

MARKET KEY

YOUR PARTNER TO SUCCESS

Recruitment Training Mystery Shopping Hospitality Consultancy

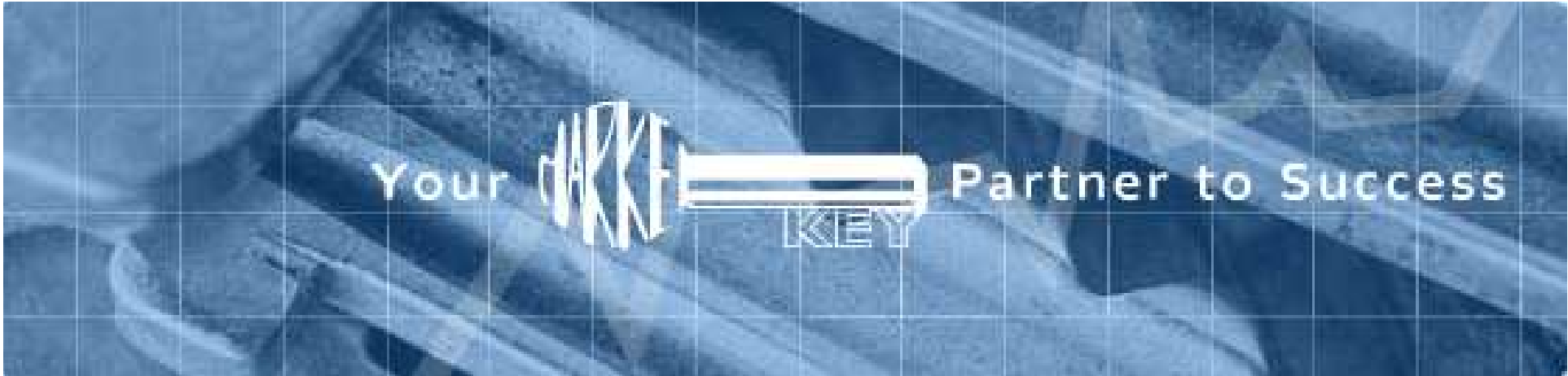
Company Brief

MARKET KEY is a Lebanese Company based in Beirut, founded in 1989 with an extended scope of services covering the Middle East area. The company's core of activity is basically the recruitment of skilled personnel in the Hospitality, Retail and Corporate industries. Through its services, it had stringently maintained a set of core values mainly Integrity, Quality, Teamwork and Speed. The strength of its industry along with its functional expertise coupled with the desire of providing a premier customer service and personal attention to its clients while experiencing these values made out of it a successful recruitment agency through the years.

MARKET KEY has built up a reputation for professional quality and specialized services with a commitment to a high performance and an unsurpassed industry knowledge.

A pioneer since 1995, MARKET KEY is a specialized recruitment agency covering the Middle East area with a strong belief that the personnel is the most valuable asset in any company. In order to serve its clientele better and faster, its main objective is to minimize the span of time for the search for candidates with the philosophy of: "The right person in the right place".

In 2008, MARKET KEY in association with IIMB, decided to widen its services by creating a Training & Mystery Shopping division with the emphasis on accomplishing the client's investment on the human capital hired.



Your



Partner to Success



RECRUITMENT

is hiring good attitudes



Your mission is to attract, hire and retain top talents. This critical function determines the long-term success of the company. Choosing the right search firm is of major importance as you are in need of one that makes the entire recruitment process more effective, efficient, manageable and rewarding.





KEY

Our Way of Recruitment

With the Smart System as a springboard to all its recruitment procedures, Market Key will proceed to the following:

1. Three-Source Search Process.
2. Search in its local database for candidates that fit the appropriate profile.
3. Assign Head-Hunting jobs to locate candidates through direct & indirect competitors.

Communicates the vacancy to Associate Offices - Market key other stations to conduct respective search where applicable:

1. Three-Step Screening Process – *Plus*.
2. Identify the appropriate candidates interested in the vacancy offered.
3. Conduct an appropriate amount of interviews not exceeding three while screening the candidate for the General, Technical and Cultural aspects of the profile required.

