



www.premiumswisshotels-resorts.com



ELEVATING EXPERIENCES,
MAXIMIZING
investments

**“ At Premium Swiss
Hospitality, we don’t
just manage hotels; we
elevate experiences, secure
investments, and cultivate
lasting success. Welcome
to a world where excellence
meets innovation ”**



OUR FOCUS AND TEAM DEPTH ENABLE US TO PROVIDE CUSTOMIZED, ACTIONABLE RECOMMENDATIONS THAT YIELD.

Teamwork is the ability to work together toward a common vision, the ability to direct individual accomplishments toward organizational objectives. It is the fuel that allows common people to attain uncommon results.

We're a growing team of hospitality experts with years of experience on our side — full of personality minus the ego. We're dedicated to helping hotels and resorts owners navigate the path to successful business through unparalleled customer experience.

Our Team, our Strength – With over 35 years of collective experience, our team has provided top-notch hospitality experience with accurate and insightful market knowledge.

We are a one-stop solution to any help you may require managing your hotel or restaurant.

Shousha Mohsen
Founder/President

OUR *Philosophy*

At Premium Swiss Hospitality, we believe in crafting unforgettable experiences while maximizing the potential of your investment. Established in 2015 by a young team of hospitality experts led by Swiss seasoned hotelier Shousha Mohsen, our journey has been marked by dynamic growth and an unwavering commitment to excellence. With over 35 years of industry expertise, we have become a driving force in Swiss hospitality management, guided by a philosophy that reflects our dedication, commitment, and passion without compromising Swiss Quality.

OUR *Mission*

Our mission is to manage and develop hotels using our extensive experience, international partners, and high-level expertise, and our qualified team. Our dedication, commitment, and passion to deliver our promises allow investors to optimize their investments while being released from daily management responsibilities and securing their investments. We approach each property with total dedication to excellence; which is reflected by each employee on every level. Premium Swiss Hospitality team carefully evaluates every potential property through a method developed and tested over years of experience with premium Swiss quality.

OUR *Commitment*

We approach each property with a total commitment to excellence, a value ingrained in every member of the Premium Swiss Hospitality team at every level. This commitment is reflected in our carefully crafted methodology, developed and tested over years of experience, embodying the premium Swiss quality that defines our brand.

OUR *Story*

SWISS ROOTS, GLOBAL VISION WITH CULTURAL DIVERSITY

Founded in 2015, Premium Swiss Hospitality (PSH) was born from a deep passion for hospitality, merging Swiss precision with a commitment to cultural diversity. With more than 25 years of industry expertise within our specialized team, we have built an international presence that marries Swiss quality with the unique needs of each region we serve.

Our headquarters in Zurich, Switzerland, anchors us to our Swiss values—excellence, precision, and innovation in service. Over the years, PSH has strategically expanded with regional offices in:



CAIRO, EGYPT – PSH’s gateway to Africa, a fusion of ancient wonders and exclusive hospitality, setting the stage for unforgettable experiences



DOHA, QATAR – Reaching into the Middle East with a fresh vision for hospitality that embraces both modern and traditional influences of the Middle East culture



LAGOS, NIGERIA – Leading our efforts in West Africa, where dynamic cultural vibrancy meets premium hospitality service



NAIROBI, KENYA – Rooted in East Africa, where we combine Swiss efficiency with the warmth and heritage of local culture



DELHI, INDIA – A recent addition, serving Asia, bringing Swiss quality with a deep appreciation for the rich, diverse tapestry of Indian culture, and soon home to our newest hotel property

OFFICES:

