

## **CLHR Hotel Management Team Will Analyse, Manage and Provide Services To The Below Department / Division:**

- 1. Overall Hotel Operation**
- 2. Sales & Marketing**
- 3. Finance**
- 4. Human Resources**
- 5. Food & Beverage**
- 6. Information Technology**

### **Overall Operation**

- We provide comprehensive business plan and implementation.
- We provide highly competent and professional management.
- We will deliver superior financial performance and enhance asset value.
- Create a positive and healthy work environment.

### **Sales & Marketing**

- Brand maximization - Guidance of marketing-plan development and implementation which include group advertising.
- Revenue management – Sales Strategies and application of tools and systems, for effective tracking and implementation of program.
- Review and approval of specific marketing strategies, programs, and print materials.
- Review of monthly sales reports.

### **Financial Reporting**

- Well control on accounts payable monthly according to terms.
- We provide monthly profit & loss report for review.
- Fixed asset reporting.
- Weekly cash flow management.

### **Human Resources**

- We assistance in recruiting, interviewing, developing, and hiring of qualified sales leaders.
- We provide a comprehensive associate and leadership orientation.
- We suggest suitable monthly departmental training program.
- We tabulate manning turnover tracking & staff survey program.
- We recommend staff reward & recognition programming.
- We process monthly payroll.

### **Food & Beverage**

- We set up cuisine menu and restaurant cosy atmosphere.
- We provide technical training for service staff.
- We generate profitability opportunities via cost control and pricing strategy.
- We are proactive in F&B promotion through marketing.

### **Information Technology**

- We set up system for monitoring and controlling purposes for all revenue generated centre and payment.
- We manage time and attendance for all associate.
- Web site development & optimization for marketing.