



COMPANY PROFILE

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About



YAKOON – an Arabic word that implies "Making things happen" – is a broad and deeply-spirited concept that grew into a well-instituted Saudi-based firm specializing in serving the hospitality sector. We are established to offer comprehensive consultation to businesses dreaming of stepping into the hospitality industry. We offer world-class planning with accurate timelines and a budget management system. We have thrived on providing end-to-end assistance and quality products to our clients. With a team having years of experience in the cumulated International hospitality industry, we serve project development/consultancy, technical assistance, branding, Sale/Marketing, and operations/asset management.



We are continuously working with our team to contribute to Saudi Arabia's Vision 2030. We are motivated to serve our country and offer tremendous growth in the hospitality industry. We provide services that help people achieve and fulfill their dream projects in Saudi Arabia. We are working hard to help build sky-high hotels that offer the best services, accommodations, food, and entertainment.

Mission & Vision

Our mission is to provide end-to-end planning and branding services to people who wish to step into the hospitality industry. We offer a plan that includes, how, when, what, where, who, why (5W, 1H) to our clients and focus on bringing the hospitality business industry to its finest in operations that yield award-winning standards.

Our vision is to serve a growing nation by becoming a pioneering institute that advocates world-class excellence in hospitality. We want to be a part of Saudi Arabia's transformation journey.

Why Us?

Reliable

Collective involvement of more than 150 years of cumulated International hospitality experience earmarks us as reliable partners.

Trustworthy

Equipped with a team of experienced multinational professionals capable of bringing strategic planning into the hospitality services has made us win people's trust.

Strong Collaboration

Formation of the strong association with qualified and preferred investors has given a 360-degree change in our consultancy and management services.

Influential Significance

The combination of the best architects, interior designers, hospitality and food services teams enabled us to accomplish ambitious projects.

Our Team

We have a team that holds years of international experience in the hospitality industry.

Our team has expertise in branding, multi-unit management for full or limited service hotel operations, and branded or independent upscale operations.

Our professionals deeply analyze the client's requirements and provide a range of customized solutions.

Services

We provide reliable, effective, and efficient services to our clients. We engage our international experience and national expertise into every client's vision and work hard to make it a great success. We cover all the aspects of a new business Operation, Sales, Revenue Optimization, Service Culture & Coaching, Finance.



Hospitality Consulting

A top-notch rendered offering that we provide our clients. From strategies to execution, we offer a full-proof plan that ensures the smooth transition from the construction to the operation phases. We are here to provide you with the level of advice which will allow your business to perform at its utmost level.



Technical Services

End-to-end technical support to a new venture that ensures its compliance. We assist and provide recommendations to our clients regarding the selection process of a Franchise/License and create detailed roadmaps with critical paths to meet the brand specifications for the hotel, i.e., the layout of rooms, kitchen, bar, restaurant, and all circulations.



Business Management

We ensure coordination of all hotel activities and ultimately support the hotel team. We coordinate and ensure compliance with all marketing programs and annual objectives. Our team evaluates the performance of administrative, operational, and commercial aspects to monitor all the necessary KPIs on the hotel benchmark by providing detailed reporting on a monthly basis.



Pre-Openings

We suggest budgets and cashflows for all the necessary activities prior to the opening of the hotel. We define the staffing needs and hiring process, we quantify the operations, supply, equipments (OSEs) as well as the fixtures, furnitures and equipment (FFE), we plan the Sales, Marketing and Public Relation efforts weeks ahead to open "hot".



Asset Management

In case of operations directly run by the hotel brand, we are the asset manager hired by the hotel owner to manage the relationship with the brand and challenge the general level of performance in all aspects of the business. We monitor the proper asset maintenance by checking the periodical investment when appropriate (FFE reserve, Capex).