Zurich,
SWITZERLAND

La Basilika,
ITALY

Lagos,
NIGERIA

Cairo,
EGYPT

Delhi,
INDIA

Doha,
QATAR

Nairobi,
KENYA

Dar es Salaam,
TANZANIA

Johannesburg,
SOUTH AFRICA

“ *We Don't
Compromise
With The Highest
Swiss Quality* **”**

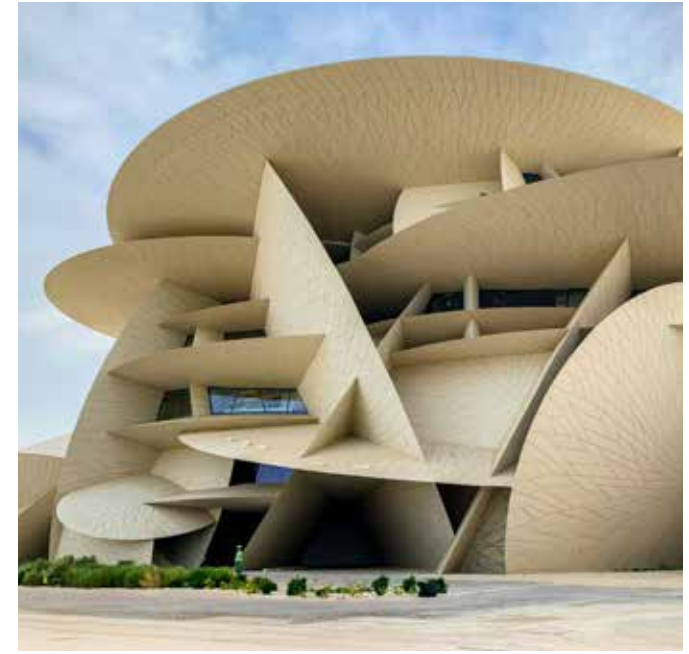
OUR DEDICATION TO *Success*

Premium Swiss Hospitality (PSH) is shaping global hospitality with a fresh perspective on growth and expansion. Offering unique development opportunities across hotels, residences, and resorts, PSH combines Swiss excellence with a deep respect for cultural diversity. Each partnership is founded on delivering exceptional guest experiences while ensuring consistent returns for owners.



At PSH, we don't just manage hotels; we partner with owners to unlock their property's potential. We bring global resources, industry connections, and a wealth of operational expertise to release owners from daily management tasks, focusing instead on optimizing property value and enhancing guest experience. Each property in our portfolio is meticulously evaluated through our refined, experience-based methods, and is infused with PSH's brand of premium Swiss hospitality at every touchpoint.

Our passion for excellence is echoed in every employee, as they dedicate themselves to embodying the PSH promise of seamless service and luxurious comfort.



UNIVERSAL QUALITY, LOCALLY INSPIRED

By integrating international standards with local flavors, PSH transforms properties into destinations of choice, where each stay is crafted to offer a distinctive and memorable experience. From modern urban hotels to tranquil resorts, we provide unmatched management that prioritizes your guests, your vision, and your success. Welcome to PSH—where Swiss precision meets the world's most enchanting cultures.



OUR *Service*

PRE-OPENING SERVICES

For Premium Swiss Hospitality (PSH), pre-opening programs focus on a premium, Swiss-standard approach that combines operational excellence with culturally immersive, guest-centered experiences. Here's a detailed outline of pre-opening services PSH could offer, aligned with its unique brand standards and focus on quality.

1 Project Management and Planning

- Customized Timeline Development
- Budgeting with a Swiss Precision Approach

2 Swiss Brand Development and Market Positioning

- Swiss-Inspired Brand Identity
- High-End Market Positioning Strategy

3 Sales and Marketing Excellence

- Luxury Sales Programs
- Digital Marketing and Local SEO
- Targeted PR Campaigns

4 Human Resources and Swiss-Standard Training Programs

- Talent Acquisition
- PSH Academy Training Programs
- Employee Culture and Engagement Programs

5 Operations Setup and SOP Development

- Swiss SOP Development
- High-Quality Procurement and Inventory
- Pre-Opening Quality Audits

6 Guest Experience Design and Service Excellence

- Curated Guest Journey Mapping
- Swiss-Level Loyalty Program Design



7 IT Systems Integration and Technological Readiness

- Advanced PMS Integration
- Cybersecurity Compliance

9 Soft Opening and Trial Runs

- Operational Mock Runs
- Exclusive Soft Opening Event

8 Regulatory Compliance and Legal Preparedness

- Permits and Licensing Coordination
- Rigorous Health and Safety Protocols

10 Post-Opening Support and Continuous Improvement

- Performance Metrics and Swiss Benchmarking
- Continuous Training and Development



PSH's pre-opening programs provide a structured and detail-oriented approach to launch hotels successfully, ensuring all elements are aligned with the brand's standards of precision, quality, and a superior guest experience. This program guarantees that every PSH-managed property opens with a polished reputation, high-performance operations, and a strong market presence.

OUR *Service*

POST OPENING SERVICES

Premium Swiss Hospitality (PSH) offers a unique post-opening program focused on achieving and maintaining Swiss-quality service standards, operational efficiency, and exceptional guest experiences. Here's how PSH's post-opening programs align with its commitment to luxury, Swiss precision, and local cultural integration

1 Operational Stabilization and Continuous Quality Control

- Swiss-Standard Performance Monitoring
- Guest Feedback Integration
- Quarterly Quality Audits

2 Ongoing Staff Training and Development

- Refresher Programs at PSH Training Academy
- Skill Development and Leadership Training
- Employee Engagement and Swiss-Inspired Recognition Programs

3 Strategic Sales and Marketing Optimization

- Revenue Management with Dynamic Pricing
- Targeted Campaigns with Swiss Branding
- Reputation Management

4 Financial Performance Monitoring and Profit Optimization

- Monthly Financial Reviews and Reporting
- Cost Control Measures
- Forecasting and Financial Adjustments Programs

