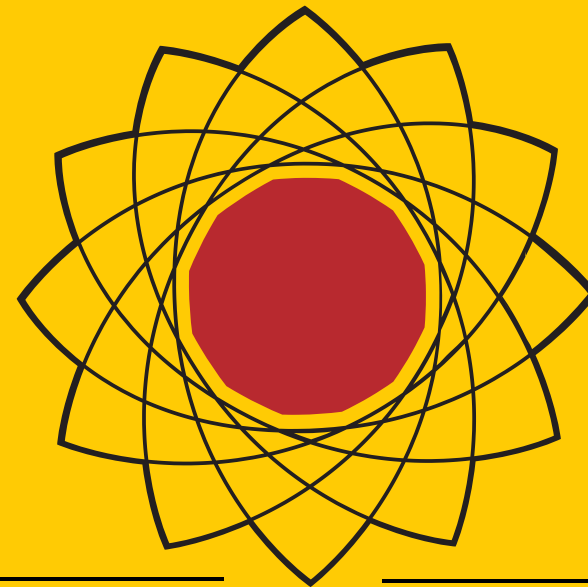
Amber PURE, a new concept of eco-friendly hotel that puts modernism style, at everyone's reach. Our guests will relish of the spacious guestroom with the latest and Eco-Friendly technologies.

Amber PURE will deliver a completely new experience in the concept of modern hospitality, a hospitality concept that it is part of the 21st Century, a hotel with a thought for the future at the present. Again, our development team and operational team will carefully take in consideration the opinions of our business partners in order to bring in success and at the same time appeal to the concept.

Amber PURE is set to include sophisticated business and leisure facilities, banquet, and conference facilities of world-class standard, with and offer of variety of restaurants catering different types of Cuisine, and bars.

Lobby lounges are set to provide for business travel guests and frequent guests to socialize and relax in a clean and eco-friendly environment, meeting spaces will be typically for small-to-medium size groups, offering the perfect facilities for meetings and conventions. An elegant ballroom will be available for hosting weddings, banquets, and cocktail parties.





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# RESIDENCES

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By **AMBER**

*Experience the Warmth!*



# AMBER RESIDENCE

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AMBER  
CREST  
HOTEL





# AMBER CREST

HOTEL

## AMBER CREST

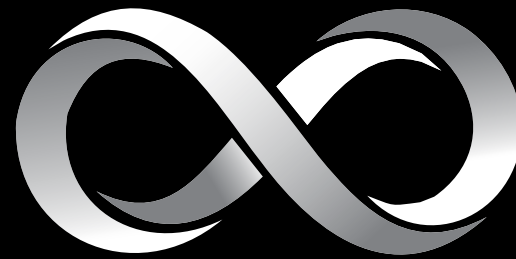
Confident. Personal. Unexpected.

The Amber CREST hotels are Designed with timeless standards woven with modern details, Amber CREST properties are where business meets pleasure. Catering from the independent traveller to the Corporate Client, the perfect balance is present everywhere.

The concept design of Amber Crest is present in every project as prime physical space, organizational and operational environments to deliver a decisive, efficient, and complete brand experience, was considered at every interaction point in the guest experience. This brand pulls the elements that differentiate it in the market as well as innovations that will enhance and distinguish guest experience.

Our F&B outlets have are designed to provide unrivaled guest experience but are also focused on the flowless of the service areas, the bar' and lounge have a lifestyle concept of where the Interiors and ambiance are thoughtfully designed for informal and relaxed moments.

MICE facilities are projected with the ultimate state-of-the-art audio-visual systems and complete meeting and banqueting equipment, providing, and guaranteeing that any meetings & events in the Amber CREST Hotel are as pleasant as they are productive, which is very important for us that they meet the highest expectations of our clients.



ETERNITI

LIVE-IN & LONG STAYS

*A Pleasant un-ending Experience!*



*A Pleasant un-ending Experience!*

## ETERNITI by AMBER

Home-like. Comfortable. Stylish.

A Brand that has been developed so that our guests now can feel the home touch while there are abroad, the LIVE-IN by AMBER apartments has created this new concept with a new design with the essential set of amenities that it will be available to today's traveller - they have free WI-FI, complimentary full breakfast, a Social Area with a contemporaneous Deco for evening relaxation, plus the handiness of a fully equipped kitchen among the others well-known services that are so well established by AMBAR COLLECTION - HOTELS & RESORTS.

The LIVE-IN by AMBER guests will enjoy the freshness of food and beverage options at the daily complimentary breakfast, a small convenience corner will offer the guest a variety of snacks, upmarket frozen appetizers and grocery items that can be used to prepare lite meals in the apartment. A welcome set of complimentary groceries will be available at their arrival.

