

Professional Hotel Management Company

# INTERTRUST HOSPITALITY MANAGEMENT

IHM

INTERTRUST · HOSPITALITY · MANAGEMENT

## ■ Company Summary

<b>Name</b>	IHM CO., LTD.
<b>Date of Foundation</b>	May 1 <sup>st</sup> , 2013
<b>Capital Fund</b>	Approximately 1.1 Million USD (till 2021)
<b>CEO</b>	Shin, Jae-won
<b>Main Business</b>	<ul style="list-style-type: none"><li>• Development and management for the hotel, hostel, and resort (including F&amp;B business)</li><li>• Hotel management consulting : Considering business value, planning interior design, hotel buildings construction, management consulting, preparing for the new opening of a hotel</li><li>• GSA business : Korean general branch of foreign hotel brands</li></ul>
<b>Operation Properties</b>	<ul style="list-style-type: none"><li>• 4 tourist hotels in Korea (2020)</li></ul>

## ■ Company Philosophy



Based on reliability,

we manages hotels with responsibility

not only provide professional service

but a company striving to become more innovative.

## ■ Vision



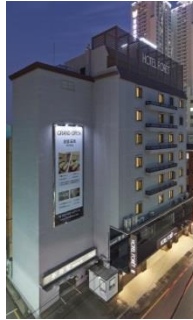
**IHM**, a company managing 4 domestic hotels including a four-star hotel, is planning on opening two additional sites in Korea.

With **opening an international site within 5 years as a goal**,

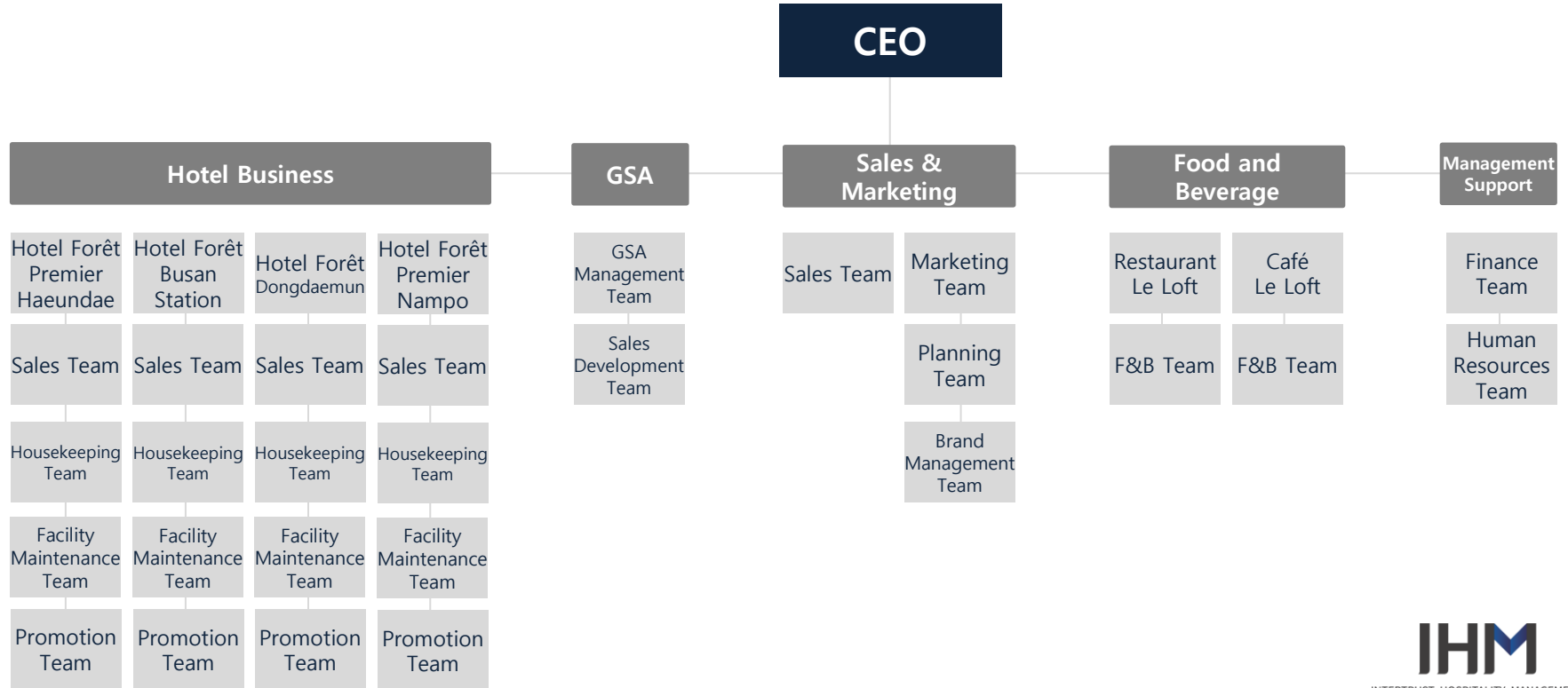
IHM is continuously progressing to become **a world class hotel group**.

