

HOTRAIN

HOTEL & RESTAURANT TRAININGS



HOTRAIN

ABOUT HOTRAIN

Since 2005, we at "Hotrain Hotel & Restaurant Training - Consultancy Company", have been offering special training specifically to the hotels, restaurants and departments that provide hospitality services.

Our aim is to provide training specific to the requirements of the industry, and to serve as a training department for hotel and restaurants in raising their service standards, increasing the satisfaction of guests and ensuring guest loyalty.

We believe that offering training in general knowledge, behavior and operational knowledge, and skills, by trainers with industrial experience and academic careers in the industry, increases the level of professionalism.

TRAININGS BY HOTRAIN

Today, every business aims to create a "complete" experience that gives "value" to the time and money that their guests spend by appealing to all five senses and leaving their guests with an total experience that is specific to the brand.

At "Hotrain Hotel & Restaurant Training - Consultancy Company", with this in mind, we provide business-specific training for managers and inexperienced personnel as per the standards of the business. We operate in this field to be able to improve the skills necessary to provide a customer-specific service and to ensure that a sector professional pursues his/her career with a broad perspective and with a solution-oriented and predictive approach through relevant training.

Before our training, we make preliminary visits to assimilate the standards and to recognize the day-to-day operations of enterprises.

During our training, we take the competencies of the participants to the next level by promoting interactive participation with animations, group works, case studies, and games.

At the end of each training period, we present assessment reports to our participants, and the reports and suggestions of our trainers to the businesses.

At the request of the businesses, we also implement a "Mystery Guest Program" and evaluate the performance of the business.

TRAINING THEATER

During our training, we also offer animations as a theatrical play or a cabaret with a professional team, upon your request.

With this interesting technique, we communicate the messages that your business would like to present to your personnel, and we also ensure that the participants internalize these messages with an unforgettable experience.

HOTRAIN TEAM

MUJEN AGAOGLU

After graduating from TED Ankara College, and the Department of Tourism and Hotel Management at Bilkent University, Mujen received a master's degree in International Hotel Management from London Schiller University. Working on the Front Desk and in the Banqueting Sales and Human Resources departments of Hyatt Regency Istanbul, she was assigned as Assistant Manager for Human Resources and the Training Manager. Mujen has been providing special training to hotels, restaurants and companies in the service industry, both within the country and abroad since 2005, and she has been managing Human Resources processes and offering process consultancy.

CANSEL OZDOGAN

Cansel Ozdogan started her career in the Human Resources department of Star Digital before graduating from the Import-Export Department of Kutahya Dumlupınar University. She worked as a Human Resources Expert in Barcelo Eresin Topkapi Hotel, as Assistant Manager for Human Resources in Ramada Plaza after 2004, and then as Human Resources Officer at the Sofa Hotel and carried out internal training activities. Since 2010, she has been offering training to hotels, restaurants and companies in the service industry.

SARUHAN VARDAR

A graduate of the Hospitality Management Department of Florida State College in Jacksonville, Vardar opened his own restaurant, "Cafe Italia Pizza", in Florida in the final year of his education. He started to work as a manager in Sardunya Catering in 1999. He opened a restaurant with his own brand, D'Barro Philly Cheese Steak, in Istanbul in 2002. He served as Food and Beverage Manager in Sea Island 5 Star 5 Diamond Hotel, and as Manager in Barbounia Mediterranean Restaurant. He offers training on Food and Beverages Service.

ALPARSLAN SUKAN

Alparslan Sukan, who has been in the industry since 1983, received training on "Hotel and Restaurant Management" in the USA; he served as the coordinator of Habitat II City Summit Conference Valley, provided catering and consultancy services for many concerts and conferences in Istanbul, and he has been serving as a part-time instructor in the programs of the American Hotel & Lodging Association offered at Marmara, Istanbul and Yeditepe Universities, the Swissotel Training School and Ozyegin University since 1989. He is the founder and owner of "Ozel Tatlar". He offers lectures at USLA, an extension of the American Hospitality Academy in Turkey. Moreover, he is one of the trainers in "Hotrain Hotel & Restaurant Training - Consultancy Company" and provides training especially on Income and Menu Management to corporate companies.