Business Units



**HOTEL MANAGEMENT
&
DEVELOPMENT**

**FOOD
&
BEVERAGE**

Hotel Management & Development

NOBU HOTEL

FAUCHON
L'HÔTEL
PARIS

yotel

L
LARIA
HOTEL

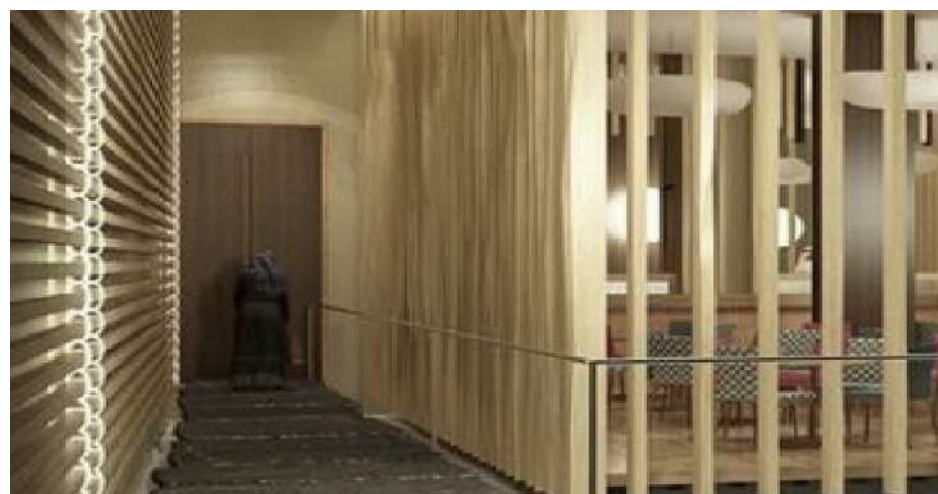
PALLADIUM
HOTEL GROUP

Nobu Hotel

Riyadh

Yakoon along with its exclusive partner and licensor of Nobu in the Kingdom, Dhaliliyah, has signed an agreement to coordinate the Nobu brand's business in Saudi Arabia. The global luxury brand offers a complete range of hotels, restaurants, and residence experiences that are built on excellent service, image and high hospitality standards.

