MRB

THE TACTICS OF MANAGMENT

COMPANY PROFILE

INTEGRATED FACILITY MANAGEMENT SYSTEMS

" Malls - Resorts - Hotels "

INDEX

Company's Culture 03

MRB history 04

Business idea 05

The tactics of management 06

The hotel facility services and tactics 14

Smart Buildings 15

Benefits of the Smart System's technology 16

BIM Module 17

Our certifications 18

Our clients' reviews 19

COMPANY'S CULTURE

MRB Values

1. Perfection & Excellence.
2. Knowledge and Modernity
3. Honesty and Integrity.

Mission Statement

Our mission is to provide an integrated facility management system using the latest technology to conclude all the sustainability aspects and generate maximum profits for all stakeholders.

Vision Statement

Our vision is to create a unique compatible integrated system that would introduce a new concept of facility.

MRB History

It looks that we started since couple of years, but We are in the market for twenty years ago.
We achieved this solid experience by selecting a professional Team with more than 20 years' experience to provide all the managerial systems with an integrated system to develop the over all management system for any project to achieve the maximum potential profits. So we officially started in 2019 by developing a non-productive mall due to the unsystematic management that cost the developers a huge amount of money.

Despite this fact, MRB installed a fully managed system that contained all the managerial phases from scratch, which generated a result of a 250% increase in profits and a 100% increase in market share.

Business Idea

After analyzing the Egyptian Market , We noticed lack of experience in the concept of the integrated facility management system to link the needed integration between the full managerial phases to improve the final impact of this system on the whole project .

As a result, MRB provide facility management consultantion :

1. The Effective Role of MRB in the asset management system within this managerial phase is to conduct a feasibility study along with Marketing strategy as well to identify the position of the project in the market and to evaluate the financial profitability of the project, which will improve the asset coordination and planning.

2. The facility consultation management system is one of the most underestimated phases in the current market although, it is the main reason of achieving the best profits for many reasons. In this phase, MRB will give the mall all it needs towards establishing the mall perfectly from the very beginning by providing a design review, the needed manuals, and the linkage between the marketing study and the tenant mix to create a competitive advantage over the other competitors. Finally, we will introduce one of the most important features, which is the inception report.

3. The property management system will be developed by MRB to offer a loyal internal team for the mall itself. That will save lots of money and will ensure quality.

4. Finally, the facility management system will ensure the application of the consultancy operating plan to provide the optimum output.

Tactics of Management

Facility management is an extremely critical job that requires it to be built using separate phases so that every single one is compatible with the others. Not only this, but also, it requires an experienced team to execute it perfectly. MRB built an experienced team that can manage each phase flawlessly on their own, and this is what has propelled MRB to the top of the market in record time. Each phase will generate the maximum amount of money as it will save time for the developer.

The Stages of Research

MRB does two diverse types of research

- The market investigation

Those researchers are especially useful in establishing the optimum project for the selected location. It will study the targeted customer segment's needs and wants, which will enable the developer to choose the perfect tenant mix, products, and services that will be established within the project that will maximize for the developer, investor, tenant, and, for sure, the end user. It will also recognize the competitors in the area and identify the strength and weakness points for each, which will provide enough information to create a sustainable competitive advantage for the project, which should create more than the needed number of customers.

- The feasibility of research

This one is a financial one. It helps the developer as well as the investor to be sure that this project will not fail, and it helps estimate the amount of money that should be generated from the project.

Assets management stage

MRB does two diverse types of research. Market investigation Those researchers are especially useful in establishing the optimum project for the selected location. It will study the targeted customer segment's needs and wants, which will enable the developer to choose the perfect tenant mix, products, and services that will be established within the project that will maximize for the developer, investor, tenant, and, for sure, the end user. It will also recognize the competitors in the area and identify the strength and weakness points for each, which will provide enough information to create a sustainable competitive advantage for the project, which should create more than the needed number of customers. The feasibility of research. This one is a financial one. It helps the developer as well as the investor to be sure that this project will not fail, and it helps estimate the amount of money that should be generated from the project.

This phase to be applied will take three varied steps

Data Gathering

In this step, the company's team will collect all the data needed to identify the customers' segmentation and needs.

Analyze

In this step, the team will analyze the collected data to know what the products are, brands, services, and even styles that will fit the targeted customers' culture.

