



# HALDANE MCCALL PLC

COMPANY PROFILE

RC 1020941

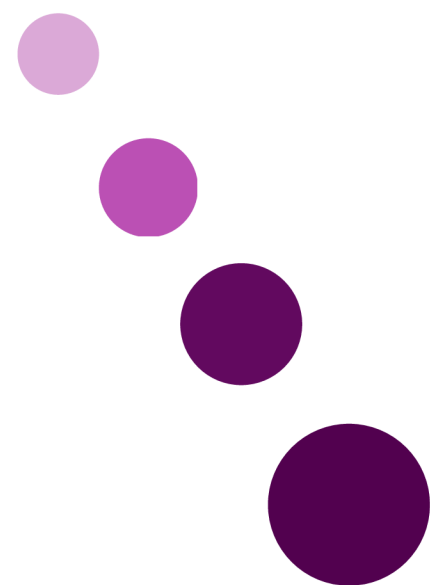
2 Shonny Highway Shonibare Estate  
Maryland Lagos

[www.hmkplc.com](http://www.hmkplc.com)



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# ABOUT HMK PLC

Haldane McCall Plc (RC: 1020941), formerly known as Haldane McCall Ltd, was officially incorporated in September 2012 as a private limited company. Its primary focus was on the real estate business, which showed a highly promising outlook at the time. Over the years, the company made significant strides in the real estate industry, with successful developments and the marketing of luxury residential apartments, particularly in the upscale neighborhoods of Ikeja GRA and various other locations within Lagos State.

In addition to its real estate ventures, Haldane McCall expanded its business horizons to include the hospitality industry. The company established three chains of hotels under the Suru Express brand, a testament to its diversification and commitment to providing exceptional hospitality services. This strategic move allowed Haldane McCall to not only flourish in real estate but also establish a strong presence in the hospitality sector, catering to the needs of travelers and tourists.

However, a major turning point in the company's history occurred on the 11th of January, 2021, when Haldane McCall transitioned from being a private limited company to a public limited liability company. This transition marked a significant milestone in its growth and expansion. Following the transition, the company authorized a substantial share capital of ₦1,561,000,000, divided into 3,122,000,000 ordinary shares, each valued at 50 Kobo.

Haldane McCall's journey from a private limited company to a public limited liability company reflects its commitment to growth and its ambition to seize new opportunities in both the real estate and hospitality sectors, further solidifying its presence and influence in the market.

# WELCOME MESSAGE

## Edward Akinlade

GMD Haldane McCall Plc



Dear Stakeholders, Partners, and Friends,

As the Group Managing Director of Haldane McCall Plc, I am honored to present our corporate profile. Our journey, deeply rooted in innovation, integrity, and an unwavering mission, is made possible by your collective support.

Haldane McCall Plc, a publicly-listed company, stands at the crossroads of real estate and hospitality, offering excellence and value. Our corporate profile illustrates our significant achievements, from pioneering innovations to our strong commitment to corporate social responsibility and unwavering client dedication.

As stakeholders, you have played a pivotal role in our success. We value your trust and support. Our profile is an opportunity to share our accomplishments, anticipate new collaborations, and embrace a future filled with exciting prospects.

I encourage you to delve into our story, values, and aspirations. We are eager to take the next steps together. Thank you for your continued interest in Haldane McCall Plc.

Warm regards.

# OUR VISION

## Vision

Our vision is to establish a company that enables the creation of a sustainable developmental framework for Africa. We aim to achieve this vision by actively engaging all stakeholders in all areas of our operations.

## Vision Parameters

- Transparency – We are transparent in all our operational processes.
- Innovation – Innovation defines our value proposition.
- Efficient – We ensure that our people, processes and tools are efficient in delivering our optimal output.
- Best – We strive to be the best in every sector we operate.
- Proactive – We have a proactive approach in all our business operations.



# OUR MISSION

## Mission

To create sustainable real estate & hospitality business models by investing and contributing to the socioeconomic development of Nigeria in Particular, the West African Sub-region and Africa in General.