Guests can stay fit and have fun at our fitness center, and recreational areas. Or just give us your list for grocery shopping service. Laundry services and dry-cleaning services are also available, also our 24/7 Concierge services.





# STEPPING STONE

*Residences* <sup>STUDENT</sup>

Inspired  
Living  
& Learning.



## STEPPING STONE - STUDENT RESIDENCES

Amber Hospitality Services Limited has developed a special brand together with Amber Collection – Hotels & Resorts a management platform of International Campus Residences, focussing on student housing in top cities across target countries.

The residences are designed to help students enhance their university experience by promoting a residential environment that supports their educational, and personal development.

The built-up communities encourage the students to continue their learning path outside the classroom, the necessary infrastructures have been thought and planned on the student needs such as privacy, convenience, WI-FI, dedicated laundry room, open space to study, like as well a diversity of social, and intellectual spaces to promote the cultural development.

This Brand, will promote the basic services of a normal hospitality operation, by making available 24 hours, 7 days a week Concierge services to help the students in their personal requirements, also cleaning services will be in place for public areas and rooms (this one, only ones a week), also the privacy and security is something that we take very seriously in all our Residences, the wellbeing of everybody, we consider this is one of our prime services, within the range of available services that we provide.

*Start with what is right rather than what is acceptable.*

*“ Franz Kafka ”*





## CORPORATE SUPPORT

The Amber Hospitality Services Ltd. business partners and property owners appreciate the support that we provide them towards their investment. Our dedicated teams will work towards the designed common goal with efficiency and suppleness creating the needed value by offering our expertise and support services in the areas such as:

- Hotel Operations
- Revenue Management
- E-Commerce
- Amber Rewards Club – Loyalty Program
- Pre-Opening Support
- Brand Services
- Corporate Communications
- Sales & Marketing
- Budgeting & Forecasting
- IT and New Technology Implementation
- Project Development
- Project Finance
- Human Resources

### DIRECT DIALOGUE WITH OUR BUSINESS PARTNERS & OWNERS



### FREQUENT MEETINGS



*The only source of knowledge is  
experience.*

*“ Albert Einstein ”*





## TECHNICAL SUPPORT & SERVICES

Our experience in the hospitality management and development we can support business partners and owners with extensive in-house resources, the technical advisors in the different fields will provide professional assistance at every stage in your departmental operation or in the ongoing development, covering all processes in expansion.

The technical services team is available 24/7 to help and implement any guidance on the property in operation or assist the development concepts, such as construction standards, brand design, and realignment, procurement for all materials and equipment's as well support from design concept execution.

Ahead experience from our professional team will align with the needs of business partners and owners to deliver centric programming and design answers that boost operational effectiveness, decrease build costs, and increase design functionality.





## PROCUREMENT SUPPORT & SERVICES

Amber Hospitality Services Limited have an integrated procurement platform strengthening procurement services to decrease cost, increase quality and complying with delivery dates.

By increasing its sourcing capability and updating the delivery platforms, throughout the increasing of our digital marketplace policy and e-commerce resources we attract a greater number of external customers with lower-priced items, aiming savings to owners, and obviously a significant reduction on the completion of the project.

Our team will provide economies of scale and enabling swift, easy, and economical procurement of goods and operating supplies.





So long as **new ideas** are created,  
sales will continue to reach new highs.

“Dorothea Brande”

