

Corporate Profile - Rakmac Investment Limited

About Us:

Rakmac Investment Limited is a dynamic and forward-thinking player in the hospitality management sector. With a steadfast commitment to excellence, we are dedicated to transforming the landscape of the global hospitality industry.

Vision: To be the leading organization in setting groundbreaking benchmark standards in the global hospitality industry.

Mission: We provide unmatched opportunities for our team, empowering them to bring joy to the business owners, customers and all other key stakeholders

Values: our values are acronymed as **COPIE** (Customer Experience, One Team, Passion, Inclusivity & Excellence).

- **Customer Experience:** Dedication to delivering exceptional service and satisfaction to our clients and guests.
- **One Team:** Embracing collaboration, unity, and teamwork to achieve common goals and success.
- **Passion:** Demonstrating enthusiasm, commitment, and a deep love for what we do.
- **Inclusivity:** Fostering a diverse and welcoming environment that values and respects all individuals.
- **Excellence:** Striving for the highest standards of quality, performance, and achievement in all we undertake.

Our Commitment:

- **Setting New Standards:** Our vision is to push the boundaries of excellence, consistently establishing new benchmarks that redefine the global hospitality experience.
- **Unparalleled Service:** At Rakmac, we believe in the power of exceptional service. Our dedicated team is driven by a passion for delighting our property owners and guests.
- **Inclusivity:** We embrace diversity and inclusivity, fostering an environment where all individual's unique contributions are valued and respected.

Key Focus Areas:

- **Hospitality Excellence:** We manage a portfolio of world-class properties, ensuring that each one reflects the pinnacle of hospitality standards. From luxury resorts to boutique hotels, our commitment to excellence is unwavering.
- **Business Growth and Viability:** Rakmac boasts a seamlessly integrated group of experts in viability assessment and business expansion, possessing extensive knowledge across all stages of development.
 - ⇒ In-depth grasp of challenges within hotel markets and submarkets.
 - ⇒ Solid brand collaborations guarantee compliance with essential prerequisites.
 - ⇒ Achieving returns surpassing market standards through efficient performance and value enhancement.
 - ⇒ Assessing market viability, choosing suitable sites, obtaining permits, overseeing construction, and managing operations are all part of our expertise.

- **Innovation:** We continuously explore cutting-edge technology and innovative practices to enhance the guest experience, improve operational efficiency, and stay ahead of industry trends.
- **Sustainability:** Rakmac Investment Limited is dedicated to responsible and sustainable hospitality practices. We are committed to minimizing our environmental footprint and giving back to the communities in which we operate.
- **Global Reach:** With a global perspective, we aim to expand our presence and leave an indelible mark on the international hospitality landscape.
- **Distinguished by Tailored Experiences:** Owners of soft brand, independent, and luxury hotels will gain advantages from the focused efforts of our expert operators and the added value provided by cutting-edge tools, all aimed at creating distinctive and unforgettable guest experiences. Our strategies and methods are in line with the latest trends in the hospitality industry. Our approach introduces inventive methods for property design, atmosphere, and localized concepts that enable us to run properties and amenities that leave a lasting impression. This is further supported by Digital Wave, our in-house digital marketing and eCommerce agency, which is dedicated to boosting awareness and reservations.
- **Dedicated Efforts for Sustainable Achievement:** We emphasize a hands-on strategy, a seasoned workforce, and a widespread presence in various markets. Our highly skilled professionals offer proactive, property-improvement solutions, going above and beyond to optimize efficiency and asset value for hotel owners. Our team leverages their expertise to manage these assets effectively while continually seeking ways to enhance efficiency and elevate the overall guest experience.

Our Team:

Rakmac is powered by a team of passionate and dedicated professionals who bring their expertise, creativity, and unwavering commitment to our vision. Together, we strive for excellence in everything we do.