GURKAN AZIZ YELKENCI

He completed his undergraduate education in the department of Tourism and Hotel Management at Adnan Menderes University. He served as the Restaurant Manager at Durusu Park Hotel and Lale Sarayı Restaurant. He then served as the Food and Beverages Service Manager for the Legend Hotels Metro Group, Chief Waiter at Emirates Palace Abu Dhabi Hakkasan Restaurant, Manager Responsible for Restaurant, Bar and Room Service at JW Marriot, Assistant Manager for Food and Beverages at TAV Airports, and Manager at Vogue Restaurant, a subsidiary of D.ream (Doğuş Restaurant Entertainment and Management). His career continues as a Food and Beverages Manager in Mövenpick Hotels & Resorts as of November 2015. He also offers training in his field.

OZLEM DEMIR

Ozlem graduated from the Business Administration Department of Anadolu University and from the Sociology Department of Istanbul University. After serving in the Accounting and Finance departments for many years in various industries, she received pastry and bread making training at USLA in order to understand the food and beverage industry better while working as an officer for accounting and finance in USLA in 2011, and she received a Professional Pastry and Bread Making certificate from AHA Turkey. She provided Basic Finance, Cash Flow and Receivables Management training under the Food and Beverage Management certificate program offered by USLA. Moreover, she is currently studying at Duzce University to receive a Pedagogical Formation Certificate.

EMIN BAYNAZOGLU

Emin completed his undergraduate education in the Tourism and Hotel Management Department of Ankara Bilkent University and received his master's degree on Human Resources and Organizational Change at the Business Administration Department of Beykent University Institute of Social Sciences. He completed his doctorate at the Business Administration Department of Beykent University Institute of Social Sciences, and received the title of Doctor in "Business Management" in 2015. He served as a mid-level manager in various companies operating in the field of hospitality and travel agency in Istanbul, Ankara and Antalya between 1992 and 2003. He served as training coordinator, assistant manager, occupational trainer and chamber representative in various institutions such as tourism vocational schools, Travel Agencies Association of Turkey and Turkish Airlines Training Academy operating in Ankara and Istanbul between 2003 and 2011. Between 2011 and 2016, he served as program chair and lecturer in the Tourism and Hotel Management program of Istanbul Yeni Yuzyil University. He was assigned as an Assistant Professor at Trakya University on April 2016. Dr. Baynazoglu continues to give lectures on Tourism and Hotel Management in English through universities and other educational institutions, both in Turkey and abroad, to Turkish and foreign students and sector professionals.

SEVDA SAMANCI ESIRGEMEZ

A graduate of the Faculty of Veterinary Medicine of Istanbul University, Sevda completed her internship in the Department of Food Hygiene and Technology. After graduation she continued her education in the United States and completed the food safety system set-up program offered at Cornell University with the partnership of the Food Processors Institute.

After returning to Turkey, she served as Food Quality Assurance Officer and Regional Manager of Food Quality Assurance at Lykia World Holiday Resort. As of September 2007, she started to serve in Aplus Hospital and Hotel Management Services, operating under Acibadem Health Group, and she still serves as a Quality Manager there.

She has also been offering training and consulting services in Hotrain since 2007 on subjects such as Food Hygiene and Safety, Personal Hygiene, Service Hygiene, Stewarding Hygiene, Quality Systems and Documentation (ISO 22000, ISO 9001), Total Quality Management, Guest Satisfaction, etc.

SUNA KABADAYI

A graduate of the International Relations and Political Science Department of Bogazici University, Suna Kabadayi attended the Image Management training program in Conselle Institute of Image Management in 2004, and Personal Color Analysis program in Science and Art of Color in 2005 and started offering image consulting services the same year by establishing her own company, "Sekizincirenk". Kabadayi attended the Executive Coaching Program at the University of New York in 2012, and restructured her works as image consultancy and image coaching.

Serving as a manager in the marketing processes of global brands, including Ford Otosan, TBWA, Turk Henkel, Pernod Ricard (Allied Domecq) from 1995 to 2004, Kabadayi offers training, consultancy and coaching services in subjects such as professional image, casual clothing, effective presentation, verbal and nonverbal communication, international business and etiquette in social life as part of the range of her image consultancy services.

