



Passion. Perfection. Premier Service.

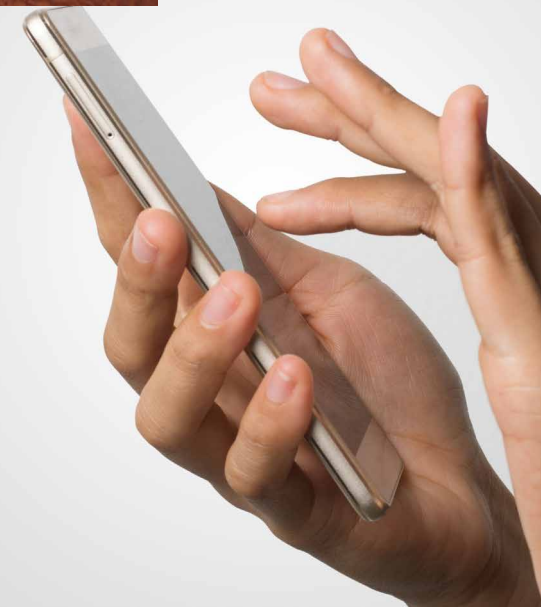
The background of the slide is a collage of three images. The top-left image shows a close-up of a white, textured cushion on a sofa. The top-right image shows a vase of dried, golden-brown reeds. The bottom image is a large, vibrant photograph of a Balinese temple complex with multiple tiered, dark-roofed structures situated on a grassy bank next to a calm body of water. The sky is filled with large, white clouds, and the sun is low on the horizon, creating a warm, golden glow. The word "WELCOME" is superimposed in large, white, bold, sans-serif capital letters across the bottom of the temple image.

WELCOME



Welcome to the world of PREMIER HOSPITALITY ASIA

As a part of Premier Group, Premier Hospitality Asia was established in 2010 and is recognized as Bali's leading operator of Hospitality Management. Over time, Premier Hospitality Asia's extensive portfolio rapidly increases into numerous luxury villa estates, boutique resorts, hotels, and residential properties. Premier Hospitality Asia's core value is Passion, Perfection, and Premier Service, which radiates and becomes the underlying principle throughout the whole company.



WHY PHA?

Premier Hospitality Asia's consultant and management team are dedicated to our client's specific tailor-made needs & visions. Under the umbrella of this founder, **Gunawan Rahardjo**, along with his vast experience in the hospitality industry since his early age, Gunawan Rahardjo brought his passion and knowledge to Indonesia.

Premier Hospitality Asia acts as strategic partner to embrace & implement the client's vision & brand making the investment property turns into successful business.

■ Passion. Perfection. Premier Service



Passion.

Is **within ourselves**. It is the sense of belonging that comes from the **heart**. **Passion** is the basic fundamental, the habit to consistently **focus**, contribute and passionately deliver the **service of excellence** and experiences to our guests.



Perfection.

Is the **strength to go beyond the ordinary**. From different backgrounds and experiences, strength-to-strength to **complement each other** and consistently deliver **positive measurable results** for the **success**.



Premier Service.

Is the core to consistently deliver **efficient and effective** positive results.

■ Unique.



We embrace **different concepts & uniqueness** of each property as one of owner's own creative **ideas** and **dreams**.

■ Embrace Passionate Local Talents.



We recruit, hire, train, create and develop **local talents**, where we believe the core from **passionate** employees comes from **local culture**.

■ Proven Track As Cost Efficient.



We assist Client to create and develop a property concept that is **cost efficient** in every aspect yet still meet hospitality standard and the business **purpose**.



WHY PHA?

Sales & Marketing

The hospitality consultants and the sales marketing team at Premier Hospitality Asia are fundamental in establishing and maintaining value philosophy, marketing strategy and continues sales force towards the best achievement performance of property.

- We provide more than 30 worldwide online branding opportunities and support, as well as sales and marketing online channels or online travel agents.
- Well established network with strong offline channels from international & domestic travel agents.

Human Resources

The hospitality consultants and the human resources the Premier Hospitality Asia team set and define performance of staff, results and every individual's growth potential.

The regular hospitality training programs, in line with operations department and other related parties have the objective to keep the improvement of business.

- Careful selection of quality staff through recruitment, selection, hiring and contracting employees.
- Periodical review and maintaining any industrial relations matter.
- Competitive remuneration for potential talents through improving skill and multi tasking abilities.

Operations

The hospitality consultants and the operations team aim to compose and maintain client's original ideas with implementing hospitality standard to create unparalleled guest experience. The operations team aim to deliver exceptional guest service and experience through specific & tailor-made Standard Operating Procedures (SOPs) from time to time, the success factor rest on the deep knowledge of guest trends & expectators.

- Set up SOPs, control standard daily practice & continuous training and development programs.
- Implement periodical quality assesment for the property.
- Full support from the corporate team to conduct regular visit, analysing, reporting and taking actions for regular maintenance schedules.

Accounting & Finance

The hospitality consultants and the accounting & finance team set transparant, accountable & measurable system of the accounting & finance for the business. This is implemented through basic accountant and tax reporting service.

- Maintenance of general ledger, statement of finacial position (balance sheet).
- Tax reporting & submission.
- Assist in auditing.

TOP CONNECTIONS



... and more

MEDIA CONNECTIONS





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32w

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JUNE 5, 2020

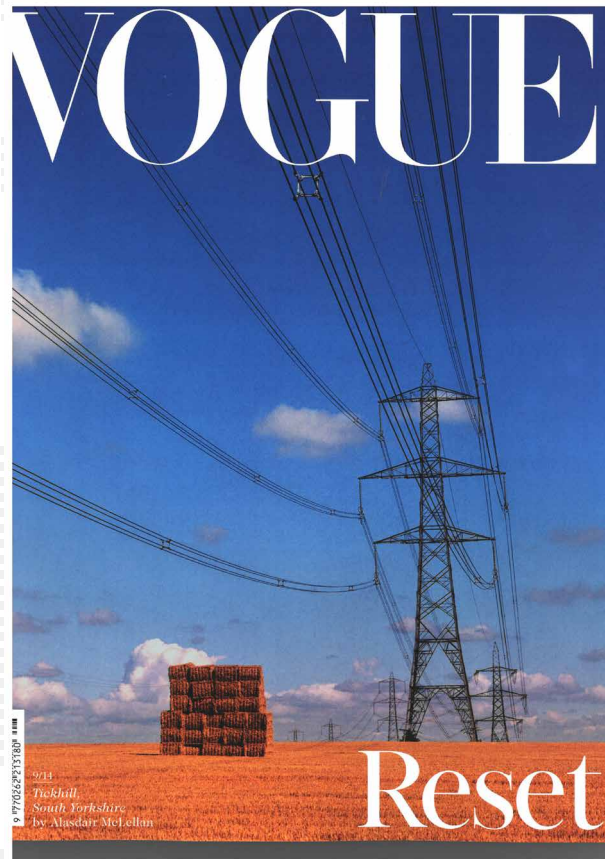
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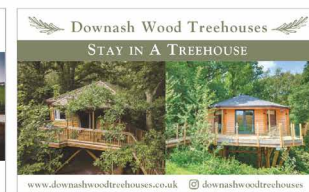
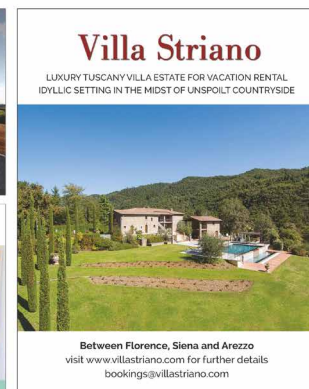
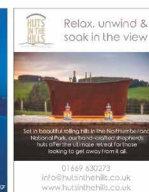
Lucky Draw: Free Stay At A 5 Bedroom Luxury Villa
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Villa Landscape
Casa Bonita Villa Jimbaran



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Profil hotel

TALISMAN VILLAS CANGGU BY PREMIER HOSPITALITY ASIA | Jl Pantai Berawa, Canggu, Tubaneng, Kec. Kuta Utara Kabupaten Badung, Bali



Villa Stylish Modern di Tengah Canggu

CANGGU, Bali pasti sudah tidak asing lagi bagi kita semua. Area di Selatan Bali ini dipenuhi dengan berbagai pusat perbelanjaan, *cafe/bar*, hotel serta villa-villa cantik.

Talisman Villas Canggu by Premier Hospitality Asia merupakan salah satu villa yang memiliki lokasi strategis, yakni berada di tengah-tengah area Canggu. *Cafe*, restoran, serta pusat pembelanjaan dapat Anda akses dalam beberapa menit menggunakan mobil/motor. Wisata malam hari seperti *bar* dan *pub* pun juga dapat dijangkau dengan mudah.

Tampil dengan konsep villa yang *modern stylish*, villa yang memiliki 3 kamar tidur ini siap memanjakan liburan Anda bersama keluarga. Talisman Villas Canggu by Premier Hospitality Asia terdiri dari dua buah villa yang memiliki pintu terhubung antara villa satu dengan lainnya.

