

**C95**prokurement

Madrid, Spain

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## Introduction

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**C95prokurement** aims to capitalize on its experience, geographical location and expertise to become the leading professional sourcing provider for both residential and commercial projects worldwide.

**C95prokurement**'s know-how draws from over thirty years of experience through its architecture and interior design parent company, **Euroamykasa S.A.** Such experience has allowed the firm to undertake complex projects that included globally sourcing and delivering products across continents. The relationship with over five hundred suppliers from all over the world has enabled the company to build a preferred supplier list that is both reliable and competitive.

Our objective is to provide a single source of contact for all developers, hoteliers and/or individuals, catering to their needs and efficiently sourcing, purchasing, delivering and installing products. Our base in Spain allows us to leverage on one of the fastest growing sectors of the Spanish economy while providing an operational and purchasing advantage within Europe.



## Background

**Euroamykasa S.A.** has been involved in the industry since the early 70's with large scale developments, architectural and interior design projects. The requirements of those projects have led us to the sourcing of a wide array of suppliers worldwide (see Appendix I for a snapshot of suppliers). The firm's portfolio includes projects ranging from small developments to large-scale projects surpassing forty million Euros in supplies. Common to them all is the commitment from the dedicated team to provide unique results with a high level of excellence and professionalism.

Our vast experience managing large projects from their inception to completion has favored the development of a solid network of worldwide suppliers as well as an efficient warehouse management system fully integrated with SAP, which considerably enhances the logistics of the business. Our custom ordering and labeling solution is designed to address the complexities of the distribution process. This idea of processing real-time and dynamic information translates into increased productivity, accuracy and turnaround times.

Some of the emblematic projects we have worked on are (see Appendix II for a sample of projects):



Projects	Location	Year
Palacio Del Mar	Marbella, Spain	1988
<b>Hotel Juan Carlos I</b>	<b>Barcelona, Spain</b>	<b>1992</b>
Private Residence Palace	Jeddah, Saudi Arabia	1996
Palacio de Congresos de Cataluña	Barcelona, Spain	2000
Netfinger Offices	Madrid, Spain	2000
12 Park St.	London, UK	2001
Casa Olaya	Marbella, Spain	2001
Ekland Safaris	Louis Trichardt, South Africa	2001
Avenue Foch	Paris, France	2002
Private Residence	Madrid, Spain	2003
37 Park St.	London, UK	2004
64 Park St.	London, UK	2005
<b>Casa Mecca</b>	<b>Marbella, Spain</b>	<b>2005</b>
<b>Hotel Amura Azuqueca</b>	<b>Madrid, Spain</b>	<b>2006</b>
Villa Caracol	Santo Domingo, Dominican Republic	2008
40 Hill St.	London, UK	2008
<b>Palais Orientale &amp; Florentine</b>	<b>Cannes, France</b>	<b>2009</b>
<b>Le Vasseur</b>	<b>Paris, France</b>	<b>2009</b>
Riyadh Palace	Riyadh, Saudi Arabia	2009
Private Residence	Ciudad Del Campo, Spain	2010
Villa Santa Barbara	Marbella, Spain	2011
Casa Saudade	Marbella, Spain	2012

## Services

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### Building Material Procurement