Reporting

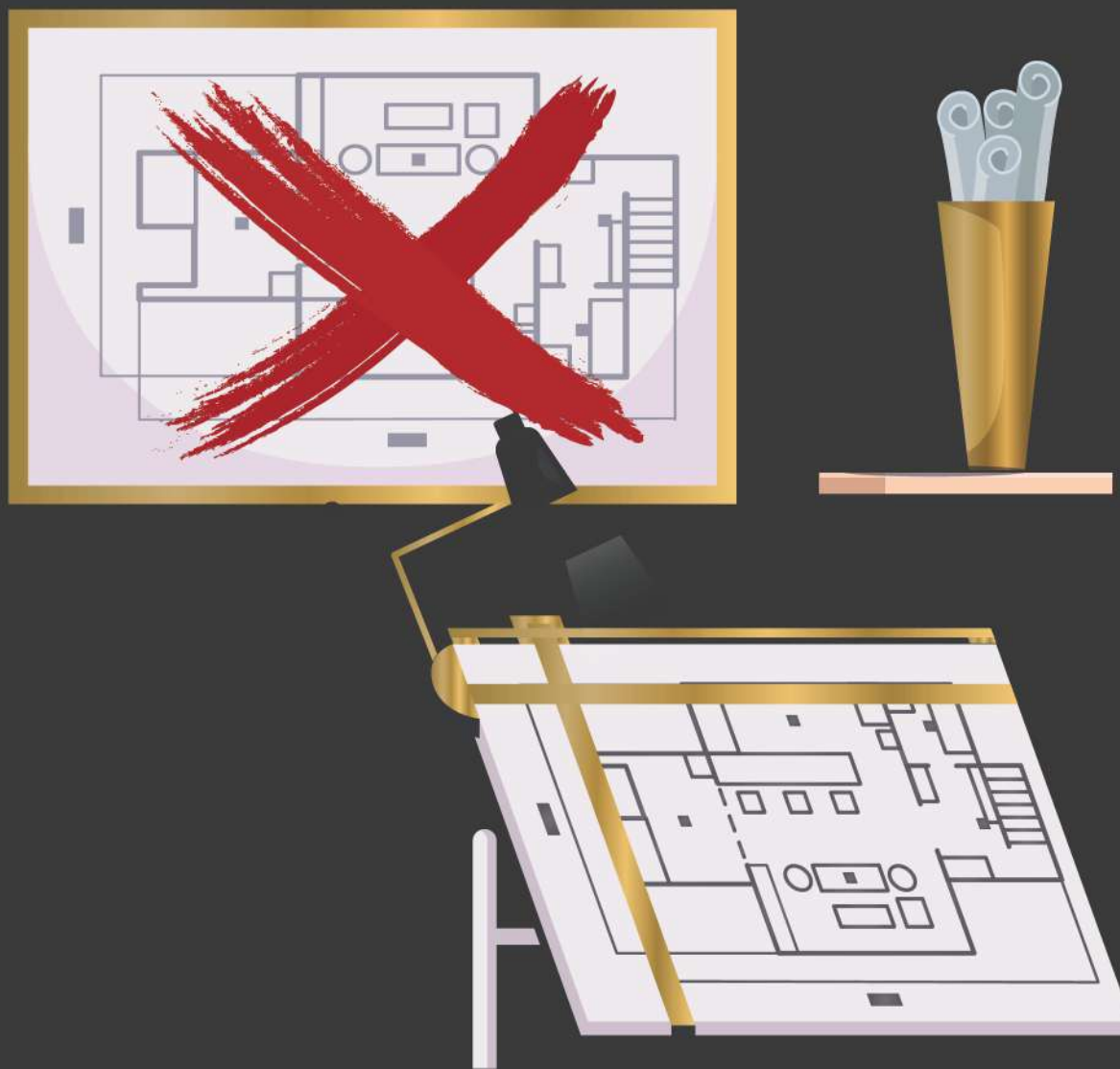
That is the last step. Here the team will provide a report with a recommendation of the best tenant mix, facility requirements, and even the best anchor for the project.

