

**THE  
PRIDE  
HOSPITALITY**

**COMPANY** |  
PROFILE 2021 |



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# ABOUT

We are a group of hospitality experts with more than 10 decades of combined experience.

**The Pride Hospitality Pvt. Ltd.** was found in 2020 when the hospitality sector was immensely affected by COVID 19, believing that the sector required high level of professional support for its sustainability. We are the Hotel Management Company in Nepal with the main priority to bring the core competency in the Hospitality Industry by offering new norms of Service Excellence to our hospitality customers and also bring an exciting opportunity to our **Hospitality leaders, Associates, Partners, Vendors & Networks.**

**Mr. Nitesh Pokhrel (Founder & Chief Executive Officer)** with his exposure in national and international hospitality arena and immense interest to level up the **Nepalese Hospitality sector** invested his ideas in 2020 laying the fundamentals of **The Pride Hospitality.**

We believe in offering an inclusive working environment to our **Associates, Equal employment Opportunity to our Talents, CSR to our community.** Our management consulting services focus on our client's most critical issues and opportunities: strategy, marketing, organization, operations, technology, transformation, digital, advanced analytics, corporate finance and sustainability.

We bring deep, years of expertise, but also believe in integrating experiences into innovations. From initial infrastructure building leading to **Dry Run**, we believe in delivering the utmost level of quality and assisting to create a distinguished ambience and culture.

## BRAND PROMISE

Our Brand Promise which will make us distinctly different from other Hospitality Management Group.



**The Pride Hospitality** offers an exclusive range of services and tools handcraft and customized to each project to ensure maximum return on investment to its owners and investors.

**The Pride Hospitality** has the experience needed to lead your on-site team to your hotel's fullest potential.

**The Pride Hospitality**, Hospitality Management Company, working from the project phase to turning the dreams into milestones, and Development Company which aims to define the hospitality in Nepal. Founded in 2020, we strive to provide exceptional experiences while adhering to the international hospitality etiquettes and magnifying it with Nepali culture for our guests, while providing an excellent work environment for our diverse workforce and leading the hospitality market with the utmost standards and values.

# Our Vision, Mission & Values

## VISION

To be the partner of choice to deliver the highest standards of management concerns and integrate the experience into excellence.



## MISSION

To reinvent the **SMART** way of management

## VALUES

Together we build **"Future"**

# MEET OUR TEAM



**NITESH POKHREL**  
**Chief Executive Officer**  
**The Pride Hospitality Pvt Ltd**

**Mr. Pokhrel** holds **15+** yrs Career in the hospitality industry and extensive knowledge and Leadership Roles in several International Chain of Hotels as well as national renowned 5 star hotel Brands & Resorts.

Hospitality Brands that he had worked with:

- » **Qatar Airways**
- » **Jumeirah Group of Hotels**
- » **Inter Continental Hotel Group**
- » **Radisson Hotels**
- » **Yak & Yeti**
- » **Aloft by Marriott**
- » **Vivanta by Taj Group of Hotels**

Expertise in Human Resources, Learning & Development, Hotel pre -opening and operations consultant.





**RAMAN KUNWAR**  
**Director of Finance**

**Expertised in Accounting & Finance Management**

**Hospitality Experiences:**

**Tiger Palace Resort, Bodhi Red Sun,  
Financial Consultant in Anada Pashupati**



**JAMUNA DHUNGANA**  
**HR Manager – Cluster**

**Expertised in Human Resources, Trainings &  
Employee Engagement**

**Hospitality Experiences:**

**Marriott Hotels  
Hotel Mechi Crown**



**MUKESH K. YADAV**  
**Outlet Manager - Cluster**

**Expertised in Food & Beverages Service**

**Hospitality Experiences:**

**Radisson Group Of Hotels  
Radisson Collection**



**NAVRAJ KUNWOR**  
**Consultant – Learning & Development**

**Expertised in Hospitality Learning & Development**

**Hospitality Experiences:**

**Vivanta (Taj Hotels)  
CG Hospitality**

# BUSINESS PHILOSOPHY

**The Pride Hospitality** values the consequences of brand loyalty that comes along with the effective management and excellent relationships with the employees, business partners, business community. We believe that the key to success in the growth and sustainability of any business comes with the mutual beneficial relationship between all the parties involved in that business.

## Employee Engagement

We believe running a business is similar as managing a family when the decisions, planning, empowerment and implementations are inclusive of all the members, they work efficiently and the outcome is magnificent. We believe that working **SMART** with the proper delegation of authority is the new norm in the business world and we prepare our associates to be competitive as per the market trend.



## Hospitality

We aim to meet the utmost requirement of global hospitality and reshape it into the Nepalese way of hosting the guest through the excellent service.



## Customer Satisfaction

Our business aspires not only to fulfill the expectations of the guests but aims to go beyond the horizon to exceed their satisfaction through our guest engagements and loyalty programs.



## Stakeholders

Investor partners, stakeholders and consultants are our core team and we strive to achieve a common goal of getting a high return on investment while maintaining a professional and harmonious relationships within.



