

Hydra
Presenting

ALIAS

FRASIER'S

Gilmore girls

THE CHALLENGE: UK VS USA
Dr. Salim Al Fakih, the Businessman who has led Hydra Executives to become the most successful franchise in the Middle East...
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"ALIAS" Sydney Bristow was recruited as an undergrad to work for SD-6, which she thought was a government agency. However, when her fiancé is killed by SD-6 agents, she finds out SD-6 is actually a counter-government agency. Sydney approaches the CIA and becomes a double agent, which means that she goes on SD-6 missions, but passes the information about her missions to her CIA handler.

Saturday - Thursday
UAE 20:00

"FRASIER'S" new life in Seattle begins when he is employed by a radio station to offer therapy in a call-in manner. Frasier handles the everyday problems of people, sometimes uninteresting and frustrating to Frasier but his ultimate goal will stay the same; he wants to and enjoys helping people.

Sunday - Thursday
UAE 21:00

"GILMORE GIRLS" is an American comedy-drama series following a single mother and her daughter in the fictional town of Stars Hollow-Connecticut, a close-knit small town with many quirky characters. The series explores family, friendship, generational divides, and social class.

Friday
UAE 18:00



"FRIENDS" is an American situation comedy series revolving around a group of six friends in the area of Manhattan. Struggling to survive in the real world, they find the companionship, comfort and support they get from each other to be the perfect antidote to the pressures of life.

Sunday - Thursday
UAE 21:30



CONNECT

ROYAL GROUP

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EDITOR'S comments

March has been a hectic and rewarding month for all of us at Royal Group. Many milestones have been achieved and the group's companies have grown by leaps and bounds.

Vision Hotel - the group's hospitality arm - has announced seven new properties in the capital and its first international property as its first serviced hotel becomes operational. Tamouh has done the group proud by celebrating its one-year anniversary with a big bash with live entertainment and an awards ceremony that won the hearts of all who attended.

Andromeda opened a new branch in Dubai Festival City just in time for Mother's Day, which was celebrated on March 21. An ideal time for the store to open its doors to the public, it was the perfect place to buy a gift to show gratitude and love.

As we leave you to peruse the pages of the latest Royal Group newsletter, packed with information and facts about the group's growth, we'd like to wish you Happy Easter and hope that the holiday is filled with joy and light for all you.

Till next month...
multiply Marketing Consultancy Services



Vision Hotels announces seven new five-stars in Abu Dhabi

Vision Hotel Apartments - Tourist Club Area opened its doors on March 15, 2006. The property features 126 luxuriously appointed suites furnished with plasma screen TVs, personal safes, ironing facilities, internet access and fully equipped kitchen facilities. Its interiors were carefully designed by experienced sister companies Decovision LLC and Vision Factory, which produce furniture.

- Vision Meena, located on Al Meena Road, is scheduled to open for business with 240 suites in 2010.
- Vision Saraya, situated on the Corniche will have 246 suites and will be completed by 2011.
- Vision Hydra Executive, situated on prime property at the seafront of Reem Island, is scheduled to deliver its 202 suites by mid-2011.
- Vision Hydra Corporate, overlooking the magnificent view of Al Reem Island with 211 suites, is also slated for opening in 2011.

The hospitality group has also revealed its international plans with the announcement of Vision Cedar Bogota, a 5-star hotel located in downtown Bogota, Colombia with 200 rooms, two restaurants and a bar, to be operational by the end of 2009.