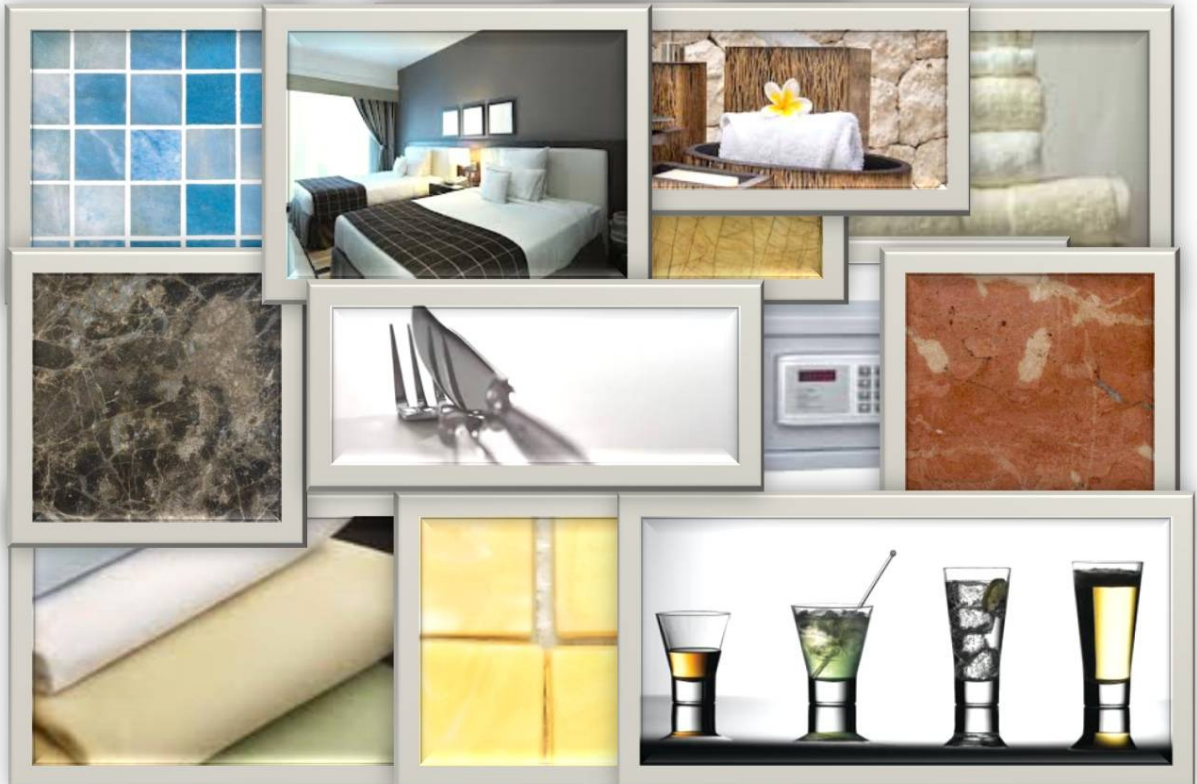
- *Natural Stone floor and wall tiling*
- *Marble floor and wall tiling*
- *Ceramic floor and wall tiling*
- *Parquet flooring*
- *Exterior carpentry (aluminum/PVC windows)*
- *Architectural Lighting and Components*
- *Sanitary ware, Faucets and accessories*
- *Specialist ironmongery works*
- *Joinery (doors, skirting, panels, etc...)*

### FF&E Procurement

- *Case-goods*
- *Chairs*
- *Chandeliers*
- *Decorative Lighting*
- *Mirrors*
- *Artwork*
- *Fabrics*
- *Furniture*
- *Drapes/Blinds*
- *Kitchen furniture*
- *Buffet*
- *Laundry Equipment*
- *Carpet*
- *Beds*