## ■ Company History

- **March, 2013** Opening Hotel Forêt Haeundae after complete remodeling
- **October, 2014** Opening Hotel Forêt Busan Station after complete remodeling
- **February, 2016** Conclusion of a management contract with Hotel Unique by Forêt Dongdaemun
- **April, 2016** Opening Hotel Unique by Forêt Dongdaemun after soft remodeling
- **February, 2017** Opening Hotel Forêt Premier Nampo after complete remodeling
- **February, 2018** Re-opening Hotel Forêt Premier Haeundae after remodeling



## IHM Organization Chart



## Executive Members

The executive members of IHM are **experts** of hotel, travel, or finance **with more than 10 years of experience**. They cooperate closely based on past experiences of working with personal trust, faith, and great job performance.



CEO  
Shin, Jae-won

- Bachelor's degree in Hospitality Management, University of Nevada, Las Vegas
- Worked at Union Plaza Hotel, Las Vegas
- Worked at Haeundae Grand Hotel, Busan
- Worked in International Marketing Team at Hanwha Tourmall
- Former CEO of Hoteltrees
  - Nov., 2006 Foundation of  , real time B2B hotel booking site
  - Aug., 2007 Launching Airtel reservation system
  - Nov., 2007 Launching first Korean online ryokan reservation services
  - Aug., 2008 Selection as a B2B standardization business of national tourism industry in hotel field
  - Jul., 2009 Signing a positive contract for the management rights with BT&I listed on KOSDAQ
  - Sep., 2009 Attracting investment from Green Investments Co., Ltd.
  - Dec., 2010 Reaching over 200 affiliated companies mark including airlines, travel agencies, and home shopping companies
  - Jul., 2012 Making a management contract with Innostel, a Seoul city affiliated budget accommodations booking site
  - Dec., 2012 Publication of e-book 'Jay's Interesting Hotel Stories'
  - Feb., 2013 Director of SM C&C hotel headquarter, listed on KOSDAQ
- Advisor of Japanese Nishitetsu Hotel Group for entering Korean market
- CEO of Hotel Forêt
- CEO of IHM



## ■ 주요 임원진



**CFO**  
**Kim, Myung-bae**

- Bachelor's degree in Hospitality Management, University of Nevada, Las Vegas(UNLV)
- Former hotel manager in marketing team, Hyatt Hotel
- Former manager, Daishin Securities Co., Ltd.
- Former deputy general manager, Hannuri Saloman Securities
- Former deputy general manager, KB Investment & Securities Co., Ltd.
- Former department manager, HMC Investment Securities
- Former director, BNP Paribas Securities
- Managing director, Faber Asset Management Co., Ltd.
- CFO of IHM



**Director of GSA**  
**Sales & Development**  
**Yi, Sancho Sung Yoon**

- Bachelor's degree, Sogang University
- Worked in Inbound & Outbound team, Hanjin Travel
- Worked in Japan, South Pacific, and North America team, Landplus
- Worked in Korea hotel sales of FIT team, GTA KOREA
- Former vice-president of world hotel sales and marketing team, RTS
- Former manager of Korea hotel sales, Travelnote Co., Ltd.
- CEO of Dada Search Travel
- Director of GSA sales and development, IHM