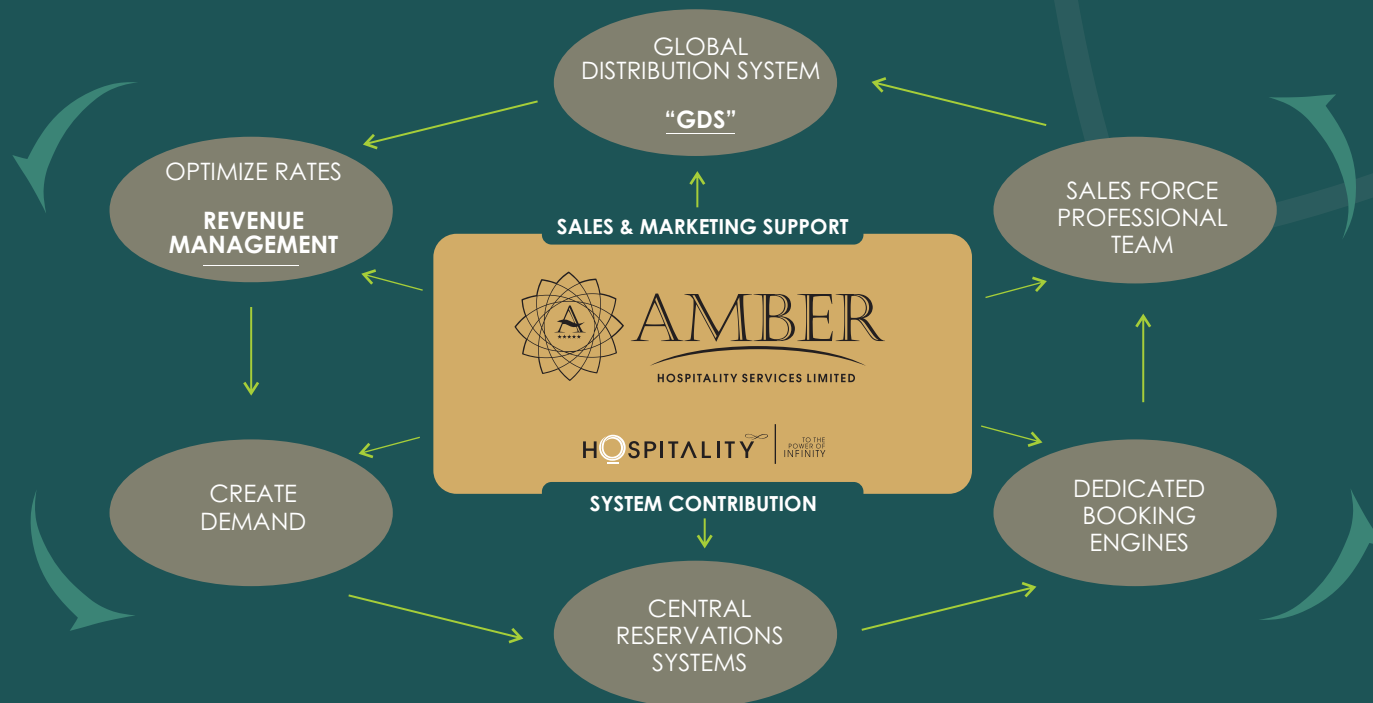




## SALES & MARKETING SUPPORT

The network of sales and marketing professionals use strategical tools to reach key global source markets, our in-depth understanding of pricing, distribution, and revenue optimization, the exploitation of international PR and marketing agencies will create targeted strategies for our properties, thereby increasing sales as designed in our budgets.

By emphasizing the power of our distribution platform it is one of our key gears to help us to maximize sales and revenue, at best available market conditions.





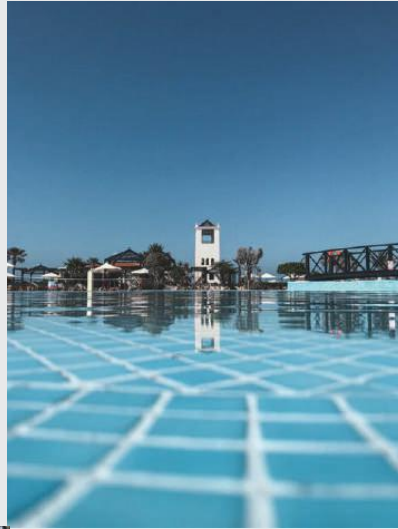
AMBER  
REWARDS  
CLUB







HOW  
**AMBER  
 REWARDS  
 CLUB**  
 BENEFITS  
 BUSINESS  
 PARTNERS  
 AND  
 OWNERS

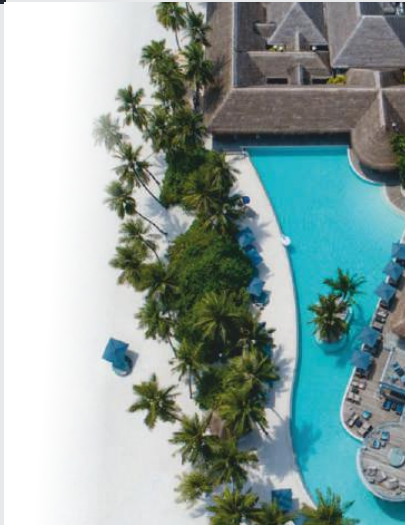


THE MAINTENANCE COST OF THE AMBER REWARDS CLUB. IT WILL BE INPUTED INTO THE CORPORATE OPERATING COSTS, RELEASING THE HOTEL OPERATIONS FROM SUCH COSTS

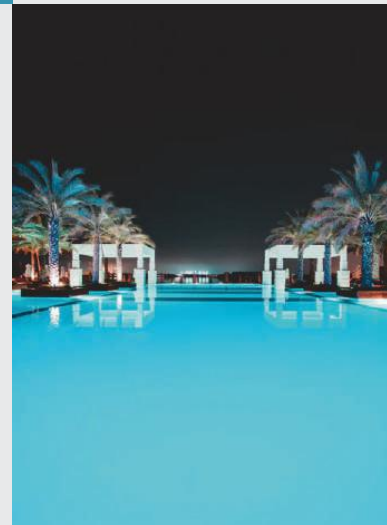


PROMOTIONAL BOOKINGS TO BOOST OCCUPANCY.