Apabila Anda hanya menyewa satu buah villa, pintu terhubung



Caroline Santi Sandriany
President Director

akan terkunci, namun apabila Anda datang bersama keluarga besar dan menyewa kedua villa sekaligus, Anda dapat meminta pintu terhubung untuk dibuka agar Anda dapat saling bercengkerama dengan leluasa.



FOTO FOTOGALIAN TALISMAN VILLAS CANGGU BY PREMIER HOSPITALITY ASIA



Talisman Villas Canggu dilengkapi dengan dapur beserta peralatan masakannya, mulai dari kompor, kulkas, *oven*, sampai *microwave* dan perlengkapan lainnya pun tersedia.

Dapur yang memiliki konsep semi-terbuka ini juga terhubung dengan area kolam renang, hal ini menambah kesan *modern-stylish* menyegarkan dari villa ini. Kamar-kamar yang dimiliki villa ini dilengkapi dengan kamar mandi pribadi yang juga dilengkapi dengan air panas, *shower*, serta *bath up*. Terdapat juga *TV LED* di setiap kamar dilengkapi dengan saluran Netflix yang dapat menjadi hiburan tambahan untuk momen menginap Anda.

Memasuki sore hari di Villa Talisman Canggu, Anda akan disambut dengan kesejukan khas udara Canggu. Villa ini juga dilengkapi dengan *rooftop* dengan desain dan konsep yang minimalis namun tetap *stylish*. Tersedia juga *bar* di *rooftop* yang dapat Anda gunakan untuk *"house party"* maupun bersantai bersama keluarga dan teman-teman Anda.

Tersedia juga *staff* dan *Butler* yang siap siaga membantu segala macam kebutuhan Anda. Talisman Villas Canggu beralamat di Jl Pantai Berawa, Canggu, Tubaneng, Kec. Kuta Utara, Kabupaten Badung, Bali 80361, telpun +62 81237578265. (N-1)

Liburan Berkesan di Premier Hospitality Asia

BALI jadi destinasi wisata pilihan saat kita mencari pemandangan alam yang natural dan terkesan mewah. Pengalaman itu jadi penawaran utama Casa Bonita Villa, bagian Premier Hospitality Asia. Terletak di ujung bukit Jimbaran, Casa Bonita Villa oleh Premier Hospitality Asia menyajikan perpaduan pemandangan bukit hijau dan



lautan lepas. Dengan lima pilihan kamar, Casa Bonita oleh Premier Hospitality Asia jadi pilihan tepat saat berlibur ke Bali bersama keluarga. Casa Bonita oleh Premier Hospitality Asia memiliki luas tanah 1,875 m2 dengan fasilitas lengkap seperti *gym* pribadi, taman, ruang *sauna*, meja *billard*, mini bioskop, dan kolam renang pribadi yang luas dengan pemandangan alam membentang. Villa ini dilengkapi koneksi *internet* yang kencang, tim operasional, serta spot khusus *Moon Deck* untuk pesta pernikahan.

PREMIER HOSPITALITY ASIA Semakin Banyak Villa

PREMIER Hospitality Asia berhasil menggandeng berbagai unit properti baru. Premier Hospitality Asia menambah amunisi dan semangatnya untuk kian mengembangkan sayap. Premier Hospitality Asia mengawali 2022 ini dengan meng-



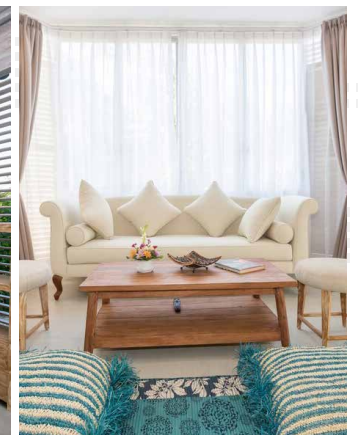
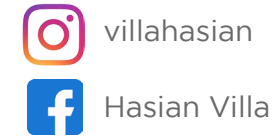
DOI PREMIER HOSPITALITY ASIA

gaet berbagai unit villa baru seperti Coconut Spring Villa, Bianca Villa, Nabena Villa dan Cantata Villa. Di pertengahan menuju penghujung tahun, Premier Hospitality kembali menggaet berbagai unit villa baru seperti Villa Riska, Luxalla Villa, Sunset Villa, Villa Gajah, Villa Tanju dan Casanaima Villa. Hingga saat ini, Premier Hospitality Asia sudah menaungi lebih dari 20 unit villa yang tersebar di seluruh wilayah Bali. Berbagai villa ini juga menawarkan berbagai fasilitas dan kapasitas beragam. Selain menawarkan villa dengan berbagai fasilitas, Premier Hospitality Asia juga menawarkan berbagai aktivitas di villa antara lain *Afternoon Tea Picnic*, *Romantic Dinner*, *Floating Breakfast*, maupun *Kinds Tent*. (N-1)

MEDIA
INDONESIA

VILLA HASIAN

JIMBARAN PRIVATE VILLA



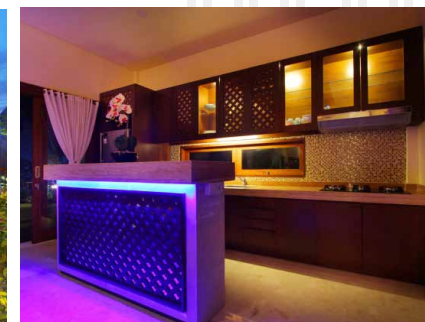
STYLE

Situated on Jimbaran corner, only a 10-minute walk from the famous Jimbaran Beach and its delicious seafood BBQ row, Villa Hasian nestled peacefully providing a country-style home with an Indonesian twist on the details. Completely re-decorated, plus 'Brand New' furniture throughout the villa, colour-coordinated to give the villa a warm modern style. Offering you a spacious and luxurious 5-bedrooms villa.

ALEA
villa

 aleavillasbali

 Alea Villa



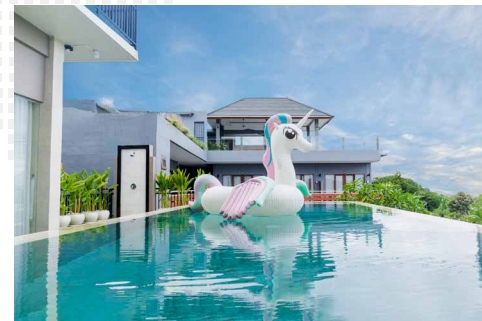
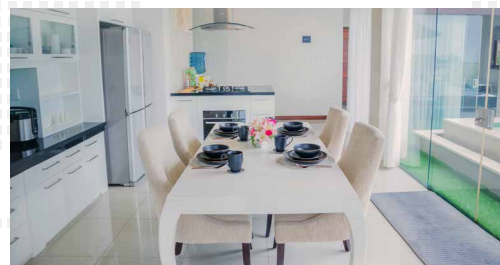
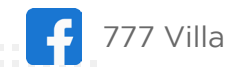
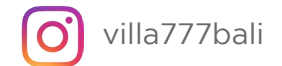
P
CLASSIC

Alea Villa is located in Uluwatu – Jimbaran, just a several minutes drive from our location to several interesting places such as Garuda Wisnu Park only 1 minute by car, 10 minutes to famous Jimbaran beaches like Balangan beach, Jimbaran beach, Dreamland, and Green Bowl. 20 minutes to Pandawa beach, 10 minutes to New Kuta Golf Course and 25 minutes to the famous Pura Uluwatu temple. Jimbaran is also on the plus side of this cosy house!. You can take walk for a daily necessity to the closest shops, while western-style supermarkets and restaurants are all available within a short drive distance. The Alea Villas is only 25 minutes from the airport.



TRIPLE SEVEN VILLAS

• Jimbaran - Bali



P
CLASSIC

Located in a strategic area just 2 minutes away from Garuda Wisnu Kencana (GWK) Cultural Park Bali, 777 Villas is presenting a beautiful view of Uluwatu Hill. A Luxury Lifestyle villa with 4 Bedrooms and a majestic infinity pool will leave an unforgettable soothing experience. 777 Villas also provide a pleasant semi-open space living room and fully equipped kitchen that will make boost the homey vibe. It is also surrounded by alluring beaches for a short escape to nature, just 15 minutes driving to Melasti Beach or 20 minutes driving to Dreamland Beach. It becomes more strategic as it is also only 20 minutes driving from the Ngurah Rai International Airport.

www.aleavilla.com

COMPANY PROFILE | WWW.PREMIERHOSPITALITYASIA.COM | 2023



• Jimbaran - Bali

 villagajahbali

 Gajah Villa



P
CLASSIC

On the top of Jimbaran Hill, with the ocean and city view, Villa Gajah brings the home-away-from-home experience with its aesthetic design and full facilities. This Four Bedrooms Villa offers a classic and warm ambiance with entertainment variants such as Karaoke, Gymnastics, and Billiard Board. Villa Gajah consists of 4 Bedrooms with variants of Bed Size and private Bathrooms, Each that can accommodate up to 12 persons. Every room has a 5-star facility and service, including Air Conditioning and Branded amenities.

www.villagajahbali.com

COMPANY PROFILE | WWW.PREMIERHOSPITALITYASIA.COM | 2023

SUNSET

Villa



P
CLASSIC

Villa Sunset offers the most beautiful sunset view combined by the bay view which will leave a beautiful moment for whoever stays there. It provides a large pool, fully equipped kitchen and also 3 Bedrooms with a private Bathroom each. Located in the center of Tanjung Benoa area, this villa is surrounded by famous cafes and bars in Benoa. It is also situated just a few steps away from the beach.