## I 주요 임원진



**General Manager**  
**Kim, Hae-jo**

- Bachelor's degree in Tax Accounting, Gyeongsang National University
- Former head manager of Japan, Paradise Hotel
- Former department manager of Marketing, Paradise Hotel Busan
- Former department manager in purchasing team, Paradise Hotel Busan
- General manager of Hotel Forêt



**Sales Director**  
**Koo, Jong-seo**

- Bachelor's degree in economics, Kyungpook National University
- Worked in Japan team, Online Tour
- Worked in FIT(Foreign Independent Tour) team, Hanwha Tourmall
- Sales director of Hoteltrees
- Sales director of IHM

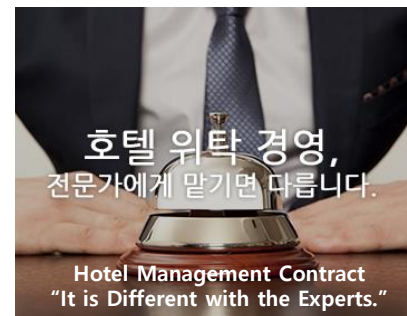


**Marketing Manager**  
**Kim, Min-jung**

- Bachelor's degree in Trade, Hankuk University of Foreign Studies
- Master's degree in Marketing, Hanyang University
- Worked in marketing team at Hanwha Tourmall
- Former marketing manager at Hoteltrees
- Marketing manager of IHM

## Hotel Management Contract

- **Long-term management service contract for 5 years or longer**  
(Contract term is negotiable.)
- **Clients with new hotel business** : IHM helps the hotel to successfully enter the market.
- **Clients with running a hotel** : IHM provides professional management services for clients with difficulties making profits to improve profitability.
- **Discovering a unique strength of the client to appeal to the market more effectively** by rating hotel value and profitability and conducting SWOT analysis based on the location, facilities, and brand power
- Providing **entire services required at all stages of hotel management** for the client's hotel to successfully position themselves in the market  
(Opening preparation, internal-external design consulting, online and offline marketing plan, homepage planning, employees management, and others)



Market  
Research

Planning  
Management  
Strategy

Marketing  
& Sales  
Implementation

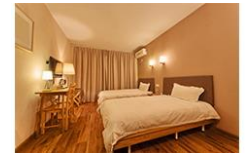
Managing  
Human  
Resources

Management  
Support

Financial  
Management

## ■ Master Lease Service (Long-term lease based on responsibility)

- After **lease the entire hotel**, IHM creates profits and gradually increases profitability with **long-term contract**.
- In case of a long-term contract **based on trust between contracting parties**, clients have more possibilities to obtain stable profits because **the profitability fluctuation** caused by variable market conditions **converges to the average** for the long contract period.
- As IHM manages the client's hotel entirely, the client company may receive **stable profits without the stress from management and human resource administration**.
- After the hotel stabilizes in the market, clients can **get higher profits as the contract term is extended** by upgrading lease profits based on previous profitability.



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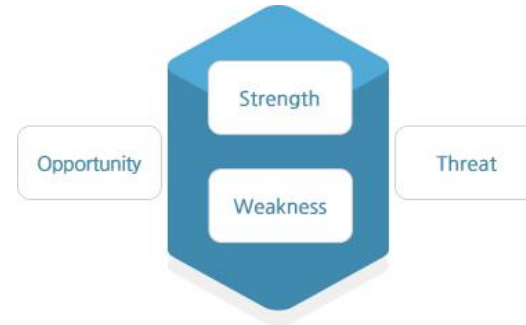
Financial  
Management

## Full Procedure of Management Service

### Step 1. Market Research



Conducting research and analysis on **the hotel market of the broad and narrow concept** by a standard of location of the hotel, target customers, major competitors, and so on with the sales figures and market trend data



SWOT Analysis

Having a thorough understanding of **Internal (Strengths and Weaknesses)** and **External (Opportunities and Threats) factors** of the client

## Full Procedure of Management Service

### Step 2. Planning Management(Marketing) Strategy



#### Segmentation

Segmenting the market based on customer's age, income, nationality, type of travel, and other standards

- **New Hotel Entrants** : helping identify '**the target market**' that cost-effectively appeals to customers
- **Hotels to improve their profits** : Checking the effectiveness of client's sales and marketing to target customers