COSTS FOR SERVICES, SUCH AS HOUSEKEEPING AND ENGINEERING, ARE ALLOCATED FROM THE HOTEL TO AMBER REWARDS CLUB, THEREBY BOOSTING THE GROSS OPERATING PROFIT OF THE HOTEL.



MARKETING COSTS OF THE AMBER REWARDS CLUB WILL ONLY BE ALLOCATED TO THE REWARDS CLUB, BUT HOTEL OPERATION WILL BENEFIT FROM THESE ACTIONS AND AGAIN GROSS OPERATING PROFIT WILL INCREASE.



LOYALTY.  
 ROYALTY.



*...Loyalty has its Privileges!*







## *Loyalty has its Privileges...*

Amber Rewards Club is a hotel loyalty program, offers once-in-lifetime experiences with exceptional benefits that money cannot buy. Amber Rewards Club is an effective tool for driving customers to Amber Collection – Hotels & Resorts and creating brand loyalty.

As a member of the Amber Rewards Club our robust loyalty program offers great rates and rewards at any premier properties across our Portfolio, as well as participate in “cross-brand” campaigns with other alliance members.

We recognize relaxation as an attitude towards life, a way of seeing the world that outlines how we relate to our members, that is why our loyalty program, can be considered as one of the main pillars of the company's competitiveness.

## AMBER REWARDS CLUB

### COMPETITIVE ADVANTAGE

- Promote internal consumption at our hotels.
- Increase revenue and adding value-for-money for the client.
- Growth of repeat business in our direct channels and drives to higher profitability
- Creating demand for all intra-branding and cross-branding (Alliance Members)
- Get enough points for a night for every 10 stays booked through Amber Collection – Hotels & Resorts Booking Engine
- No blackout dates when redeeming points
- Welcome Package in the Room at the Arrival





*Hospitality is about trying to support multiple functions in one space*

*“Miguel McKelvey”*

## HOTEL DESIGN to HIGH PROFIT OPERATION

Amber Hospitality Services Limited technical teams ensure that all hotels are designed and built with value engineering in mind, to create sustainable and profitable hotels. As we say, 'Create Profit by Hotel Sustainable Design'.

The procedure of 'Create Profit by Hotel Sustainable Design' will guarantee us that profit is gained from the outset through an operationally efficient, market-driven hotel design. We work closely with our business partners and owners to optimize the use of space and ensure a cost-effective design method to guestrooms and facilities, applying always to the specificity of each hotel brand and market.

Our procurement services are aligned with our development philosophy helping every single project to be aligned with this intelligent setup.

With the architectural design, hotel operational planning, interior design, procurement, and specific engineering systems, we have in place all features to design distinctive properties, taking into consideration the site plan to develop and to continue to ensure that we are on the right path of the project.



*Feasible Project + Professional Management  
= High Profit Operation*



*The only source of knowledge is  
experience.*

*“ Albert Einstein ”*





## TURN-KEY PROJECT MANAGEMENT

International we built value through innovation in the consumer experience, allowing us to become a benchmark in the travel industry by meeting and surpassing customer expectations we build exciting hotel experiences with highest profitable operations

Our focus in grow the hotel development portfolio ranging from economical and viable urban lifestyle, full-service and select-service hotels which will deliver an appropriate return on investment. Our Turn-Key Project Management team is skilful at handling projects of all types including new construction, adaptive re-use, renovations and product improvement plans (P.I.P's).

We will lead you into every step of the way from selecting a location to estimating demand and identifying target audiences and distribution channels.

- Construction Site Evaluation & Proposals
- Project Master Plan Development
- Financial Services
- Feasibilities Studies
- Architecture Project
- Brand Development
- Concept Design (Interior Architecture Design)
- Project Management
- Digital Marketing
- Executive Search
- Management Operation & Consultancy
- Sales & Marketing Development





AMBER  
HOSPITALITY SERVICES  
LIMITED

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