



MORICON
CONSULTANTS

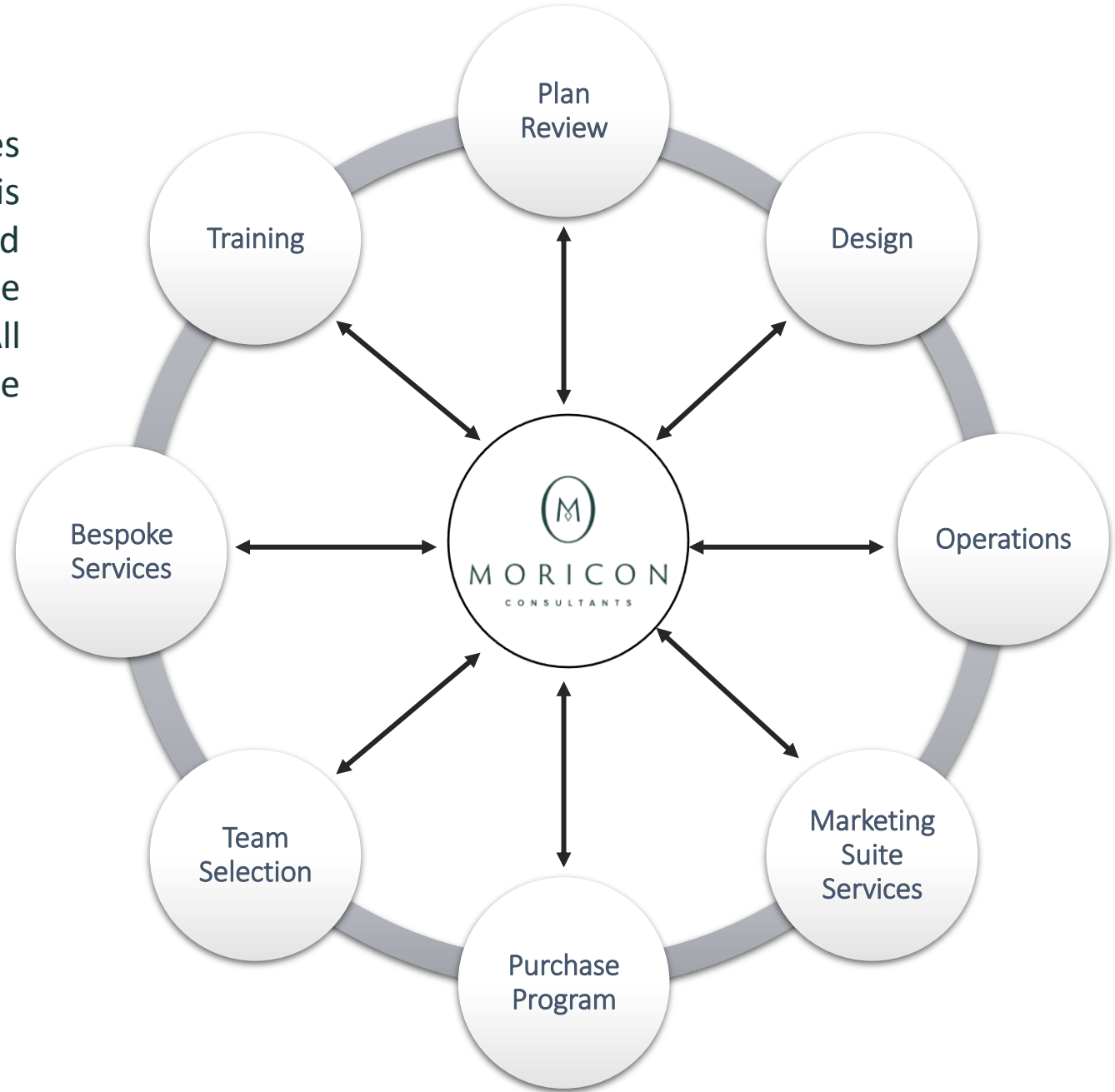
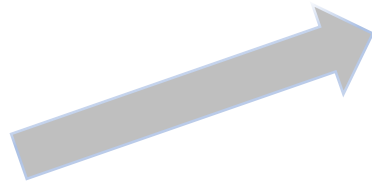
Service Overview

Who is MORICON?

- MORICON – founded by Sebastian Moritz - is a London-based consultancy specialised in setting up bespoke hospitality and service structures during the pre-opening phase of your project.
- MORICON liaises between construction team, suppliers and vendors and manages all necessary steps until practical completion to ensure cohesion of service delivery from start to end.
- Sebastian has a solid track record and over 25 years of management experience in the international luxury and lifestyle hospitality and property industry. He has successfully created the bespoke services on a number of residential projects – locally and internationally.
- Member of IRPM, AssocRICS, MBA Henley Management College, Diploma Swiss Hotel School of Lucerne, UKAA, IOSH

How does it work?

MORICON liaises with all involved parties to ensure that the service vision is maintained throughout the project and reflected in all different disciplines of the construction / operations process. All operational decisions are guided by the anticipated service experience.