Facility consultation

management phase

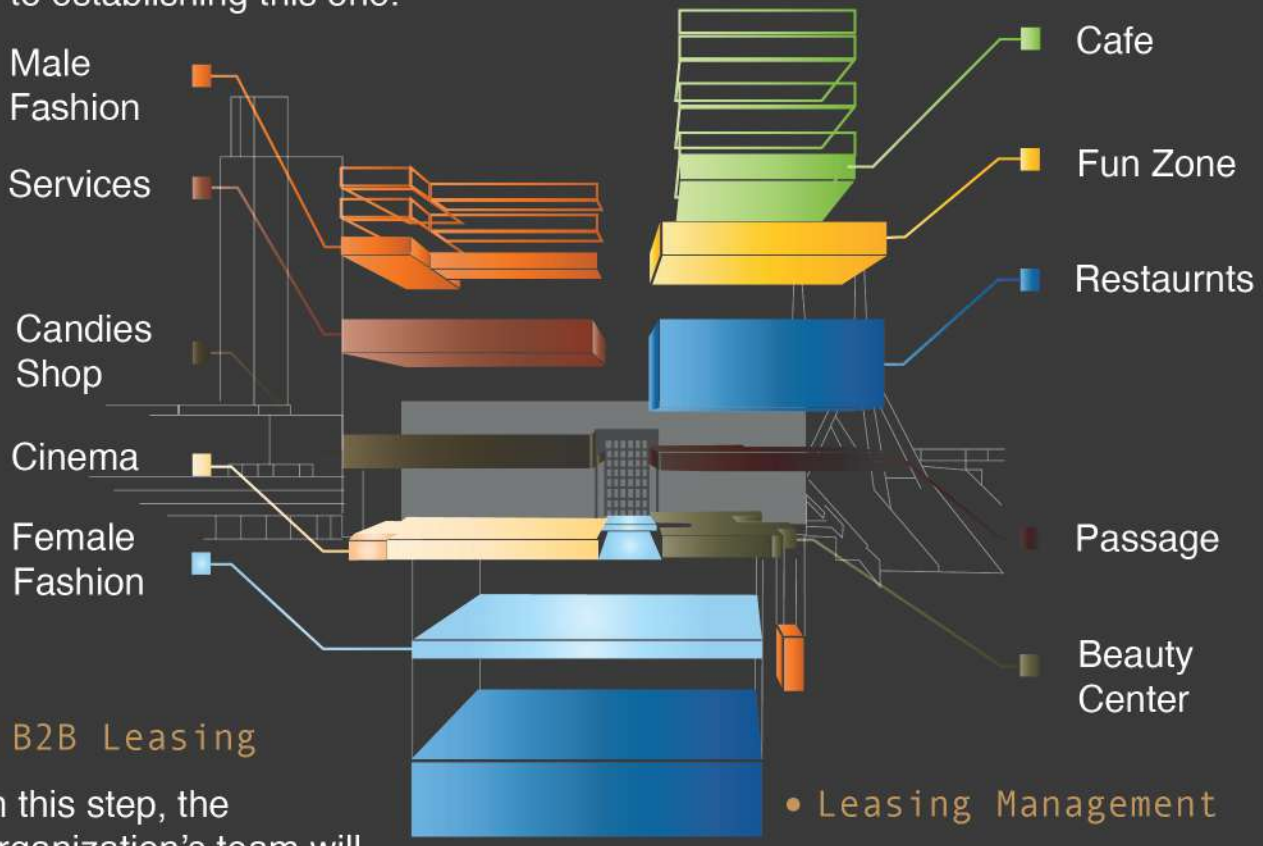
The architecture engineers are fine when it comes to the usual design. However, they do not take the facility requirements into consideration, which creates a disaster when it comes to the facility operation. It might have cost the developers a fortune to fix such a thing if they had not considered the facility operation requirements from the very beginning. As such, a step needs an expert facility engineer to just identify the needed requirements for each specific model.

Here all the designs will be reviewed: the architecture design, structure design, MEP design, interior design, exterior design, and land-scape design. To identify whether they are satisfactory to the facility management or not.



Phase of Leasing

As a result, it has an appealing image for all growing brands, both local and international, and it has formed partnerships with other parties who are solely focused on leasing. Finally, it has good relationships with the Egyptian brands, which makes the leasing process easy and rewarding when it comes to the prices, as the brands know that MRB will provide them with the best units that will suit their needs. There are multiple steps to establishing this one.



- B2B Leasing

In this step, the organization's team will review every candidate's history, menu, managerial methodology, and proposal. to ensure that this brand will be able to pay the rent and that it will be suitable for all leasing plans in malls

- The pre-leasing

In this step, the targeted brands will be chosen, and then MRB will contact them or create a marketing campaign to target them.

- Leasing Management

The last step comes when MRB delivers the unit. At this stage, the company will provide the tenant with the following manuals: Tenant Design Manual, Rules and Regulations Manual, Directory Sign Manual, Implementation and Operation Manual, and FM Supervision Contract.

Mall Administration

In this phase, MRB will start its main rule, which is management consultation. In this phase, it will provide all the following managerial services:

Mall Administration in General

Optimizing operational costs and waste

Tenant management

Emergency and safety protection

Property inspections

Optimization of capital expenditure costs

Facility Management

Facility management phase

FOOT-TRAFFIC MANAGEMENT

Mall interiors are enhanced

Improve the sightline/visibility of the retail stores.