Having conducted long-term projects in the telecommunication, finance, media and fast moving consumer goods industries as of 2005, Kabadayi has provided her services for leading brands such as Akbank, Coca-Cola, Turk Telekom, Turkish Airlines, TTNET, NTV, CNBC-E, NTV Spor, Star TV, Global Bilgi-Turkcell, Turk Ekonomi Bankasi, Mercedes, Koc Holding, Hugo Boss, Nobel, Samsung, Sekerbank, Ziraat Bank, Sandoz, UBS, Sanovel and Le Meridien.

Her first book "İmajınızı Nasıl Alırsınız: İçten Dışa Kişisel İmaj Yönetimi" (How Do You See Your Image: Management of Personal Image Inside Out) was published in 2011, and Kabadayi's second book is currently in the editing process. Kabadayi's articles published in various publications and she regularly attends TV shows in national channels and economy-oriented channels as a guest. Joining the Association of Image Consultants International, (AICI) as a certified member in 2006, Kabadayi has served as the Global Ambassador of the Association in Turkey since 2011.

GOZDE ARIKAN SARIER

After graduating from the Faculty of Engineering at Dokuz Eylul University, Gozde completed the Business Administration Certificate Program at Istanbul University. She started her career as an Executive Trainee in GateGourmet, and served as Quality Assurance Coordinator and Management Representative, Planning Coordinator and Planning Manager. She then worked in the Planning and Performance Control Department at Turkish Do & CO, served as an Assistant General Manager at APlus, as a Trainer in the Restaurant Management Program in Istanbul Culinary Institute, and then as the Assistant General Manager of the same institute.

DUYGU EKSIUGLU BESNILI

She started to work in the Hilton Hotels chain in 1991 during her internship while she was studying in the Tourism and Hospitality Management department at Istanbul University. After serving for two and a half years in the Food and Beverages department, she was transferred to the Housekeeping department. After working at the Hilton Hotels chain for about nine years, she continued to serve as an Assistant Manager of Housekeeping at the Crowne Plaza & Holiday Inn. Eksioglu Besnili then returned to the Hilton Hotels chain as a Manager of Housekeeping, and served in the establishments of the hotels. She also offered training in various institutions and state administrations.

DOGAN BAHCIIVAN

After finishing the training programs on Food, Beverages and Operations jointly organized by Swissotel and Marmara University, Dogan continued his professional life as a manager for the Swissotel and Divan Group. While offering training on such subjects as Income and Menu Management, Food and Beverage Operational Service Training, and Food and Beverage Management at USLA, he also directed the Academy's Food and Beverage Operations. He offers training and consultancy services on Food and Beverage process management.

ASKIM DILEK ENGIN

After graduated from the Tourism and Hotel Management Department of Marmara University, Askim Dilek Engin started to work as a receptionist at Kent Hotel. Engin served as a Switchboard Operator at Hyatt Regency Hotel between 1996 and 2008, and he was promoted to Chief of Exchange and then to the Chief of Communications Center. He then served as the Communications Manager at the Four Seasons Hotel, and as Service Center Manager at Shangri-la Bosphorus Hotel.

ISKENDER ANIL

Iskender graduated from the Tourism department of New York State Nassau College. He then started his career at Cinar Hotel in Istanbul, and worked in various positions in the Food and Beverage departments of Ramada Hotel in Istanbul, Carnival Cruise Line in the United States, and Ramada Hotel in Mersin. Since 1993, he has worked as Restaurant Manager at the Renaissance Hotel Istanbul, as Banquet Manager at Cirağan Palace Kempinski, as a Congress and Banquet Manager at Marriott Hotel Riverfront in Georgia, USA, as Food and Beverage Director at New York Marriott Hotel Melville, Food and Beverage Operations Manager at Hilton, Istanbul, and attended the establishment of Hilton Kayseri and served as Executive Vice President responsible for the Food and Beverage Department in this hotel. In 2004, he was assigned as Food and Beverage Operations Manager at Magic Life Turkey, and he then served as the General Manager of the One Resort World Hotel. Assuming the General Manager position at Aegean Dream Resort Bodrum Hotel in 2007, Anil managed the establishment of the Holiday Inn Istanbul Airport North Hotel, both invested and operated by the same group, as the general manager of the hotel. After being appointed as General Manager of Magic Life Sarigerme, he continued his career as the Operations Director of Iberotel Turkey and Puravida Resort Seno, and as the General Manager of Sisli Tourism Investments and Inter Continental Hotels.