Procedures to be taken

1. Systematically check direct and indirect references of the qualified applicants.
2. Testing the Final Candidates for Technical Skills and Know How as well as Motivation and Aptitude whenever the Client's Brief specifies such a requirement following the client's input of the required testing materials and contents.
3. Presenting the Executive Profiles of the selected candidates to the prospective employer.

Package Negotiation Process

Act as an intermediary negotiator for the Financial Package as per the client's offer.

Follow Up Process


Periodically perform an After-Hire Candidate & Client Performance Appraisal as per Market key's Follow up Policy.

Some of our top accounts in Recruitments

- 1- ACCOR Greater Middle East
- 2- Starwood - Middle East and North Africa
- 3- Al Safir Hotels - Middle East
- 4- The Ritz Carlton - Egypt
- 5- Rotana Hotels - Middle east
- 6- Millennium Hotels - U.A.E
- 7- Inter-Continental Hotels - Gulf area
- 8- Le Meridien - U.A.E
- 9- Four Seasons - Gulf region
- 10- Abu Dhabi National Hotels Co.
- 11- Shangri-La (Oman / Dubai / Abu Dhabi)
- 12- Fairmont Royal Clock Towers - Mekkah
- 13- Down Town Metro Hotel - Dubai
- 14- Emaar Hospitality and Spas
- 15- Movenpick Hotels
- 16- Hilton Dubai Creek
- 17- Marriott Riyadh - KSA
- 18- Al Dyar Hotels & Resorts - KSA



and much more International Companies...

A blue-tinted image of a hand holding a glowing starburst light against a dark background. The hand is positioned on the right side, with the index finger pointing towards the starburst. The starburst is a bright white light with multiple rays extending outwards. A horizontal light streak is visible behind the hand.

**Market key's past achievements are
the inspiration to its future...**

**Market Key's stations
all over the supply markets**

Market Key wide presence



- 1- LEBANON (Headoffice)
- 2- UNITED ARAB EMIRATES
- 3- KSA
- 4- QATAR
- 5- SYRIA
- 6- JORDAN

- 7- FRANCE

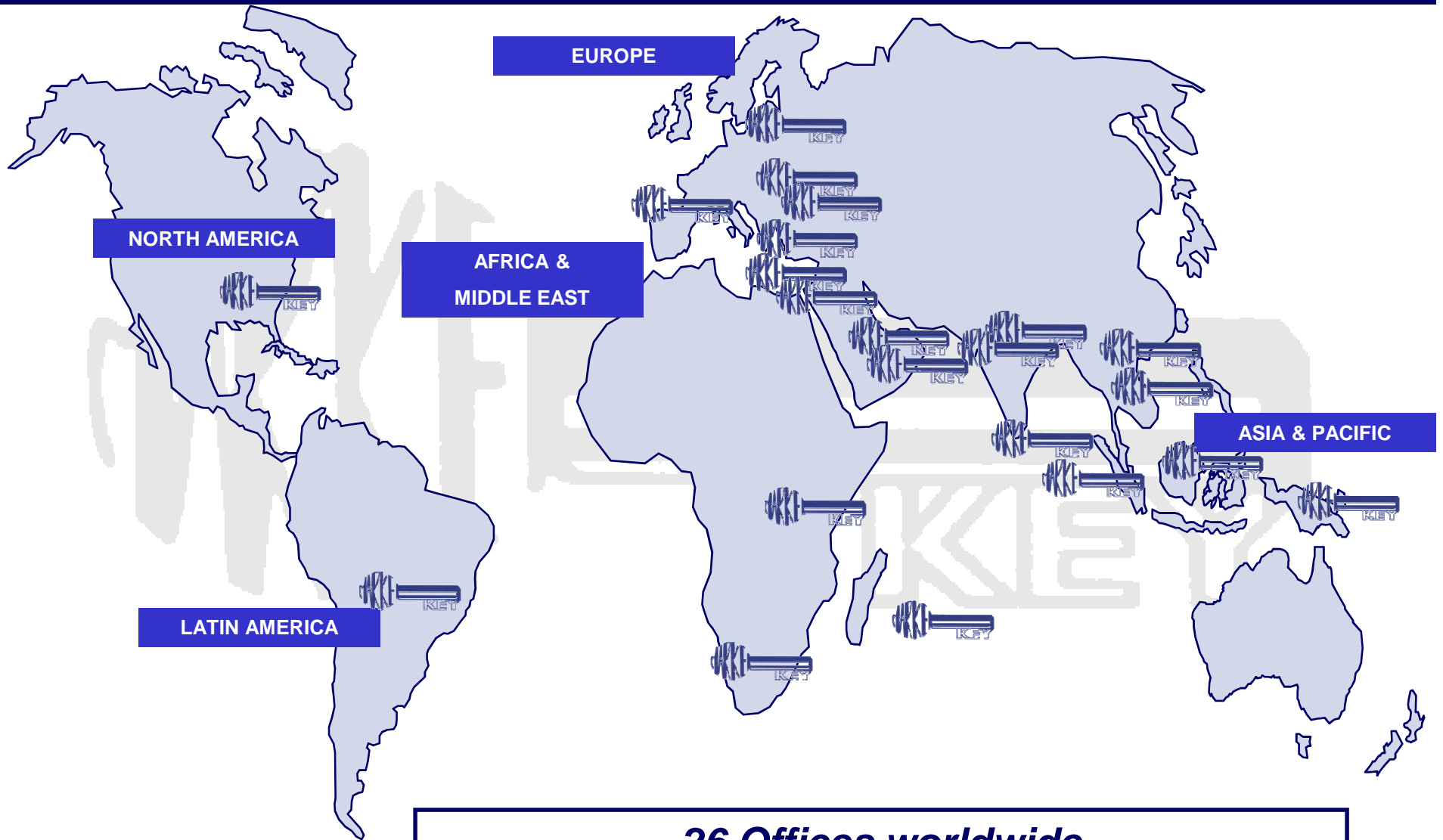
- 8- INDONESIA
- 9- BANGLADESH
- 10- THAILAND
- 11- SRI LANKA
- 12- PAKISTAN
- 13- INDIA
- 14- CHINA
- 15- NEPAL
- 16- VIETNAM
- 17- PHILIPPINES
- 18- JAPAN