## Quality Objectives

- To consistently invest in the real estate field.
- To ensure internal process efficiency, accountability, and continual improvement in service delivery to the satisfaction of our customers.
- To collaborate with institutions to positively impact lives for the benefit of our society.
- To ensure the timely delivery of quality projects, complying with legal requirements at competitive prices.
- To monitor our investments to meet performance targets and create enduring value.
- To engage, reward, and acknowledge our people.

## Core Values

- Professionalism
- Integrity
- Passion
- Leadership
- Spirit to serve
- Diversity



# OUR BRANDS



At Suru Homes Ltd, we specialize in the development of middle-class and affordable homes, providing a perfect blend of quality and affordability. We also offer meticulously designed serviced apartments for sale and letting. Additionally, we provide a wide range of land options for both individuals and corporate bodies, ensuring that your real estate needs are met with expertise and care. With a strong legacy of excellence, we have successfully executed numerous projects in the past, demonstrating our commitment to creating quality homes and spaces for our valued clients. We look forward to continuing this tradition of excellence in the future.



At Suru Express Hotel, hospitality defines what we do. Situated in key Lagos locations, the Suru Express brand comprises three distinct accommodations. Suru Express, with 21 comfortable guest rooms, offers a variety of fully air-conditioned options. Suru Express Plus Ikorodu, boasting 92 Standard rooms, provides budget-friendly luxury. Suru Express Plus Ikeja, home to 32 guest rooms across four categories, ensures top-quality stays. Each of our locations combines the comforts of home with city center convenience, caters to both business travelers and explorers, and provides excellent services with first-class facilities.



# OUR BUSINESS



*Delivering homes & offering exceptional hospitality service*



- Development of middle-class and affordable homes.
- Development of serviced apartments for sale and letting.
- Sales of land to individuals and corporate bodies.



- Development of a chain of quality affordable budget hotels across Africa, offering clean, comfortable, and affordable hotel accommodation with modern facilities.
- Development of chains of function halls.





# CURRENT HOTEL PORTFOLIO



## Suru Express Plus GRA Ikeja

- 49A, Joel Ogunnaike Street, Off Mobolaji Bank Anthony, G.R.A Ikeja, Lagos State
- 09050358028, 07033988703



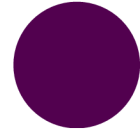
## Suru Express Hotel

- Plot 104, Muritala Animashaun Close (By PHCN Quarters), Off Adelabu Street, Surulere, Lagos State
- 08123900669 / 07053890431



## Suru Express Plus Ikorodu

- 1 Omologede Street, Obasekunmade Road Ikorodu Lagos.
- 07016474557 / 0905 393 4640



# PAST & CURRENT PROJECTS



Please visit [suruhomes.com](http://suruhomes.com) for more details

**MEET  
THE BOARD**



**George Oguntade (SAN)**  
*Chairman*



**Edward Akinlade**  
*GMD*



**Prince Oyewole Olurin**  
*Company Secretary*



**Sir. Adewole Farinu**  
*Independent  
Non-Executive Director*



**Prince Samuel Oyebola**  
*Independent  
Non-Executive Director*



**Mr. David Emuloh**  
*Executive Director*



**Mrs Abiola Elugbaju**  
*Executive Director*



**Mss Shola Ojunde**  
*Executive Director*



**Princess Ifeoluwaseyi Adesola**  
*Non-Executive Director*



**Mr. Bidwell Onyeakosi**  
*Independent  
Non-Executive Director*



**Mr. Tobenna Nnamani**  
*Non-Executive Director*

# CHAIRMAN'S PROFILE



## George Oguntade (SAN, MCI Arb)

Chairman Board of Directors  
Haldane McCall Plc

Chief Oguntade, the Bamofin of Epeland, Lagos State, is a seasoned commercial lawyer and arbitrator. He graduated with honors in Law from the University of Southampton, England, in 1986 and was admitted and enrolled as a Barrister and Solicitor of the Supreme Court of Nigeria in 1989. In 1998, he obtained a Masters Degree (LL.M) in Commercial Law from the University of Lagos, Nigeria. He was appointed a Notary Public in 2003 and was conferred with the rank of Senior Advocate of Nigeria (SAN) in April 2010, in recognition of his excellence and distinction at the Nigerian Bar.