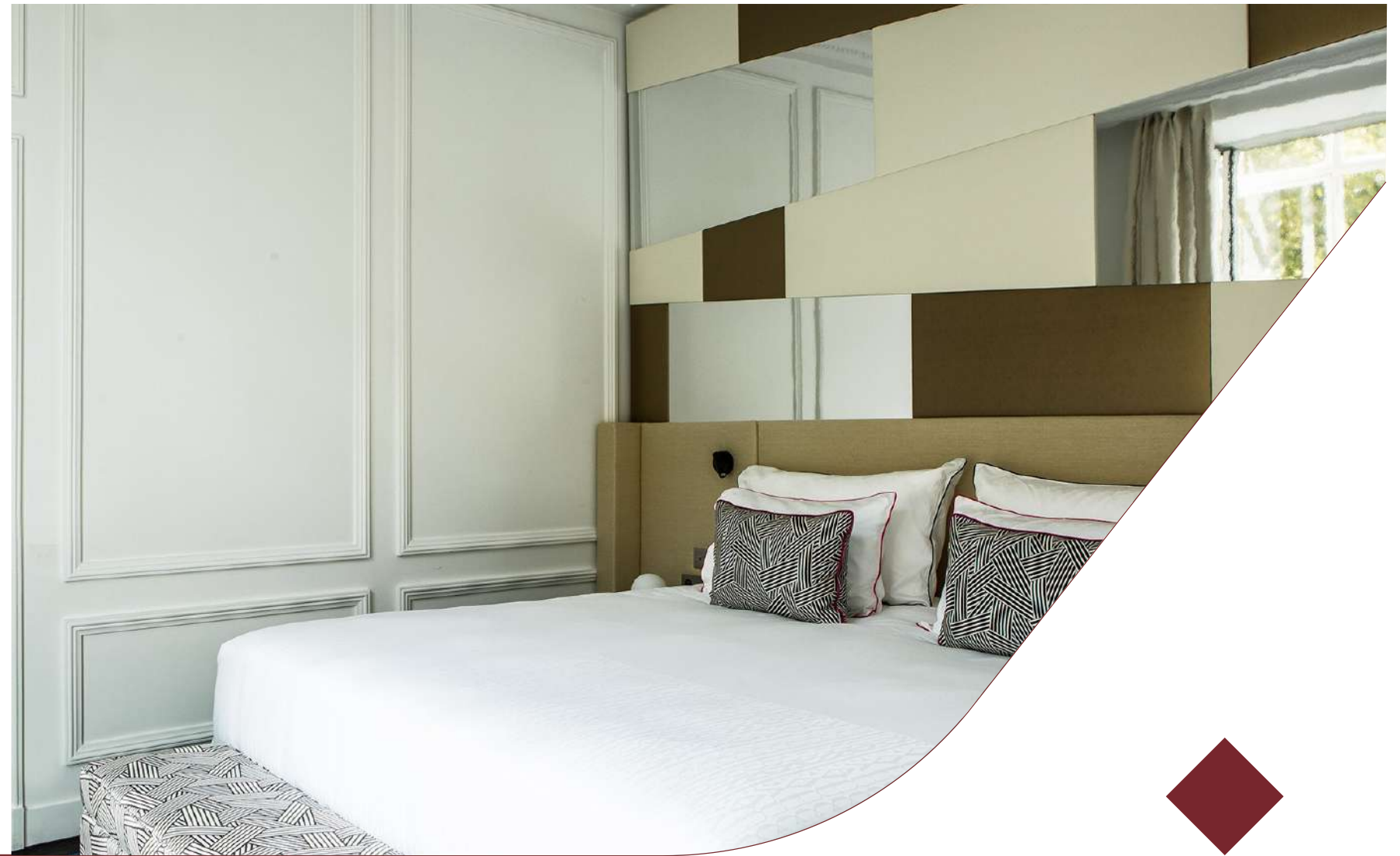




Fauchon Hotel

Riyadh

In partnership with owner and developer of Diriyah Gate Development Authority (DGDA), Licensor of Fauchon, Yakoon has been chosen to be the official operator for the luxury French contemporary brand. The hotel features 80 rooms, The Grand Caf FAUCHON, a spa, rooftop outdoor pool and bar, and a FAUCHON boutique. A trendy glamorous gem in located in the capital of the Kingdom.



Fauchon Hotel

Riyadh

FAUCHON Hospitality is thrilled to have signed their THIRD property to be located at the renowned Diriyah Gate Development in Riyadh, Saudi Arabia.

The FAUCHON L'Hôtel Riyadh will be a partnership between owner and developer Diriyah Gate Development Authority (DGDA), Licensor Fauchon and operator Yakoon Hospitality.

The 80-room FAUCHON L'Hôtel Riyadh will feature The Grand Café FAUCHON, a spa, rooftop outdoor pool and bar, and a FAUCHON boutique.



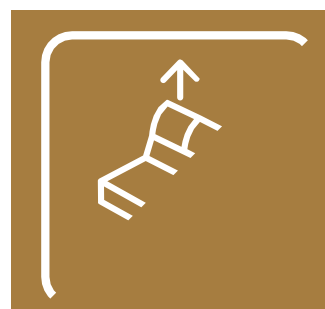
Yotel

A cutting-edge hotel brand that is known for its practical quality, standard-sized rooms, affordable prices, and strategic location in the heart of the city center. Yotel is a unique brand that has successfully positioned itself through its adaptable design, efficient operation, and innovative technology worldwide.





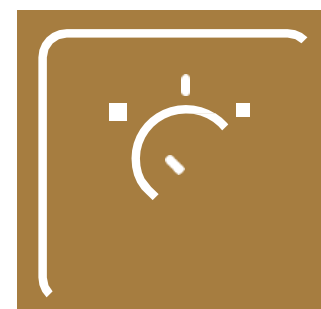
Why Yotel?