- 19- SOUTH AFRICA
- 20- KENYA
- 21- MAURITIUS ISLANDS

- 22- SERBIA
- 23- RUSSIA
- 24- KYRGYSTAN / UZBECKISTAN
- 25- BELARUSSIA

- 26- UNITED STATES OF AMERICA
- 27- ARGENTINA

MARKET KEY on the MAP



26 Offices worldwide

Cultural and Official brief per countries and stations

Market Key is a legitimate company with a vision and mission (as stated above) where the core of its objectives has a commercial view that keeps all moving: *the centre and the all orbits around it.*

The HR Solutions and Recruitment business, differs from one country to another following that specific country's legislations governing the sector, whereas:

1. In some supply countries, the government allows a direct charge on the candidate but with a limit.
2. In other countries, it is not controlled by governments but rather done by the companies themselves.
3. Some are directly connected to the central government (communist /socialist countries) and some are left to the on-going changed rules as per each country's need.
4. In simple words, a candidate existing in a database, headhunted or pooled by advertisements, is the unique selling product for those agencies and countries and therefore the simple equation rules the recruitment process:

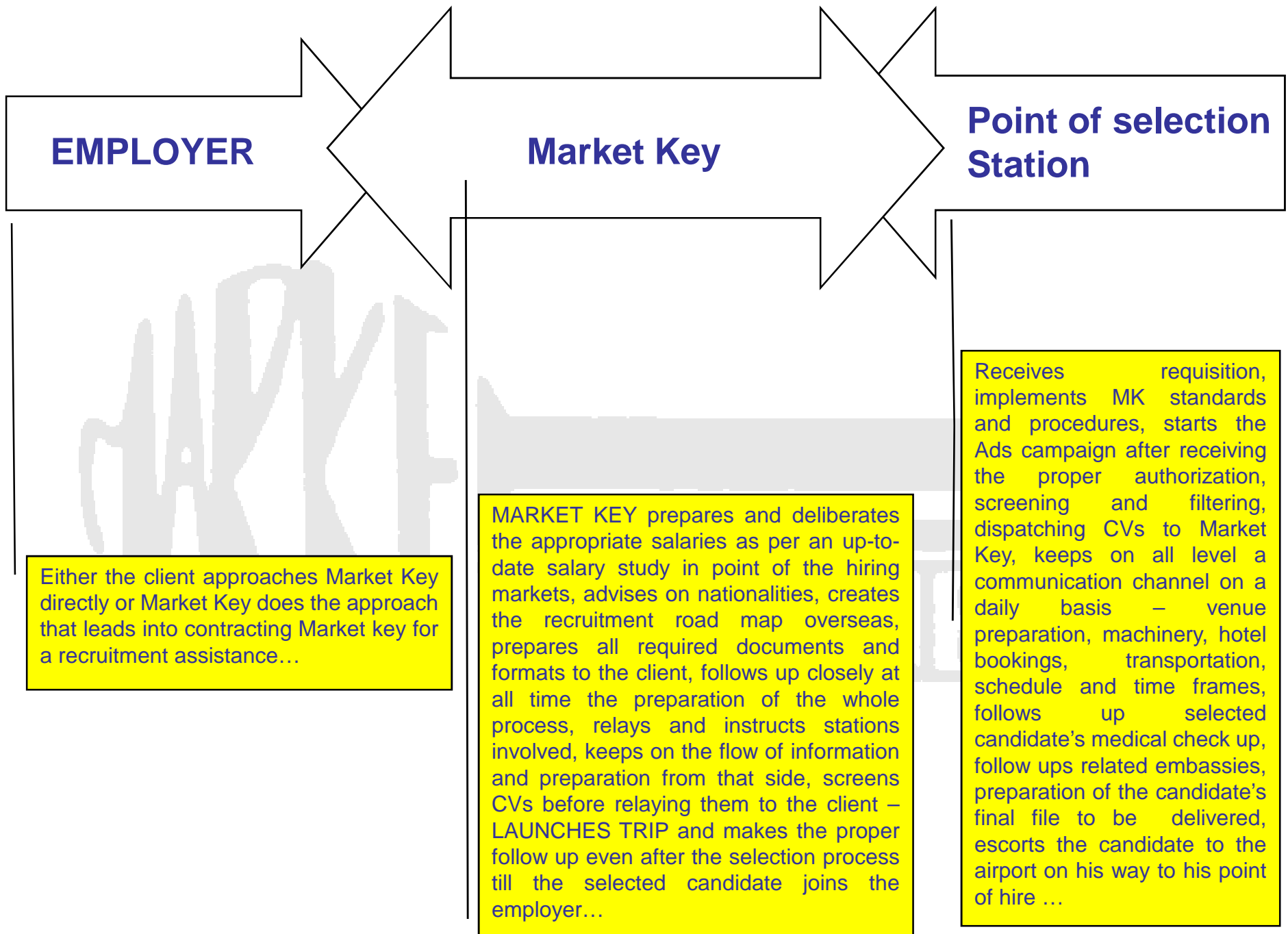
“the qualified candidate is sold to the highest bidder”

which means:

1. This depends on the client's level: a 5 stars hotel pays more for qualified candidates.
2. Less level hotels don't attract qualified candidates because of its cheaper pay where there is no carrier development which the 5 stars hotels provide.

Variables in the recruitment process leads to a prosperous relationship between Market Key and it's clientele vis-à-vis the former's vast recruitment offices and stations around the globe:

1. Destinations.
2. Cost of living.
3. Booming areas related to industry and the geographical distances from the origins.
4. Direct charges or free recruitment charges.
5. Offerings made by the employers.