Space efficiency management

Managing foot traffic

Events

Operation manuals and plans

Rules and regulations

Resident Handbook

Property inspections

Control and oversight of operations

Daily base operations

Tendering Procedure for Contractors

Pest control

MEP maintenance

Cleaning

Recycling and waste disposal

Security

Utility management

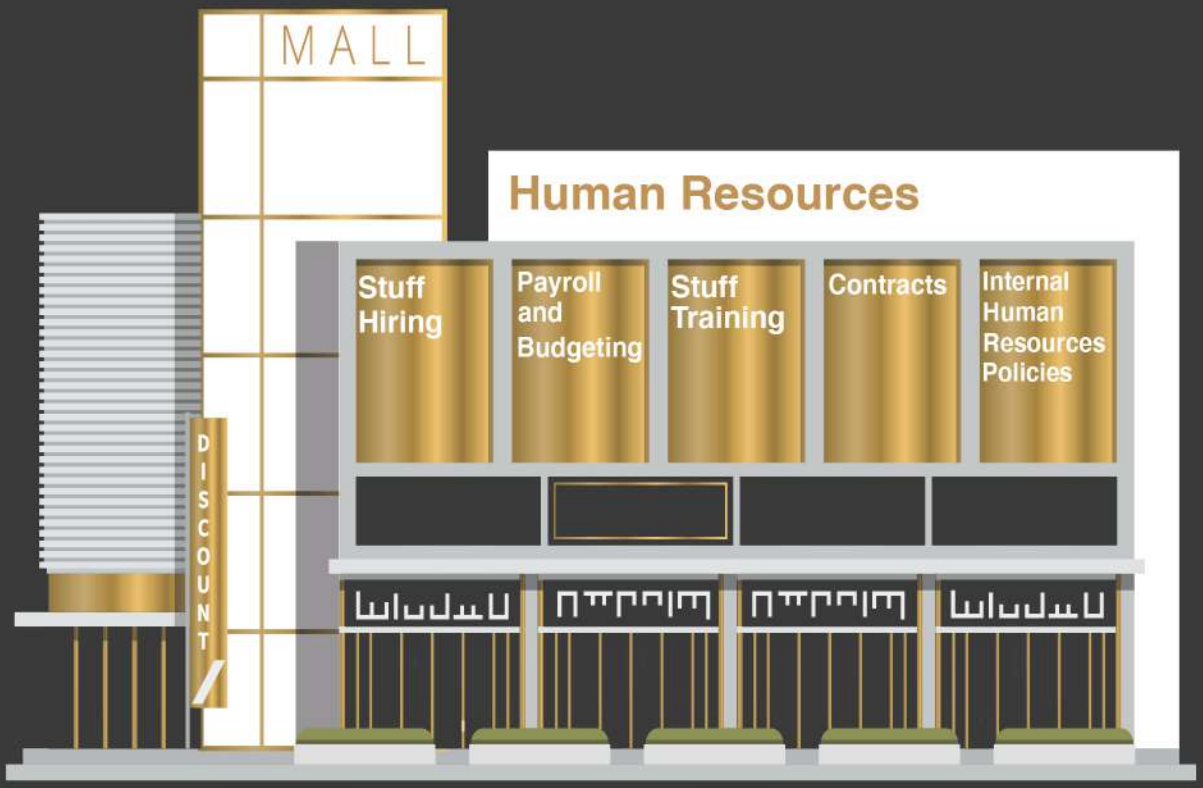
Fire Protection Facilities

On demand maintenance

All the previews services are provided being done with the integration of outsourced companies.

Financial Management

- Maintenance deposit coverage optimization
- Insurance
- Accountancy Practices and Procedures
- Budgeting
- Cash Receipts and Income Collection
- Audit
- Payment for services



All the previews services are provided being done with the integration of outsourced companies.

The last Phase

This phase comes during the mall's life management to improve its state and management through time.

- SWOT of the Mall
- Re-positioning the Mall (including brand image)
- Layout planning
- Shop size re-allocation
- Horizontal & vertical circulation improvisation
- Zoning & Tenant Mix
- Improvisation of traffic and pedestrian circulation/movement
- Elevation improvisation
- Space efficiency management
- Mall interior renovations
- Improve the sightline/ visibility of the retail stores.

The Hotel Facility

Services and Tactics

Those are the necessary phases to manage a mall project correctly. However, MRB does not manage malls alone but manages residential projects as well, such as hotels and resorts. However, one of its values is service perfection. Because of this, it has created a partnership with a hospitality international company, FACIL Inc., to provide the best luxury hospitality services.

MRB offers two diverse types of services in this section:
Soft services and Hard services

Soft Services

- Cleaning
- Security
- Ventilation
- Catering
- Car Parking
- Landscaping
- Window Cleaning
- Post management
- Waste management
- All the luxurious hospitality needs

Hard Services

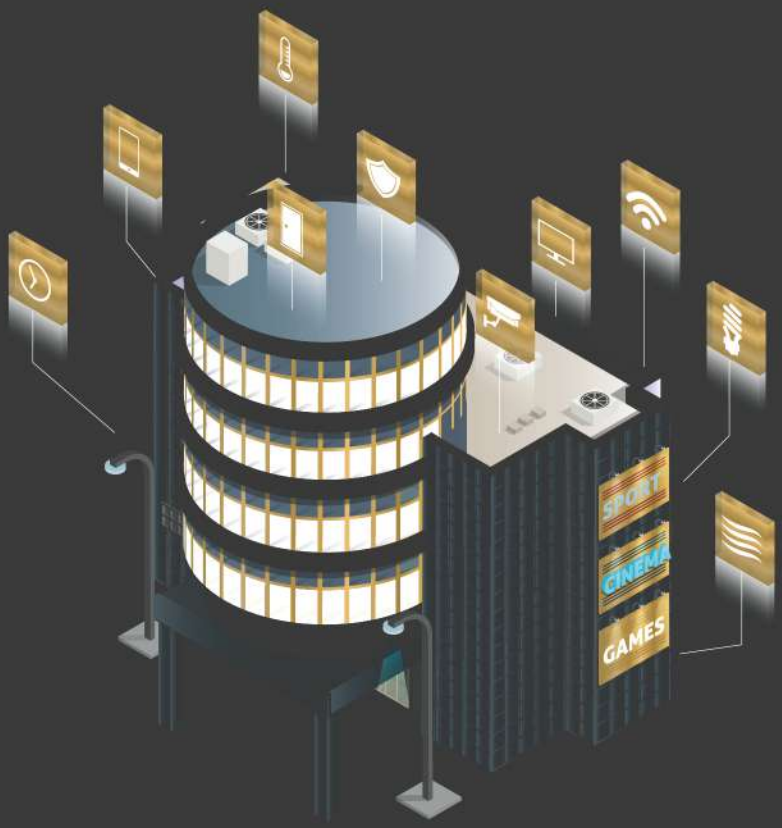
- Lighting
- Plumbing
- Heating
- Air Conditioning
- Building Maintenace
- Fire Safety System

