



ألموان السعادة  
HAPPINESS COLORS  
ENTERTAINMENT INNOVATION

تطوير الترفيه .. السعادة والتجارت  
Entertainment Development .. Happiness and Achievement

[www.happinesscolors.com](http://www.happinesscolors.com)



Setting a New Standards in the Hospitality Sector

Offering Unique On-Demand Entertainment Experiences



2019



**RE Shape all Entertainment Activities & Services**

(that already Existing in the hotel..  
And the new)

To Be:  
Under **One** Identity  
in **One** Map

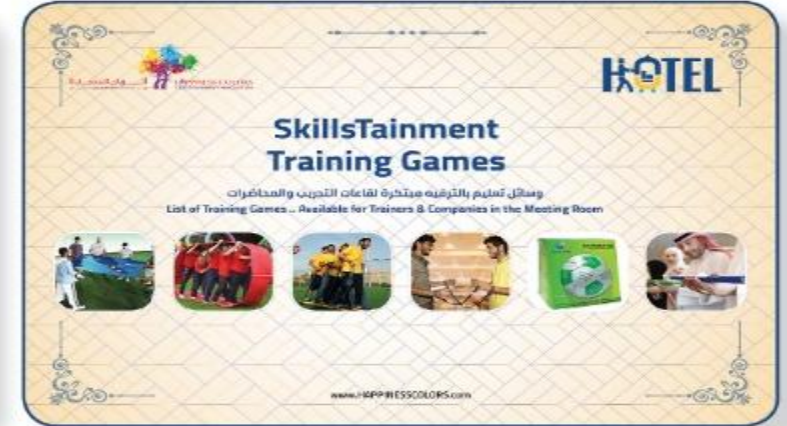


**List of Different games & Entertainment tools ..**

Available for customers requests  
in the room

(such as room service list)  
Rental or Sale ..

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**Available List of Training Games..**

for Trainers & Companies in the  
Meeting Room

Rental or Sale ..





الفرح  
دع الحزن  
الفرح



HAPPINESS COLORS  
ENTERTAINMENT-INNOVATION

HOTEL

# Hotel TRFHI Club

اكتشف المزيد من التجارب الترفيهية.. في كل الفندق

Discover Entertainment experiences.. Everywhere in the hotel

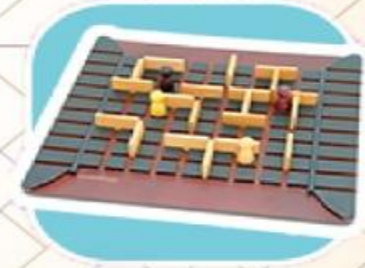


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# Room Entertainment

استمتع بألعاب ووسائل مرح جديدة.. لك ولعائلتك.. في غرفتك  
Enjoy new fun tools and games.. for you and your family.. In your room





# SkillsTainment Training Games

وسائل تعليم بالترفيه مبتكرة لقاءات التدريب والمحاضرات

List of Training Games .. Available for Trainers & Companies in the Meeting Room





## ODES MATRIX

### مصفوفة خدمات الترفيه وفق الطلب

Stakeholders - Strategy & Budget of the Year						
ODES LEVEL	Unit 1	Unit 2	Unit 3	Unit 4	Unit 5	Aspects
1) Games & Tools						Capabilities
2) Events						Seasons
3) Activities						Brand Quality
4) Programs						Resources
5) Systems						Guests class
6) Experiences						Marketing plan
7) Projects						Management
MARKET Characteristics						

## Main Services & Detailed Tasks



Main Services	(1) Develop a Customized Entertainment Plan for a Specific Hotel	(2) Hotel Staff Training To Implement the Plan	(3) Marketing Support	(4) Supervision Or/And Management (Follow-up program)
Detailed tasks	<ol style="list-style-type: none"> <li>1. Collection and analysis of hotel data</li> <li>2. Stay/Visit the hotel (3-5 days)</li> <li>3. Hotel management meetings (3-5 times)</li> <li>4. Meeting of staff (5-7 times)</li> <li>5. Preparation of the plan (preliminary)</li> <li>6 -presented to the Company MGT for discussion</li> <li>7. Preparation of the plan (final)</li> <li>8. Approval to start implementation</li> <li>9 -Innovate entertainment experiences based on competitive advantages</li> </ol>	<ol style="list-style-type: none"> <li>1. Support team selection (from hotel staff) for execution, development And sustainability.</li> <li>2. Coordinate job tasks with management</li> <li>3. Team training                             <ol style="list-style-type: none"> <li>A) The concept of ODES</li> <li>B) Entertainment services</li> </ol> </li> <li>4. Support supply and installation</li> <li>5. Accounting system Support</li> <li>6. Support the hiring of entertainment talents And attracting specialized staff</li> </ol>	<ol style="list-style-type: none"> <li>1. Design of the proposed printed items</li> <li>2 - Design of the proposal for electronic ads inside the hotel</li> <li>2. Game Guidelines</li> <li>3-Training employees to provide games for customers</li> <li>4 - Suggest marketing campaigns</li> <li>5 - Support E-Marketing through social media</li> </ol>	<ol style="list-style-type: none"> <li>1. Develop a schedule to perform all tasks</li> <li>2. Modification and improvement of the plan</li> <li>3 - Coordination with the management of the company</li> <li>4. Coordination with hotel management and staff</li> <li>5. Monthly assessment (6 months)</li> <li>6. Continuous development</li> <li>7. Reports, recommendations and Urgent observations.</li> </ol>

