

DAFA.M

DHM COMPANY PROFILE



Creating service that inspired by Indonesian hospitality culture

DHM is the abbreviation of Dafam Hotel Management; an Indonesian hospitality management company under Dafam Group that was founded in 2010 by young talented entrepreneur Billy Dahlan collaborating with hospitality expert Andhy Irawan. Our core business is hotel management service that inspired by Indonesian hospitality culture.

The first hotel was open in Semarang City and since then we've been developing our service quality and representing Indonesian heritage as our signature service. Our head office is located at Semarang City in Central Java while our sales offices available in Jakarta and Bali.

The Touch of Indonesia

We believed that Indonesia has a wonderful tradition which was inherited by the people and their very welcoming gesture is always visibly attractive. Our brand rooted from the very essence of this culture and DHM determined to bring the feeling and experience to the world. It is the passion of every DHM hotel to create hospitality experience that would make our guests feel like home and welcomed by their family.

Each of our hotel units responsible to introduce and promote each location's culture and local's richness to the guests while bringing them more value of our quality service. Targeting many developing cities and area around Indonesia and overseas, we strive to be the benchmark of the Indonesian hospitality service.

6
Years

23
Hotels

1933
Rooms

1001
Employees

Information above was last updated on August, 2016. For latest information, go to <http://dafamhotels.com/about-us>



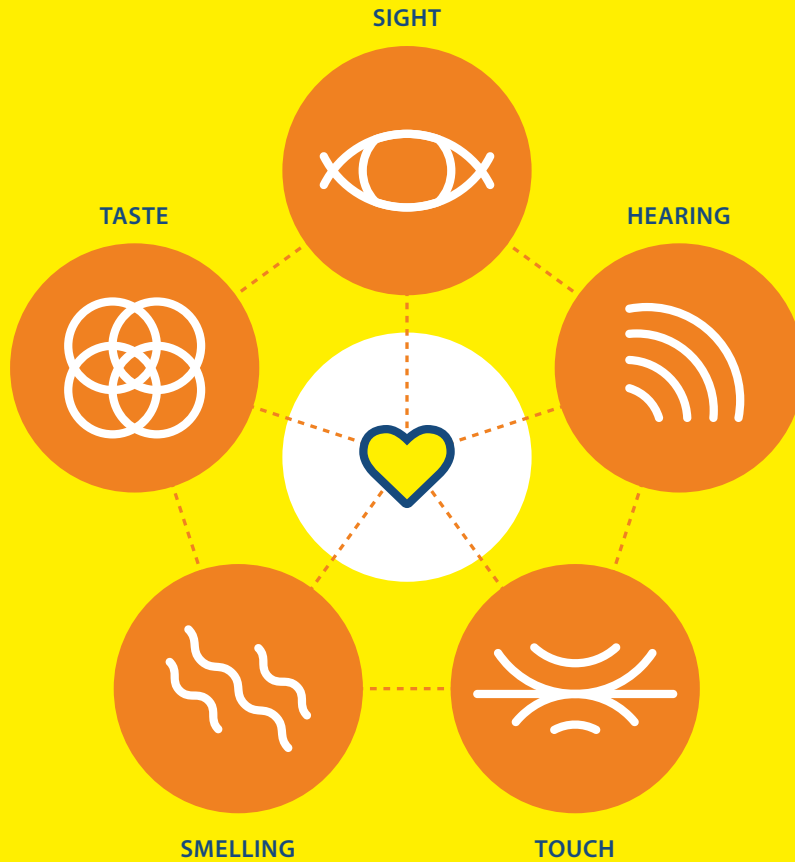
Indonesian Hospitality

Family Values


Local Tradition

Natural Touch

Freshness



Inspiring Hospitality



This is not just a slogan to us, but the commitment that we build as a hotel management to give inspiration of comfort and memorable experience to our customer through their senses.

Starting from interior quality and architectural design to please the eyes, heart-warming welcome, and comfortable atmosphere at the lobby, to the comprehensive service that cater the needs of our guests. Enjoyable hotel facilities and high-quality standard bed to rest and replenish are provided to ensure our guests could complete the experience of staying at the hotel.

