



# EastinEasy

STAY SMART  
STAY EASY

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**Brand Presentation**

**Absolute Hotel Services' Brand**

# BRAND POSITIONING.

Eastin Easy

Eastin Easy is a smart hotel brand that delivers exceptional value through comfort so guests can relax, recharge, and enjoy a consistently good stay every time.

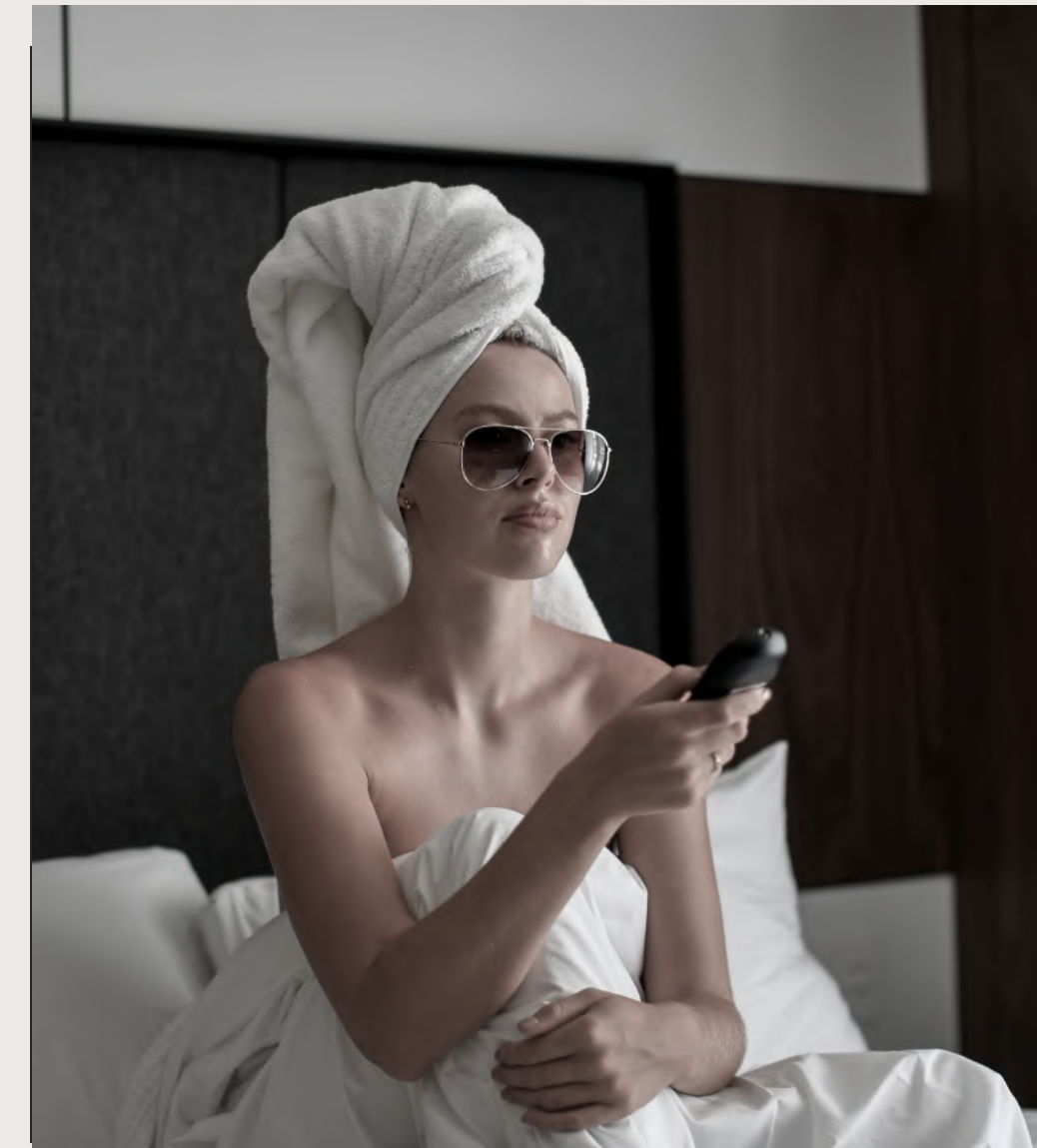


# BRAND PILLARS.

Eastin Easy



- **Smart** – Well-designed Smart Hub and rooms, everything you need done right
- **Comfortable** – Relax, unwind, and sleep well
- **Consistent** – The same reliable experience every stay



# EASTIN EASY CUSTOMERS.

Eastin Easy



- Web savvy and looking for the best deal
- Want a simple, comfortable and convenient place to stay
- Appreciate a friendly service approach
- Exceptional value
- Budget conscious