ALPER YUCEER

Alper Yuceer has the mission of leading the growth of Just Consulting with more than 25 years of F&B and retail expertise. Alper completed degrees in France and the United States in the field of Hotel and Restaurant Management and International Business and started working in his family owned restaurants in different departments. In 1997, after the inauguration of Turkey's first bistro, he pursued his career as a "Food and Beverage Consultant and General Manager" in Maki Hotel - Bodrum, "Food and Beverage Manager", in The Marmara Bodrum, "Hotel Manager" in Turkey's first HIP hotel - Bentley Hotel Istanbul and was involved as founding partner, managing director of Flamm Restaurant. With his consulting firm, he assisted more than 30 projects including restaurants, hotels as well as retail concepts between the dates 2005-2011. Between 2011-2013 he served as "Business Manager" of an international brand "Le Pain Quotidien" opening many stores in İstanbul and growing the operation successfully.

A LA CARTE

FOR YOUR HOTEL

ORIENTATION PROGRAM

This is a special training that shall be prepared to inform the newly recruited personnel regarding the strategy of your hotel, your place within the sector and your sectoral identity, as well as the expectations from the personnel. The aim is to ensure that your newly recruited personnel know the products and services you offer to your guests and to shorten the orientation period.

SERVICE CULTURE

Each hotel has an identity and this identity is reflected in its service. With this work, we aim to communicate your longstanding service approach to your personnel by creating a service culture specific to you.

PROFESSIONAL IMAGE TRAINING

First impressions are important for a guest. Based on this view, the aim is to ensure the implementation of professional appearance standards of your personnel with or without uniforms within the hotel as per your personal appearance standards with the training provided by Suna Kabadayı, Professional Image and Communication Consultant.

EFFECTIVE TELEPHONE SKILLS TRAINING

Each phone call in your hotel has a great share in your guests' experiences. Our aim is to ensure the use of the standards specific to you in answering calls, hanging up and transferring calls to

extensions, messaging and ending the calls within the hotel and handling special cases that occur while taking reservations on the phone and making phone calls.

FOR YOUR EMPLOYEES

DELIVERING HIGH QUALITY GUEST SERVICE

This training identifies the concepts of internal and external guest and enhances the communication skills required for meeting the requests and needs of the guests effectively and for offering a perfect service.

EFFECTIVE GUEST COMPLAINTS HANDLING

This training is based on the fact that each complaint is an opportunity to improve, and on the methods regarding the handling of complaints systematically to turn them into a positive experience.

FOOD AND PERSONAL HYGIENE

Training provided on food and personal hygiene is prepared specially for restaurant staff considering their various operating fields. The aim is to raise awareness regarding this issue and make it a habit.

UNDERSTANDING GUEST PERCEPTION AND PSYCHOLOGY

This training addresses the importance and form of customer perceptions during service, deals with the factors that create difference in perceptions and affect the psychology and behavior of guests, and focuses on serving according to these differences.

TIME MANAGEMENT DURING SERVICE

This training provides methods necessary to define the negative and compelling factors which cause personnel to waste their time during work, to minimize these factors and to increase efficiency during work.

STRESS MANAGEMENT DURING SERVICE

This training allows the personnel to effectively manage their stress; defines the stress factors that arise during work and directs the personnel to use the methods for coping with stress in personal and professional life to increase the quality of both business and personal life.

EMOTIONAL INTELLIGENCE AND COMMUNICATION TRAINING

This training aims to define the emotional intelligence skills and improve the personnel's communication skills which will allow them to use their emotional intelligence skills towards different communication styles of the guests in the most efficient way; and to increase their personal performances by allowing them to use the emotional intelligence effectively within their teams and in guest services.

DISTINCTIVE TEAM WORK

Based on the principle that team work is essential for a guest to have a positive experience in the hotel, with this training the necessary skills for a healthy internal communication are improved.

FOR YOUR DEPARTMENTS

If you wish you can provide training on "Delivering High Quality Guest Service" separately for each department. In this way, you have the chance to improve the general knowledge and skills of your personnel by covering the special cases for departments. These training activities are:

- ✓ Receptionist – Training on General Knowledge and Skills
- ✓ Bellboy – Training on General Knowledge and Skills
- ✓ Switchboard Operator – Training on General Knowledge and Skills
- ✓ Reservation – Training on General Knowledge and Skills
- ✓ Food and Beverage Service Staff – Training on General Knowledge and Skills
- ✓ Room Service – Training on General Knowledge and Skills

and they are prepared specifically for your departments.