## Our Community

The Community is an important part of **The Pride Hospitality** family. We always strive provide employment opportunities to our local talents, look after the community through our thoughtful CSR programs and believe in Growing Together.



# PRINCIPLES

- ✓ Business should always be empathetic towards the people.
- ✓ Adopt SMART way of working.
- ✓ We believe on the system that is adopted well by our teams.
- ✓ We integrate our clients and work in maintaining their trust towards our brand.
- ✓ Business world is changing every second and we upgrade ourselves to meet the change.
- ✓ Get involved in the community and truly be apart of it.



# OUR SERVICES

## HOTEL ACQUISITION

It is crucial for investors planning to add certain properties in their portfolio to knowing the prime reasons based upon the vital information.

**The Pride Hospitality** can help make experienced, educated assumptions about future market conditions and implement a plan to deal with those ever-changing conditions.

### **The key to a Successful hotel acquisition lies in the following Effects:**

- ✓ Identification of under-performing properties in good locations where repositioning the property will lead to successful performance.
- ✓ Analysis of costs and projections of income and expense.
- ✓ Substantial area for cost saving in the operations.
- ✓ Selection of the appropriate brands.
- ✓ Analysis of physical and environmental challenges present in older buildings.
- ✓ Determination of replacement materials which will enhance the economic operation of the property, insuring environmentally correct and energy efficient systems.
- ✓ Selection of properties where in the cost of renovation represents significant savings over new construction.
- ✓ Identifying potential Acquisition hotels.
- ✓ Co-ordinate Appraisals and Market choices and preferences.
- ✓ Determining possible changes in management/ Franchise.

## PRELIMINARY PRE-OPENING

Preferences of hotel properties where the cost of total renovation represents a significant savings over new construction.

Qualified & Professional Team of Architects, Interior Designers Project Team & Contractors, MEP Team, Departmental Consultants, and FF&E advisors.

Pre-development project budgets in more detailing which indicate all project elements typically containing hundreds of line items.

Collaboration between designers and contractors to insure the most efficient design to yield high quality and economic efficiency.

## DETAILED PROJECT SCHEDULES

A Regular Meetings between the Hotel Management, Operations and Project Team.  
Detailed monitoring of construction budgets and schedules.  
Coordination with the hotel management team to ensure a smooth opening.

## PRE-OPENING PRELIMINARY PLANS

Provide market analysis for, and financial evaluation of the proposed project include cost-benefit analysis, facility recommendations, occupancy and room rate projections, operating results and valuation estimates.



# MANAGEMENT TEAM

After a hotel is ready for the Pre-Opening Phase, The Pride Management will use its skills in all aspects of Hotel operations, including:

1

## **Organizational Heirarchy / Budgeting:**

Evaluate organizational structure to ensure the achievement of overall operational efficiency and effectiveness. Identify the strengths and deficiencies and recommend alternative approaches that may be more profitable, and/or economically manageable. Work out on the Cash Flow of Pre-Opening.

2

## **HR Recruitment & Tranings:**

Advertising, Interviewing & selection process. Review and monitor costs, including systems to control performance.

3

## **Hotel SOP:**

Develop the Hotel SOP in aspects of all departments, Department Setup for Front of the House /Back of the House.

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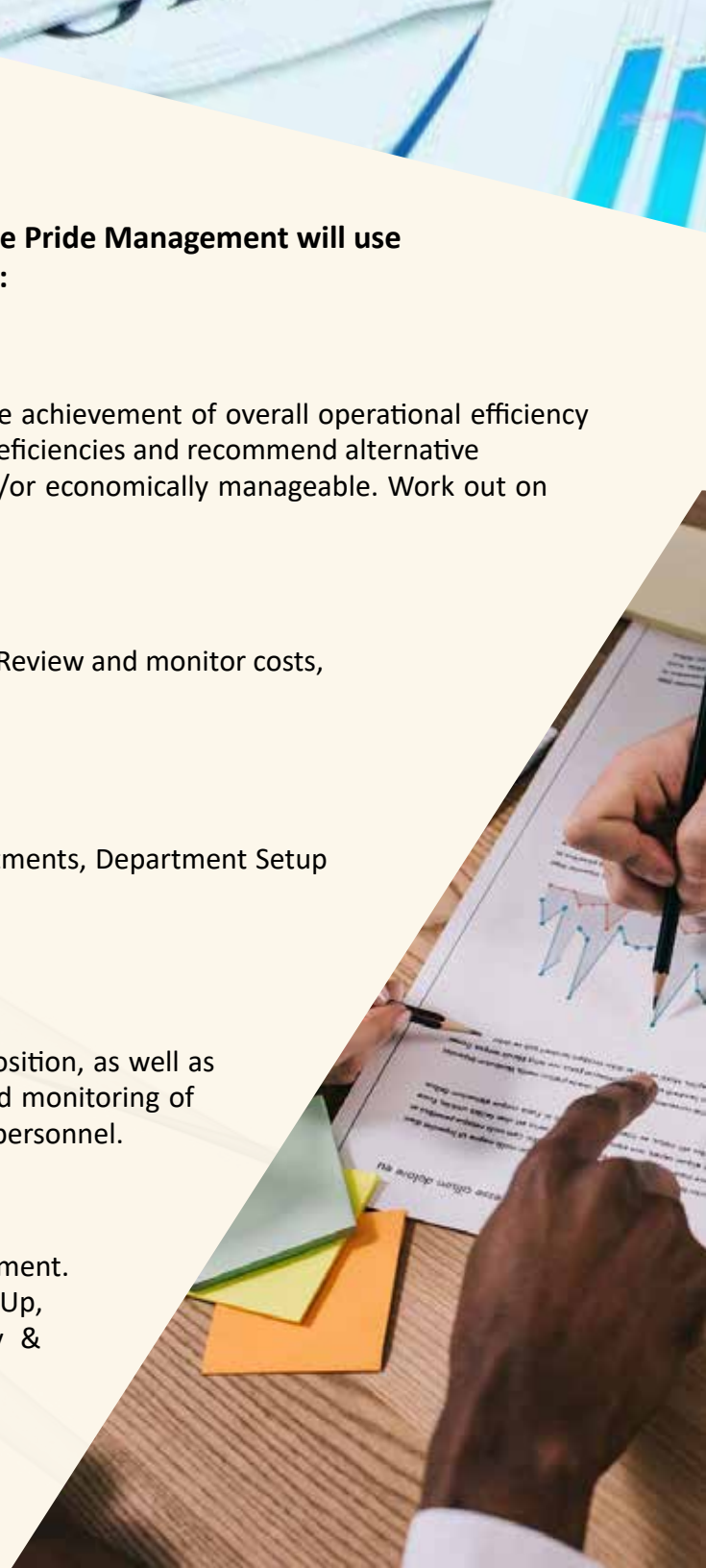
## **Sales and Marketing:**