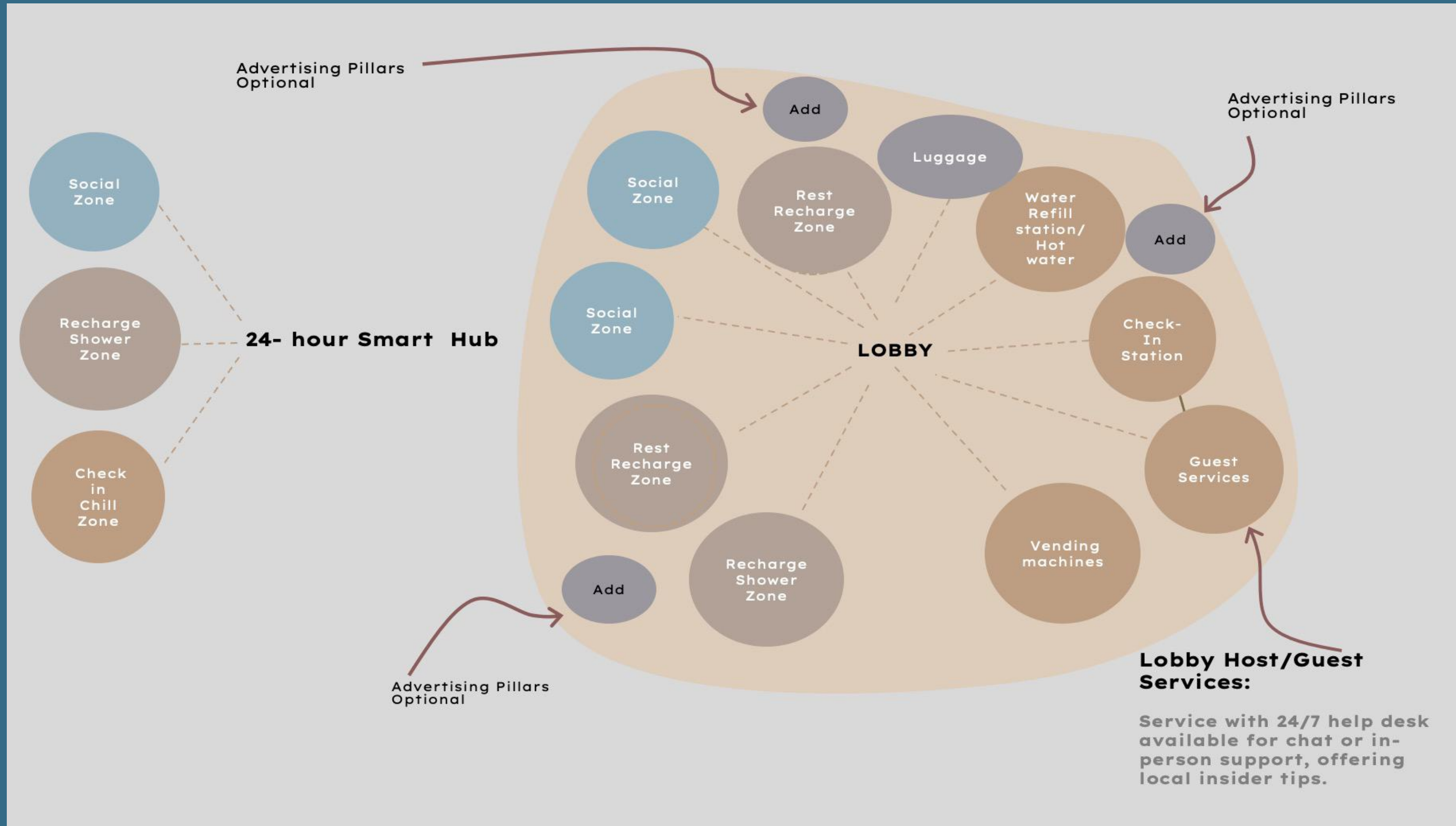


# PRODUCT SPECIFICATIONS.

Average Number of Rooms	120 rooms upwards
Room Size and Types	Minimum size 22 sqm Minimum 2 room types
Smart Hub	Check-in & Chill Zone (Check In & Vending machines ) Social Sphere (Play& Social Zone ) Recharge Zone ( Rest and Reset Shower facilities )
Smart Bed	Rest Easy -Designed for better Sleep
Smart Shower	A Powerful Start to Every Day
Hotel Technology	Self Check-in Kiosk System EV Car Chargers



# FLOW CHART 24-HOUR SMART HUB.

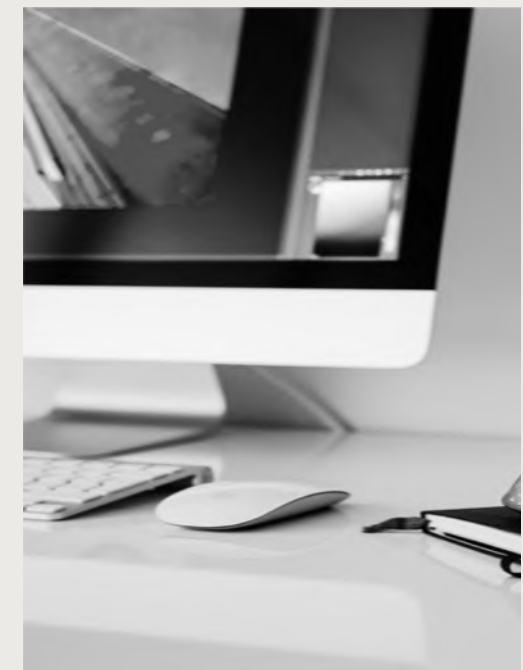


FLOW OF THE LOBBY

# EASY SELLING POINTS.



- Free Wi-Fi for seamless connectivity
- Smart Hub, Smart Shower, and Smart Bed for personalised comfort and functionality
- Self Check-In for a fast, effortless arrival experience
- Housekeeping service every other day, supporting sustainability while maintaining comfort standards



# CONTACT US.

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Eastin Easy



THANK YOU