We offer special training for your Food and Beverage Departments in terms of operational and management skills.

SELLING SKILLS FOR FRONT OFFICE

Through this training your personnel have the opportunity to improve the skills required to use the sales techniques during reservations or for guests without a reservation, and to increase the level of the sales skills.

OPERATIONAL SERVICE AND BAR TRAINING FROM A TO Z

All the training required for bar-oriented service is provided, along with the training for improving food service in your operations, by the industry specialist trainers.

SELLING SKILLS FOR FOOD AND BEVERAGE TEAM

In this training, subjects such as using the sales techniques in the best way during service, taking the skills required for selling to the next level, discovering the needs of the guests and making offers as per these needs, offering alternatives when guests object to the recommendations, and controlling the satisfaction of guests during dining are communicated.

MANAGERIAL SKILLS TRAINING FOR FOOD AND BEVERAGE SERVICE

This training is provided for improving the management skills of your managers on subjects such as leadership, time management, motivation and team building.

FOR YOUR TASTE

CULINARY TRAINING

This training aims to combine the cooking and pastry knowledge of the participants with new trends and enrich their knowledge and skills with creativity and improve the presentation standards.

COFFEE TRAINING

From the history of coffee to coffee service, this training offers the most vital knowledge and skills to ensure that participants reach the irresistible taste of the coffee.

WINE TRAINING

A training focused on improving knowledge and skills for wine and wine service by gaining knowledge on Turkish wines and wines of the world, and matching wines and menus.

FOR YOUR MANAGERS

COMMUNICATION SKILLS

This training aims to strengthen the communication methods in the hotel, take the effective presentation and meeting skills to the next level, and extend the use of problem solving and conflict management techniques.

SALES TRAINING

This training allows the sales team to improve their professional sales skills and strengthens the sales techniques.

TRAIN THE TRAINER

This training is focused on developing the professional skills required for allowing the Chiefs, Directors and managers to provide skills and general training.

TIME MANAGEMENT

This training is focused on managing the time in the most effective way, defining and thus minimizing the factors which cause the personnel to lose time and improving efficiency during work.

PROBLEM SOLVING TECHNIQUES AND CONFLICT MANAGEMENT

This training supports your managers in making effective decisions using problem solving techniques and in managing the conflicts effectively as a professional.

CORPORATE COMMUNICATION AND TEAM WORK

This training offers the problem solving techniques to create a synergy from cultural differences within the team while strengthening the internal communication, and covers the conflict management and develops the role of the leaders in ensuring motivation in the stages of team work.

MOTIVATION TECHNIQUES

This training starts with the motivation theories and focuses on the role of the personnel for ensuring satisfaction of guests, methods of improving motivation for the purpose of increasing personnel satisfaction and the role of leaders in creating satisfied guests from satisfied personnel.

STRESS AND CRISIS MANAGEMENT

Defining the reasons of stress and crisis, and examining them in detail, this training is structured on managing both conditions effectively.

CORPORATE CULTURE TRAINING

This training provides a foundation for building a Corporate Culture by offering all information, and defining the mission, vision and values required to build a Corporate Culture.

BASIC INTERVIEWING TECHNIQUES

This training aims to study basic interview techniques in detail and to take the leadership skills on this subject to the next level.

PERFORMANCE ASSESSMENT – DEVELOPMENT AND WAGE POLICIES

Aimed at measuring the work produced by the employees and their behavior against the work, their level of knowledge and skills with objective criteria, assessment of the results and ensuring sustainable improvement provided that performance is improved continuously, this training dwells on the effects of wage policies.

AN EFFECTIVE MANAGER LISTENS

This training describes the importance of listening for managers and aims to get them adopt the habit of effective listening.

EFFECTIVE COACHING SKILLS

This training aims to offer the skills required for subjects such as motivation, performance assessment and offering training in order to improve the performance and personal development of recently recruited or current personnel.

BEING “US”

This training intends to raise the awareness of being a team and to improve the sense of commitment.