Monitor performance of the hotel's market position, as well as any changes in its competitive set; review and monitoring of Sales and Marketing strategies, programs and personnel.

5

## **Inventory Control:**

Monitor cost of materials used in each department. Bidding & Vendor Selection, Procurement Set-Up, Receiving & Stores Management, Inventory & Monthly Audit License, Compliance & Star





**Ratings:**  
Continuous focusing on the government compliance and legal requirements. Certificate of Municipality, Taxation, EIA, IEA Certifications. Liaoning with the Government Inspection Team up to 5 star ratings as per the Government Criteria.

**Management Overview:**  
Regular meetings with the Operation Team to analyze P & L and provide monthly status report of findings of the hotel's current performance and to forecast results with ownership.

**Repositioning Studies:**  
Evaluate potential repositioning of the hotel in order to maximize its potential operating and financial performance over the long term, ultimately enhancing the value of the asset.

**Staff Training:**  
Training staff to create the best environment for hotel guests and employees.

**Guest Experience:**  
Capturing the Guest Feedback, Guest Satisfaction Survey & Score, Creating and implementing guest loyalty programs.



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# QUALITY MANAGEMENT

## Our Hotel Asset management services include:

- ✓ Operator selection and negotiation.
- ✓ Operational reviews to insure the productivity level of operator's management staff increase the property's cash flow.
- ✓ Monitor the physical condition of hotel to assure proper improvement projects capital expenditures.
- ✓ Review the market strategy and expense controls to enhance revenue growth and provide consistency of Develop goals for management that encourage their achievement in finding cost-effective ways to improve revenue.
- ✓ Seek ways to maximize value including repositioning, expansion, renovating and recapitalization.
- ✓ Make regularly scheduled visits for consultation with management on ongoing operations and implementation of changes.
- ✓ Follow-up reports including analysis and critique of financial statements. Provide hotel operations and asset oversight to identify the basis for hold verses sell decision.





# VENTURE CONSULTING

## Project Development Consulting Services:

- ✓ Market analysis, positioning and feasibility studies
- ✓ Selection of Brand
- ✓ Selection of key project team members including:
- ✓ Contract negotiations with key project team members Negotiation of Management or Franchise Agreements Conceptual design review
- ✓ Due Diligence and financial operational projections Project planning and programming
- ✓ FF&E and OS&E purchasing and installation
- ✓ Technology and telecommunications systems implementation Architectural, engineering and construction coordination Licensing and permitting guidance
- ✓ Pre-opening staffing and budget
- ✓ Sales and Marketing, Operations, Accounting, Human Resources & Much More.

# **WHAT WE OFFER**

**PRACTICAL SOLUTIONS**

**EXPERIENCED & EXPERT TEAM**

**TECHNO SAVVY**

**FLEXIBILITY**

**INDEPENDENT ADVICE**

**DIFFERENT PERSPECTIVES**

**CONFIDENTIALITY**

**INNOVATIONS**

**AFFORDABLE ALTERNATIVES**

**The complete Hospitality Solution** with our business ethics and our business model.

**The Pride Hospitality** has proven its benchmark in customer service, employee recruitment, training, retention, and ultimately achieving optimum financial performance the project is positioned for.

We believe in our business model and stand by our proven track record of our current and past Hotel projects. We are also grounded in our commitment to sustainability in all that we do.

“

**The Pride Hospitality** Expert's to convert  
Your **DREAM** into **PROJECT** &  
Your Project into **MILESTONES!**”

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