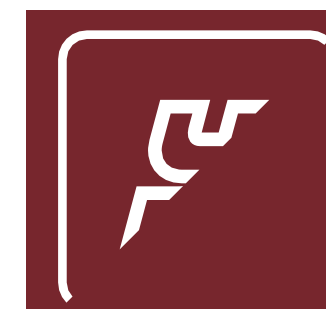
*Adaptable
Design*



*Efficient
Operation*



*Innovative
Technology*



*Unique
Brand*

Laria Hotel

LARIA Hotels are five-star modern luxury lifestyle business hotels located across the Middle Eastern region.

Managed by YAKOON International, the name LARIA reflects top service quality, a tradition that represents Saudi Arabia's 21st Century living lifestyle.

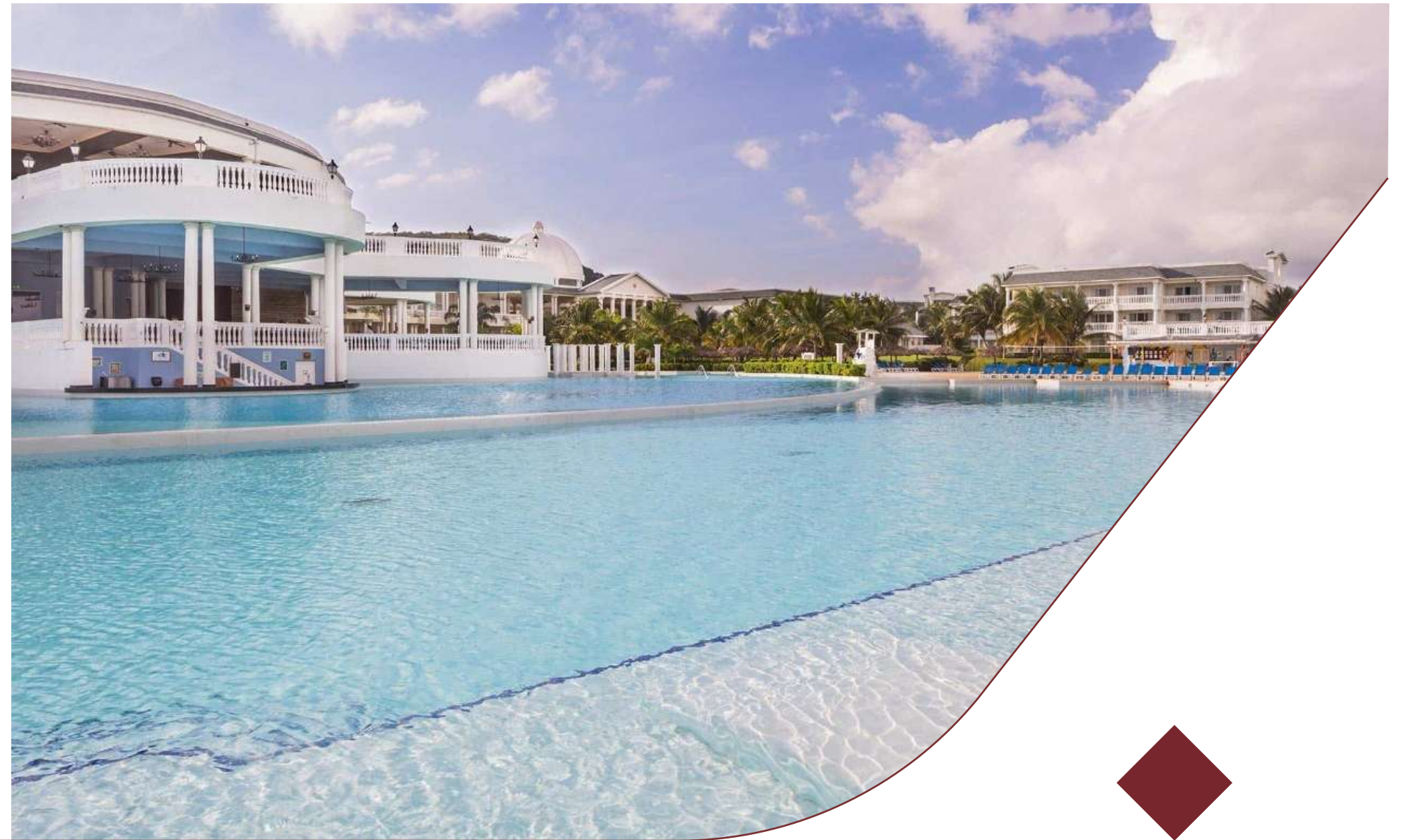
It offers bespoke work-life integration, experiences with state-of-the-art technologies & introduces local traditions and culture in modern society.



