

News

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DE PALMA MOVING TOWARD SYARI'AH COMPLIANT

Kuala Lumpur, Malaysia - De Palma Group of Hotel has officially launched today its new strategic approach and corporate theme dedicated toward changing business model in its entire hospitality service by adopting syari'ah compliance standard.

De Palma Group of Hotels in its quest for competitive edge in the industry has embarked vigorously on many strategic business models. Prompted by success of Friday Prayer congregation in the hotel's *Surau Nurul Hikmah* in October 2008, De Palma continue their efforts in adopting a theme "*Moving Towards Syari'ah Compliant*".

The hotel group envisages transforming the hotel services and products in conformity with *Syari'ah* standard. The group believes that if the foreign banking and financial sector together with insurance industry and Real Estate Service have successfully transformed their entities in conformity with *Syari'ah* compliance with growing cliental base, surely they are not wrong in their business decisions. De Palma Hotels aim to emulate the foreign banking and other industries in exploring and creating the many opportunities in *Syari'ah* approach.

Datuk Hj. Mohd Ilyas, the Group General Manager, further enlightenen, "**By conforming *Syari'ah* standard, the group emphasis is now synergizing its business network towards capturing a new market segment, over and above the existing one. The contents of the hotel's products and services have gone through re-branding process. Seminar and meeting packages have been enriched with value-added Islamic contents.**"

“New packages such as Spiritual Retreat, *Umrah* Transit, Ramadhan Festive of Spiritual week (*Qiamullail*), *Aqiqah*, special Islamic teaching i.e. Quran reading and *fardhu ain* classes have been introduced and conducted by our three full-time in-house Imam.”

He said, **“The hotel also conducts by-monthly *Taskirah* by renowned Imam for public as well as staff and also offers a special *Tahlil* package at extremely affordable rates. The Friday Prayer congregation has made it easier for guests staying in the hotel whether for business or leisure to attend Friday Prayers. An average of 1200 people prays weekly in the hotel *Surau* during Friday Prayers. The hotel has been conducting the five daily prayers, lead by our Imam, giving opportunity to both staff as well as guests to participate. In fact the *Surau* has been has won the “Best *Surau* Award” in the hotel industry, given by the Malaysian Muslim Consumers Association”**

“*Syari’ah* compliance has given the De Palma Group of Hotel window of opportunities for to many quarters. We give opportunities to those unskilled workers to the young executives who want to venture into hospitality industry yet wanting to learn and improve their religious knowledge.”

“The hotel through its concept of “*berkerja sambil beribadah*” has managed to lure in many Muslims who shy away from hotel industry and makes parents more comfortable to allow their children to work in this group of hotel as we provide “Islamic” uniforms suitable for female employees.

“Just as consumers taste-buds and expectations have changed in tandem technological changes, hotel industry does need changes in order to remain competitive. Changes are inevitable both form and substance”

Datuk Hj Mohd Ilyas says, **“We do not just want to offer Halal food but want to expand further its services by offering *Syari’ah* compliant products hence packages like *Syari’ah* Compliant Meeting and Wedding Packages were introduced.”**

The De Palma Group of Hotels is wholly owned by Perbadanan Kemajuan Negeri Selangor and is managed by Biztel Sdn. Bhd, a leading Malaysian hospitality company.

FOR FURTHER INFORMATION,
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