The commitment to inspire
through the senses



Corporate Value

Doa dan syukur kepada Tuhan Yang Maha Esa

Prayer and grace to the One and Only GOD

Asas kepedulian terhadap sesama dan lingkungan

The principle of concern for others and the environment

Formulasi tata kelola perusahaan yang baik

Formulation of good corporate governance

Amanah menjalankan pekerjaan secara jujur, profesional, dan sepenuh hati

The mandate to run the performance honestly, professionally, and wholeheartedly

Manfaat bagi keluarga, masyarakat, bangsa, dan negara

Benefits for family, society, the nation, and the country

To become a leading integrated hotel-chain company and the benchmark of Indonesian hospitality industry.

Menjadi jaringan perhotelan terintegrasi yang terdepan dan menjadi acuan bagi industri hospitality di Indonesia.

Ensuring guest satisfaction at all cost

Memastikan kepuasan tamu dengan sebaik mungkin

Providing our employees with the best working environment and exceptional career opportunities

Memberikan lingkungan kerja terbaik dan kesempatan karir yang luas kepada karyawan

Giving the best value to our stakeholders - owner, investor, and suppliers

Memberikan nilai terbaik kepada para owner, investor, dan supplier

To endlessly innovate and add value to all of our products and services

Berinovasi tanpa henti dan menambah nilai terhadap semua produk dan pelayanan kita

Board of Directors



Andhy Irawan

Managing Director

Creating a hotel management company with local culture as a foundation has been my dream since long ago.

My admiration of hospitality industry in Indonesia challenged myself to become trendsetter and benchmark of Indonesian hotel service. This dream's made possible thanks to God and DHM super team.



Handono S. Putro

Director of Business Development & Operations

Creating strong brand and developing diversification in our products concept is the key to be adaptable to modern dynamic market demand. In DHM, we are striving to be better and profitable to our partners by achieving best ROI.



Arcadius Kusdianto

Vice Director of HR

I believe that human capital is the foremost investment in hospitality business. DHM is constantly recruiting and developing the right people with the right method in order to achieve the best standard of service quality.



Arief Wibowo

Vice Director of Finance

The key to success for many companies is not how you start it, but how you maintain and control it. The art of controlling financial matters proven to be one of the most challenging tasks every company would face. We have been partnering with many investors because when it comes to financial matters, we take it seriously.

DHM Inspiring Brands

As a hotel management that stands in quality with international standard, DHM designed four inspiring brands to accommodate wide range of market segment in various locations. These brands diversely created specifically with each style of service and facilities which best to be enjoyable for its guests.



Beside our inspiring hotel brands, DHM also manages range of diverse hotel brands with unique concept and style. We are trusted by our partners to maintain their property while upholding our philosophy of service.

You + Sleep + Well

No Frills. Our budget hotel brand offers the original meaning of "basic to basic" accommodation facility. Offering express service and compact functions.

Hotel Concept

- Functional Oriented Accommodation
- Affordable
- No Frills

Room Concept

- Compact
- Multifunction Amenities

Features

- Basic Bed & Bites
- Self-Service
- Multifunctional

Location

- Downtown
- Market Place
- Central Development Area
- Nearby Public Transportation & Education Facility

Hotel Facilities

- Express and Family Room
- Multipurpose Area
- Lobby/Convenience Store
- Bites & Break Lounge

Land Area

800 - 1.000 sqm

Min. Front Width

20 m

Number of Room

80 - 150 Rooms

Room Size

16.5 sqm (3 x 5.5 m)

Target Market

By **Social Economy** Individual Travellers, Transit Travellers, Study Tour Group, Lower Supervisory & Technical Occupations (Skilled Manual Workers), Semi-Routine & Routine Occupations

By **Psychological Factors** Basic Needs Fulfillment

By **Demographic** Medium-Low Income, Domestic Origin, Young Age Market





Meotel is Me!

Our economic-scale hotel that exhibits and promote the national vintage culture and history through affordable stay and enjoyable atmosphere.

Hotel Concept

- Bed & Breakfast
- Retro Style
- Artistic Atmosphere

Room Concept

- Compact
- Artistic Accent

Features

- Hangout Spot
- Optional Meetings Facilities
- Conceptual Designed

Location

- Downtown
- Country Side
- Market Place
- Central Development Area
- Near Public Transportation

Hotel Facilities

- Twin/Double Bed Room
- Ukafe
- Meeting Room
- Multipurpose Area
- Lobby/Reception

Land Area

1.000 - 2.000 sqm

Min. Front Width

20 m

Number of Room

100 – 150 Rooms

Room Size

21 sqm (3.5 x 6 m)

Target Market

By **Social Economy** Individual Travellers i.e. Backpackers, Lower Supervisory & Technical Occupations (Skilled Manual Workers), Semi-Routine & Routine Occupation

By **Psychological Factors** Basic Needs Fulfillment

By **Demographic** Medium Income, Domestic Origin, Mixed Segment





Simply Pleasant Experience

Our mid-scale business hotel that occupy business people, offering simple yet modern service at ease.

