



AGM of September, 18 2023

Résidence DAR LAMIA, La Palmeraie

AGENDA

- Presentation of 2022 balance sheet and income statement
- Discharge to be given by the meeting
- Presentation of 2023 and 2024 budgets
- Moral report. Assessment of our actions
- Approval to be given by the meeting
- Questions



Presentation of the 2022 balance sheet and income statement



MGH - FINANCIAL REPORT ex.2022

This financial report covers the accounting period from 01/01/2022 to 12/31/2022. It essentially covers operations carried out under the mandate of the previous Board of Directors.

ACCOUNTING ORGANIZATION IN COMPLIANCE WITH STANDARDS :

The association's accounts are kept by the accounting firm,

Marrakech Externalisation, which compiles its financial statements in accordance with the General Accounting Standards Code (CGNC) and the Associative Accounting Plan.

SUMMARY OF FIXED ASSETS :

Fixed assets – Heading	Montant
"Patents Trademarks, Rights and Similar Rights	100 171,54
Equipment and tools	9437
Total	109 609,44

CASH BALANCE AT BALANCE SHEET DATE :

cash flow –	Montant
Funds	7 452,24
Bank	177 895,86
Cash balance at 12/31/2022	185 348,70

SUMMARY OF REVENUES AND EXPENSES :

1. REVENUE DETAILS

income –	Montant
Membership fees	36 330
Total revenue	36 330

2. DETAIL OF EXPENSES

spending –	Montant
Office supplies	2 478
Services	71 825
Premises	11 132
Communication	9 660
Trips Missions	9 760
General Meeting organization	15 849
Postage and packing	1 046
Telephone charges	2 433
Bank charges	1 552
Fees	6 250
Reception	934
Other	272
total spending	133 191



Presentation of projected budgets for 2023 & 2024

MGH Estimated Budget 2023 & 2024 /RS20230918 in MAD					
	Realised 2022	2023	2024 / hyp. 1	2024 / hyp. 2	
					6 rooms x150 DHx150 members=135000 DH
Operating income					6x150 DHx200 members =180 000 DH
Membership fees	36.330,00	135.000,00	180.000,00	228.000,00	6x190 DHx200 members =228 000 DH
Operating expenses					
stationery & consumables	2478	1.500,00	1.500,00	1.500,00	
repair and maintenance		1.000,00	1.000,00	1.000,00	
Purchase of services	71825	60.000,00	60.000,00	60.000,00	12 x 5 000 DH Secretary service
Office rental co working	11132	15.000,00	18.000,00	18.000,00	10 months/12 x 1 500 DH rent L'blassa
Telephone service	2433	2.500,00	2.500,00	2.500,00	
Computer maintenance		5.000,00	5.000,00	5.000,00	
ARIH membership		0,00	30.000,00	30.000,00	
Communication	9660	18.000,00	27.000,00	27.000,00	Newsletters, social networks
Training			10.000,00	10.000,00	
AGMs organization costs	15849	10.000,00	10.000,00	10.000,00	
Fiduciary and legal fees	6250	7.500,00	7.500,00	7.500,00	trustee + bailiff
Bank charges	1552	1.750,00	2.000,00	2.000,00	
Postal charges	1046	1.000,00	1.000,00	1.000,00	
Administrative costs		1.000,00	1.000,00	1.000,00	
Receptions	934	1.500,00	2.000,00	2.000,00	
Travels	5470	2.500,00	2.500,00	2.500,00	
Chairman's expenses	4290	0,00	0,00	0,00	For record
Other	272	5.000,00	5.000,00	5.000,00	
TOTAL	133191	133.250,00	186.000,00	186.000,00	
Result	-96861	1.750,00	-6.000,00	42.000,00	



Treasurers' report

General fiscal situation in 2022:

Decline in Post Covid activity; Decrease in membership; Previous Board of Directors resigns.

AGM November 17, 2022:

This AGM approved the 2021 balance sheet and discharged the previous Board of Directors for its management, including for the period 01/01/22 to 11/17/22.