Chief Oguntade heads the Litigation and Arbitration Services units of his firm, GMO LEGAL, with over 30 years of cognate experience. He specializes in all aspects of commercial litigation at both trial and appellate courts in Nigeria. He is a member of the Chartered Institute of Arbitrators (UK) and has also served as Co-Arbitrator in a number of multimillion-dollar commercial disputes. He has advised both private and public institutions on several infrastructural investment projects.

He was a member of the Ogun State Judicial Service Commission from 2013 to 2019.

# GMD'S PROFILE



## Edward Akinlade

Group Managing Director  
Haldane McCall Plc

Mr. Akinlade Edward Olanrewaju, born on April 3, 1965, is a distinguished Fellow of both the Chartered Institute of Management Accountants (CIMA) and the Institute of Chartered Accountants of Nigeria (ICAN). Holding an MBA from the London School of Business Studies and a CIMA qualification from the London School of Accountancy (1990), he also earned a National Diploma in Business Administration from Lagos State Polytechnic in 1983 and a General Certificate of Education from Western College of Commerce, Lagos, in 1981.

With a rich professional journey, Mr. Akinlade served at South East Business Services (1993-1999) and later as the Head of Treasury at Best Value Associates, London (1999-2003). He assumed the role of Managing Director at Lambro Limited, London (2003-2006), before registering as the Group Managing Director of Suru Group Limited in 2007. Currently, he serves as the CEO of Haldane McCall Plc and also chairs Prolific Micro-finance Bank Limited.

As a seasoned real estate professional, Mr. Akinlade excels in high-end Commercial and Residential Real Estate Development. His expertise spans property finance, trading, and the successful development of cooperative upscale luxury terraced housing units in both local and international markets. Notably, he played a key role in introducing the Best Western Hotels brand into Ikeja, Lagos, showcasing his profound influence on the emerging hospitality industry in the West African sub-region. His board leadership has consistently made a remarkable difference in various companies.



# PROFILE

## Oyewole Olurin

Company Secretary  
Haldane McCall Plc.

He graduated from Lagos State University, Ojo, in 2000, with a keen interest in the legal profession. Recognizing the importance of formal legal education, he proceeded to the Nigeria Law School, where he diligently pursued his legal studies, culminating in his call to the Bar in 2003.

Early in his career, he honed his legal skills as a pupil counsel at Bamidele Olurin & Co from 2002 to 2003, gaining valuable insights into the practical aspects of legal practice. Building on this foundation, he further enriched his experience by joining Oba Oyeneye & Co from 2003 to 2007, where he delved into various legal domains, enhancing his proficiency in maritime law, taxation, labor and employment issues, corporate practice, and investment matters.

With a desire to contribute to the legal landscape, he took the bold step of venturing into private practice. Since then, he has been serving as the Principal Partner at Wole Olurin & Co, where his dedication and expertise continue to leave a lasting imprint.

His comprehensive understanding of diverse legal fields, including maritime law, taxation intricacies, labor and employment regulations, corporate practices, and investment strategies, positions him as a versatile and accomplished legal professional. His commitment to excellence and client satisfaction has solidified his reputation in the legal community, making him a trusted advisor and advocate.

# PROFILE

## Adewole Farinu

Independent Non- Executive Director  
Haldane McCall Plc

Sir Adewole Farinu embarked on his career in Operations, showcasing leadership in diverse and competitive industries. With over 30 years of hands-on experience, he excels in strategic planning, business development, project management, and system engineering. His proven ability includes analyzing critical business requirements, identifying opportunities, and devising cost-effective solutions to enhance competitiveness and customer service.

In 1998, he realized his entrepreneurial dream with Wolban Enterprises Limited, a renowned service company that evolved into a world-class entity with blue-chip clients and a stellar portfolio. Adding Wolban Travels in 2007, he serves as CEO of Wolban Enterprises, a Director in Wolban Travels, and Managing Director of Wolban Properties.