CHANGE MANAGEMENT

This training focuses on using change properly, creativity, commitment, communication in change and managing the resistance against change.

SPECIAL LEADERSHIP TRAINING

This is a blend of leadership skills oriented at developing all leadership skills.

* You may contact us from the following phone number to take detailed information regarding trainings: **+ 90 212 219 1918**.

A LA MINUTE

YOU PICK WE PREPARE IT 'UNIQUELY FOR YOU'

We can prepare and present you with a unique training program in line with your wishes and your stated focus points.

A – E

ATTITUDE AT WORK / AUTHORIZE / AWARENESS / BEING A BRAND / BEING AN EFFECTIVE SUPERVISOR / BEING A MEDIATOR / BE CONFIDENT / BEING CONSTRUCTIVE / BE CREATIVE / BE PROACTIVE / BID FAREWELL / BODY LANGUAGE / BE OPEN-MINDED / BEING SOLUTION - ORIENTED / CONTROL THE WORK THAT HAS BEEN DONE / CONVERTING A CUSTOMER TO A GUEST / CREATING A STANDARD OF SERVICE / CREATING BRAND LOYALTY / CREATING NEEDS AND CROSS SELLING / CREATING SATISFACTION / CREATE SYNERGY / DEPARTMENTAL COORDINATION / DETAIL - ORIENTED / EFFECTIVE HANDLING OF DIFFICULT SITUATIONS / EFFECTIVE QUESTIONING TECHNIQUES / EFFECTIVE SPEAKING ON THE PHONE / EFFECTIVE VERBAL COMMUNICATION / EFFECTIVE WRITTEN COMMUNICATION / EMOTIONAL INTELLIGENCE / EMPATHY / ETHICS / ETIQUETTE AND PROTOCOL / EYE CONTACT

F – K

FEEDBACK / FIRST IMPRESSIONS / FOOD HYGIENE / GOOD SPEECH AND DICTION / GREETING / GREET THE WAITING GUEST / GUIDANCE / HYGIENE / INCREASE MOTIVATION / INCREASE SALES / INCREASE STAFF MOTIVATION / KINDNESS

L – P

LAST IMPRESSIONS / LEADERSHIP COMPETENCIES / LISTEN / MAKING A DIFFERENCE / MAKE THE GUEST FEEL SPECIAL / MANAGING THE CRISES / MANAGING YOUR FEELINGS / OFFER AN ALTERNATIVE / PARTICIPATE / PERSONAL APPEARANCE / PERSONAL CARE / PERSONAL HYGIENE / PERSUADE AND INFLUENCE / POSITIVE ATTITUDE / PROVIDING PERSONALIZED SERVICE / PROFESSIONAL APPROACH

R – Z

REFLECT PRODUCT KNOWLEDGE IN SERVICE / SENSE OF BELONGING / SERVING ONE STEP AHEAD / SHAPING THE FUTURE / SITUATIONAL LEADERSHIP / SMILE / SOUND TONE AND WORD EMPHASIS / STANCE / TAKE RESPONSIBILITY / TAKE THE INITIATIVE / TEAM SPIRIT / TEAMWORK / TIME MANAGEMENT AND PLANNING / TO CONTROL SATISFACTION / TO MANAGE STRESS EFFECTIVELY / TURNING NEEDS INTO WANTS / UNDERSTANDING DIFFERENT CULTURES / USING MEMORY EFFECTIVELY WHEN SERVING / USING NAMES / WORDS WITH POSITIVE IMPACT / WORK EFFICIENTLY

RESTAURANT CONSULTANCY EXPERIENCE

We provide a full fledged project management and food brand development service that focuses on handling all integrated needs of clients in food and beverage as a one-stop shop.

We provide our clients services from creative marketing and operations services to creation and development of bespoke designed concepts to design and execution of brand connections with consumers.

STRATEGIC CONSULTANCY

Advice on company startups and business plan, new market penetration, food and beverage supplier connections and meeting opportunities with potential investors, retailers, developers in order to expand your business.

- ✓ Our strategic consultancy services;
- ✓ Concept proposition and business planning
- ✓ Concept creation and ideas generation
- ✓ Design, branding, menus, communications strategy
- ✓ Investment / Partnerships

SITE IMPLEMENTATION

Turnkey design and build of food and beverage brands, food production facilities, local implementation of global brands, property search, production efficiency improvement, cost reduction and quality and food safety.

