

The Principe hotel management srl is a 5-star luxury hotel, the "Principe Forte dei Marmi" hotel also owns a bathing concession: "Bagno Dalmazia" with an adjoining restaurant business. Since 2010, the year of its opening, it has focused on the quality of its services, establishing itself year after year on the market as an excellent hotel. Now we want to collect all our work and describe it. Through our Quality Manual and our internal procedures we will describe the operation of this company, and we will explain why it is considered a quality company by concretely identifying the actions we use for continuous improvement.

To continue to strengthen our identity, satisfy customers in the best possible way and pursue growth and development objectives, we want to improve our quality level and update all the processes in which this concept plays a fundamental role. We are aware of the fact that the adoption of a Quality System entails not only a clear definition of the objectives to be achieved, but also of the ways in which they must be pursued, the identification of activities that influence the level of service quality and the planning of moments of control.

Our commitment:

The Quality Policy defined by the management of the Principe hotel places customer satisfaction and service compliance at the center of its activities. These results can be achieved by understanding what is meant by quality.

We have met several times over the years to understand what quality is for us at the Principe, how we can evaluate the quality of our various services, how we evaluate the quality of our product, over time we have defined our quality objective, such as it is perceived in the company and outside the company.

We know that quality is based on the relationship between the customer and us; even if it concerns services offered, the customer evaluates the product, the customer pays for the product, the quality of the product / service offered must always improve.

Looking for a definition of quality, we have considered the different characteristics of our product both from the customer's point of view and from our own, looking for objectives to be pursued that are not influenced by the subjectivity and continuous evolution that distinguishes the world of hospitality, but that constitute our vision and the style of Principe in the design and management of services.

The main objectives that the Director and all the Staff have identified and are committed to pursuing to ensure guest satisfaction are:

- follow our Guest from booking, even before his arrival, until returning home;
- knowing how to satisfy, if not anticipate, every request of the Guest during the stay;
- understand during your stay if our services are in line with your expectations;
- comply with company standards, including those recognized by the Leading Hotel of the World. Regular external audits certify our commitment;
- to meet and exceed the expectations of our guests, to make all the staff aware of their role as main actor in achieving this goal;
- promote the loyalty of its collaborators. Continuous and targeted refresher courses and training are the company's strategy to improve the professional capacity of all employees;
- hold monthly meetings: the hotel maintains a dialogue and discussion with its collaborators, objectives and new strategies are always shared;
- designing the services and our management in a sustainable way towards the environment and society; make our guests and suppliers aware of our commitment;

- pursue continuous improvement of the corporate quality system, identifying opportunities and limiting risks.

These objectives are achieved by maintaining our rules: guidelines that are consolidated from year to year and that we report in our manual. Thanks to this and the various related procedures, today we are able to provide services of constant quality and in line with the high standards we have decided to adopt.

From 2022 our management will also be aligned with the UNI EN ISO 9001: 2015 guidelines. Why take this certification? This new commitment is a test of trust; it will be a guarantee for our guests and a recognition for all the attention and passion we put into our work. The strength of a certification lies in the recognition by an external body, independent of the company and the customer, of compliance with standards and compliance with all requirements, and the trust that this creates in customers. Furthermore, we wish to take the Quality Management System as an organizational model, in order to standardize and implement the one already in our possession. This will allow us to measure and improve our performance, which will inevitably affect the relationship with customers, suppliers, human resources and all other interested parties.

The Policy is communicated and shared with all Collaborators so that the entire organization is made aware of the objectives and priorities for the coming year and made available to the Interested Parties through publication on the company website.

The director and the head of service are the managers of this company, and we are all involved in the quality and sustainability process, each of us is responsible for a service offered and all together we make the hotel Principe product.

We decided together, with great interest and commitment on the part of everyone.

I would like to share this commitment with all my managers involved as well as with all the staff of the Principe hotel:

The Deputy Director as well as Sales and Marketing Manager, Nicolo Grillo

Our Marketing Officer, Linda Pedonese

The Food and Beverage Manager, as well as Executive Chef, Valentino Cassanelli

The Restaurant Manager for all the restaurants and Maitre of the hotel, Sokol Ndreko

The Housekeeping Manager, Luca Alberti Pezzoli

The Spa Manager, Antonella Vitiello

The Manager of the Dalmatia bathhouse, Daniele Zagalia

The Maintenance Manager of the structure, Sandro Manduca

Forte dei Marmi, 08/04/2022

The General Manager

Cristina Vascellari