A member of the Institute of Directors (IOD) Nigeria, Sir Farinu is also affiliated with Ikeja Golf Club, Ikeja Country Club, and Rotary International. A soccer enthusiast and avid reader, he received the Knight of John Wesley (KJW) honor in May 2019 from the Methodist Church. Married to Lady Adetunji Farinu, they are blessed with two children.



# PROFILE



## Prince Samuel Oyebola

Independent Non- Executive Director  
Haldane McCall Plc

Prince Samuel Oyebola holds a B.A (Hons) in Politics (2008 – 2010) from Greenwich University, London, and an M.A in International Finance from London Metropolitan University. He is a member of several professional bodies, including being a Professional certificate holder from the Institute of Internal Auditors of Nigeria (1984), Member of the Association of International Accountants, UK (2005), Fellow of the Society of International Accounting Technicians, UK (2010), and Associate of the Institute of Financial Accountants, UK (2010). He graduated from Molusi College Ijebu-Igbo/Remo Continuing Education Centre (1976 – 1980) and is a level 2 student of the Association of Chartered Certified Accountants (ACCA).

Currently serving as the Chief Executive Officer of VOE Projects Nigeria Limited since 2010, he is also the Principal Partner at SAO International Finance/Political Constituency Services, UK (2013 till date). Prior to his current roles, he contributed his expertise to various positions, including Director, Finance/Small Scale Investment Review/Recommendation at Vision Infinite International Relations/Financial Consultancy, UK (2006 – 2009), Managing Director/CEO at SAO Property & Financial Consultants, UK (2000 – 2006), Senior Financial Consultant/Partner at Walton Financial Associate, UK (1996 – 1999), Financial Controller/Mortgage Consultant at Richard Simpson International Finance Inc., UK (1992 – 1995), Accounts/Credit Control Manager at Basil Travel & Tour, UK (1988 – 1991), and Quality Control/Internal Auditor at Ultimate Global Chemical Distributors Nigeria Ltd (1985 – 1987). With a wealth of experience spanning over 37 years, Prince Samuel Oyebola has demonstrated his proficiency in various financial and managerial capacities.



# PROFILE



## Bidwell Onyeakosi

Independent Non- Executive Director  
Haldane McCall Plc

Mr. Bidwell Onyeakosi is a results-driven litigation lawyer with 17 years of experience in appeals, criminal defense, civil litigation, children and women's rights defense, adoption, due diligence, and company law practice.

He has mastered public interest litigation, particularly on compensation for various forms of human rights violations. A dedicated team player, Mr. Onyeakosi is versatile in policy reform advocacy. He was called to the Nigerian Bar in good standing, having graduated from Nnamdi Azikiwe University, Awka, from 1999 to 2003 (LLB) and the Nigerian Law School from 2004 to 2005 (BL).

His extensive work experience includes roles at the Legal Defence and Assistance Project (LEDAP) from 2006 to 2012, Bidwells Attorneys (founded in September 2013) where he serves as President, Destiny Solicitors (founded in 2016) where he is a Partner and co-founder, and The Inclusion Project (TIP) founded in 2019, a non-profit organization of law professionals, where he serves as Programs Director. Additionally, he served as a Legal Consultant to the Chairman of Oru East Local Government Council, Imo State, Nigeria (handling foreign and local investment initiative/documentation) from 2014 to 2016, and as an External Solicitor/Legal Consultant for Owerri Capital Development Authority (in charge of development control and Building Regulations in Owerri Capital Territory, Imo State, Nigeria) from 2017 to the present. He also served as the Secretary of the Task Force Committee on Relocation and Accommodation of Roadside Artisans/SMEs in Imo State from 2017 to January 2020.

Mr. Onyeakosi's skill set includes leadership, communication, problem-solving, time management, critical thinking, collaboration, and handling pressure.



