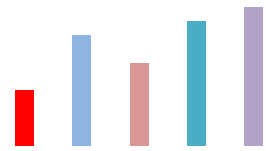


THE LEVERAGE HOSPITALITY

Hotel Consultant & Management

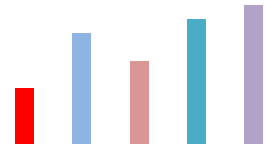
No 18. Tingkat 1&2, Jalan Lengkok Sari
Taman Bandar Baru Mergong, 05150,
Alor Setar, Kedah Darul Aman, Malaysia

T : 04 – 735 2555 | F : 04 – 735 1555
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Company Background

Leverage Hospitality Sdn Bhd is a hotel management services company established in 2010 with a team of dedicated hoteliers.

Our portfolio includes brands under

The Leverage Business Hotel

The Leverage Lite Hotel

LeverageAir

With a marketplace driven by online reputation and guest reviews, a hotel with individual character and unique customer experience can be leveraged to gain global reach and exposure.

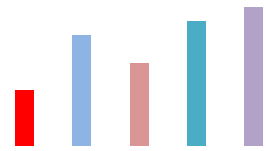
We provide personalized hospitality management services, tailored to the individual requirements of each single property.



THE LEVERAGE
Lite

THE LEVERAGE
BUSINESS HOTEL

Alor Setar | Skudai | Rawang | Kuantan



Managing network of hotels

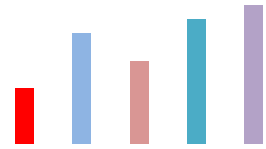
Leverage Hospitality Sdn Bhd currently manages from the business address of No 18, Jalan Lengkok Sari, Taman Bandar Baru Mergong, 05150, Alor Setar, Kedah Darulaman.

The team manages and operates the **88** rooms boutique business class hotel at Alor Setar, while in the Central Region a **55** rooms boutique business class hotel at Rawang and the latest opening in May 2016 at Skudai Johor with **92** rooms owned by Chin Hin Hotel Sdn Bhd

Under the brand of Leverage Lite, it manages a **48** rooms hotel in Alor Setar of the same owner and a **47** rooms hotel at Kuantan owned by Dwijaya Harta Sdn Bhd.

With a team of dedicated individuals, the company is extending their growth nationwide and to create the market presence as a brand that provides a networking platform with 5star services.





The Management Team

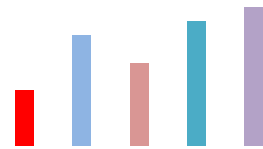
Mr Chiau Beng Soo

Owner and entrepreneur of A S Chin Hin Alor Setar and the co-founder of The Leverage Business Hotel. Mr Chiau operates in Alor Setar and under his guidance, A S Chin Hin has established a stronghold in the building material industry. He leads the team with his vast experience and now ventures into a new frontier in the hospitality industry.

At present, he is also the appointed Company Director and owner of A. S Chin Hin Sdn Bhd based in Alor Setar. Starting as a sole proprietor and incorporating the business in Alor Setar, A.S. Chin Hin has established a stronghold in the building material industry and maintains a well balance business dealing with the neighboring country of Thailand.

Mr Freeman Woo

Owner and the Director of Chin Hin Hotel. He has established himself in the Hospitality Industry with exposures to Switzerland, Thailand and Singapore. Currently spearheading the vision and mission of the hotels, he brings with him the international views that impacts the customer experience needed in the local hospitality industry.



Mr Daniel Lee

Daniel Lee is currently the General Manager of Leverage Hospitality Sdn Bhd, he has established himself in the hospitality industry for the past 20 years.

He started his career in a local grown chain of hotels and is exposed to human resources practices and cultural differences throughout Malaysia, with the practical know-how of 21 properties nationwide, mainly in the hospitality industry. Having spent almost 20 years in the industry, Daniel brings with him a combined working experience in both hotel operations aspects and specializes in the areas of employee engagement, talent acquisition, compensation and benefit and talent development.

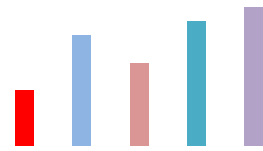
He previously performed in the capacity of a Director of Human Resources that specializes in the spectrums of Human Resources Management & Training and Development, with direct involvement in hotel operations through service improvement strategies.

His involvement is not confined to human resources management, but is directly involved in all improvement drives of the operations department, promotion meetings and the business plan and focus of the organization from Sales & Marketing, the Rooms Division till Food & Beverage Management.