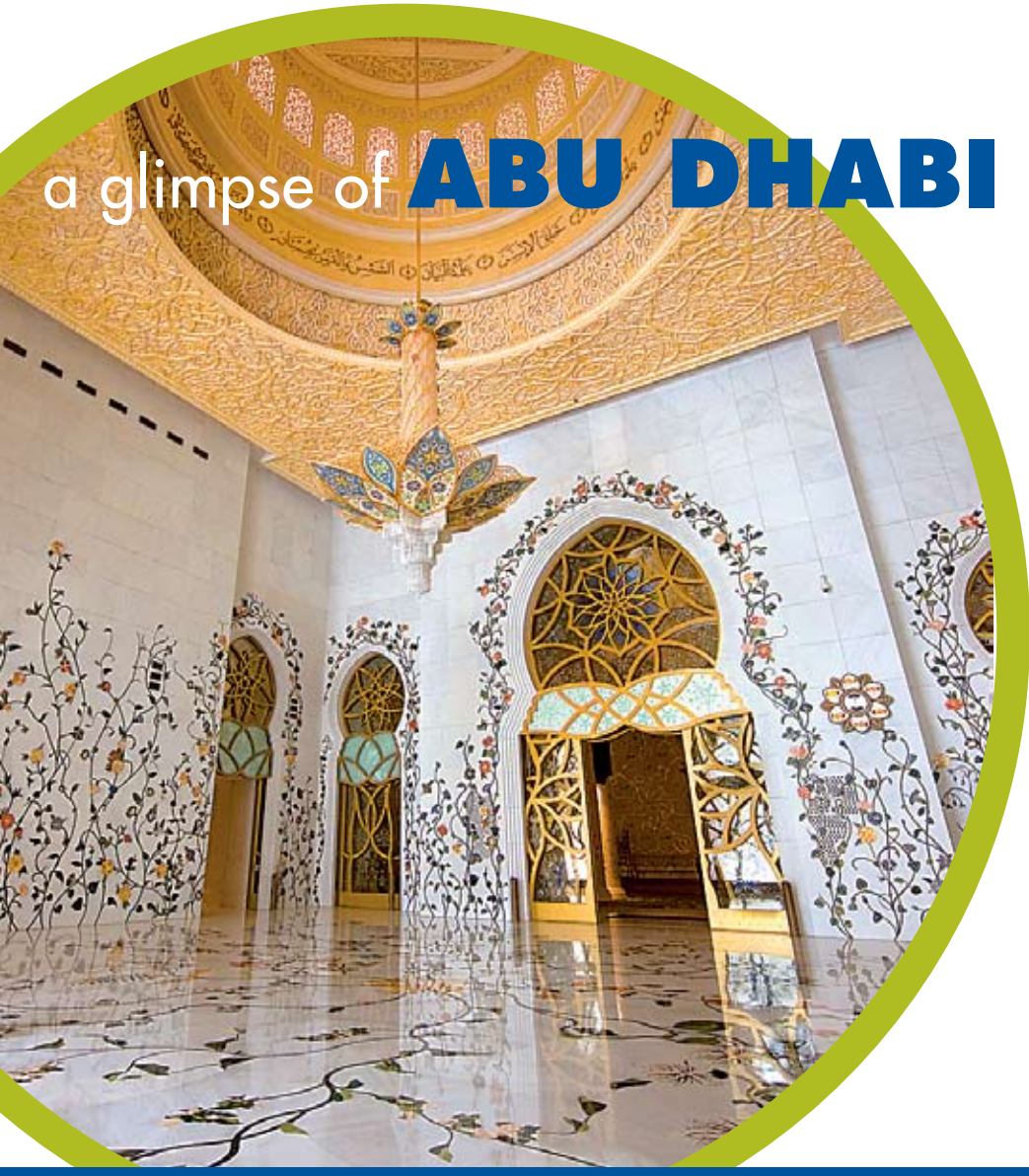
The properties will include:

- Vision Links, a cluster of three properties, is expected to open early 2010. It is centrally located on Muroor Road with prime visibility. Each property will offer 252 luxuriously appointed suites.