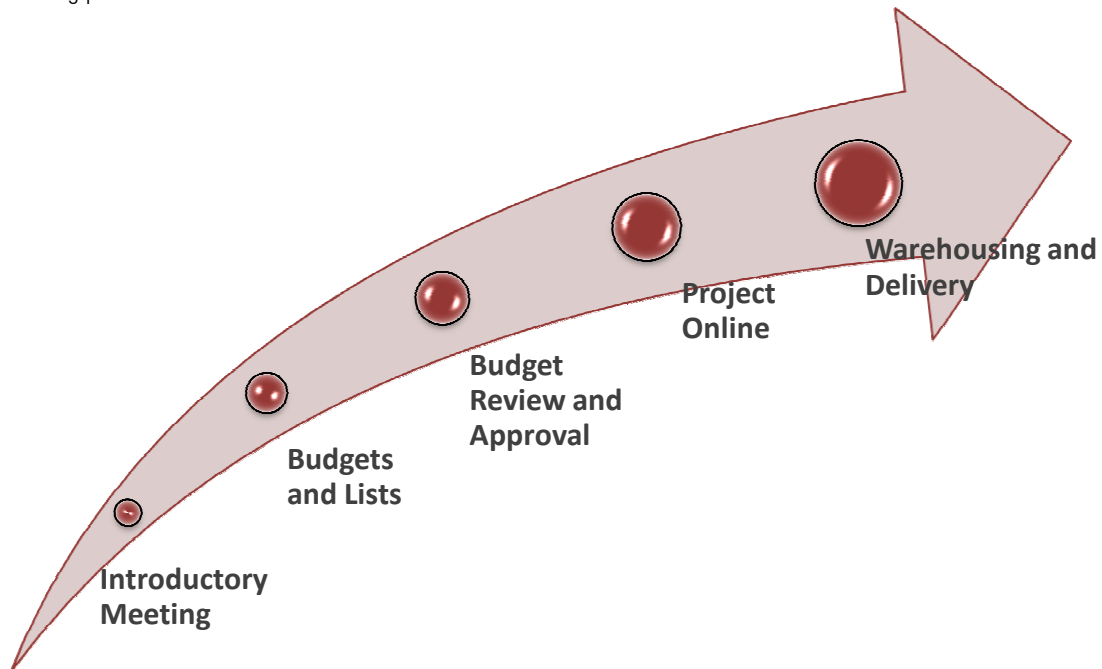
### OS&E Procurement

- *Glassware, Chinaware & Silverware*
- *Stackable furniture*
- *Kitchen Utensils*
- *Guest Supplies*
- *Guest room equipment*
- *Bedding & towels*
- *Room service Supplies*
- *Cleaning Supplies*
- *Guest Amenities, Bathroom accessories*
- *Uniforms*
- *Fitness equipment*
- *Engineering equipment*
- *Office furniture*



## Process

Our high-touch service, industry expertise and exceptional project management capabilities are translated into the following process:



## Team

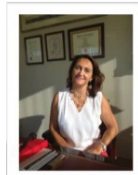
### Mitra Alavi



From the early stages of her professional life, she directed her career to the interior design world, combining her work with her studies in silk design in Italy.

She makes of her affinity for interiorism the focal point of her work, imprinting her style in several projects developed by the company since 1985. She was appointed Assistant Director in 1994 and Director in 2005.

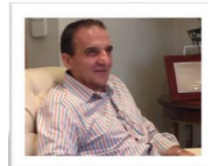
### Soraya Kayali



With a background in engineering, she has been the driving force in building the internal control processes and systems utilizing SAP as the backbone.

Accurate client reports and invoices are all controlled through established protocols, leading to seamless experience from commissioning to completion.

### Ricardo Alonso



Developed and executed strategic sourcing plans for leading architecture and interior design firm as director of purchasing for Euroamykasa since 1982.

Tracked market conditions and price trends and successfully negotiated purchase orders amounting to approximately \$300 million.

He has built a robust supply chain based on a bottom up approach by developing strategic alliances with over 500 domestic and international suppliers.

### Jairo Kayali



In charge of logistics for Euroamykasa since 1996. In his 17-years tenure, responsibilities included all on site aspects of logistics such as supply chain, global procurement, and customer delivery operations.

Directed a six-member team to develop a system of quality assurance identifying the most cost-effective and efficient means of transporting supplies. In charge of making sure that each stage of the distribution process was progressing on time, on budget and to the right quality standards.

## Summary

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A procurement project entails fundamental levels of uncertainty that ought to be addressed with an optimized process in order to ensure a successful result. Both the application of proper skills and a clear focus on the outcome become paramount for a successful procurement.

The management of sourcing, negotiating and delivering essential parts of the project such as certain BM, FF&E and OS&E are primordial to that success. This is what we strive for at **C95prokurement** and have a proven record evidenced by the projects that we have executed and delivered to clients through our parent company, Euroamykasa.

We are well aware that a successful procurement builds on effective planning and provides innovative strategies that eventually translate into more certain results.