Balance sheet 2022:

Mainly concerns the period managed by the previous team.

When the accounts were transferred, our examination of the cash and bank accounts revealed no major problems. The balance sheet, as drawn up by the accounting office, requires the following remarks.

-On the assets side, there is a large "intangible fixed assets" item of 100,171 dh.

This item has been carried forward from one balance sheet to the next for several years. It represents the value of a website and a central purchasing unit.

The website has not been finalized and the central purchasing unit no longer exists. The value of this asset is therefore illusory.

This item should be corrected using the appropriate accounting technique.

- Some accounts receivable and accounts payable for insignificant amounts should be cleared. Given the low number of members, operating income is limited to 36330dh.

Expenses of Dh133,191 were in line with those required to continue the association's activities.

The operating result shows a loss of 96,891 dh due to the drastic base of contributors (Covid 19).

Budget forecast for 2023:

Balanced budget due to:

-Significant increase in membership.

-Expenses under control.

Rental of premises made necessary. Increased communication expenses (relaunch of the activity).

Budget forecast 2024:

ARIH membership fee

Without an increase in membership fees, ARIH will lose money on the basis of 200 members.

In view of the significant value added by ARIH membership, we recommend increasing the membership fee from 150 to 190 dh per room per year.

Moral report

- RELATIONS WITH INSTITUTIONS :
- Representation on the ARIH (Association Régionale de l'Industrie Hôtelière) with free membership for 2023 and 2 positions on the Board of Directors.
- (Start of) Discussions with Booking.com in partnership with FNIH
- Official request to set up the Companion Card (Wilaya)
- Regular meetings with the DRT of Marrakech/Safi

- GROUP PURCHASES :
- **Health and safety** : fire protection, health maps, vector control
- **Digital marketing**: creation of your website, creation of promotional videos for your establishment, management of your social networks
- **Bedding and Linen** : of the Simmons range. RICHBOND Morocco partnership.
- **Negotiations with Al Barid Bank, CMI and NAPS** : obtaining a better commission rate, better conditions for granting manual transactions and pre-authorization, guarantees, etc...



- FORMATIONS :
 - **Channel Managers** with EVIIVO, ELLOHA and HOTEL RUNNER.
 - **Tax optimization and currency repatriation** with GRANT ET THORNTON
 - **How to develop your direct bookings ?**with BRAIN STORM éditions
- MGH MRK-ESSAOUIRA RESERVATION EXCHANGE : 2 dedicated Whatsapp groups, 1 for each city.
- LEGAL AND REGULATORY WATCH :
- Legal assistance with Maître ABDESSAMAD TAARJI, member of the MARRAKECH Bar. AJ packages from 1 to 5 hours (phone, email, face-to-face).

- Extraordinary General Meeting of March, 20 2023:
 - Adoption of new by-laws.
 - The Board of Directors elected :
 - * 2 new Vice-Presidents, in addition to Bernard COHEN HADAD, Nathalie MUSCHOTTI (Group purchasing/Training) and Az Eddine SKALLI (Legal)
 - * 1 new Deputy General Secretary: Younès EL TIFAFE (Membership)
 - * 1 Territorial Delegate Essaouira, Alain DUFAY.



- Several important events took place in Essaouira:

*February, 10 2023

*May, 23 2023: with the presence of the Provincial Tourism Delegate (DRT) Mr. Younès Dbibirha

Our projects in progress

- Marrakech/Safi CRT membership
- Searching for funding following the earthquake
- Accompanying card
- Problems of MGH headquarters : to be resolved by 12/31/2023
- Drawing up model employment contracts CDD and CDI in French, Arabic and possibly English
- Reservations exchange : developing Essaouira. Seeking Marrakech/Essaouira synergies
- Achats groupés : produits cosmétiques, grande distribution (Marjane, Atacadao)
- Formation : Sécurité alimentaire (formation ou certification HACCP), Instagram et réseaux sociaux, etc.
- Partenariat Institut Français Essaouira : Nuits Photographiques



Questions



Thank you for your attention!