Hotel Concept

- Adaptable & Dynamic
- Business Choice
- Mature Accommodation Style

Room Concept

- Typical
- Ideal
- Modern Cozy

Features

- Food & Beverage
- MICE
- Modern Primary Service

Location

- Province City
- Prime Central Business Development
- MICE Destination

Hotel Facilities

- Twin/Double Bed Room
- Luxury Room Available
- Lounge/Bar
- "Canting" Restaurant
- Meeting Rooms & Rental Space
- Ballroom/Swimming Pool*

Land Area
2.000 - 3.000 sqm

Min. Front Width
20 m

Number of Room
100 - 150 Rooms

Room Size
24 sqm (4 x 6 m)
or (3.5 x 7 m)

Target Market

By **Social Economy** FIT, GIT, Corporates, Governments, EO, Intermediate Occupations, Employers & Small Businessman/Traders

By **Psychological Factors** Safety Need, Social Need, Esteem Need

By **Demographic** Business (Work) Activities Factor, Educational & Community Event Factor, Mid-Up Economic Income, Domestic & Asian Origin

*/Optional



Grand Dafam

Luxurious Experience Meet Style

The lifestyle icon. Our up-scale/high-end quality hotel that conveys the latest trend in lifestyle and art/architecture while promoting high-class leisure facilities and professional hospitality service.

Hotel Concept

- High Class Accommodation
- Modern Lifestyle Icon
- Global Aesthetic

Room Concept

- Spacious
- Luxury
- Comfortable

Features

- Luxurious Leisure Facility
- Exclusive Business Meeting Experience
- Complete Service

Location

- Province Capital
- Prime Location
- MICE/Leisure Destination

Hotel Facilities

Grandin - Fine Dining Restaurant, Premium Floor & lounge, Meeting Rooms, Ballroom/Convention Hall, Rental Space*, Swimming Pool, Gym/Wellness Center, Authentic Spa Facility*, Kids Recreational*

Land Area
3.000 - 7.000 sqm

Min. Front Width
20 m

Number of Room
150 - 300 Rooms

Room Size
24.5 sqm (3.5 x 7 m)
or 28 sqm (4 x 7 m)

Target Market

By **Social Economy** FIT, GIT, Corporates Executives, Governments, Eos, Higher – Middle Managerial Position, Administrative & Professional Occupations, Employers & Managers in Large Organizations/Corporations

By **Psychological Factors** Esteem Need, Cognitive Need i.e. Sense of Understanding, Aesthetic Need

By **Demographic** Business (Work) Activities Factor, Family Leisure, Social Events, Entertainment Activities, Recreation, Fashion/Style Industry People, Food/Culinary Enthusiast, Middle-High Economic Status, Domestic & International Origin, Middle – Older Age Market



DHM Distinctive Experience

 DHM | *resorts*

Our hotel collection with a natural setting of environment and located away from crowded area or urban/cities. DHM Resorts have a landscape of facilities that utilize outdoor activities and interaction with nature & local community.

 DHM | *syariah*

Our hotel collection which adopted the Syariah management system and procedure, according to Halal certification under MUI assistance with Hilal requirement. It is an indulgence of comfort for Muslim to stay and experience DHM Syariah hotel.

 DHM | *luxury*

DHM Luxury offers extraordinary service and distinct quality of hotel facilities. Guests of DHM Luxury collection will be pampered with luxurious stay and unforgettable personalized 5-stars rating accommodation service.

Food & Beverage Brands

Canting
Taste of Tradition

VINTAGE EATERY
ukafe

GRANDIN

3-stars hotel restaurant with traditional and authentic taste of Indonesian cuisine. Humble service and local atmosphere inviting appetite craving for taste of tradition.