Ultimately our procurement organization is measured by the way it creates value. **C95prokurement's** operational strategy, by channeling all requirements through one single entity, aims at improved efficiency and effectiveness. Under the umbrella of a transparent, accountable and competition-oriented approach we provide competitive pricing, systematic reporting, consolidated information regarding the supply chain and a better management of timing resources.



Appendix I

A strong and wide network of **supplier** relationships has been established and developed over the years. The many projects undertaken by the group have been sourced by the company of numerous suppliers, a sample of which is shown below:

Christofle  
PARIS



Baccarat

BALTUS

Caillardat  
'Dialogue avec le XVIII<sup>ème</sup>'

TONON  
made in Italy [www.tononitalia.com](http://www.tononitalia.com)

BERNARDAUD

VG  
NEWTREND HOME ALLUME

D  
W  
M  
F  
Deshoulières  
FRANCE 1826

FontanaArte

bf BIANCHI  
forme di luce

KETTAL

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POINT®  
NATURE & LIFESTYLE

ERCO

iGuzzini

BISAZZA



CUPA+  
Natural Value Company

CATALANO

SICIS  
THE ART MOSAIC FACTORY

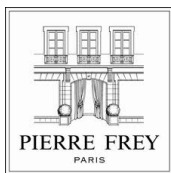
Pibamarmi



Nina Campbell

**JAB**  
ANSTOETZ

LORCA



OSBORNE & LITTLE

  
ALPUJARREÑA

*création* **baumann**

**GESSI**<sup>®</sup>



chair's  
collection



TOSCOQUATTRO



  
mediclinics



## Appendix II

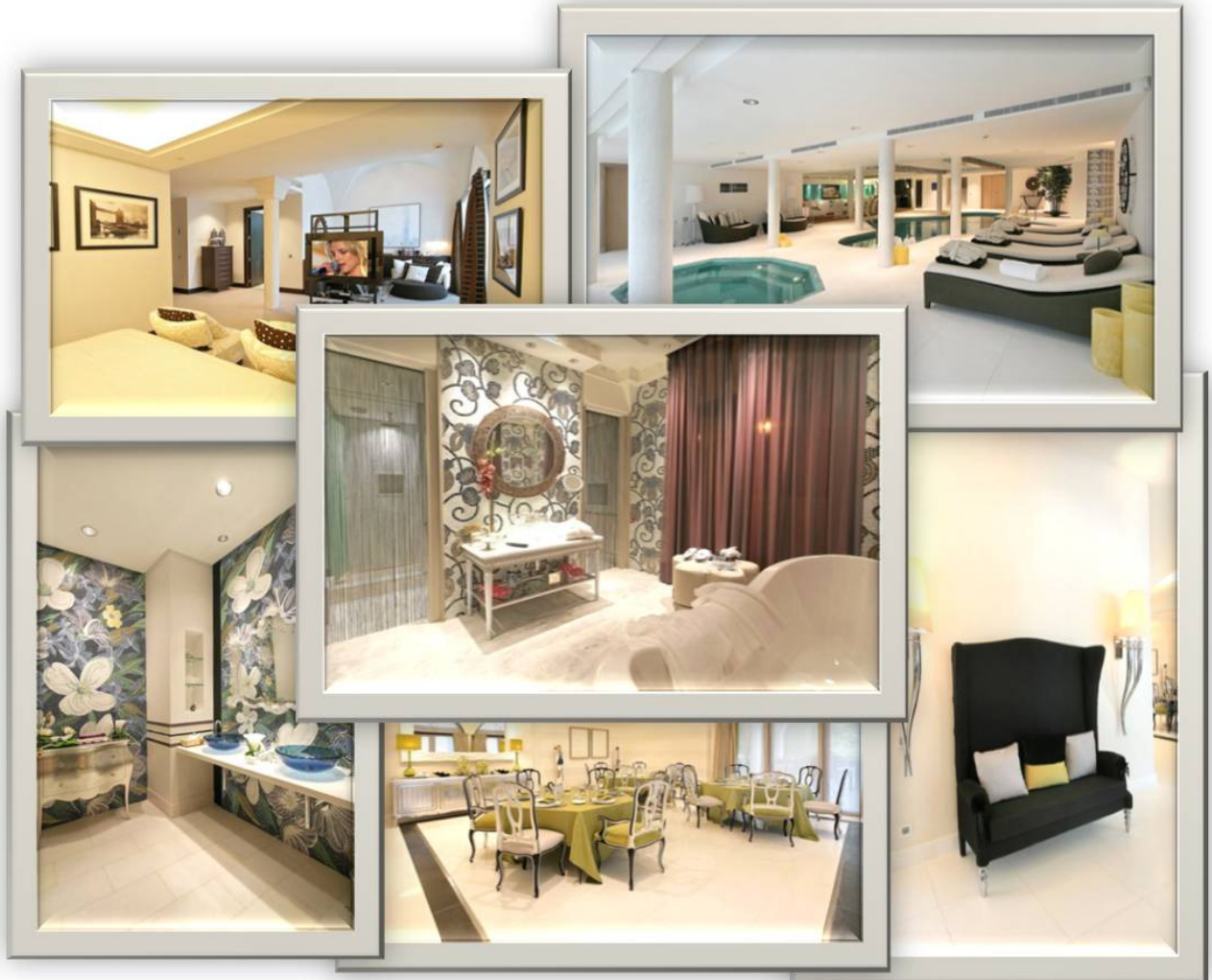
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## Project Fact Sheet