He has worked for other established hotels including Berjaya Hotel and Resorts under the flag ship hotel at Berjaya Times Square Hotel and Conventions Centre and the pre-opening team at One World Hotel Petaling Jaya and The Putrajaya Marriott Hotel under Marriott International Inc. based in Washington D.C.

Given his background and experience, he has successfully opened 2 five star hotels in the Klang Valley, and established the policy and procedures for all departments as well as the training and development programs that is still in practice till today.

Daniel believes that every individual has a potential within, and developing the potential within oneself will develop an organization in totality.



Mr Ivan Chong

Ivan joined the management team in the capacity as a Group Operations Manager in view of the rapid expansion of the properties. He brings along with him 16 years of hotel operations experience in the field of Rooms division encompassing Front Office and Housekeeping.

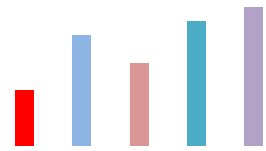
Graduating from the Mandarin Training Center with Hotel, Catering and Tourism Management, he has rendered his services in several 4 and 5 star hotels in the Klang Valley which includes One World Hotel Petaling Jaya, Dynasty Hotel Kuala Lumpur and The Legend Hotel Kuala Lumpur.

Ivan believes that a simple touch of personalized customer service to every individual gains a distinctive advantage in attracting, retaining and thus leading to recognition through word of mouth.