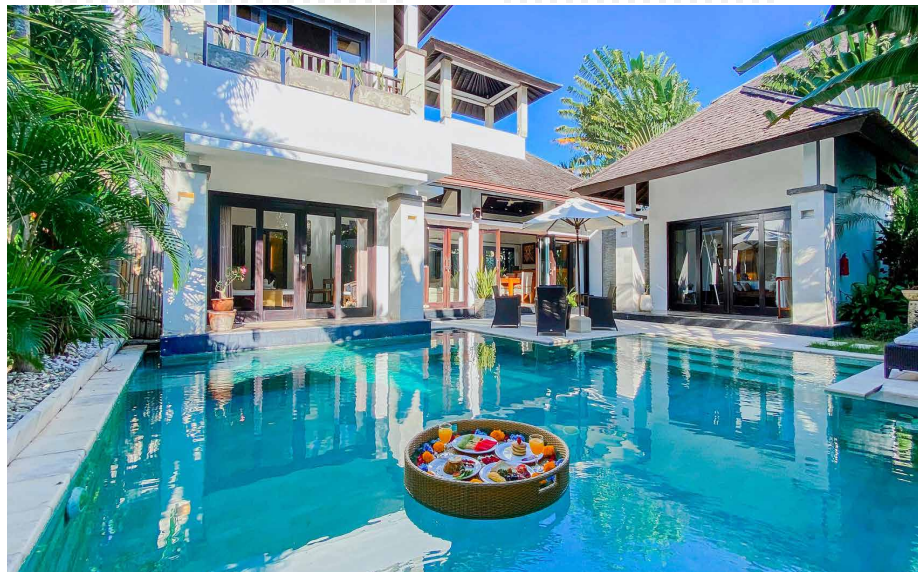
CEMPAKA
VILLA



villacempakabali



Cempaka Villa



P
CLASSIC

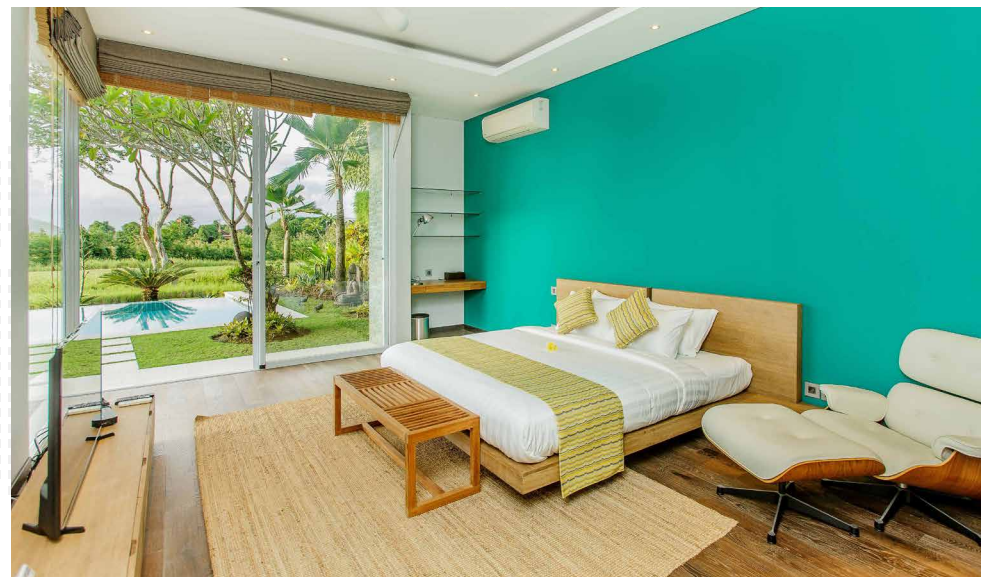
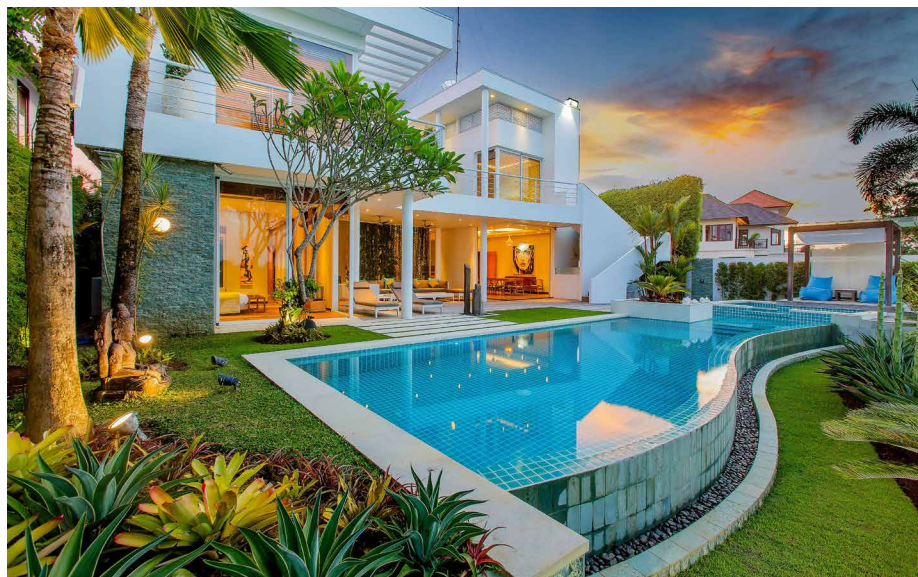
An exclusive 3-bedroom villa located in the tranquil Benoa Bay area. Immerse yourself in the quiet and peaceful ambiance of this tropical oasis, where you can unwind and relax while enjoying the gentle ocean breeze. Whether you're looking for a romantic getaway or a family vacation, Villa Cempaka offers a luxurious and serene retreat that will make you feel right at home.

Phocea

GOLF VIEW VILLA
BALI

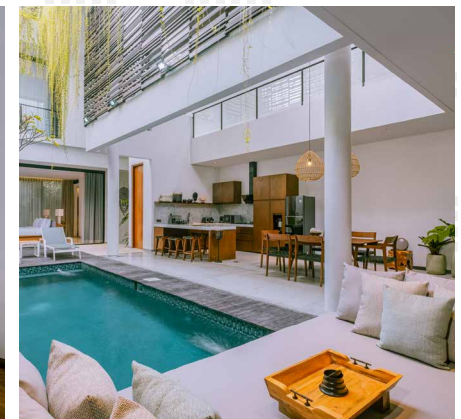
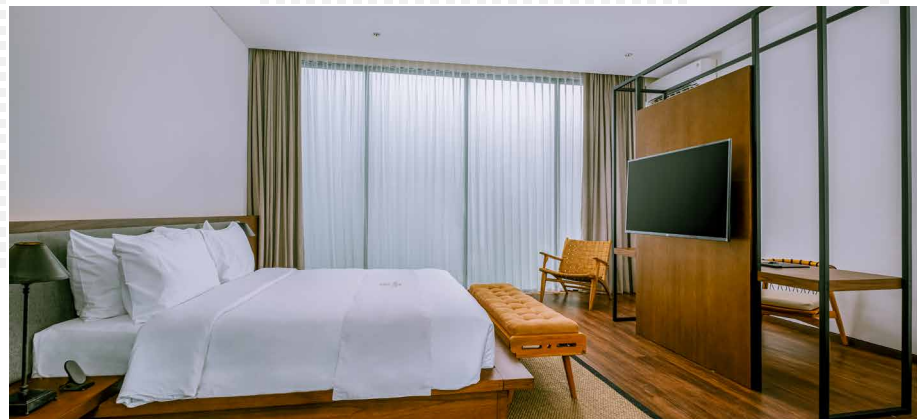
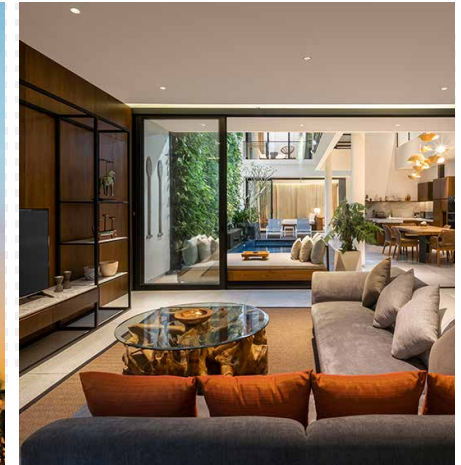
 phoceagolfviewvilla

 Phocea Golf Villa



P
CLASSIC

Located on the hill of the Pecatu area, Phocea Villa is only a few minutes away from Dreamland Beach. This modern luxury villa provides 4 bedrooms all fully equipped with en-suite bathrooms featuring high European standards of Grohe brand throughout the sleek bathrooms, outdoor swimming pool directly overlooking the golf course, and impressive seating area. New Kuta Golf is adjacent to the villa which offers a view of green golf tees for exceptionally remarkable holiday experiences.