Inside

- Andromeda adds sparkle to Dubai Festival City
- Tamouh brings Oscar night to the Hilton Abu Dhabi
- Tips for managing in a downturn



Tips for managing in a downturn

1. Monitor your market and business indicators like a hawk. Read the financial press daily and form a judgment. Know your costs and reduce them, consider charging more where you need to or both. Prepare detailed monthly accounts, map your sales trends, prepare accurate cash-flow projections and review an up to date balance sheet. Consider also using cheaper suppliers or more reliable ones.
2. Select and look after your best customers. In any market conditions but especially in a down-turn, selling more to existing customers is always easier than winning new ones. Make sure you have 'good' customers, however demanding, who value what you do for them and pay a fair price. Deal with any complaints promptly. Cross sell other products and services. Ask them to recommend you.
3. Contact long-term suppliers and seek their input into the cost reduction process. Together you can drive forward the joint cost reduction projects on the basis of reduced revenue but increased profitability.
4. Engage more closely with your workforce to prepare not only for the current downturn but also for the subsequent upturn. To do this, your workforce needs to be flexible and scaleable.
5. Don't stop investing in existing staff. Re-skill your existing workforce, focusing on value for money in the back office and retaining your customers in the front office roles.
6. Increase scrutiny around operational spending and costs - any cost reduction needs to be aligned to business strategy rather than by putting a blanket percentage cut across the organisation.
7. The workforce morale implications of a downturn are more difficult to predict - it is important to be a good leader, particularly when sailing in uncharted economic waters.
8. It's important that businesses don't lose sight of staying on the growth trail. When the future is uncertain, it can be tempting to just 'batten down the hatches' and try and 'ride out the storm'.
9. Do not cut back on business development or product development budgets - keep your products or services current and creative. Too often, companies cut back on the new products or services that represent the future of their businesses. Then once the upturn arrives they find they cannot catch up with the market's expectations and demands.
10. Ensure that you are providing your customers with the highest level of customer service in order to protect prices and present new reasons for customers to remain loyal.
11. Do not plan for the short-term - plan for the inevitable upturn. Exploit rather than shelter from the downturn and decide whether your enterprise will bask or bake in the facing of the economic climate change.

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Andromeda adds sparkle to Dubai Festival City

The lure of diamonds and precious stones and their inextricable relationship with celebrations make the venue for Andromeda's new store an obvious one. Dubai Festival City, with its emphasis on enjoying life, is the location for the second new Andromeda store in two months.

The opening of the store was managed by Mr. Nadeem Iqbal, operations manager of Andromeda and has already seen great footfall.

The store now offers those in Dubai and the Northern Emirates the convenience of visiting and buying quality stones and jewelry in convenient locations. With the customer uppermost in their minds, Andromeda's management has arranged for valet parking service at the new store to give visitors ample time and comfort to view all the collections they have on offer.

The grand opening of the store will follow in April and we'll be on the scene to bring you the latest on that event as well.



Tamouh brings Oscar night to the Hilton Abu Dhabi

The Hilton Hotel in Abu Dhabi came to life on the night of March 5, 2009, as Tamouh, one of the capital's largest development companies, hosted its annual dinner and awards ceremony.

Aimed at recognizing the invaluable contribution of the company's staff over the past year, the celebration saw employees showcase their various talents as part of the evening's entertainment. Emcees Tida Joyce Reyes and Charlotte Ibanez announced a myriad of jaw-dropping talent from break dance routines and storytelling to guitar playing, singing and stand-up comedy shows, the night had something from everyone. The finale was a special number put together by Tamouh's committee members and it brought forth an immense response from the crowd.

Speeches by Mr. Joe Ong and Kashif Shamsi were precursors to eight major awards and 18 wacky awards - among them the Hard Hat Award, the Congeniality Award and the Rookie Award.

The night was a resounding success for both management and employees.



NPC hands over Reem Investments Headquarters in record time. Quality, innovation and flexibility are at the forefront of landmark project

Earlier this month, National Projects & Construction (NPC) announced the completion of one of its contracts - Reem Investments Headquarters. An Abu Dhabi-based firm and one of the leading construction companies in the UAE, NPC's completion of the project, inclusive of all civil and MEP works, marks the first of a series of projects due to be handed over by the company in 2009.