Modern and hype café serving fast and compact menu of food and beverage. Artistically decorated interior of the place inspire the guests while enjoying together time with friends and family.

a Concept of fine-dining restaurant capable to serve the finest indulgence of culinary experience with refined service. Your perfect place to enjoy evening dinner while sipping favorite wine collection.

Corporate Social Responsibility



Through its CSR campaign activities, Dafam is always nurturing the heart of social responsibility for all important aspects within the company as well as its surroundings.



Inspiring Care campaign is a program which concerns about communities and society's well-being through activities such as, blood donation, sunatan massal, autism seminar, and many more.



Inspiring Comfort campaign puts priority on hotel guests experience by best utilizing the five senses of human. Creating hotel environment that will leave a memorable impression of the hotel brand and its service quality.



Inspiring Dream campaign is internally concern about the talent development, improvement career path, and skill of DHM employees. Creating activities such as seminar, classes, and practical training to helps improve the employee competencies and behaviour performance.



Zero Accident is a safety campaign regarding technical usage and procedure around hotel for both guests and employees. This campaign takes form in warning and guidance signs, notice labels, safety posters, etc.



Inspiring Culture campaign emphasize in activities involving cultural exhibition and preservation. It is in line with one of our fundamental concept to help bring more value to cultural heritage of the locals.



Inspiring InnovAction campaign creates events and competitions which stimulates creativity and ideas of the employees which will ultimately benefits the hotel and its management as a whole. This campaign provokes the best employee to be better and it opens opportunity to create visible changes.



Inspiring Green campaign is concern towards the safety of environment and eco-green action which result in better and healthier world for everyone.

Partnership Services



Project Planning & Execution

DHM ensuring each project undergo well developed planning process and oversee each steps of the implementation is according to the approved plan. These early stages play a very important role affecting every development progress throughout the project.

By developing the right project plan, it is possible to keep up with the time schedule and better budget. This means more benefit to the investor and keeps the investment with maximum ROI.

Investment Management

We always keep in mind regarding the investment that was made by our clients should be kept as effective as possible with better effort to generate revenue and profit within expected timeframe. Providing visibility study report and business projection are an example of our investment management service.

Technical Assistance

With our hotel expertise feedback and guidance during the planning, development, and operating phase, help each component and tools in the hotel to work and function properly minimizing risk and error. Technical assistance also allows efficiency to occur which affecting your investment.

Providing professional consultancy
and profound expertise in hotel services

Hotel Management

We've been developing our hotel management system continuously to give best performance and satisfaction toward hotel guests, and bring proper GOP to investor.

Our system also generates feedback through reporting and data that can be used to improve and adapt to the hotel condition and surrounding area. Human capital is one of the most vital aspects in service industry. Our hotel management system made it possible to acquire and create new talents of hospitality professionals with sufficient competency in their specific required areas.

With good career opportunity and many development efforts to enhance their staff quality and behavior, DHM is able to keep their sustainable development program.

Quality Assurance

With all those features mentioned above, DHM could maintain its hospitality performance quality using assessment system. Our QA Management support helps hotel unit to perform and overcome challenges faster.

If you are interested in the hotel management services provided by DHM and would like to discuss an opportunity or simply gain a better understanding of what it is that we offer, you can directly email our directors:

Andhy Irawan
Managing Director

✉ andhy@dafamhotels.com

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Director of Business Dev. & Operations

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BUSINESS INQUIRIES

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🌐 <http://dafamhotels.com/business-inquiries>

📄 *Business inquiry form on website*

Achievements



BEST REGIONAL ACHIEVERS CATEGORY (Rising Stars)

Obsession Awards 2015



HOTEL INSPIRATIONAL FIGURE (Andhy Irawan)

Pariwisata Award 2015



THE BEST BRANDS IN CENTRAL JAVA PROVINCE, INDONESIA

Satria Brand Award 2014 - Category Hotel



COMMITMENT TO QUALITY, LEADERSHIP, TECHNOLOGY, AND INNOVATION

Arch Of Europe Quality Award 2013 In The Gold Category



INDONESIA TRAVEL BUSINESS LEADER IN NEW CHAIN HOTEL 2012

Indonesia Travel Business Leader Awards 2012



THE BEST INNOVATION IN MARKETING 2011

Marketing Award 2011



INDONESIA LEADING LOCAL HOTEL CHAIN 2011/2012

Indonesia Travel & Tourism Award 2011/2012

HEAD OFFICE

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