# PROFILE



## Tobenna Nnamani

Non- Executive Director  
Haldane McCall Plc

Tobenna, a seasoned legal practitioner with over 9 years of experience, is a Partner at PUNUKA Attorneys & Solicitors, established in 1947. Recognized as one of the five Fellows of INSOL International from Nigeria, he has excelled in complex transactions, represented major companies in Nigerian courts, and actively contributed to legal training initiatives. Tobenna's expertise includes advising on corporate governance principles, engaging in settlement briefs like the Kano Trovan Clinical Trial Cases, and serving as a local Coordinator to the Attorneys' General Alliance. He has significant experience in insolvency and restructuring, contributing to the successful overhaul of facilities exceeding N30,000,000,000 (Thirty Billion Naira). Notably, he played a crucial role in the drafting of key bills, earning recognition from the Securities & Exchange Commission for his impactful contributions to Nigeria's Capital Market.

Educated at King's College Lagos and the University of Ilorin, Kwara State, Tobenna was admitted as a Barrister and Solicitor of the Supreme Court of Nigeria in 2013. He is affiliated with professional bodies like the Chartered Institute of Arbitrators, UK; Insolvency International (INSOL); the Nigerian Bar Association, Section of Business Law; and the International Bar Association. Currently serving as an officer of the Mining Law Committee at the International Bar Association, Tobenna also contributes as a facilitator at the Business Recovery and Insolvency Practitioner Association of Nigeria. Presently, he holds the position of Publicity Secretary at the Capital Market Solicitors Association.

# PROFILE

## Princess Ifeoluwaseyi

Non-Executive Director  
Haldane McCall Plc



Princess Ifeoluwaseyi Adesola is a distinguished professional with a rich educational background. She is a graduate of Broadcast Journalism from the Nigerian Institute of Journalism, Ogba, Lagos State, showcasing her proficiency in effective communication and media skills. Complementing this, she holds a BSc. in Computer Science from Lagos State University, Ojo, Lagos, highlighting her technical expertise.

Princess Ifeoluwaseyi Adesola's career journey reflects her versatility. With experience in News Casting, Nursing, and Aestheticism, she has demonstrated her ability to excel in diverse fields. As an entrepreneur, she has showcased her leadership and business acumen.

In her role as a Non-Executive Director, Princess Ifeoluwaseyi Adesola brings a unique skill set that spans different domains. Her diverse background positions her to contribute effectively to the strategic direction of HMK Plc, aiming to enhance its profitability and reputation in the industry.

# PROFILE

## Emuloh David

Executive Director  
Haldane McCall Plc



An accomplished IT professional, well-versed in Commercial Banking, Digital Marketing, Project Management, Capacity Development, Digital Transformation, Cloud Computing, IT Infrastructure Management, Networking, Design, and Development.

With a Bachelor's degree and a plethora of certifications covering project management, cloud computing, analytics, advertisement, digital marketing, search engine marketing, banking, and finance, among others, he brings a robust skill set to his roles.

Commencing his career as an IT Support staff, he transitioned to First Bank in the commercial banking department. Since then, he has served as an IT consultant for various organizations, specializing in web and app development, digital strategy, marketing, and digital transformation.

His experience includes supervising and executing IT projects and digital transformations for businesses both within and outside Nigeria. Passionate about leveraging IT skills, tools, and processes, he is dedicated to enhancing both the topline and bottom-line of organizations. Additionally, he is a proud member of the Nigeria Institute of Management and the International Institute of Business Analysis.

# PROFILE



## Shola Ojunde

Executive Director  
Haldane McCall Plc

Miss. Shola Ojunde is a canny Human Resources generalist with experience in almost all areas of the practice and major proficiency in the hospitality industry, she obtained her Bachelor's Degree in Health Education from Tai Solarin University of Education in 2009 and is a member of the Chartered Institute of Personnel Management (CIPM).

She also has a certificate in General Health, Safety and Environmental Awareness from British Safety Council, Leadership, Teamwork and Negotiation from Northwestern University and Preparing to Manage Human Resources from University of Minnesota.