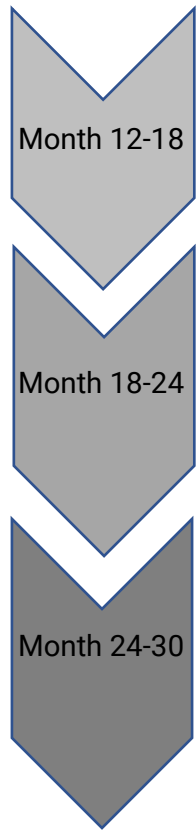
The MORICON Approach

Project Start



Stage	Services	Output	Benefit
Strategic Definition (RIBA 0) Preparation & Brief (RIBA 1)	Plan Review	→ Detailed Analysis and Report of how design works/conflicts with operation	→ Assurance, that building design supports service delivery aspirations
	Day-in Life Study	→ Report of how residents experience life at project after PCL	→ Blueprint of "real" life scenario helping at tender stage
	Service Charge I	→ Initial working template of service charge budget	→ Gaging price level per sq/ft early
	Minimum Service Requirements	→ Report of what residents can expect from amenities (operational details)	→ Template of operations and how amenity spaces are working
Concept & Design (RIBA 2)	Service & CX standards	→ Project-centered operating standards	→ Set of brand-conform standards
	Marketing Suite Hospitality	→ Targeted hospitality programme for Marketing Suite & Operations	→ Creating "wow" experience for clients, showcasing how service could look
Developed Design (RIBA 3)	Staffing Solution	→ Mock-schedules based on agreed staffing numbers	→ Measure for service charge budget to back up service aspirations
	Staffing Handbook	→ Shell of staffing handbook	→ Legal requirement
	Job descriptions	→ Job descriptions for all operational functions	→ Required for hiring process
	IT Advice / Selection I	→ Liaise with IT consultant reg. selection of kit/network set-up etc.	→ Establish network design, cabling needs and server specs
	Service Charge II	→ Continued work on SC budget	→ Adding real numbers from quotes etc.
	Leasehold Review	→ Input on leasehold contract based on SC budget	→ Matching document content with budget
	Uniform I	→ Uniform programme with marketing and design team input	→ Provision of fit for purpose uniforms that are on brand but practical
License to Alteration Guidance	→ Guidance for LTA processes after PCL	→ Part of Leasehold review and operational management of building	

The MORICON Approach



Stage	Services	Output	Benefit
Technical Design (RIBA 4)	Joinery Advice I	→ Operations driven input on joinery aspects	→ Correct ergonomics/use ascertained
	IT Advice / Selection II	→ Finalising IT set-up / kit-selection	→ Finetuning of IT solution
	Service Charge III	→ Input of technical design data (utility consumption etc.) into SC model	→ Final relevant budget numbers based on M & E design & consumption nos.
	Pre-Opening Procurement I	→ List of operating equipment for PCL	→
Construction (RIBA 5)	Pre-Opening Procurement II	→ Supplier management for pre-opening budget	→ Having relationships established
	Joinery Advice II	→ Front/Back of House operational advice	→ Finetuning
	Staff Selection	→ Staff selection process template	→ To enable rapid but target hiring
	O & M Process	→ Advice on O & M manuals for owners	→ Guidance for Contractors on how to collate information
Handover & Closeout (RIBA 6)	FM Team in place / Handover	→ FM works start at PCL	→ Keeping warranties checked
	IT Implementation / Handover	→ IT solution in place	→ in Use
	Staff Training / Handover	→ Training Schedules executed	→ in Use
	Service in Place / Handover	→ In Situ Training	→ in Use
In Use (RIBA 7)	Uniform II	→ Final Fitting	→ in Use