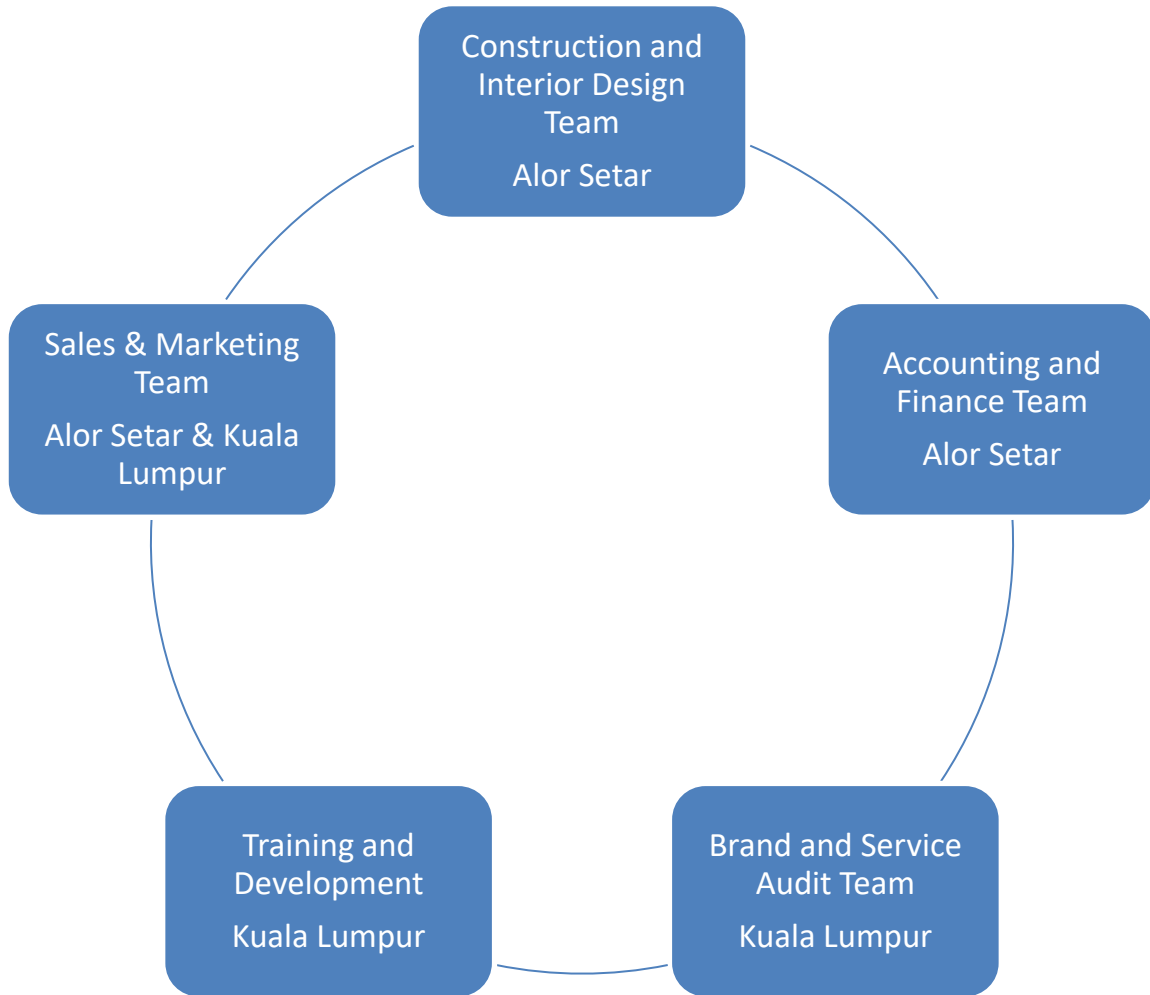
Ms Kim Koh

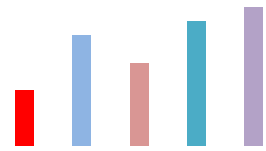
Ms Kim joined the establishment in 2011 as part of the pre-opening team and towards the successful opening of The Leverage Business Hotel Bandar Baru Mergong, Rawang and Skudai.

Performing in the capacity of Group Accounts & Admin Manager, she brings with her 17 years of experience in Accounting and Finance coupled with operational background in her last position as the Area Manager for Promax Ventures Sdn Bhd managing the Franchise brand of Old Town White Coffee.



Leverage Hospitality Sdn Bhd





The brand presence

**THE LEVERAGE LITE
KUALA KEDAH ALOR SETAR (2009)**
Owned by Chin Hin Hotel Sdn Bhd
Managed by Leverage Hospitality

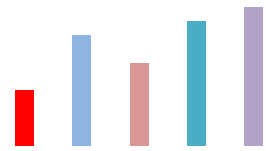
**THE LEVERAGE BUSINESS HOTEL
BANDAR BARU MERGONG ALOR SETAR (2011)**
Owned by Chin Hin Hotel Sdn Bhd
Pre-open and managed by Leverage Hospitality

**THE LEVERAGE BUSINESS HOTEL
RAWANG SELANGOR (2013)**
Owned by Chin Hin Hotel Sdn Bhd
Pre-open and managed by Leverage Hospitality

**THE LEVERAGE BUSINESS HOTEL
SKUDAI JOHOR (2016)**
Owned by Chin Hin Hotel Sdn Bhd
Pre-open and managed by Leverage Hospitality

**THE LEVERAGE LITE HOTEL
AIR PUTIH KUANTAN (2017)**
Owned by Dwijaya Harta Sdn Bhd
Pre-opening and managed by Leverage Hospitality

**THE LEVERAGE BUSINESS HOTEL
KOTA BAHRU KELANTAN**
Owned by Chin Hin Hotel Sdn Bhd
Pre-opening by Leverage Hospitality



Key Operating Objectives

To provide management services through experienced industry professionals

To support the daily operations of the hotel with a flexible approach in providing property owners with their needs and therefore ensuring full operational potential

Joining and building a powerful network of boutique business class hotel with a life style design and concept that is different and new

The ability to command customer loyalty and customer recognition as a business partner

Capitalizing on a locally home-grown brand name and group advertisement on a national level

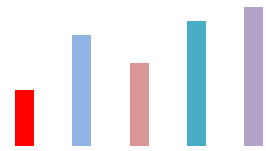
Committed to working with local communities and to ensure that properties make an important contribution to the economy

Flexible approach in respecting of branding of properties, that strengthens the business relationship and business referral with all properties and the management of Leverage Hospitality.