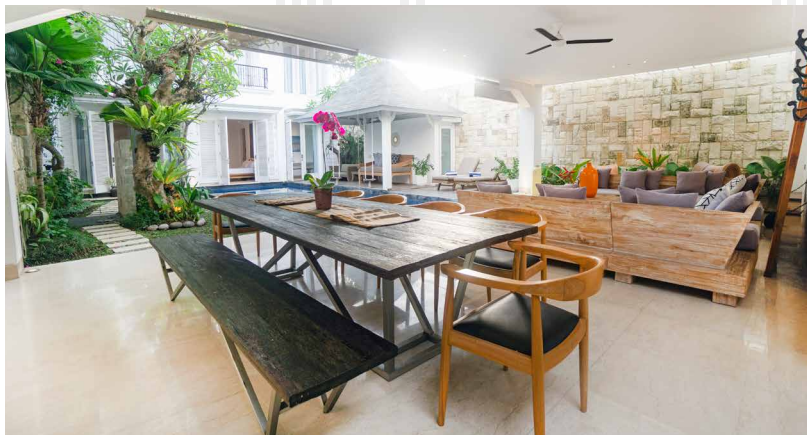


Perfectly located in the prime area of Berawa, Canggu, Talisman Villa by Premier Hospitality Asia is an ultra-modern complex of identical twin villas, with a total of 6 bedrooms. With its sleek and contemporary design, Talisman Villas provide the perfect exclusive family villa concept with a rooftop area for any events.

VILLA BIANCA

 biancavillacanggu

 Bianca Villa



P
CLASSIC

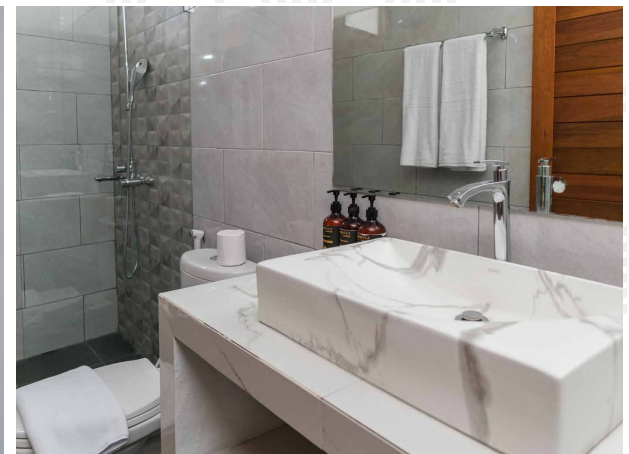
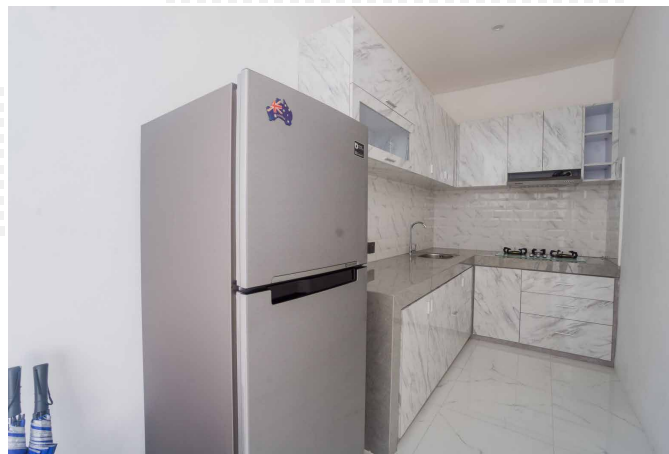
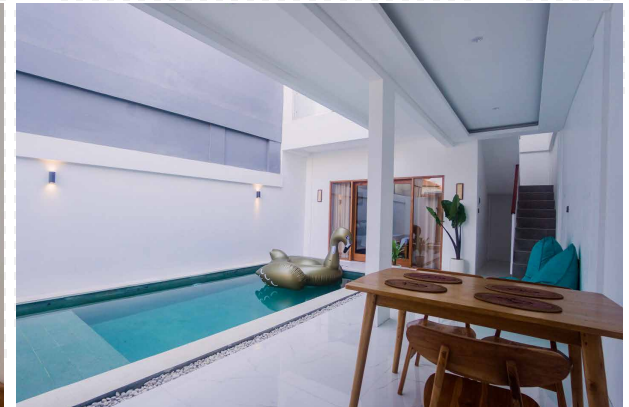
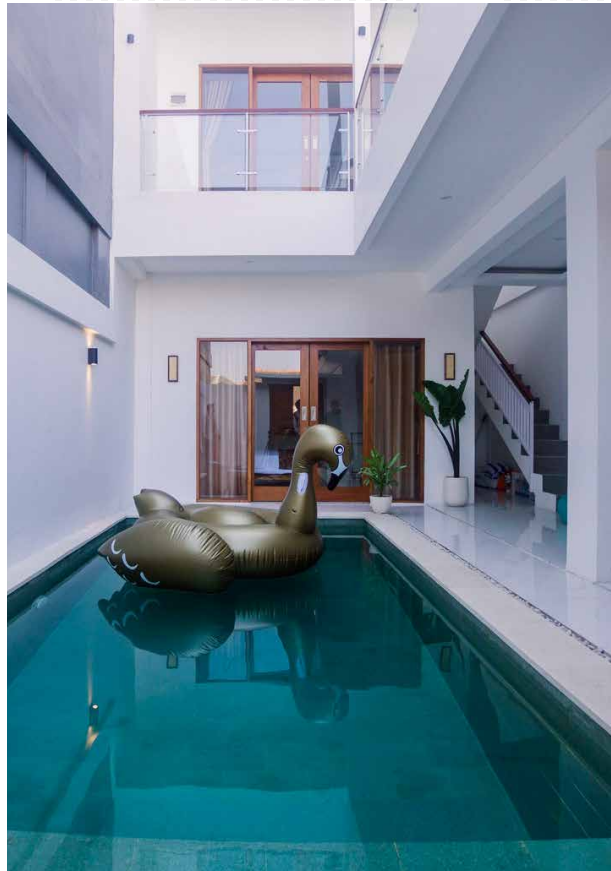
A dreamy white island style, Villa Bianca Canggu is located in a superb yet strategic location in Canggu. Presenting the relaxed bohemian feel of Canggu, Villa Bianca offers a calming and soothing experience. Villa Bianca Canggu offers 4 Bedrooms with a private pool that presents a relaxing experience. It is also surrounded by beautiful beaches and beach bars that became the icon of Canggu. Villa Bianca is also offering a-four lights and airy bedrooms with bohemian interiors which will leave a calming and classy experience at the same time.



Nestled in the heart of Canggu, our modern classic villa epitomizes timeless elegance with a contemporary twist. This chic retreat offers a sophisticated escape with stylish interiors and a harmonious fusion of classic architecture and modern amenities. Guests can unwind by the sleek infinity pool or enjoy al fresco dining in the shaded courtyard. Located in the vibrant hub of Canggu, this villa is an oasis of tranquility within easy reach of trendy cafes, boutiques, and the laid-back surf beaches that make this part of Bali so iconic.

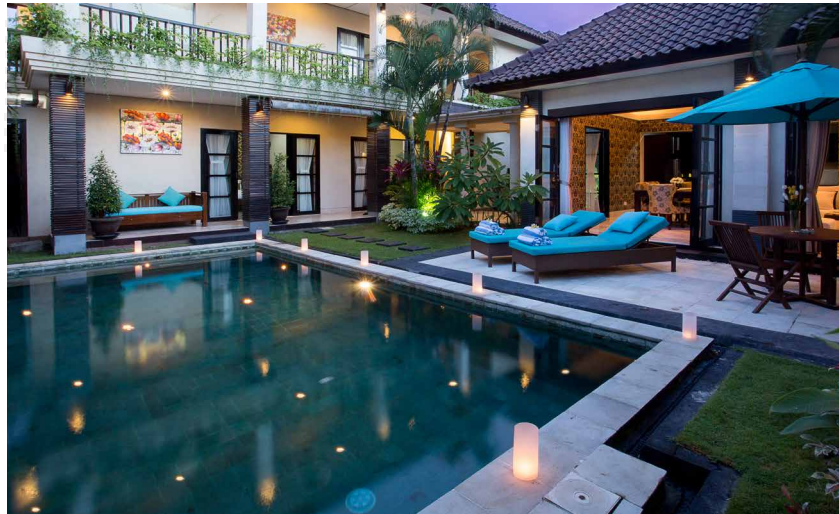
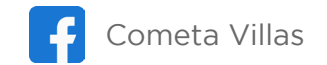
TIRTA JAYA