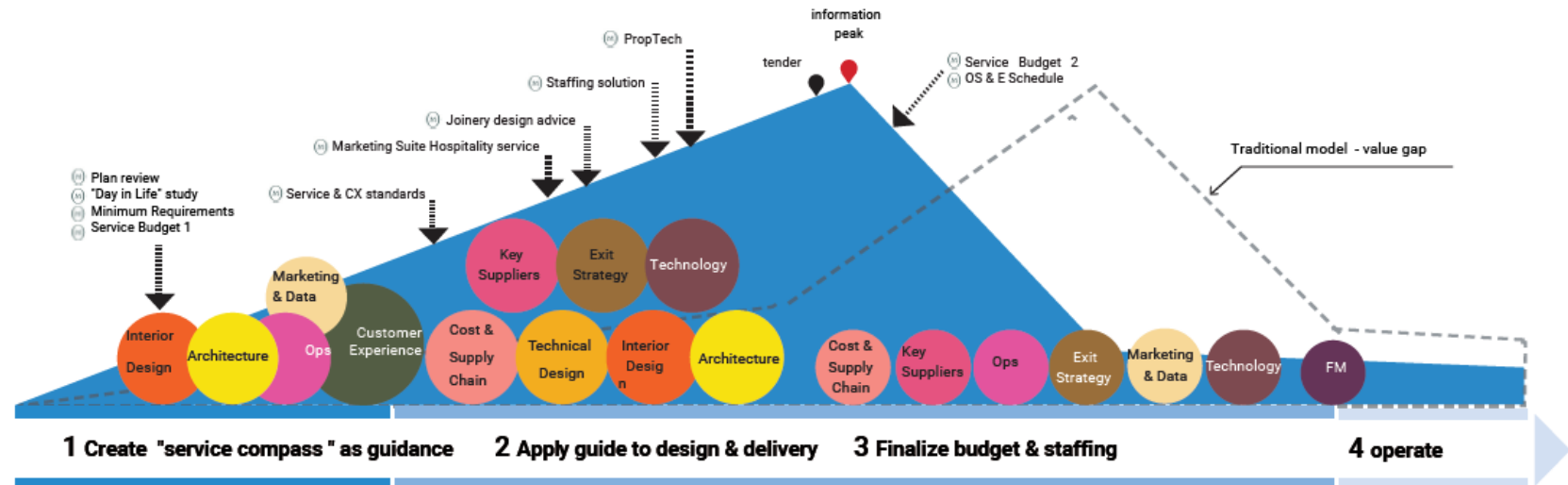
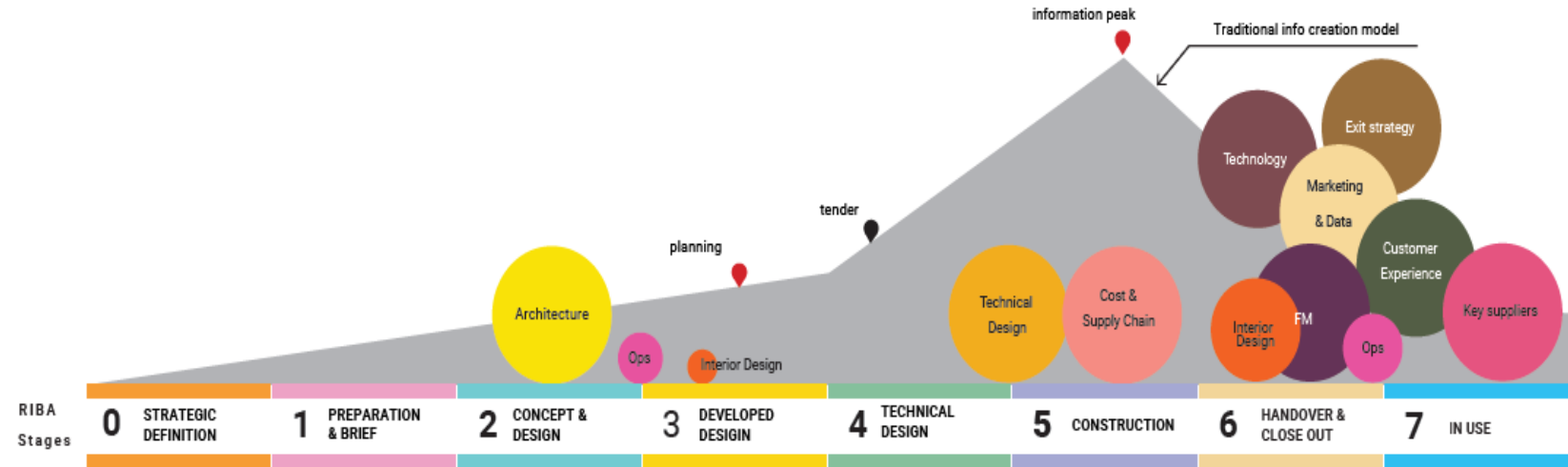
Comparison MORICON to RIBA Process

MORICON follows the RIBA suggested build process but starts at the beginning of the development.

Therefore, critical operations and service information is created early on and can be distributed to contractors following stage 3 and stage 4.

Thus, all the parties and contractors are fully aware how the building is used after practical completion.

The information peak and the gap is closed – the MORICON approach allows tender processes with full information vs. RIBA model.



Projects

	Project	Services
	The Hazelton Hotel, Toronto	P, M, PC, S, ST, I
	Shangri-La's Villingili Resort, Maldives	P, S, PC, RM, I
	One Hyde Park, London	P, M, PC, S, ST, SC, I
	Ten Trinity Square, London	P, PL, SA, L, PC, ST, I
	Belgravia Gate, London	P, D, PL, PC, L, S, ST, SC, I
	Lincoln Square by Lodha, London	P, D, PL, PC, L, S, ST, SC, I
	Aura Limassol, Cyprus	PL
	No.1 Grosvenor Square by Lodha, London	P, D, PL, PC, L, S, ST, SC, I
	Kensington Odeon by Lodha, London	PL
	Amaala, Saudi Arabia	SA

P Pre-Opening Mgt

PL Plan Review

L Leasehold / Legal Review

RM Resort Mangement / Logistics

M Managed Property

SA Strategic Advice

S Staffing / Training

SC Service Charge Budget

D Design Review

PC Procurement

ST Standards

I IT integration / selection

Contact / Information

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