Palladium Hotel Group

Palladium Hotel Group is a Spanish hotel chain of recognized national and international success, born in the late 60s and belonging to Grupo Empresas Matutes.

We are present in 6 countries and have 40 hotels located in Spain, Mexico, Dominican Republic, Jamaica, Italy and Brazil. In order to personalize our clients' experience, we operate under different brands: Grand Palladium Hotels & Resorts, Palladium Hotels, TRS Hotels, Fiesta Hotels & Resorts, BLESS Collection Hotels, Only YOU Hotels & Hard Rock Hotels in Ibiza, Tenerife and now also in Marbella.



Food & Beverage

Restaurants



Nobu

Riyadh & Jeddah

Indulge in world-famous authentic Japanese cuisine by Chef Nobu Matsuhisa, Nobu Restaurant in Riyadh and Jeddah offer a distinctive atmosphere with pleasing dishes. The abundant dining possibilities at Nobu guarantee unforgettable, multi-sensory culinary experiences. The brand is deeply rooted in creating memories around the pure enjoyment of exceptional food. Chef Nobu Matsuhisa's mastery and endless innovating make Nobu Restaurants a trademark.

Enjoy Nobu's signature dishes such as rock shrimp tempura, miso black cod, and yellowtail sashimi with thinly sliced jalapeno peppers. Chef Nobu Matsuhisa continues to bring the latest trends in Japanese-fusion cuisine to life with an extensive menu of inventive dishes and bold cocktails.

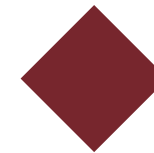
Explore Nobu Restaurants in Riyadh and Jeddah.



Real Havana Cigar Lounge

Riyadh

Multi-investors and connoisseurs of cigars met to create Real Havana, an exclusive Cigar Lounge in Saudi Arabia specializing in the finest Cuban Cigars. The lounge offers a wide range of premium cigars, limited edition cigars, rare vintage cigars, in addition to cigar humidors and accessories. Explore Real Havana Cigar Lounge in Riyadh.



Sahertu

Jeddah

Sahertu is restaurant co-founded with the late composer Mohammed Abdulwahab family. It is a luxurious restaurant presents a live musical performance with a talented singer inspired by the unique amazing music by Abdulwahab to bring back the music into a retro inspired interior.

Serving a fusion of the amazing Egyptian flavors mixed with the beautiful Lebanese cuisine and utmost care to presentation and taste. The first Branch is planned to be In Saudi Arabia - Jeddah by the seaside with an extravagant view of the Red Sea.



Catering



Yakoon has widened its offerings to include catering. We pride ourselves in providing the following services:

- ◆ Exclusive Catering
- ◆ End-to-End Event Management
- ◆ Event Logistics
- ◆ Client Liaison
- ◆ Valet Service
- ◆ VIP Catering
- ◆ Concession Catering



Contact Us

+966 11 2000 595

info@yakoon.sa

4327 Shaikh Ali Al Hamad As Salihi, An Nakheel, 12383
Riyadh, Saudi Arabia