NPC's completion of the Dh 9 million-project signals a milestone in its development, establishing the company as one of the most credible construction partners in the industry today.

Reem Investment Headquarters stands to be an impressive architectural work in the capital. Glass and stone are used extensively through the project to realize a distinctly contemporary structure that echoes the status and luxury behind the Reem Island project.

The project was especially challenging with numerous revisions to the design and deliverables throughout the timeline, including the addition of a basement and gym facilities, changes to the exterior façade and modifications to the roof.

Satisfying the client's requests and expectations meant a willingness to be extremely flexible and accommodating on the part of NPC - a component that the construction company believes is intrinsic to providing any service.

NPC has numerous prestigious projects in the pipeline for 2009 including seven towers on Marina Square, which is being master-developed by Tamouh.

CONNECTING TO ...



Abu Dhabi-based Ubiquitous Telecommunications Technology (UTT) was formed in 2006 by Emirati investors and Emirates Telecommunications Corporation (Etisalat). The company's purpose is to turn the dream of a smart city into a reality - one that offers customized smart home solution packages and centralized city control solutions that result in significant savings of time and energy while enhancing attraction and value of real estate.

Home, office and hotel solutions

The business of offering a smart lifestyle means that UTT provides state of the art solutions and automation for the home, office and hotel. These services include but are not limited to automated lighting systems, climate control, a gamut of telecommunications services such as voice/video calls, high speed internet, IPTV and VoIP, state of the art security systems and entertainment solutions.

Intelligent Building Management Services

Building management systems can control HVAC, lighting, access control, security monitoring, ventilation and fire/smoke control across an enterprise and has the added benefit of energy saving and ease of operation.

Smart Community Services

The facilitation of online shopping, unified billing systems, traffic information in real time and public area viewing is a freeing prospect and UTT's solutions offer these services in the attempt to ensure that their clients are always at ease and that their needs are easily satisfied.

Smart Ubiquitous City Services

Central command and control centers and community portals are at the core of UTT's smart ubiquitous city services. Once logged on to their community portal, users can interact with other residents, correspond with the property management, chat with neighbors about similar interests and reserve community facilities (including tee times at the golf course or reservations at community restaurants). Conversely property management companies can use the community portal to disseminate important information to the community.



● How long have you been in Abu Dhabi?

It's been a little more than eight years since I moved to Abu Dhabi. My career in Abu Dhabi took me into the field of telecommunications and I have since been exposed to a number of systems and technologies. Initially, I was involved in Satellite and Radio projects and services, eventually moving to terrestrial networks and TV systems. Over the years, I have been involved in a variety of challenging and customizable projects. In 2006, I joined UT Technology as director of smart solutions to develop a smart city concept on Reem Island Development Project and here I am.

● What can you tell us about UTT?

Ubiquitous Telecommunications Technology is one of the most innovative companies and brings the highest standards of smart home automation and solutions to the market. Our aim is to provide a smart lifestyle and to provide comfort and ease to all our clients whether they are individuals or corporates.

● As the Director of smart solutions, what in your opinion are the most important attributes of a good manager?

The ability to create a clear chain of command and to empower staff is one of the most important traits in any manager because it is essential to the internal health and growth of the company. Good managers should also be able to tackle problems quickly and with ease, so their staff remain calm.

● What motivational phrase do you use to inspire UTT employees?

Success is achieved through hard work and dedication.

● How does it feel to be running the smart solutions department?

The scope of work is quite huge and challenging and I have been learning and studying different smart city technologies with my team. It is inspiring for me to be able to work with such talented colleagues as to learn about new technologies and how they can help in achieving the company's objectives. The field of smart solutions has great potential and the success of our project will be a reference to others. The group adds more challenges and excitement with different flavors to the task.

Picture above: Mr Nasser Abayed, Director of UTT