Such services are being done with the integration of outsourced companies

Smart Buildings

• MRB will manage all these service •

According to MRB's vision, this company wants to provide the best services. Hence, the company keeps updating its services. However, one of the most popular trends for commercial projects nowadays is the use of smart services. The smart building concept is being used by the entire new generation for a variety of reasons. Firstly, it is a very sustainable methodology that saves power, money, and even the environment.



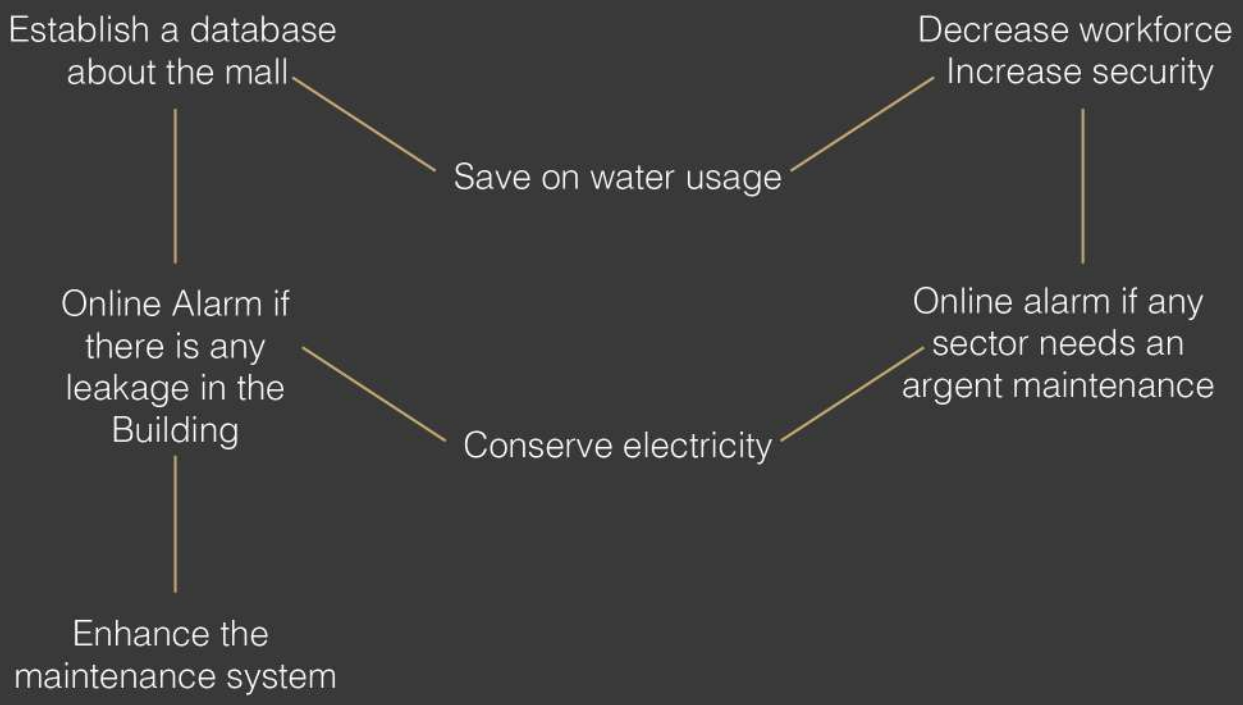
System Types

However, MRB faced multiple challenges Firstly, that the Internet of Things (IOT) is not available in Egypt. But MRB fixed this by providing the offline system, and this works perfectly by providing the best designs that will fit the system, which will make it very worthwhile and generate a fortune for the developer. This is what makes MRB unique as a service. Not only this, but also, MRB can provide the full automated system, as well as the full intelligent (AI) system that works with the 5G internet (IOT).

Benefits of the Smart System's Technology

Let us talk about the 2030 Egyptian vision that looks to make everything more civilized and up-to-date, and, that is how the new administrative capital works, so, eventually, such a smart system will be necessary.