4-6 Weeks for Each Hotel

## Outputs and Returns of ODES (Directe and indirect)



### For Company:

- 1) Launching new services that enhance the company's name and position in the Hospitality Market.
- 2) To create and develop profitable entertainment products and services (that are so difficult to copy from competitors in the market) based on linking the competitive advantages of the different entities of the company.
- 3) Building a specific Entertainment advantage for each hotel helps to strengthen market competitiveness and strengthen corporate integrity.
- 4) Reduce expenses and increase revenues through better investment of asset and human resources.
- 5) Receiving quality reports and information to help senior management make more effective decisions.
- 6) Develop more business and investor relations that meet the company's objectives (such as operating new hotels, attracting investors, etc.).
- 7) The expected positive reflection on the value of the company's share in the Abu Dhabi Financial Market.

### For Hotel:

- 1) To Generate new income sources by creating ODES services
- 2) Build competitive features for each hotel and enhance its marketing capability for individuals and organizations.
- 3) Attract more segments of individuals, families and groups who want to experience new entertainment experiences.
- 4) Increase room sales and basic hotel services such as room service
- 5) Increased sales of hotel entertainment services such as restaurants and cafés
- 6) Increased sales of meeting rooms
- 7) Increase the level of staff qualification, participation and initiative in the success of the hotel.



## ODES / (HC0011) Hotel Data Form

Application Date	تاريخ الطلب
Manager Name	اسم المسئول
Hotel Name	اسم الفندق
Website	الموقع الإلكتروني
E-Mail	البريد الإلكتروني
Direct Phone	الهاتف المباشر

Address	عنوان المقر
Number of Employees	عدد الموظفين
Number of Rooms / Keys	عدد الغرف / المفاتيح
Number of buildings	عدد المباني
Number of Departments	عدد الإدارات
Number of Floors	عدد الطوابق
Hotel profile	إرفاق ملف التعريف

Facilities & Services	ODES	المرافق والخدمات
Theatre		مسرح
Play ground		ملعب رياضي
Open space		مساحة مفتوحة
Closed space		مساحة مغلقة
Meetings room		قاعة اجتماعات
Multi-use hall		قاعة متعددة الاستخدامات
Garden		حديقة
Waiting/lounge/reception		انتظار / استراحة / استقبال
Unused space		مساحة غير مستغلة
Social club		نادي اجتماعي
GYM		نادي رياضي
Entertainment Tools		أدوات ترفيهية
Games		ألعاب
Library / Books		مكتبة / كتب
Corner: News papers		ركن صحف / مجلات
Art / Painting Walls		حوائط للفنون / اللوحات
Screens / Billboards		شاشات / لوحات إعلانية
Corridors		ممرات ممتدة
Beach		شاطئ
Recreational services		خدمات ترفيهية



## Costing Standards & Income Expectations



5 Stars Hotel  
 200+ Rooms  
 International Brand  
 45+ Occupancy Rate  
 10+ ODES Possibility

### Main Services & Detailed Tasks

350 AED / Room / 6 months  
 ACTIVE Person for Contact & follow up in the Hotel.  
 Accommodation Full Board (when needs)  
 Free Supervision  
 (Or)+ Monthly Fees / Hotel  
 10,000 /10 Hours Weekly  
**(Management & Follow-up program)**

### ODES Average Returns

ODES ROI 38%+  
 ODES new Income could add  
 2-3%+ Increase in the Hotel  
 yearly profit  
 Increase Hotel Occupancy  
 Rate at least 10%+  
 Other Sales 6-9%+  
 Indirect Income +++

### ODES Average Cost

600 AED / Room / Year  
 +/- Hotel Purchas Budget  
 + Hotel Marketing Budget

Main Service	01 Research / Consultant Requirement Plan for a specific hotel	02 Hotel Staff Training To implement the Plan	03 Marketing Support	04 Supervision / Audit / Management (Follow up program)
Deliverables	1. Collection and analysis of project data 2. Study Visit the hotel (3-5 days) 3. Hotel management meeting (2-4 hour) 4. Meeting of all E.T.I. (1 hour) 5. Preparation of the plan (drafting) 6. presentation to the Company MGT for discussion 7. Approval of the plan (final) 8. Approval to begin implementation 9. provide employment opportunities based on competitive advantages	1. Support team selection from hotel staff for education, development and sustainability 2. Coordinate job role with management 3. Team training 4. The concept of ODES 5. Recruitment services 6. Salary 7. Support supply verification 8. Accounting system Support 9. Support marketing of amenities materials and attracting specialized staff	1. Selection of the proposed service menu 2. Design of the proposed for alignment with the hotel company 3. Create Sub-Menu 4. Training employees to provide service for customer 5. Support marketing campaign 6. Support F. Marketing through social media	1. Develop a schedule to perform all tasks 2. Information and improvement of the job 3. Coordination with the management of the company 4. Coordination with hotel management and staff 5. Identify resources (monthly) 6. Customer development 7. Report, recommendations and follow observations





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من داء الحزن

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**Contact:**

Dr. Mohammed bin Yahya Mufarreh  
Founder & Consultant of ODES  
GM of Happiness Colors Entertainment  
[gm@happinesscolors.com](mailto:gm@happinesscolors.com)  
00971 52 983 0249