Rakmac Investment Limited Organogram (to be designed in pictorial format)

Board of Directors

- Chairman
- Vice Chairman
- Non-Executive Directors (3)

Executive Leadership Team

- Chief Executive Officer (CEO)
- Chief Operating Officer (COO)
- Chief Financial Officer (CFO)
- Chief Marketing Officer (CMO)
- Chief Human Resources Officer (CHRO)

Hospitality Operations Division

Chief Operations Officer (COO - Hospitality)

- General Managers (Various Properties)
- Director of Operations
- Director of Guest Services
- Director of Food and Beverage

- Director of Housekeeping

Business Development and Strategy

Chief Business Development Officer

- Business Development Managers
- Strategy Analysts

Finance and Administration

Chief Financial Officer (CFO)

- Finance Manager
- Accountants
- Admin and HR Manager
- HR Specialists

Marketing and Sales

Chief Marketing Officer (CMO)

- Marketing Manager
- Sales Managers
- Marketing Specialists
- Digital Marketing Team

Quality Assurance and Compliance

Chief Quality Officer

- Quality Assurance Managers
- Compliance Officers

Property Development and Maintenance

Chief Property Development Officer

- Property Development Managers
- Maintenance Supervisors

Information Technology

Chief Information Officer (CIO)

- IT Managers
- System Administrators
- IT Support Staff

Guest Relations and Customer Service

Chief Guest Relations Officer

- Guest Relations Managers
- Customer Service Representatives

Legal and Regulatory Affairs

Chief Legal Officer

- Legal Counsel
- Regulatory Affairs Specialists

Procurement and Supply Chain

Chief Procurement Officer

- Procurement Managers
- Supply Chain Specialists

RAKMAC STRATEGIES FOR MAXIMIZING TOPLINE REVENUES AND GOP

Maximizing topline revenues and GOP (Gross Operating Profit) is a key objective for many businesses, especially in the hospitality and service industries. Some of the strategies that Rakmac use to help achievement of this goal include:

1. **Market Research and Analysis:** Rakmac help businesses to thoroughly understand their market, target audience, and competition. We help them to identify trends, customer preferences, and demand patterns that can help them make informed decisions.
2. **Pricing Strategy:** Rakmac helps business to optimize their pricing strategy by analyzing market demand, competitor pricing, and respective organizations' cost structure. We help them consider dynamic pricing to adjust rates based on demand fluctuations.
3. **Revenue Management:** Rakmac helps organizations in the hospitality industry to implement revenue management techniques like yield management to maximize revenue from available resources and utilize technology and data analytics to make pricing decisions.
4. **Customer Segmentation:** Rakmac helps organizations in the hospitality industry to divide their customer base into segments based on their preferences and willingness to pay. We also help them to tailor-make their marketing and pricing strategies for each segment to maximize revenue.
5. **Distribution Channels:** Rakmac helps businesses to evaluate and diversify their distribution channels to reach a broader audience and to utilize online travel agencies (OTAs), direct bookings, and partnerships strategically.
6. **Marketing and Promotion:** Rakmac helps business in the hospitality industry to Invest in effective marketing campaigns that target their key customer segments and use data analytics to measure the ROI of their marketing efforts and adjust as needed.
7. **Customer Experience, Feedback and Continuous Improvement:** Rakmac helps business in the hospitality industry to enhance the overall customer experience to encourage repeat business and positive reviews. We help them to focus on personalized services, quality, and guest satisfaction. We also help our clients to Collect feedback from guests and employees to identify areas for improvement and to continuously adapt their strategies based on feedback and market changes.
8. **Cost Control and Revenue Diversification:** Rakmac helps business in the hospitality industry to keep a close eye on their operational costs and to identify areas where they can reduce expenses without compromising quality and to regularly review contracts with suppliers and renegotiate for better terms. We also help them to explore additional revenue streams, such as add-on services, partnerships, or package deals and Cross-sell and upsell to existing customers.
9. **Employee Training and Engagement:** Rakmac helps business in the hospitality industry to ensure that they have well-trained and motivated staff who contribute significantly to guest satisfaction and repeat business. We help them with strategies on investing in employee training and engagement programs.
10. **Technology and Automation:** Rakmac helps business in the hospitality industry to implement technology solutions for more efficient operations, such as property management systems (PMS) and revenue management software and to use data analytics and AI to make data-driven decisions.

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At Rakmac Investment Limited, we are not just in the business of hospitality; we are in the business of setting new standards, creating memorable experiences, and shaping the future of global hospitality. Join us on this exciting journey of innovation and excellence.