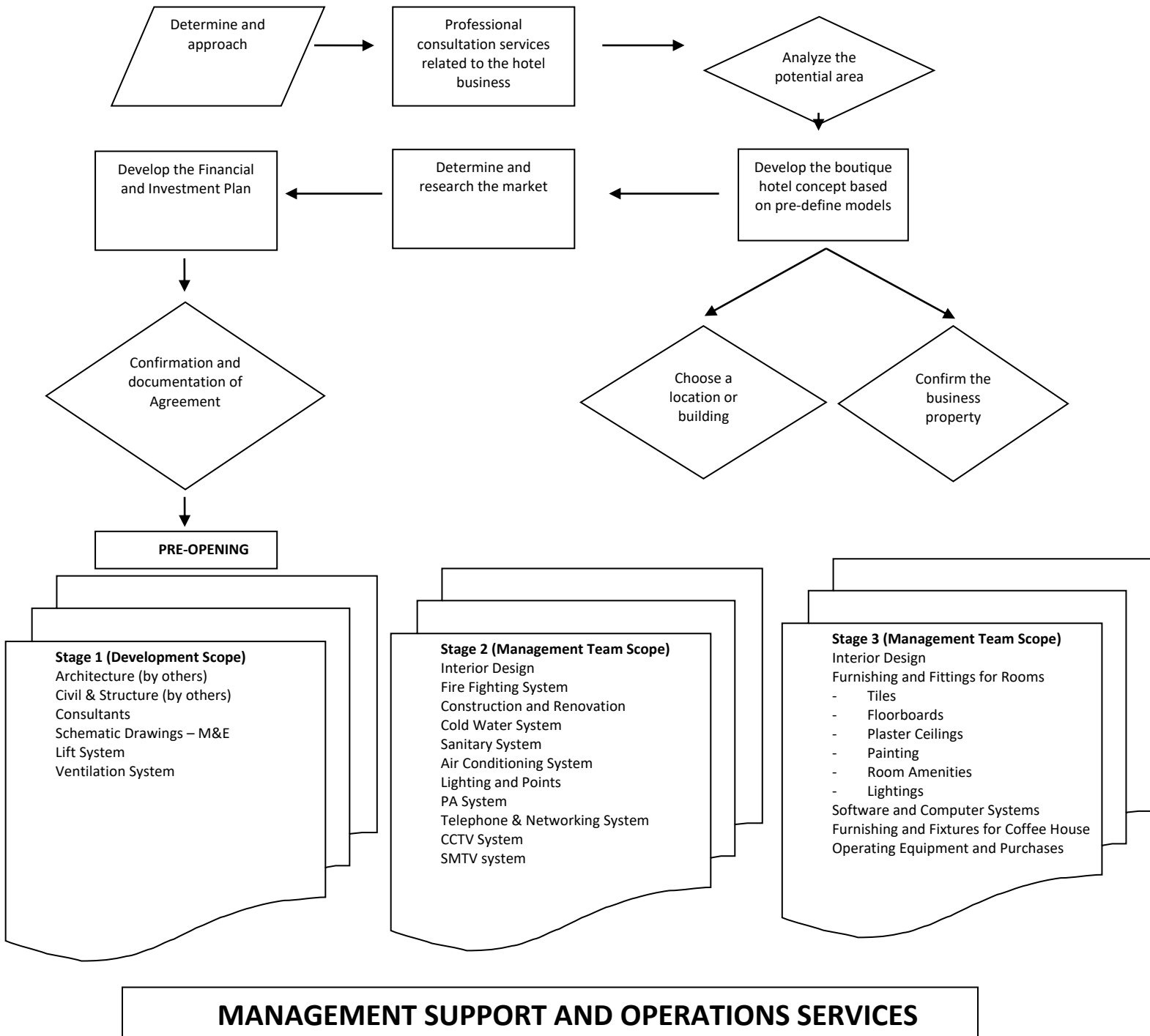
Analysing the monthly financial results and performance for the shareholders and stakeholders.

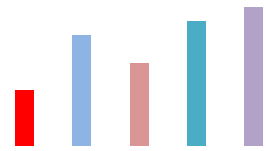
Brand standards audit to determine improvement drives and maintaining the standard of service excellence for brand recognition and focus.

Sales and Marketing network to strengthen the presence of the property in the existing competitive market.



Our Approach





Support and Services

Leverage Hospitality Sdn Bhd is a management division specializing in opening and operating tastefully designed and distinctive boutique business class hotels.

The experience and services of a professional corporate office associates will support the property owners in all the operational areas and aspects;

Construction and Interior Design

Hotel construction team

Hotel Interior Design team to develop the life-style design

Service and Support

Market and positioning analysis by our management team

Training & Development by our experienced Hotel's certified trainers at the Kuala Lumpur Training Centre.

Sales & Marketing professionals in the Corporate Office

Development and set-up of the Standard Operating Policy and Procedures (SOPP)

Business Process Improvement by our experienced team. (BPI)

Support on the process mapping using flow-chart techniques of the Core Business Process

Brand & Service Audit team

Daily operations support to all divisions

- ~ Front Office
- ~ Housekeeping
- ~ Engineering
- ~ Security & Safety
- ~ Food & Beverage
- ~ Kitchen Management
- ~ Sales & Marketing