Developers' benefits



Overall, the system will rescue the whole building from any kind of future damage, which will make the mall more secure and more trusted by the clients, tenants, and end-users.

- Such services are being done with the integration of outsourced companies

BIM Module

The greatest thing is to provide all the previous phases using BIM (building information modeling). This great module is making a difference while implementing all the facility aspects in one model. This great module will detect any clash between the MEB controlling system and it will provide all the mall stages in one design that can overview the mall from different

The main benefit of this module is that it systematically reduces the number of human mistakes made, especially when every engineer is working on his own while designing the mall. It helps to create a full and complete description of the mall from every single dimension, such as the architectural design, in-structure design, MEP design, interior design, exterior design, and land-scape design. This module will ensure the perfection of the whole design even before establishing anything in the building

Our certifications

It has begun to research the necessary management techniques to provide the best service possible. However, we have done this perfectly, which created the ability to obtain the following ISO certifications from the United Kingdom.

UK CERTY

Certificate of Registration

This is to certify that
The Management System of

MR Business

239 Office - Top 90 Mall - 5th Settlement - Cairo - Egypt
Has been assessed and found to comply with

ISO 41001:2018

(Facility Management - Management System)

For the following scope:
Facility Management, Development and Business Consulting Services

Director

ISO 41001:2018 This certificate shows that we are following the international protocol in facility management and management systems.

ISO 45001:2018 This certificate addresses that we are following the folly international protocol in (occupation Health & Safety Management Systems).

UK CERTY

Certificate of Registration

This is to certify that
The Management System of

MR Business

239 Office - Top 90 Mall - 5th Settlement - Cairo - Egypt
Has been assessed and found to comply with

ISO 45001:2018

(Occupational Health & Safety Management System)

For the following scope:
Facility Management, Development and Business Consulting Services

Director

UK CERTY

Certificate of Registration

This is to certify that
The Management System of

MR Business

239 Office - Top 90 Mall - 5th Settlement - Cairo - Egypt
Has been assessed and found to comply with

ISO 55001:2014

(Asset Management - Management System)

For the following scope:
Facility Management, Development and Business Consulting Services

Director

ISO 55001:2014 This certificate shows that we are following the international protocol in asset management and management systems.

ISO 9001:2015 This certificate verifies that we adhere to the international protocol in our quality management system. ISO: This certificate demonstrates that we are following the folly international protocol in (environmental management system).

UK CERTY

Certificate of Registration

This is to certify that
The Management System of

MR Business

239 Office - Top 90 Mall - 5th Settlement - Cairo - Egypt
Has been assessed and found to comply with

ISO 9001:2015

(Quality Management System)

For the following scope:
Facility Management, Development and Business Consulting Services

Director

Our clients' reviews

GOLDEN TOWN

This client trusted MRB so much because this organization worked with MRB on a project called "The Fort," and they appreciated us and gave us an ICON for that. However, when they decided to develop a new project called "CASADA," they contacted us to develop it as well, and they really trusted our work. They even gave us another iconic gift, which is so appreciated by us.

CONTACT DEVELOPMENTS

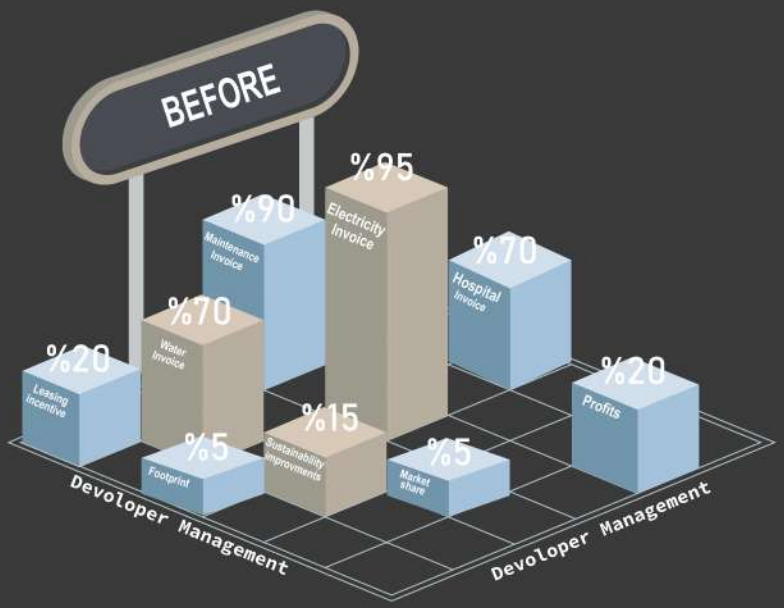
This client trusted us to manage its project totally from scratch, so MRB provided the best services to improve the project's total value as much as possible. However, the clint was stunned by the result and gave us this valuable appreciation icon.

