

Quality Assurance Policy

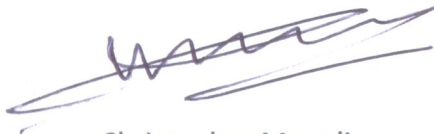
SENTIDO Palm Royale, Soma Bay was established in 2003 to provide accommodation and leisure services to our guests. We are based in Soma Bay, approximately 45 kms south of Hurghada and employ around 600 people.

Quality is important to our business because we value our guests. We strive to provide our guests with the services that meet and even exceed their expectations. We are committed to continuous improvement and have established quality assurance procedures that provide a way for us to measure and improve our performance. We have the following systems and procedures in place to support us in our aim of total customer satisfaction and continuous improvement throughout our business:

- Regular gatherings and monitoring of guest feedback
- Customer complaints procedure
- Training and development for all our employees
- Regular monitoring of feedback, taking action to improve when identified
- Measurable quality objectives which reflect our service level standards
- Regular reporting to management of our guest feedback and complaints

Our internal procedures are reviewed regularly and our quality objectives are communicated to all our employees through our team meetings.

Although the Managing Director has the ultimate responsibility for quality, all employees have a responsibility in their own areas of work, helping to ensure that quality is embedded across the whole property.



Christopher Manolis
Hotel Manager