#### Targeting

Selecting multiple target markets by client's characteristics after understanding growth potential and attractiveness of each segmented market



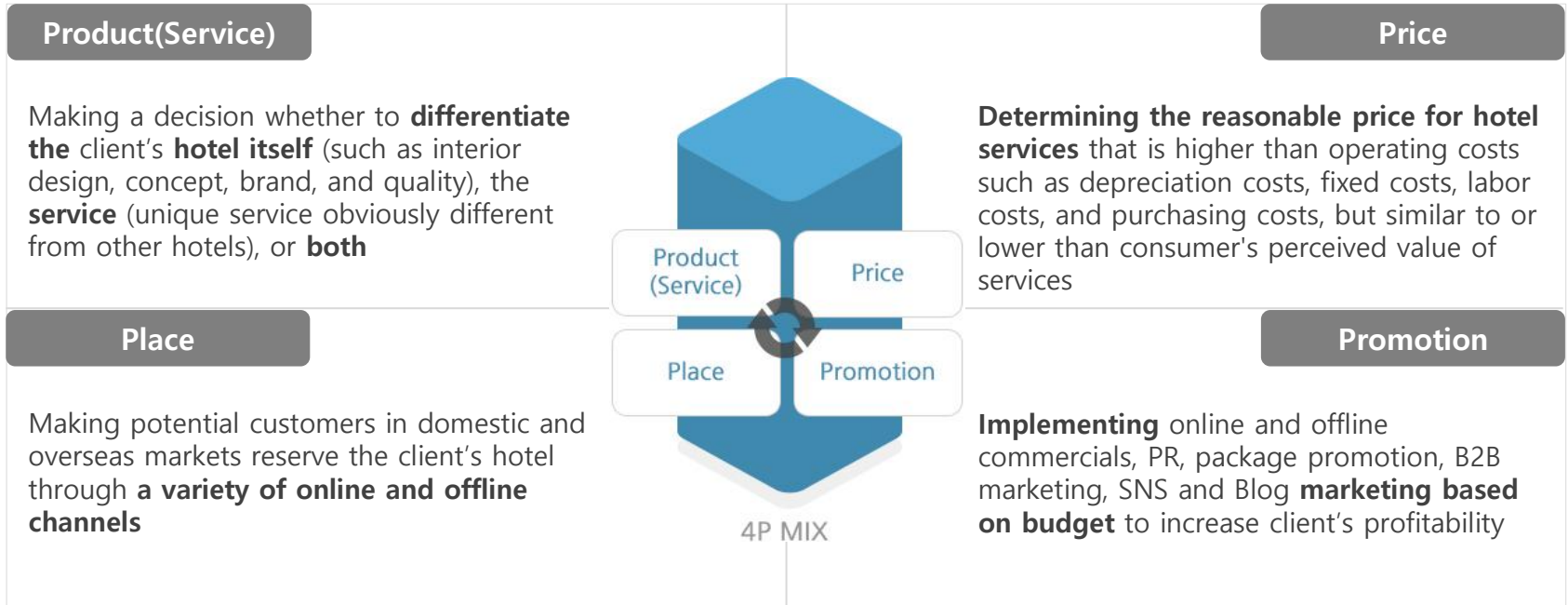
#### Positioning

Positioning the client to customers in the selected target market with a differentiated image from other competing hotels

Using various marketing tools such as online and offline commercials, PR(Public Relations), and promotions

## Full Procedure of Management Service

### Step 3. Marketing and Sales Implementation



## Full Procedure of Management Service

### Step 4. Managing Human Resources



The most important factor in hotels to get a foothold in the market is the employees, in other words, the **human resources**.

It is difficult to recognize **hidden potentials of employees** and **place them at the right position** to maximize work efficiency.

**The small actions and attitude of employees are directly connected to the hotel's image** as a feature of hotel business, therefore the hotel manager, front desk staff, room maids, management support team, F&B team, and facility maintenance team all work together to provide the best services to the customers.

In order to maximize work efficiency with the close cooperation among all staffs, IHM makes every efforts to increase employees' value and service qualities by achieving a bright and positive working environment and providing opportune hospitality service training, hotel management system training, and on-the-job training.