VILLA

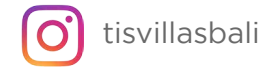


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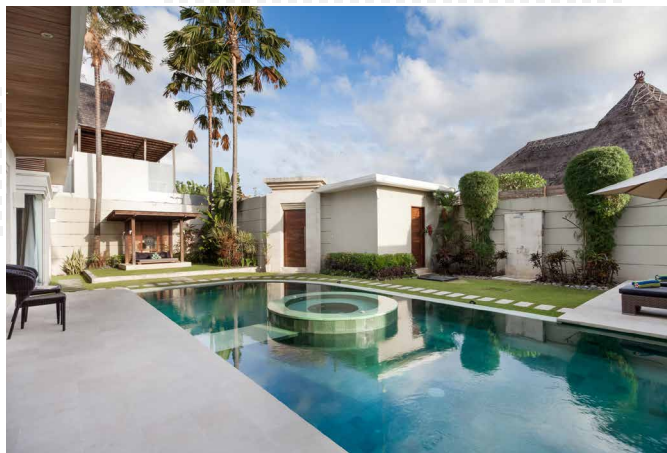
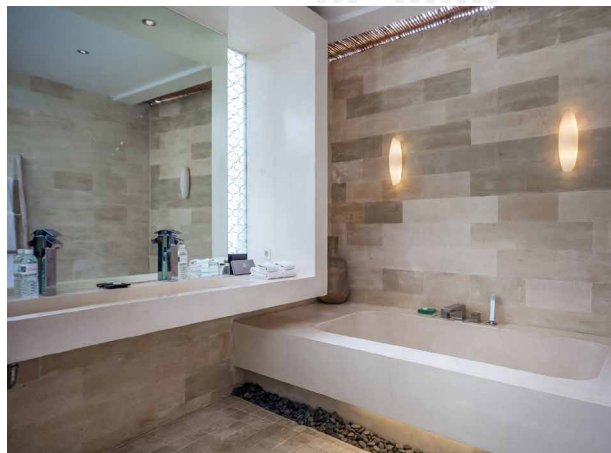
Located amidst the allure of Canggu, this cosmopolitan villa harmoniously combines luxury and comfort. With two spacious bedrooms, each featuring a modern ensuite bathroom, and a private pool enveloped in lush surroundings, you'll experience a world of tranquility. Tirta Jaya Villa is thoughtfully designed with a fully furnished kitchen for those culinary enthusiasts, while the smart TV invites relaxation. But it's the rooftop that truly sets the scene, offering panoramic views and a serene atmosphere, making your stay a lavish retreat for the senses.



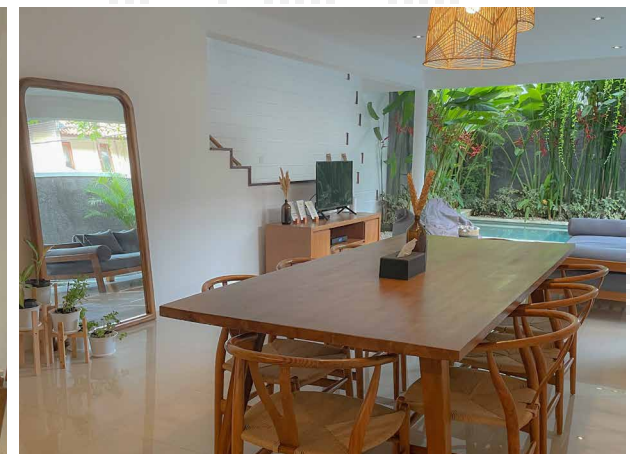
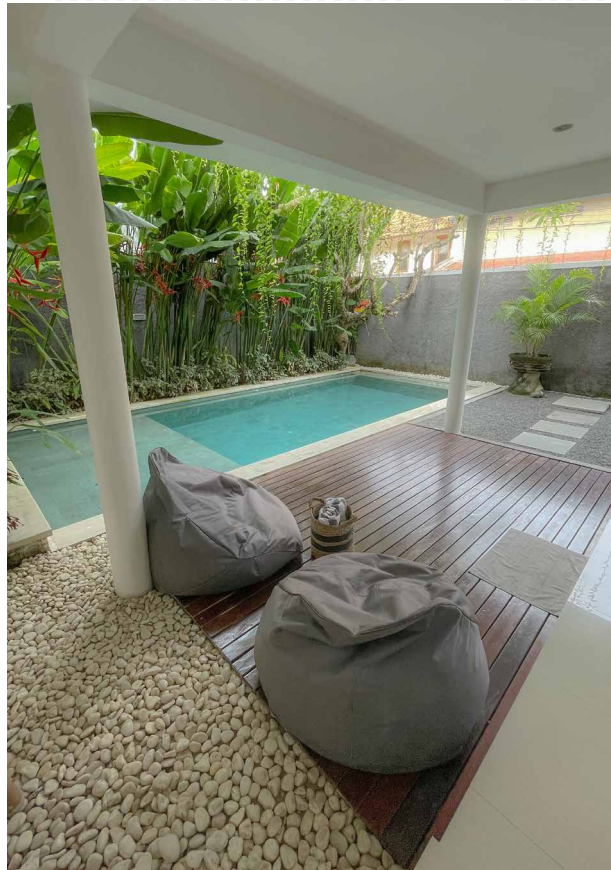
Cometa Villas is prestigiously located in the heart of Seminyak. Cometa Villas is the ultimate place to stay when you are in Bali. It offers a good selection of spacious three-bedroom villas on a 500 m2 private compound and another grandeur 600 m2 four-bedroom private villa. Each villa has a large private swimming pool. The villas are surrounded by a lush tropical garden. Guests will enjoy Bali in its most tranquil way, under coloured umbrellas and day beds beside the pool for relaxing sunbathing. Decorated in a modern tropical style, with open and enclosed options in the living room, which gracefully overlooks the beautiful landscape, Cometa Villas is perfect to hold couples, families, and groups of friends gathering.



Situated just a short 10-minute stroll from Seminyak Beach and popular dining options, TIS Villas Seminyak features a contemporary Balinese style villa with open plan living and dining areas overlooking its private pool which allows you to enjoy the soothing breeze against the tropical heat of Bali. TIS Villas consists of 2 units of a 2-bedroom private pool villa, composed of two pavilions and a garden gazebo, and 1 unit of spacious 3-bedroom private pool villa which has four-poster beds, a garden, and an outdoor gazebo.

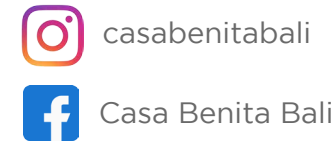


Stunningly designed, K Villa is a 3-bedrooms private pool villa. It offers stylish modern open concept living and a luxurious bolt-hole in the greater Seminyak. Although hidden away in the quiet backstreet of Seminyak, K Villa is just a quarter-mile away from Seminyak Beach, sophisticated and chic nightlife spots in Seminyak complement the stylish fashion boutiques.



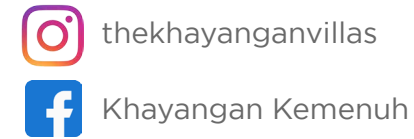
P
CLASSIC

An alluring villa in the heart of Seminyak, Casanaima Villa offers two bedrooms with ensuite bathrooms each. A semi-open kitchen and a soothing open living area with a pool complete Casanaima Villa. Each corner of this villa has been designed uniquely to deliver the aesthetic and beauty of this villa. The strategic location also surrounds this villa with many famous cafes, bars, restaurants, clubs, boutiques, and even public facilities.



Nestled in the heart of Seminyak, our tropical villa offers a luxurious escape amid lush, manicured gardens and swaying palm trees. With a private pool glistening in the sunlight and open-air living spaces, guests can immerse themselves in the tranquil beauty of Bali. The villa's contemporary Balinese design seamlessly blends modern comforts with traditional aesthetics, providing a serene and exotic retreat for those seeking the ultimate island getaway.





The Legend of Khayangan Villas – A collection of 2-bedroom and 3-bedroom villas, surrounded amidst lush greenery rice fields, and a natural hidden river within the neighbourhood of the traditional Sukawati village and the famous Tegenungan waterfall. A sanctuary villa with thousand natural touches of wonder. This very intimate property has only 6-units private villas and is exclusive with a luxury private pool. Each villa is entirely private and self-contained, allowing our guests total relaxation for their honeymoon or retreat with their family.



P
CLASSIC

Cantata Villa located nearby Pantai Nyanyi is one of the tourist destinations in Tabanan regency. Equipped with 2 bedrooms, a flat-screen TV, and an open kitchen with a dining table overlooking the pool. It's suitable for spending your holiday in a quiet place environment and different enchantments in the west of Bali.