Ms. Shola Ojunde has attended several human resource courses, conferences and seminars on Modern Human Resources Management and Labour Law Practices. She has worked in various reputable institutions and organizations in Nigeria. As a valued team player she is responsible for formation and implementation of policies that ensure employee benefits and reward, performance management, training and development, exit management and maintenance of good industrial relations between the management as well as overall employee organization across the Group.

Miss. Ojunde is a very vibrant, friendly, passionate and hardworking individual who sees every challenge as an opportunity to make the company achieve its goals. Her objective is to contribute to the growth and development of the organization.

# PROFILE



## Abiola Elugbaju

Executive Director  
Haldane McCall Plc

Abiola Elugbaju is an accomplished professional, holding a degree in Accountancy from the esteemed University of Ado Ekiti (UNAD) and a second degree in Brand Management from the prestigious London Business School in the United Kingdom. With over 14 years of extensive experience in sales and marketing, she has become a seasoned hotelier.

Currently serving as the Director of Hotels at Suru Express Hotels, a distinguished hospitality company owned and managed by Haldane McCall Plc, Abiola has left an indelible mark on the industry. Her wealth of experience, garnered from working with various hospitality companies, underscores her expertise and significant contributions to the sector.

Abiola Elugbaju is undoubtedly a formidable force in the Nigerian business environment, particularly standing out as one of the leading female voices in the dynamic and competitive hospitality industry.

# MANAGEMENT TEAM



**Edward Akinlade**  
*GMD*



**David Emuloh**  
*IT Director*



**Olufemi Ojewande**  
*Acting CFO*



**Mrs Abiola Elugbaju**  
*Hotel Director*



**Olugboyega Falana**  
*HR Manager*



**Akintoye Adeyemi**  
*Head Legal Services*



**John Okoro**  
*General Manager, Homes*



**Oluwole Oluwagbemiro**  
*Audit/ Internal Control*



**Henry Nnadozie**  
*Chief Security Officer*

# MANAGEMENT TEAM



**Ajibade Boladale**  
*GM Operations*



**Emmanuel Banwuna**  
*Compliance Officer*



**Noel Adepoju**  
*GM Marketing*



**Rukayat Abdulsalam**  
*GM Ikorodu Hotel*



**Daniel Alade**  
*GM GRA Ikeja Hotel*



**Bakare Lolade**  
*GM Surulere Hotel*



**Blessing Ndubisi**  
*Sales Supervisor*



**Chika Ngene**  
*PA to the GMD*



# STRATEGIC INITIATIVES



## 1. Commencement of Bungalow Development:

- Initiate the development of approximately one thousand bungalow units on designated land before Ikorodu.
- Allocate N2 billion biennially for new home development, forming a comprehensive long-term plan exceeding N10 billion.

## 2. Off-Plan Sales Execution:

- Execute an off-plan sales strategy to secure initial capital for the development project.
- Market the project to the public post-groundbreaking, leveraging revenue generated from promoters.

## 3. Cyclical Real Estate Development:

- Implement a cyclical approach to real estate development, investing in new projects every two years to maintain a consistent revenue stream.

## 4. Expansion of Mass Housing:

- Extend the mass housing plan to various urban centers in Nigeria.
- Explore potential opportunities for expansion beyond national borders.

## 5. Capital Market Bond Issuance:

- Formulate a comprehensive plan for capital acquisition through the issuance of bonds in the capital market.
- Channel raised funds to support extensive real estate projects, ensuring sustainable growth and expansion.

## 6. Enhanced Expertise in Real Estate:

- Strengthen internal capabilities and expertise in real estate development to guarantee the successful execution of projects.
- Invest in training and development initiatives for the real estate team, ensuring they remain updated on industry trends and best practices.



# STRATEGIC INITIATIVES



## 1. Expansion of the Suru Express Brand:

- Acquisition Strategy: Implement a growth strategy by acquiring additional hotels.
- Location Focus: Focus on securing prime locations to enhance the visibility and accessibility of the hotels.