## Full Procedure of Management Service

### Step 5. Effective Management Support



To increase hotel's profitability, not only front-line employees but **the abilities of management support teams** such as finance team, general affairs team, housekeeping team, facilities maintenance team, and system development team **are also important**.

If the hotel **only focuses on sales** without effective management support, productivity and work efficiency are significantly decreased. As a result, it **has negative influences on the front-line employees** and the **final customers** receiving hospitality services.

IHM **has the effective management support process from many years of experience** and **maintains close partnership with various affiliated companies** that can provide a property management system, hotel amenities, repairs and maintenance services of interior or buildings, and room maintenance and management.



## Full Procedure of Management Service

### Step 6. Stable Financial Management



'Customized financial management' for hotel business is necessary to maximize client's profits.

In case of operating **financial management systems that are not specialized in hotel business**, a risk of **financial problems will be increased by the ignorance of business characteristics** with a great part of depreciation costs and by excessive expenses from fixed costs (such as amenities purchasing costs, food and beverage expenses, laundry costs of linen, and labor costs) and building and facilities maintenance costs.

IHM **can maximize clients' profits** based on **stable financial management from a close partnerships with accounting companies and legal consultants** with experiences in hotel business for several years.

## Consulting



Providing various consulting services including market research, evaluation of business value and profitability, making the manual for market entry, consulting for hotel construction, design, and finance in order to maximize investment profits based on close network with a variety of affiliated companies for several years and room sales know-how accumulating in online and offline market for approximately 10 years

IHM maximizes the profits of clients and investors with **our exclusive specialties** and **know-how** by analyzing the hotel market and investment value and predicting future trends.

### Consulting for Investment and Market Entry

#### Considering Investment and Market Entry

- Market Research
- Evaluating market attractiveness and profitability

#### Determining Market Entry and Investment

- Brand consulting : naming, CI decision
- Construction and interior consulting
- Developing property management system

#### Management after market entry and investment

- Human resources management consulting
- Marketing consulting

### Consulting for Business with Low Profitability

#### Business Management Consulting

- Analysis of sales performance
- Finding problems and improvement methods

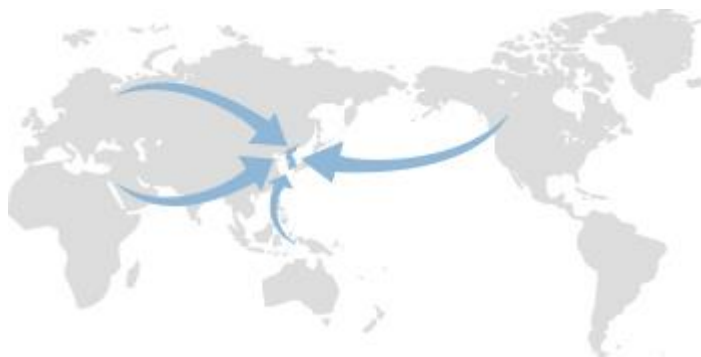
#### Decision to Run Business

- Profitability improvement consulting
- Attracting investors
- Improving marketing strategy
- Consulting for human resources
- Developing management system
- Evaluation and analysis of results

#### Decision to sell or abandon business

- Consulting for a vendee selection
- Documents inspection
- Disposal contract consulting