RUD

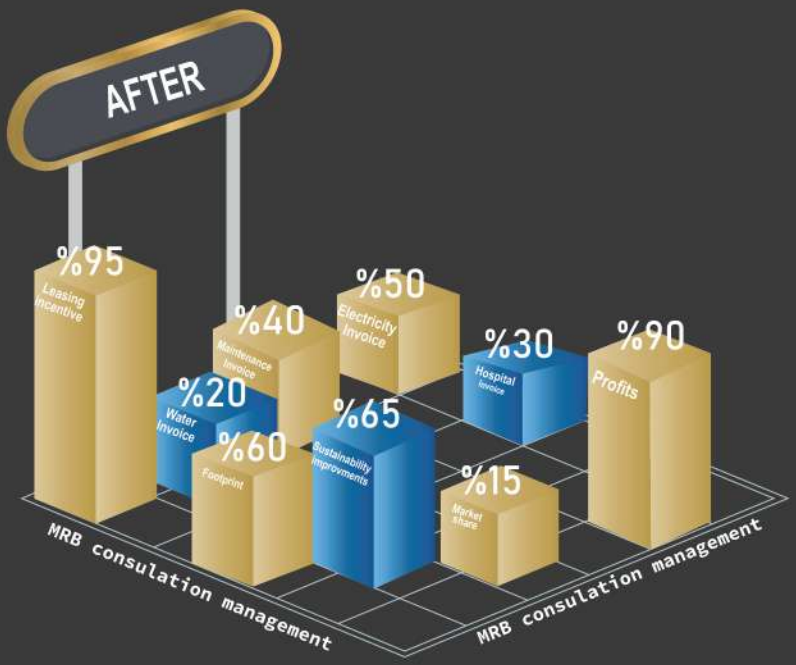
Another client who really valued our services on the project, Evora, also gave us an iconic gift.

Why MRB

MRB is an exceptional company as it provides a conceptual service that will support every developer to achieve the desired goal of success. However, MRB has experts that have been working and developing such services since 2000, which means that they have spent 20 years developing this service. Secondly, MRB showed an outstanding performance when it started to fix the buildings that did not get established as they were meant to be. Let us start talking about one of our projects mall. This mall was generating only losses. Despite this, when MRB began developing all aspects of the mall, all the results were altered, as illustrated