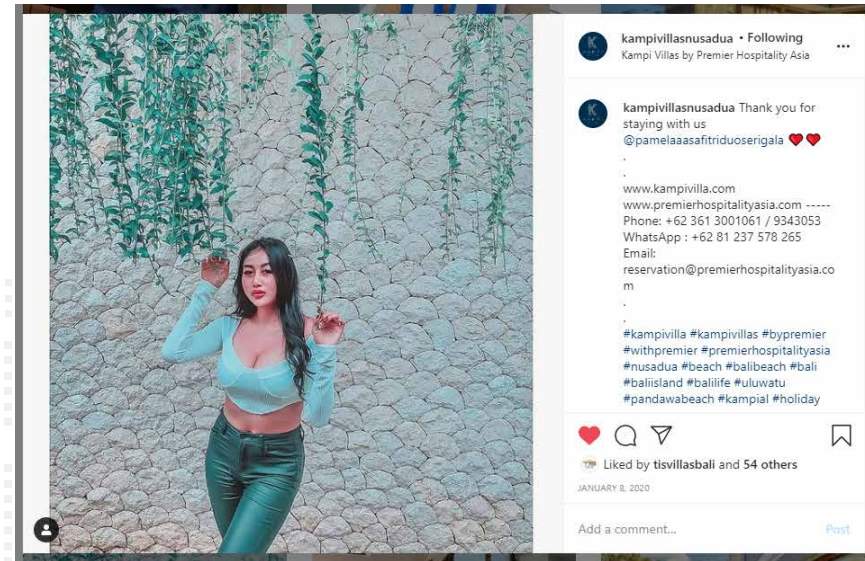
PHA SERVICES



PHA STAY EXPERIENCE & EXPOSURES



Uya Kuya & Family at Talisman Villa - Canggu



Pamela Asafitri (Duo Serigala) at Kampi Villas - Nusa Dua



Denise Chariesta
at Talisman Villa - Canggu



Jeje Garneta
at Talisman Villa - Canggu



Jerry Master Chef Indonesia
at Alea Villa - Uluwatu,
Jimbaran

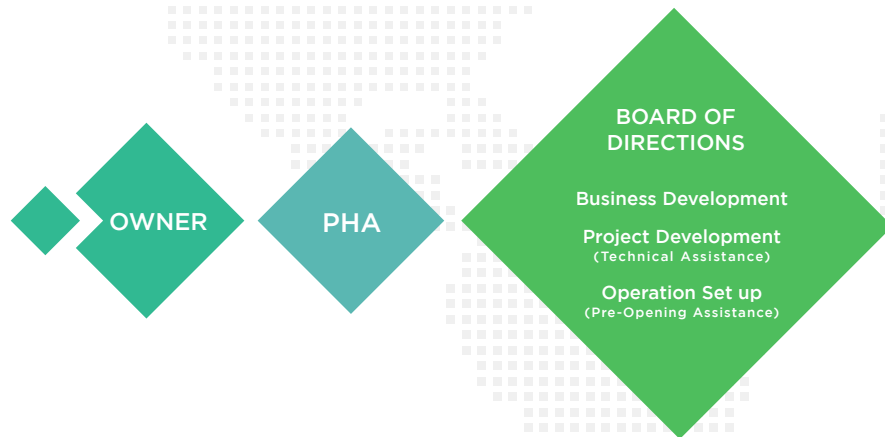


Lord Adi Master Chef Indonesia
at Alea Villa - Uluwatu,
Jimbaran



Ahmad Dhani & family
at Khayangan kemenuh Villas

PHA ORGANIZATION CHART



BUSINESS CONSULTANT & MANAGEMENT SCOPE OF SERVICES



BUSINESS DEVELOPMENT

Provides the overall assistance from beginning up to the progress of project development and advice on the overall flow of a property development and property acquisition cycle.

Provides an overview SWOT analysis, business plan review, rates structures, and the overall financial forecast. Advice on-brand images, and concept to be matched with PHA brand consistency is also of the utmost essential, this is related to the public image as the key message. Providing a brand guideline standard with a set forth of guidance of brand core, values, tone, voice, and style need to be preserved to achieve a solid brand identity, continuous improvement for every aspect of the hospitality development process, strong positioning, and successful long term business and investment. A flawless consistency will create one solid trustworthy brand image and market exposure.

I Property Inspection I Preliminary Business Plan: Concept, SWOT, Financial Forecast I Proposal Agreement I Meeting, Review, and Signing

- Property Inspection
- Preliminary Business Plan: Concept, SWOT, Financial Forecast
- Proposal Agreement
- Meeting, Review and Signing

Property Acquisition

- Inventory and handover based on PHA
- Brand Category Standard (Operation & Human Resources)
- Creating Brand Image (Marketing & Sales)
- PRE OPENING (1-3 months period)
- SOFT OPENING (1-3 months period)
- GRAND OPENING

Property Project & Development

- Technical Assistance
- Completion items based on PHA Brand Category Standard
- Creating Brand Image (Marketing & Sales)
- PRE OPENING (3-6 months period)
- SOFT OPENING (3-6 months period)
- GRAND OPENING

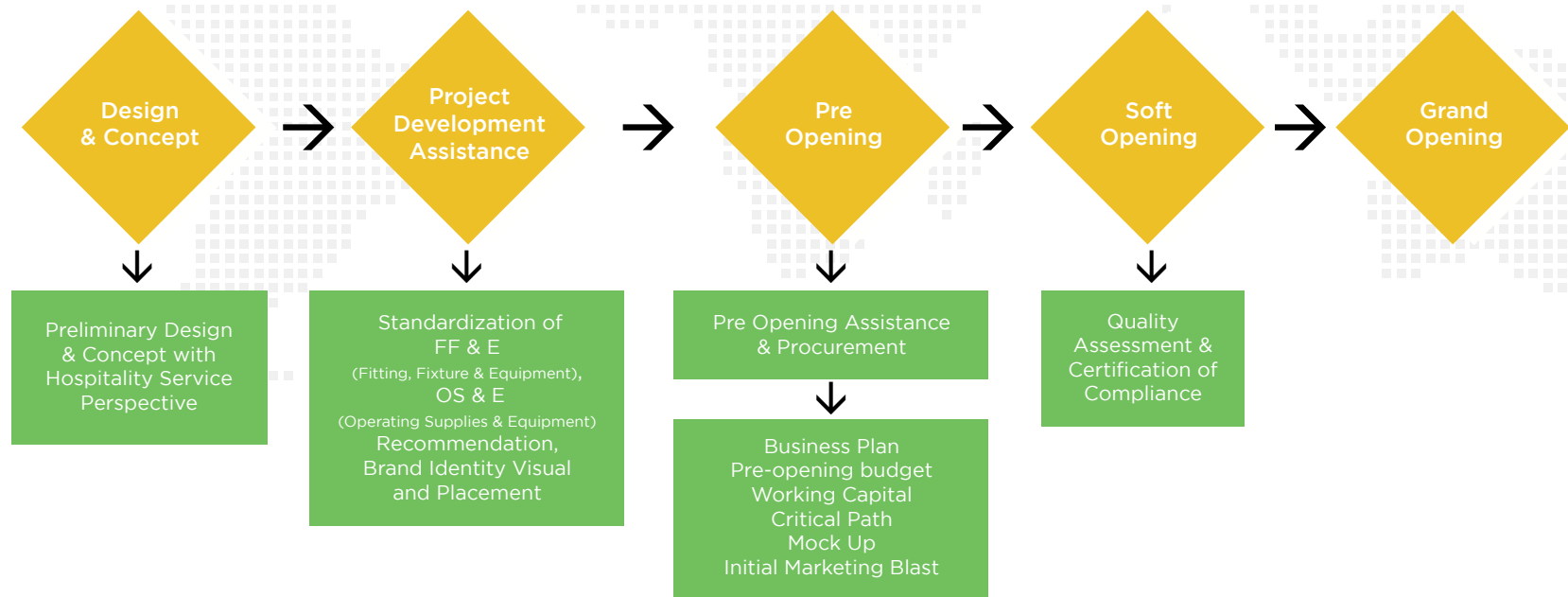


PROJECT DEVELOPMENT TECHNICAL ASSISTANCE

Flowchart & Scope of Service

A successful hospitality operation side rooted from the well thought of the project Development. The ongoing process of thinking a virtual operation flow is the essential key of a successful project development.

It's start from the basic concept, the importance of building standard, planning and well prepared of the overall aspect and flow of the hospitality operation. Thinking a head with the knowledge of standard current market updates, sustainable business development blended in modern technology, demand, differentiate of necessity and upscale needs, with a smart understanding of each different property concept, wide expertise, hospitality services knowledge, periodically thorough assessment, advice, information and explanations are the base apart of a tailor-made approach according to the individual concept from every property and will leads to the successful project and business cycle.