Our site implementation services;

- ✓ Plot locations
- ✓ Lease negotiations / Legal issues
- ✓ Site construction
- ✓ Equipment / Suppliers
- ✓ Roll - out / Locations planning

BRAND PARTNERSHIP & MARKET ENTRY

Licensing, investment for local and global brands, advising on property... Dedicated to help entrepreneurs and develop businesses achieve their own success story in the food and beverage industry.

Our services for food and beverage company buyers and sellers including sale mandates, target searches, valuation and due diligence;

- ✓ Introducing foreign brands to the Turkish market
- ✓ International expansion for Turkish brands
- ✓ Feasibility studies
- ✓ Location planning
- ✓ Market entry strategies
- ✓ Partnerships
- ✓ Investment
- ✓ Franchising
- ✓ Local market research

HOTEL CONSULTANCY EXPERIENCE

We offer business-specific consultation services as a solutions partner on all the processes required for putting the business into operation and for the operational period after the opening of the business, as per its concept, including the infrastructure works of the hotels.

OUR SERVICES

- ✓ Studying operational investment and technology investment
- ✓ Determining suppliers and making supplier agreements

- ✓ Establishing the standards and procedures of the hotel
- ✓ Establishing sales and marketing policies and building the required infrastructure
- ✓ Constituting the corporate identity and reflecting it in the operation of all departments
- ✓ Establishing a hotel culture and execution of the required work

CULINARY ARTS EXPERIENCE

The culinary arts experience is offered by an expert team, consisting of professional cooks and professional bakers and pastry cooks.

OUR SERVICES

- ✓ Kitchen layout preparation
 - ✓ Menu creation
 - ✓ Making and developing recipes
 - ✓ Training kitchen staff
 - ✓ Purchasing
 - ✓ Improving presentations
- ✓ Luxurious, casual and seasonal... According to their concept, we enter the kitchens of new businesses and provide services for all of their requirements.

COFFEE EXPERIENCE

COFFEE CONSULTANCY

We provide special training for sector employees who want to specialize in coffee and give full consultancy services for existing enterprises or those in the foundation phase under our solution partnership with PETRA Roasting CO., founded in 2013 with the goal of making it possible to "drink good coffee everywhere".

TRAINING COURSES

Espresso 101

- ✓ What is espresso?
- ✓ Making grind adjustments and learning their effects on the flavor of espresso
- ✓ Problems faced when making espresso and methods to resolve them

- ✓ Overview of machines and types of machines
- ✓ Overview of latte drinks

Advanced Espresso and Latte Art

- ✓ Espresso taste and service in detail
- ✓ Espresso grind setting adjustment training
- ✓ Latte drinks (espresso to milk ratios)
- ✓ Correct techniques and temperature adjustments for latte drinks
- ✓ Latte art (hearts, rosettas, tulips) techniques and training

Homebrewing Coffee Workshop

- ✓ Journey and description of coffee
- ✓ Detailed overview of Chemex, Aeropress and Frenchpress methods
- ✓ Methods and explanations for brewing coffee at home

Handbrewing Methods

- ✓ Description of detailed handbrewing methods, tastes and techniques.
- ✓ Correct equipment usage and service training
- ✓ Grind setting training according to different beans
- ✓ Explanation of correct brewing methods to reveal coffee tasting notes
- ✓ Professional coffee service

Theory of Customer Satisfaction and New Generation Coffee

- ✓ Detailed description of new generation coffees
- ✓ Correct guidance and training for customer satisfaction
- ✓ Differences between single origin coffees and blends
- ✓ Differences between coffee beans

Staff Training

- ✓ Detailed coffee description
- ✓ Equipment use techniques
- ✓ Guiding the customer to the right drink
- ✓ Giving customer satisfaction-oriented service

CONSULTANCY SERVICES

- ✓ Machine Supply Service
- ✓ Brewing Equipment Supply Service
- ✓ Petra Roasting Co. Coffee Supply Service
- ✓ A full-scope consultancy service covering business operations from A to Z

HUMAN RESOURCES EXPERIENCE

ESTABLISHING A HUMAN RESOURCES SYSTEM INFRASTRUCTURE STANDARDS

We design human resources systems in accordance with the vision and mission of the company in the most up-to-date, user-oriented way, which meets the requirements of personnel at the maximum level.