## ■ General Sales Agent

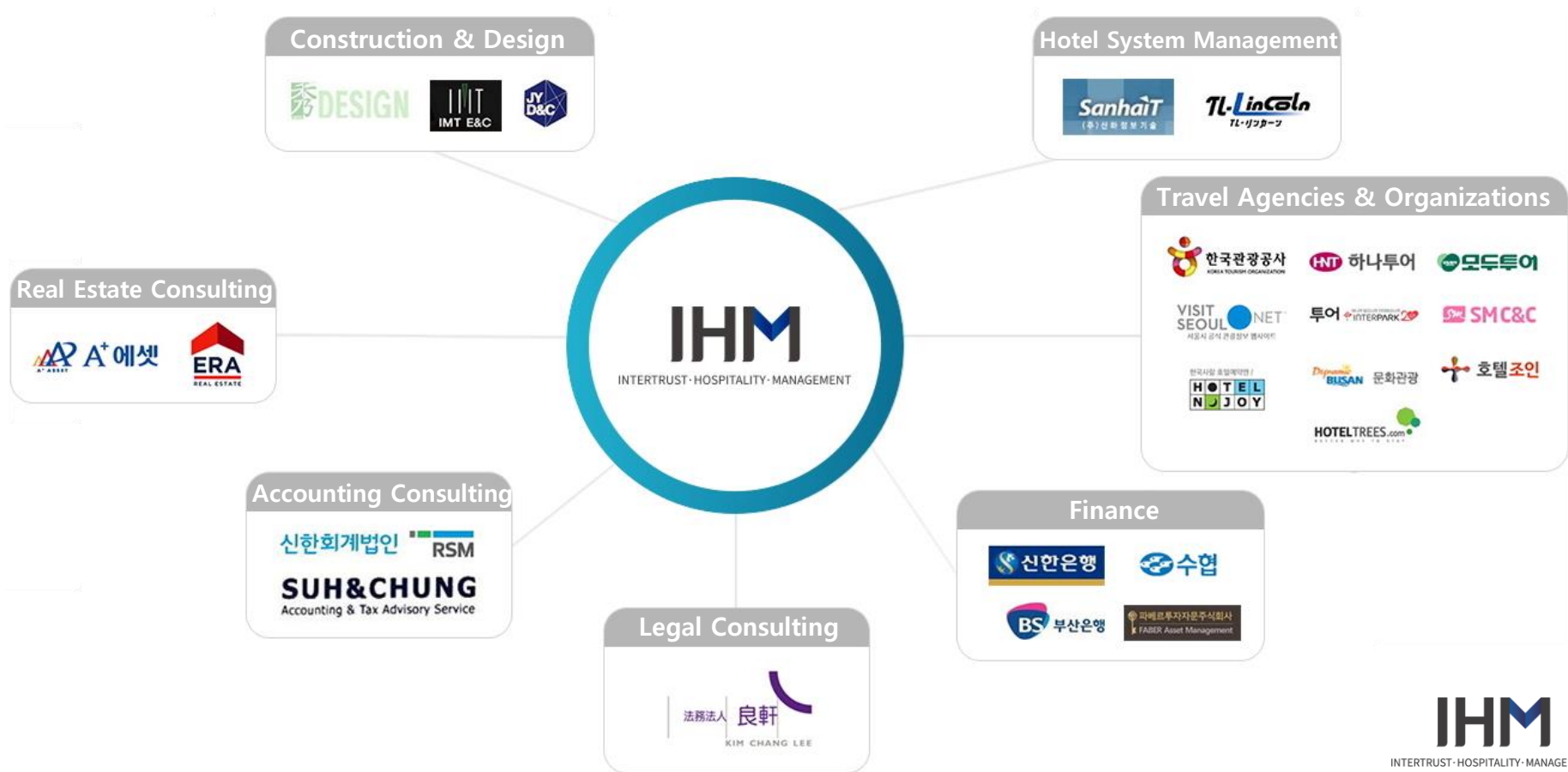


- **Suggesting GSA for foreign hotel franchise companies considering withdrawing their business** from the Korea because of **worsening profitability** after direct entering the domestic hotel market
- **Discovering and introducing the hotel franchise companies** that are strengthening their position in overseas market, but unknown to Korean customers to the Korean market



IHM is **a perfect GSA business partner that is able to successfully perform a series of tasks as a 'Korean general sales agency'**: an analysis on the hotel location, evaluating marketability, providing rooms and services to customers, and implementing various marketing activities after being delegated the entire sales rights in Korean market from the global hotel franchise company.

# IHM's Partners



## How to Find Us



### Address

192, Imun-ro, Dongdaemun-gu, Seoul, Korea  
(Imun-dong)

### Contracts

Phone : 82-70-8915-7080

Fax : 82-70-8915-7081

### E-mail

info@i-hm.co.kr

### Access to IHM



#### By subway

7-minute walk from exit No. 1 on Sinimun Station, line No. 1



#### By bus

1-minute walk from Uireung entrance stop

No. 1222 green bus

No. 120, 147, 261 blue bus

Professional  
HOSPITALITY  
MANAGEMENT  
based on  
INTERACTIVE TRUST

Professional Hotel Management Company