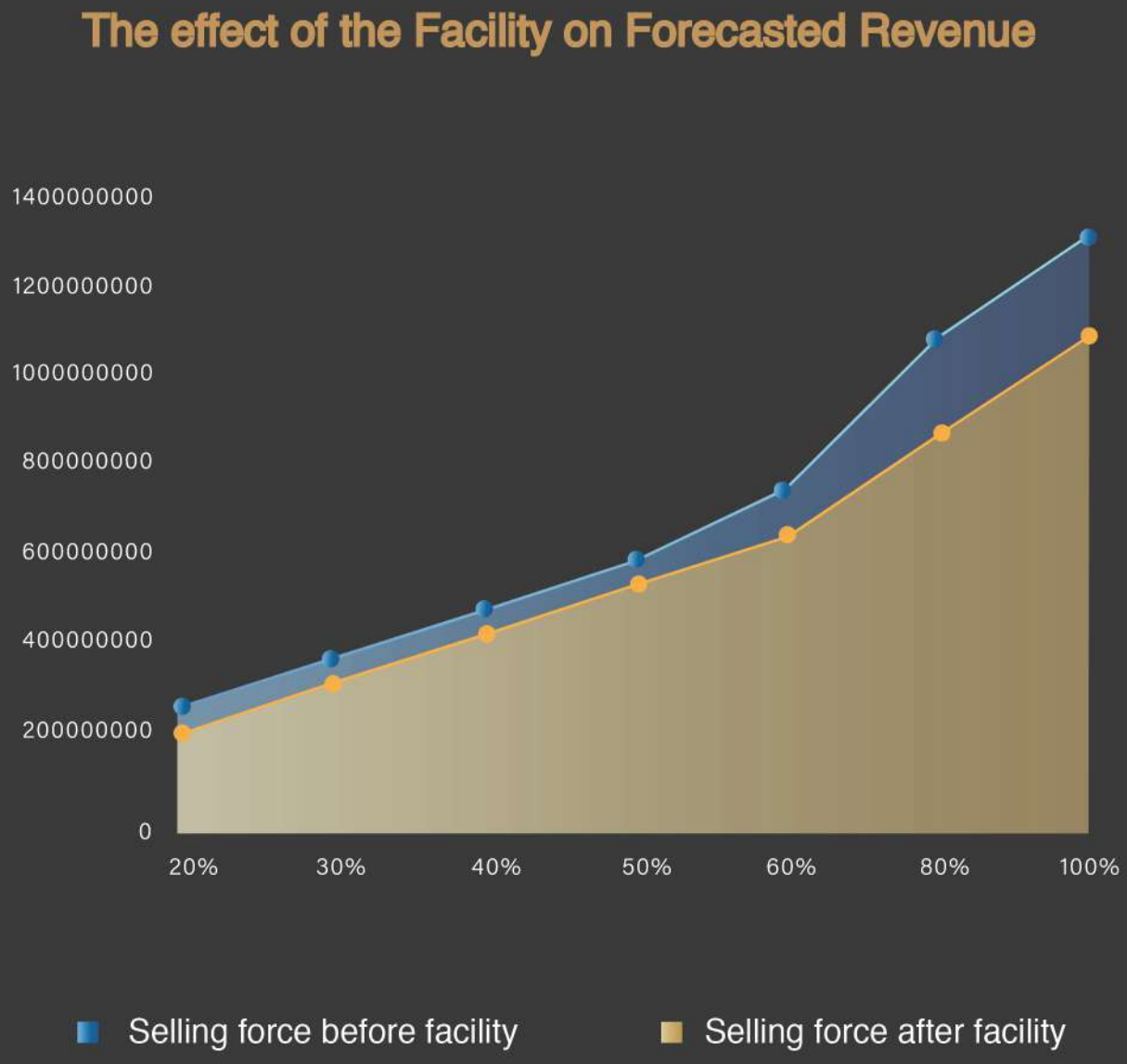


This graph describes the total expenditure before and after MRB presence and not only this but also defines the success KPIs as well.



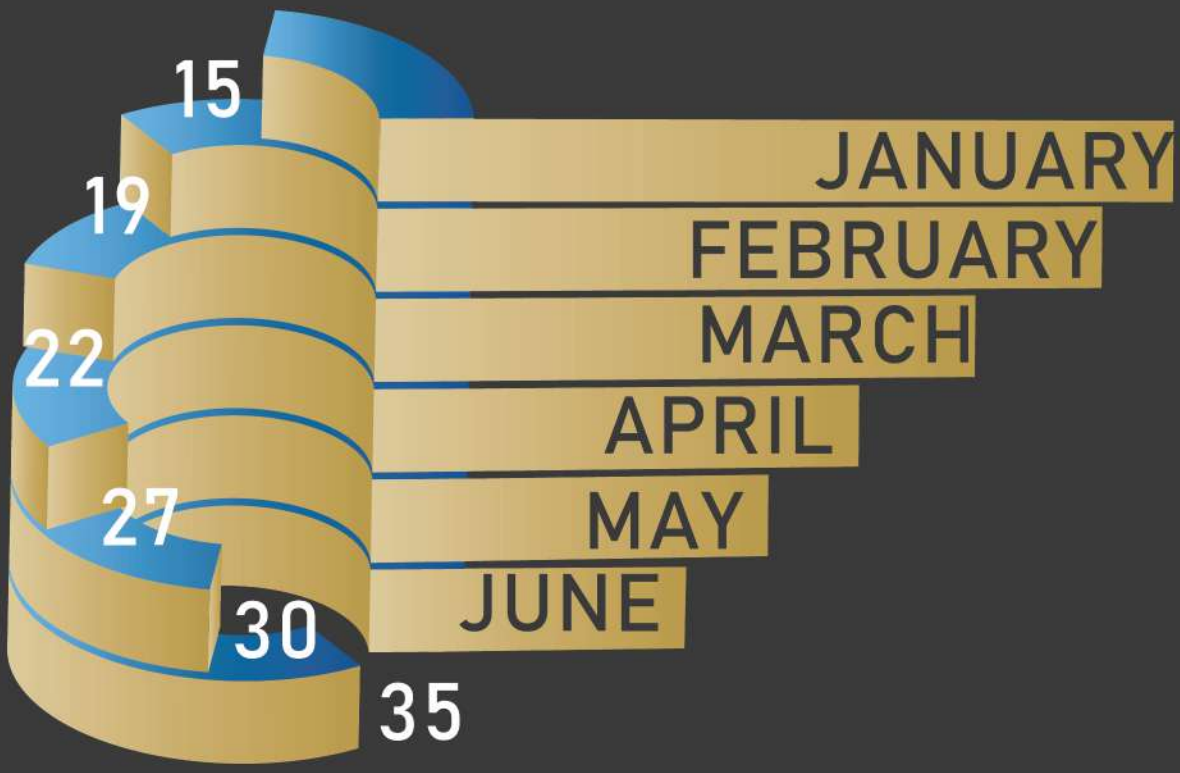
Obviously, this graph proves that the percentage of improvements has increasmed after MRB engaged.

Another project that is not finished yet is still under construction. However, this building faced defects regarding the operational terms and conditions, and the following graph will demonstrate the impact of MRB services on this construction development.



This graph shows that after fixing the defects, the total revenue will increase by 20 million EGP, according to the forecasted feasibility studies.

Lastly, this is how our customers trust us, and this is how much our business has increased in only 6 months, and the following graph only describes the projects of the administrative capital.



This proves how is our services are trusted by the market in 2022.

NOTE :

All of the data presented is either current or forecasted for future influences.

THANK YOU

TOP90MALL,NTESEEN,
CAIROGOVERNORATE

+2 02 281 -20027
+2 02 281 -20029

WWW.MRB-FM.CO