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<b>Project Name &amp; Location:</b>	Palais Florentine & Palais Orientale   Cannes, France
<b>Project Budget:</b>	€33,000,000
<b>Project Duration:</b>	9 months (Oct. 08-June 09)
<b>Project Size:</b>	Plot Size: 18,000 sqm, Constructed: 2x1,250sqm
<b>Project Description:</b>	A complete redesign of the property's interiors, MEP and landscaping. Procured, warehoused, delivered and installed all FF&E, OS&E and building materials (marble, natural stones, sanitary ware, joinery, etc...)

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## Project Fact Sheet

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<b>Project Name &amp; Location:</b>	Hotel Juan Carlos I   Barcelona, Spain
<b>Project Budget:</b>	€114,000,000 (€84M construction & €30M FF&E/OS&E)
<b>Project Duration:</b>	21 months (Nov. 90 - July92)
<b>Project Size:</b>	Plot Size: 70,000 sqm, Constructed: 55,000 sqm
<b>Project Description:</b>	5 Star GL hotel purposely built to coincide with the commencement of the Barcelona Olympics in 1992. The company was involved in the project as owner, interior designer, project manager, and FF&E/OS&E supplier.

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## Project Fact Sheet

**Project Name & Location:** Le Vasseur | Paris, France

**Project Budget:** €2,500,000

**Project Duration:** 9 months (Sept.08 - June09)

**Project Size:** Plot Size: 2,240 sqm, Constructed: 2,400 sqm

**Project Description:** Built around 1899 in the 16th arrondissement, the property underwent a complete interior refurbishment in 2008/2009 with new paintwork, furniture, artworks, chandeliers, exterior landscaping, swarovski colored glass designed doors, etc....



## Project Fact Sheet

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<b>Project Name &amp; Location:</b>	Hotel Amura Azuqueca   Madrid, Spain
<b>Project Budget:</b>	€800,000
<b>Project Duration:</b>	8 months (Sept.06 - Apr.07)
<b>Project Size:</b>	96 rooms including all common areas (restaurant, reception, conference roometc..)
<b>Project Description:</b>	Supply of FF&E (including all joinery works, bathroom material and accessories) and OS&E for the entire hotel.

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## Project Fact Sheet

**Project Name & Location:** Casa Mecca | Marbella, Spain

**Project Budget:** €7,700,000

**Project Duration:** 12 months (Aug.04 - July.05)

**Project Size:** Plot Size: 12,000 sqm, Constructed: 2,577 sqm

**Project Description:** Turnkey (design & execution) private residence project located on the pristine Costa Del Sol. The project entailed the supply of all building materials, joinery works, furniture, specialty chandeliers, antiques, chill out area furniture and accessories, artworks, industrial and domestic kitchens, etc...