We provide services for drawing up procedures and instructions on Personnel Services and executing these procedures and instructions.

We work on the establishment and development of a wage and ranking system in accordance with the structure of the human resources organization.

RECRUITMENT PROCEDURE CONSULTANCY SERVICE

We conduct interviews on behalf of the company in accordance with the open positions they have specified, check the references of candidates with a positive result and present them as a short list to the business managers. Thus, the business saves on time and labor.

DRAWING UP JOB DESCRIPTIONS AND POSITION PROFILES

We prepare organizational charts for businesses and create job descriptions for each position in line with the organizational charts.

Moreover, we prepare position profiles (qualifications such as age, nationality, education level, experience, general characteristics, etc.) by defining the characteristics of the candidate that best suits the position in line with job descriptions.

DRAWING UP A PERSONNEL HANDBOOK

We prepare a handbook that can be presented to all operational personnel by assessing the aim, vision, and mission of the business, the way it views its products and services, its expectations from its staff, and its disciplinary rules, personal appearance standards and working conditions.

DRAWING UP OPERATIONAL STANDARDS – SOPs

We write down all the tasks performed within the business in detail, determine the general procedures to ensure that the same level of service is provided by the whole team in line with the business standards, detail the required documents and print out the forms.

PROFESSIONAL IMAGE CONSULTANCY

PERSONAL IMAGE EXPERIENCE IN PROFESSIONAL LIFE

We work with Suna Kabadayı for training on personal image in professional life.

Using the 5N-1K (WH questions) method in the programs regarding image management in professional life, we underline what is image management, when, where and how it shall be applied and why and for whom it is required, and describe these with a style that will stimulate the senses using examples from the industry and life itself.

In these programs, we handle the following topics through training, seminars or Lunch & Learn applications:

- ✓ Professional image and perception management
- ✓ Clothing and wardrobe management in professional life
- ✓ Casual clothing culture
- ✓ Image thieves in appearance and attitude
- ✓ Etiquette in professional and social life
- ✓ International business etiquette
- ✓ Effective personal presentation and representation skills
- ✓ Personal brand-making

We integrate the corporate image with the professional image in line with the requirements of hotels and restaurants, and bring these images to life with the designs prepared by Fashion Designer, Gamze Saraçoğlu.

DIGITAL DESIGN SERVICE EXPERIENCE

Thanks to our solutions partnership with PATERNIKA, we follow trends closely, and create your brand by foreseeing all the elements required to make a difference. Thus, we provide the most up-to-date solutions to our customers. We offer photo and film production, 2D/3D animation and graphic design services to be used in ideas, products or project campaigns that may be required by a brand, in addition to creative and interactive design and software solutions, such as on-line website projects and applications, and digital design services that maximize the digital prestige of

brands with a team searching for the excellent and perfect balance.

INTERACTIVE SERVICES

- ✓ Web site and micro-site interface design
- ✓ Software development
- ✓ CMS (Content Management System) integration
- ✓ Presenting printed works (catalogs, magazines, brochures, etc.) interactively in the digital medium

E-MAIL MARKETING

- ✓ Design, implementation and reporting services for sending mass e-mails

ADWORDS VE ANALYTICS SERVICES

- ✓ Advertisement services for top-ranking on the Google search engine
- ✓ Reporting services on visits to your website

DESIGN SERVICES

- ✓ Corporate and visual identity design
- ✓ Graphic design works (services for print medium such as catalogs, magazines, banners, brochures, leaflets etc.)
- ✓ Campaign design
- ✓ Product design (packaging and analysis)

PHOTO PRODUCTION

- ✓ Photography services for dinners, indoor, outdoor events, etc.

FILM PRODUCTION

- ✓ Promo & corporate films
- ✓ Advertisement films

✓ 2D/3D animations

✓ Post-production

LUXURY HOSPITALITY EXPERIENCE

We provide services for each department in the hotel or restaurant as part of an experience that is tailored to those businesses that want their customers to experience luxury.

We create a team of service professionals, who are selected from within the team by a process of pre-interviews, who we will work with to manage and follow future procedures with our consultants, and we provide pre-training for this team.