PHA TECHNICAL ASSISTANCE PORTFOLIO:

- **Le Meridien Jimbaran, Condotel: 118 unit**
(Developer: Ristia / Group Mercedes Benz, Jl. Fatmawati, Jakarta Selatan
Arsitek: Anthony Liu)
- **Centra Taum Seminyak, Condotel: 58 unit**
(Developer: Leomongga Haomasan & Alifah, SCBD Jakarta
Arsitek: Andra Martin)
- **Vinila Villas, Sawangan, Nusa Dua: 10 unit**
(Developer: Owner)
- **Bellevue Heritage Villas, Nusa Dua: 24 unit**
(Developer: PT Gapura Prima Tbk, developer dari Belleza Group Permata Hijau – Jakarta)
- **Embun Luxury Villas, Pahang – Malaysia: 8 unit**
(Developer & Arsitek: Tapak Design)
- **Desaru Resort, Johor Bahru - Malaysia: 12 unit**
(Developer: Owner)
- **Kama Jaya Villas, Ubud: 10 unit**
(Developer: Owner)
- **The Legend Khayangan Villas, Ubud: 6 unit**
(Developer: PT. Gapura Mitra Lestari Persada)
- **Majestic Water Village, Uluwatu: 32 unit**
(Developer: PT. Prioritas Land Indonesia)
- **Majestic Point Villas, Pecatu – Nusa Dua: 10 unit**
(Developer: PT. Prioritas Land Indonesia)
- **Giri Ungasan Villas, Pecatu: 14 unit**
(Developer: Owner)
- **Canikaya Villas, Ubud: 5 unit**
(Developer: Owner)

PHA TECHNICAL ASSISTANCE PORTFOLIO:

- **Sativa Villas, Ubud: 5 unit**
(Developer: Owner)
- **Kampi Villas, Kampial – Nusa Dua: 6 unit**
(Developer: PT. Tayama)
- **Amavi Villas, Lombok: 28 unit**
(Developer: Australia)
- **The Valley, Ungasan: 30 unit, 2 Bedrooms Villa**
Developer Effendi Salim
- **Kirana Lombok Resort, Lombok: 17 Room, 1 Unit Villa
2 Bedrooms Villa**
Developer : Group Alfamart & Indomaret

PREOPENING ASSISTANCE

- **The Green Forest Resort & Wedding – Bandung: 75 unit**
- **The Sayan House – Ubud: 1 unit**



OPERATION SET UP PRE-OPENING ASSISTANCE

Flowchart & Scope of Service

Operation is the heart of every business. This is actually the time when a business is generating result. To achieve a maximum result of all the investments made, a business must be not only well-estimated and well-planned, but also well-prepared to be executed. Operation provides an assistance and guidelines how to prepare the business as well as possible in order to achieve the best result. It covers all sides of operation, including Sales and Marketing, Finance and Accounting, Human Resources and Operation itself. As we are in hospitality business, our main goal is to provide the service excellence.

Passion is the key to service excellence. It encourages us to set forth outstanding action and achievement. Service excellence is the result of our passionate commitment to reach a high degree of client and guest satisfaction. We consistently provide premium facilities and quality services. We believe service excellence is a blend of distinct identity, passionate partnership, collaborative team, and keen focus on the business. Our service excellence is more than a 5-star quality; it is a sustainable luxury.



TECHNICAL ASSISTANCE & PRE-OPENING SERVICES

A full range and comprehensive Development and Technical Advisory Services to support the successful your project development and profitable investment.

A combined set of "Passion.Perfection" expertise across property advisory and hospitality fields.

Preliminary Stage

Design and Construction Stage

Pre-Opening Stage

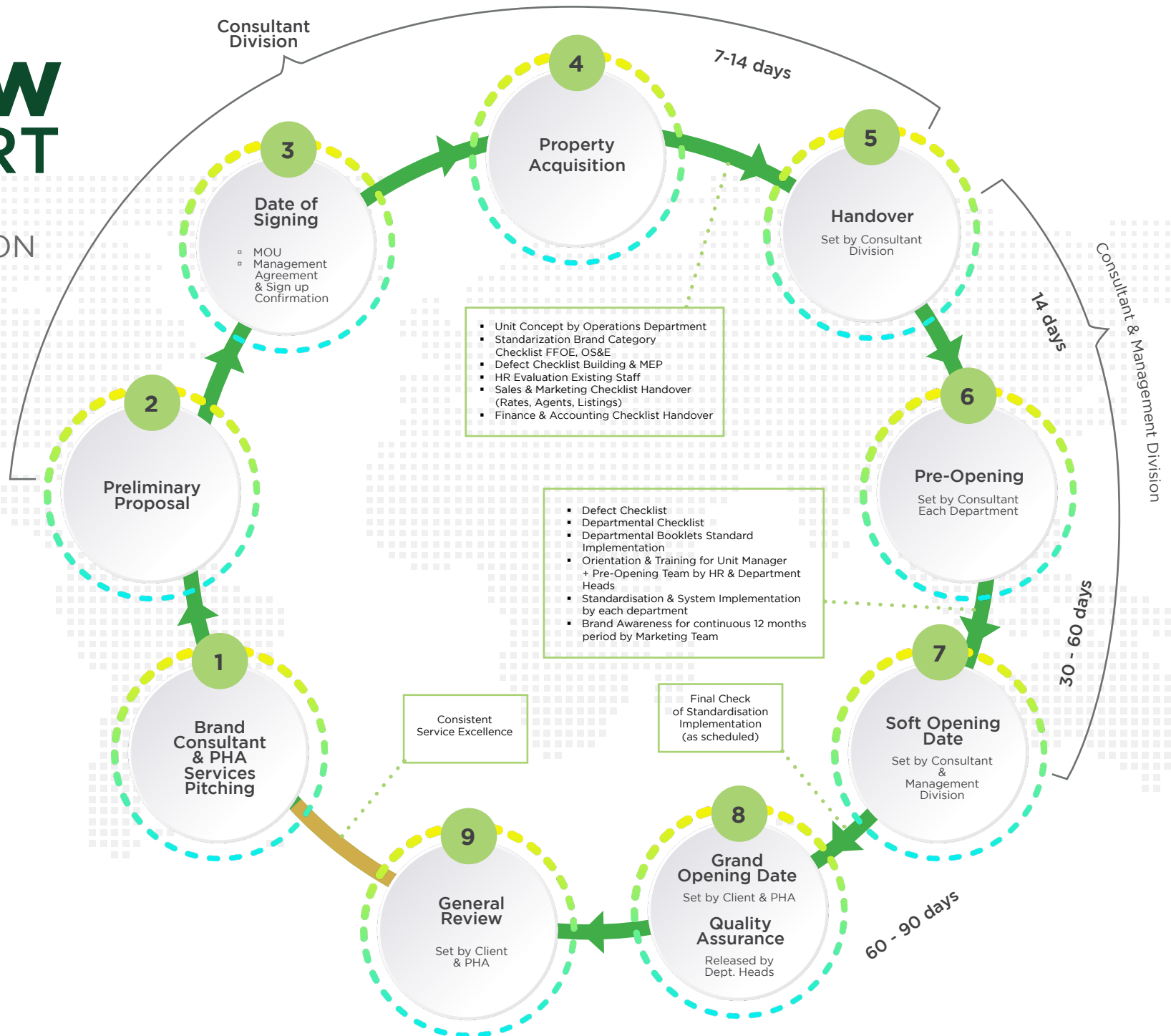
Quality Assesment Review & Certification
(Soft Opening Stage)

Quality Assurance Certification
(Grand Opening Stage)