Your



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TRAINING

is a guaranteed return on investment

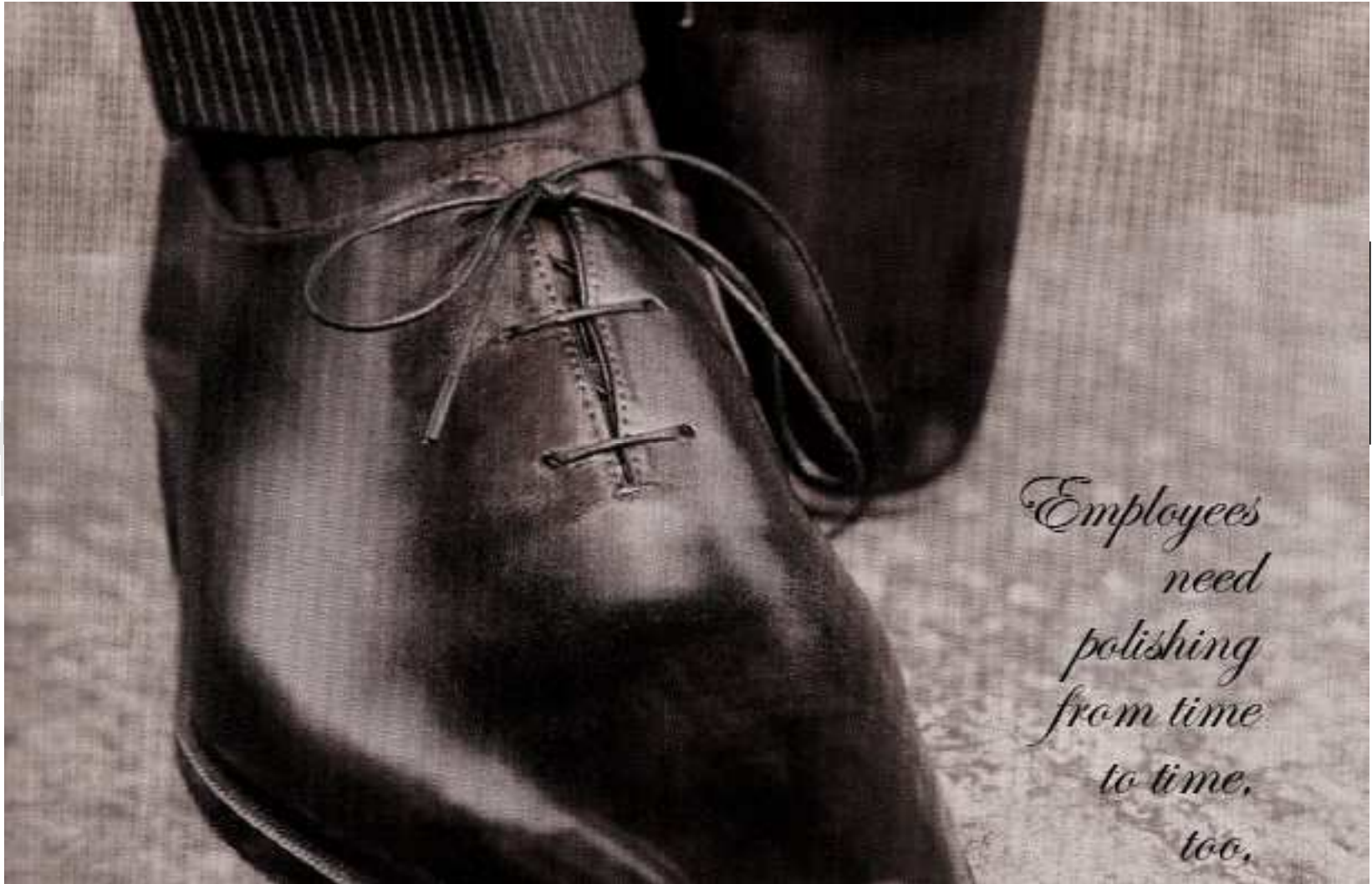
*the Impact
of Sparing
Expense
when
Training*





Market Key is a partner with the **International Institute of Modern Butlers** providing consulting & training on-site for:

- Wealthy individuals with butlers & private staff.
- Five-Star Hotels with butler service or wanting butler service established.
- Establishing Spa Butler service in resorts with Spas.
- Any corporations wishing to train their service staff on the highest levels of service.
- Any Hotels/Airlines wishing to train their front-line staff on the highest levels of service.
- Mystery Guest visits based on the superior butler service-standards that highlight problem areas and recommends effective solutions.
- Official rating of hotel butler services.
- Students attending Market Key academy as well.
- Placement services for private service and butlers in hotels & resorts.
- Long-distance consultancy & learning.



*Employees
need
polishing
from time
to time,
too.*

Some of our top accounts in Trainings

- SOFITEL Luxury Hotels & Resorts
- Four Seasons
- Shangri-La
- Fairmont
- Marriott
- Rosewood Hotels - KSA

and much more International companies...



Contact us

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