## 2. Investment and Remodeling in Emerging Markets:

- Opportunity Identification: Intensify efforts to identify and invest in viable opportunities in emerging markets across Africa.
- Renovation Strategy: Adopt a strategy of acquiring existing hotels, investing in renovations, and rebranding for optimal performance.

## 3. Strategic Plan for Suru Express Hotels:

- Execution of Comprehensive Plan: Execute a comprehensive strategic plan for Suru Express Hotels, emphasizing clean and comfortable accommodation and a quality hotel experience as core virtues.
- Strategic Location: Choose locations strategically to align with the preferences and needs of the target market.



# SUSTAINABILITY AND CORPORATE SOCIAL RESPONSIBILITY (CSR)

Haldane McCall Plc is unwavering in its commitment to Sustainability and Corporate Social Responsibility (CSR), actively contributing to the betterment of society. Beyond traditional philanthropy, our dedication to health empowerment takes a distinctive form – sponsoring crucial surgical operations. This unique initiative underscores our belief in holistic well-being, ensuring that individuals have access to essential healthcare services. In addition to supporting surgical operations, our CSR efforts encompass diverse partnerships, including orphanage homes, collaboration with esteemed institutions such as the Lagos Teaching Hospital, and empowerment initiatives for widows and businesswomen. Haldane McCall Plc continues to exemplify a socially responsible approach, making a positive impact on lives and communities through purposeful and sustainable practice.

Please visit [www.surufoundation.com](http://www.surufoundation.com) for more info on our csr.



# INVESTORS RELATIONS



Our pledge to quality and lasting value, along with our listing on the Nigeria Stock Exchange, highlights our dedication to transparency and accountability.

## Financial Strength

Our financial performance remains robust, underpinned by:

- **Revenue Growth:** Consistent revenue growth driven by successful project completions and increased market demand.
- **Profitability:** Maintaining strong profit margins through effective operational management and prudent financial strategies.
- **Investment Portfolio:** A diversified portfolio of high-performing assets across strategic locations, mitigating risk and maximizing returns.

## Operational Excellence

Haldane McCall Plc takes pride in operational achievements:

- **Real Estate Developments:** Successfully completed projects contributing to our growing asset base and market leadership.
- **Hospitality Ventures:** Acclaimed hospitality ventures focusing on excellence, resulting in high occupancy rates and positive guest feedback

## Commitment to Sustainability

Our commitment to sustainability is evident through:

- **Green Initiatives:** Achieving prestigious green building certifications, showcasing our dedication to environmentally conscious real estate development.
- **Community Impact:** Active engagement with local communities, demonstrating our commitment to social responsibility and positive community development

## Future Growth and Innovation

Looking forward, Haldane McCall Plc is poised for continued success through:

- **Market Insight:** Proactively identifying and capitalizing on emerging market trends to sustain growth and deliver shareholder value.
- **Innovation:** Embracing technological advancements to enhance our offerings, improve operational efficiency, and stay ahead in a dynamic business landscape.

# FUTURE PLANS



## **Continued Adaptation to Market Dynamics:**

- Regularly evaluate the real estate market for emerging trends and opportunities.
- Maintain adaptability to evolving market dynamics and capitalize on newfound prospects as they arise.



## **1. Prominence in the Hospitality Industry:**

- Establishment of Prominence: Aim to establish a prominent position in the Nigerian hospitality industry and beyond by adhering to the strategic plan.
- Focus on Quality: Emphasize a focus on customer satisfaction, brand consistency, and sustained quality across all Suru Express Hotels.

## **2. Brand Optimization through Remodeling:**


- Optimization Efforts: Optimize existing brands by investing in remodeling efforts to enhance the overall guest experience.
- Alignment with Brand Values: Ensure that rebranded hotels align with the Suru Express brand's values and standards.


## **3. Market Research and Adaptation:**

- Continuous Adaptation: Conduct regular market research to stay informed about evolving trends and preferences in the hospitality sector.
- Adaptation Strategy: Adapt hotel offerings and services to meet changing consumer demands and expectations.



# OUR CONTACT

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Shonibare Estate Maryland Lagos