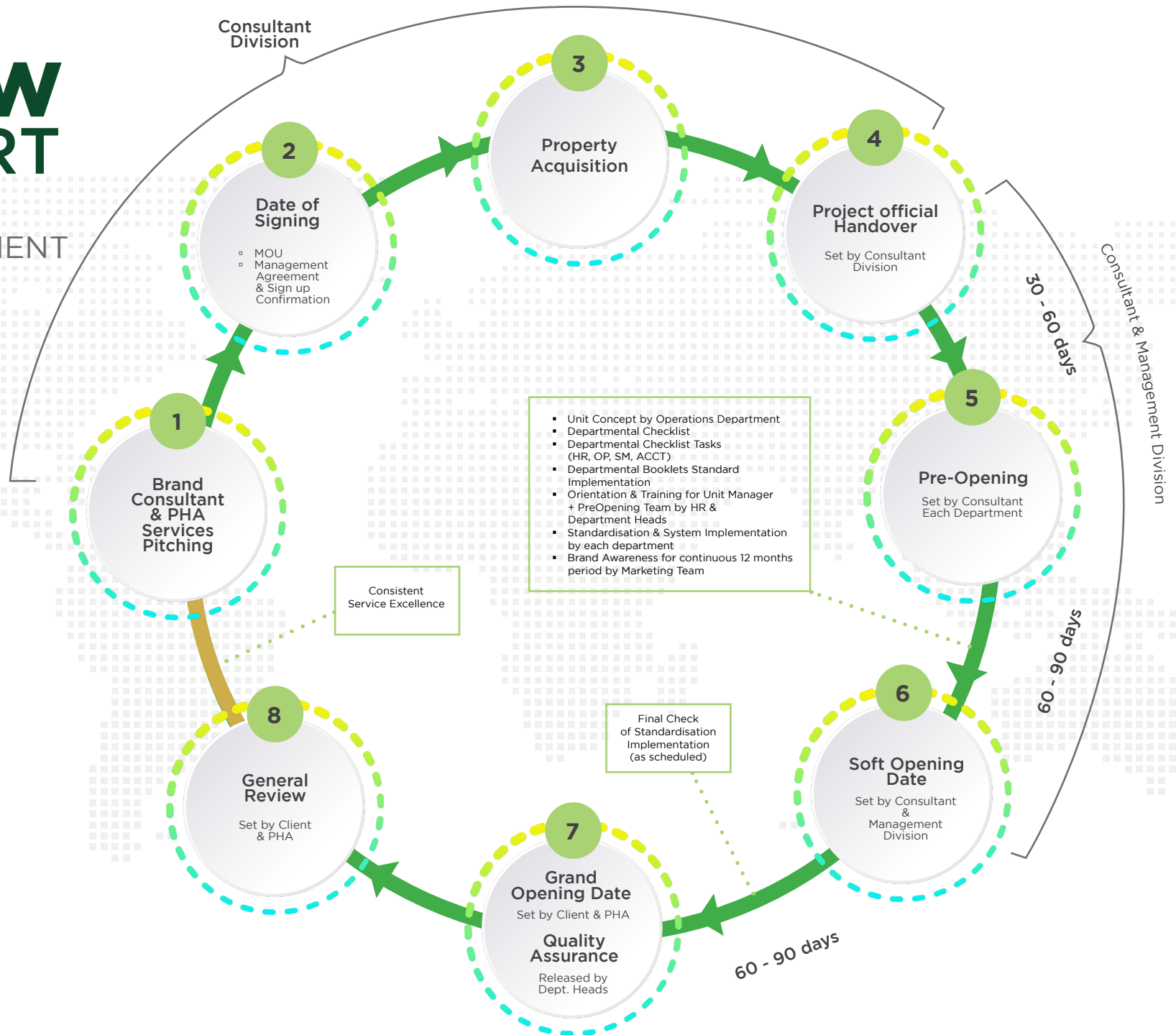
FLOW CHART

PROPERTY ACQUISITION



FLOW CHART

PROPERTY DEVELOPMENT



BRAND STRENGTH THE TEAM

PREMIER HOSPITALITY ASIA TEAM





GUNAWAN RAHARDJO, SE., MBA., M.COMM
President Commissioner

Gunawan Rahardjo is the Founder and the President Commissioner at Premier Hospitality Asia. Gunawan has been in the hotel and hospitality industry all his life, as his family's core business was hotel, entertainment and restaurant ownership. In 1994, Gunawan obtained his Bachelor of Economics from Parahyangan Catholic University, Bandung - West Java before moving to Sydney, Australia. He began a Master of Commerce degree at the University of New South Wales, Sydney - Australia and continued with his Master of Business Administration from the University of Technology, Sydney - Australia. Passionate about the hospitality industry, Gunawan returned to Indonesia with aspiration of taking the industry to the new levels. His passion of business networking and practical works, brings new visions and clear implementations for the business. Gunawan series of entrepreneurship develops the Group into multi-faceted business.



CAROLINE SANDRIANY, B.Ec & Soc. Sci
President Director

Caroline graduated from the prestigious University of Sydney, Australia in 2004 with a Double Degree in Political Economy and Management. During her university years, Caroline was appointed as the Assistant Lecturer under the Research Institute of Asia Pacific (RIAP) at The University of Sydney - Australia.

Caroline gained experience in both areas of Property Law and Property Advisory with legal firms, such as Etherington Solicitors and Suncorp Metway, respectively. After 10 years in Sydney, Caroline returned to Indonesia, where she has had a considerable impact on all aspects of hotels and resorts project development, management, project marketers and consultancy, which brings a wealth of knowledge and experience to Premier Hospitality Asia. Bringing the winning formula for client's investment portfolio is the key strength of Caroline's strategic thinking & analytical approach for the business.

Passionate for Commercial and Digital Law, Caroline is pursuing her degree in law and put forward innovations into the business



Fanny Budi Iriani, S.S. **Corporate General Manager**

An accomplished professional with a robust educational background from her tenure at the Faculty of Letter English Extension Program, the prestigious at Udayana University. Throughout her career, Fanny has assumed numerous pivotal roles. Her multifaceted skill set and extensive experiences make her a valuable asset in driving business growth and optimizing operational efficiency.

Fanny's extensive understanding and details in every aspect of strategy, innovation and business administration is aim to create more values to the organization



Ida Ayu Putu Werdiari **Corporate Director of Sales and Marketing**

Dayu credential in the field of Sales and Marketing is demonstrated through her extensive experience in different divisions of both Offline Travel Sales and E-Commerce.

Her people's skills, strong sales development and the adaptive ability in the ever changing traveller's trend, perfectly combined with strong leadership positioned herself as Director of Sales and Marketing.

Leading the creative and marketing experts in the Marketing division, Dayu has always nurture the team to deep dive into endless creativities and fresh ideas in creating the brand strengths and revenue streamlines.



I Nyoman Muliana **Corporate Director of Operations**

After 20 years in the field of Engineering both in Jakarta and Bali and with strong set of skill in Mechanical, Electrical & Plumbing (MEP), Muliana has gained broad experience in multidisciplinary MEP projects and installations for numerous types of commercial and residential properties.

Muliana has also developed civil construction experiences and has been actively involved in resort projects Technical Assistance development reviews in Malaysia, West Java, Central Java and Bali.

A respected leader in the field of Operations and in the hospitality industry, simultaneously expose Muliana's multi-layers of hospitality operational aspects has equipped him with incredible set of skills, both contributes to business effectiveness and advance technical competencies.



I Nyoman Gede Adhi Sparsa **Corporate Senior Purchasing Manager**

Graduated with a certified Accounting degree in 2005, Adhi has multiple experiences in the field of hospitality. Starting his career with major national retail chain for 9 years, Adhi's demonstrated his skill through procurement and supply chain management positioned.

Through out the years, Adhi's high determination character support himself to continuously expand his ability into business administration and array of other hospitality divisions, especially in the field of Food & Beverage section. Adhi had been proven as a respectable Leader in the business.



Ni Made Dewi Mei Sukaseni
Corporate Financial Controller

A highly skilled professional with a Bachelor of Accountancy in Economy

Extensive background in accounting, she is vital in maintaining meticulous financial records and overseeing financial operations



Made Witari
Corporate Finance Senior Manager

Holding a Bachelor of Social and State Administration degree

Diverse skill set and experience in banking, accounting, general cashier functions, and financial management within the hospitality industry

BUSINESS DEVELOPMENT



FANNY BUDI IRIANI, S.S
Corporate General Manager



ARIBAWA
Corporate Executive
Assistant Manager



CHRISTINA NATALIA, S.S
Corporate Deputy General
Manager



WILY WARIGA
Corporate Executive
Secretary

HUMAN RESOURCES & LEGAL



SHINTA
Corporate Human Resources
Manager



SANDY ANNISA
Corporate Legal and
Compliance Officer

OPERATIONS



NYOMAN MULIANA
Corporate Director of
Operations



AGUS DIATMIKA
Corporate Operations
Manager



HAIRUMAN
Corporate IT Support

SALES & MARKETING



DAYU WERDIARI
Corporate Director of
Sales and Marketing



**ZAENUDIN
JABBAR**
Corporate Sales Manager



DEBORA KUSUMO
Corporate Digital
Marketing Manager



AGUS DIPUTRA
Corporate Reservation
Supervisor



EVI TRIYANTI
Corporate Reservation
Officer



HENDRA
Corporate E-Commerce
Supervisor



GANIS GIAN
Corporate Photographer
and Videographer



PANJI INDRA
Corporate Graphic
Designer



KRISNA
Corporate Web Master



NARUMININGSIH
Corporate Social Media
Admin

ACCOUNTING & FINANCE



DEWI MEI SUKASENI
Corporate Financial
Controller



MADE WITARI
Corporate Senior Finance
Manager



ADHI SPARSA
Corporate Senior Purchasing
Manager



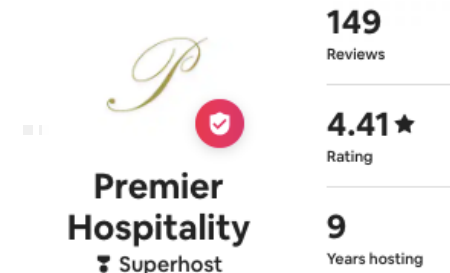
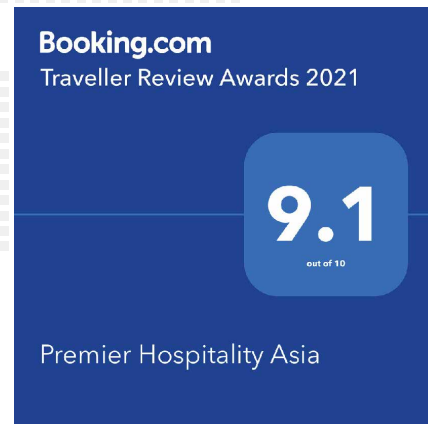
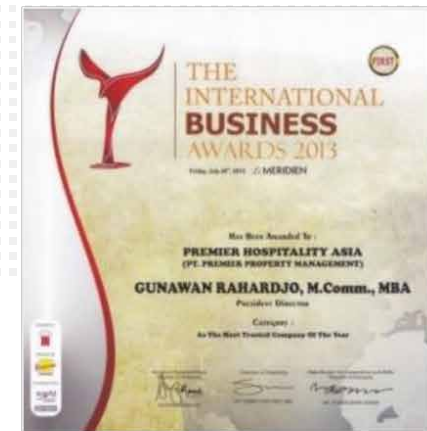
CANDRA SASKARINI
Corporate Accounting
Receivable



LAKSHMI
Corporate Accounting
Officer

INTERNATIONAL AWARDS







Passion. Perfection. Premier Service.

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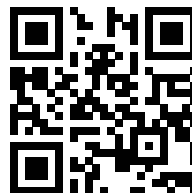
reservation@premierhospitalityasia.com



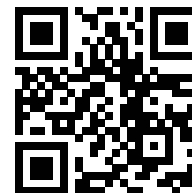
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