5 Guest Experience Enhancement and Personalization

- Swiss-Standard Personalization
- Exclusive Event Programming
- Luxury In-Room and On-Site Services

6 Technology Updates and System Optimization

- IT System Efficiency Monitoring
- Guest-Centric Technology Integration
- Data Security with Swiss Standards



7 Targeted Corporate and Group Sales Development

- Corporate Account Growth
- MICE Strategy and Event Planning Support
- Swiss-Standard Loyalty Program Implementation

8 Compliance, Health, and Risk Management

- Swiss-Level Health and Safety Standards
- Legal Compliance Checks
- Crisis Preparedness



9 Community Engagement and Corporate Social Responsibility (CSR)

- Local Community Partnerships
- Eco-Friendly and Sustainable Practices
- Swiss-Local Cultural Programs

10 Strategic Performance Review and Long-Term Planning

- Swiss-Standard KPI Monitoring
- Market Analysis and Competitive Positioning
- Strategic Vision Alignment



These post-opening programs ensure that PSH-managed hotels maintain their high-quality service levels, Swiss precision, and cultural integration, creating a unique hospitality experience that sets them apart in the market. This approach fosters lasting success, guest loyalty, and a strong, reputable brand identity.

Academy

PSH TRAINING

The PSH Training Academy is a cornerstone of Premium Swiss Hospitality's commitment to excellence in the hospitality industry. Designed to cultivate the next generation of hospitality professionals, the academy provides comprehensive training and development programs tailored to meet the evolving demands of the sector. Our academy embodies the principles of Swiss precision, quality service, and cultural sensitivity, ensuring that all participants are well-prepared to excel in their careers.



TRAINING PROGRAMS OFFERED

The PSH Training Academy offers a variety of programs, including:

1. **Comprehensive Hospitality Management Courses**
2. **Service Excellence and Customer Care**
3. **Leadership Development**
4. **Culinary Arts and F&B Management**
5. **Sales and Marketing Strategies**
6. **Sustainability and Green Practices**

UNIQUE FEATURES OF THE ACADEMY

Hands-On Learning Experience:

Participants gain practical experience through on-site training in PSH-managed hotels, allowing them to apply their knowledge in real-world scenarios.

Expert Instructors:

The academy's faculty comprises seasoned industry professionals with extensive experience in hospitality management, ensuring that participants receive high-quality education and mentorship.

Networking Opportunities:

The academy fosters connections between students and industry leaders, providing invaluable networking opportunities that can lead to internships and job placements.

Cultural Immersion:

PSH emphasizes cultural awareness and sensitivity in its training programs, preparing participants to cater to diverse guest demographics and create inclusive environments.

Continuous Professional Development:

The academy encourages lifelong learning by offering advanced courses and workshops for seasoned professionals seeking to enhance their skills and stay updated on industry trends.



LEVERAGING GLOBAL PRESENCE FOR ENHANCED LEARNING

At the PSH Training Academy, we recognize that our strategic presence across MENA, Africa, Europe, and Asia enhances the quality and depth of our training programs. By leveraging our diverse geographical footprint, we provide unique opportunities for our students to gain international perspectives and insights that enrich their learning experience.

- 1. Cross-Regional Collaborations:**
- 2. Cultural Exchange Programs:**
- 3. Global Networking Opportunities:**
- 4. Localized Curriculum Development:**
- 5. Sharing of Best Practices:**

COMMITMENT TO *Excellence*



At the PSH Training Academy, we are dedicated to fostering a culture of excellence and innovation in hospitality education. By equipping our students with the skills, knowledge, and experiences necessary for success, we are not only enhancing their career prospects but also contributing to the overall quality of service in the hospitality industry. Our graduates leave the academy ready to make a positive impact in their organizations and communities, embodying the values of Premium Swiss Hospitality.

The PSH Training Academy is more than just an educational institution; it is a commitment to shaping the future of hospitality by nurturing talent and inspiring excellence. By leveraging our global presence, we ensure that our students receive a world-class education that prepares them for successful careers in the dynamic and ever-evolving hospitality industry. Whether you are starting your career or looking to advance in the industry, the academy is your gateway to achieving your professional goals in hospitality.



Exquisite **Swiss** Quality

Head Office: Zurich - Switzerland
Email: info@premiumswisshotels-resorts.com

Premium Swiss Hospitality LLC
Office No. 133 Register08, Floor No. 1,
Regus Business Centre, No. 67
Doha, Qatar

PSH Hotel and Resort Limited
Suit 101A, PIN Plaza, Opposite H Close,
1st Avenue, Festac Town,
Lagos State, Nigeria

PSH Cairo
16, Unit 201, 2nd floor, Sheraton
Airport - Cairo - Egypt

www.premiumswisshotels-resorts.com