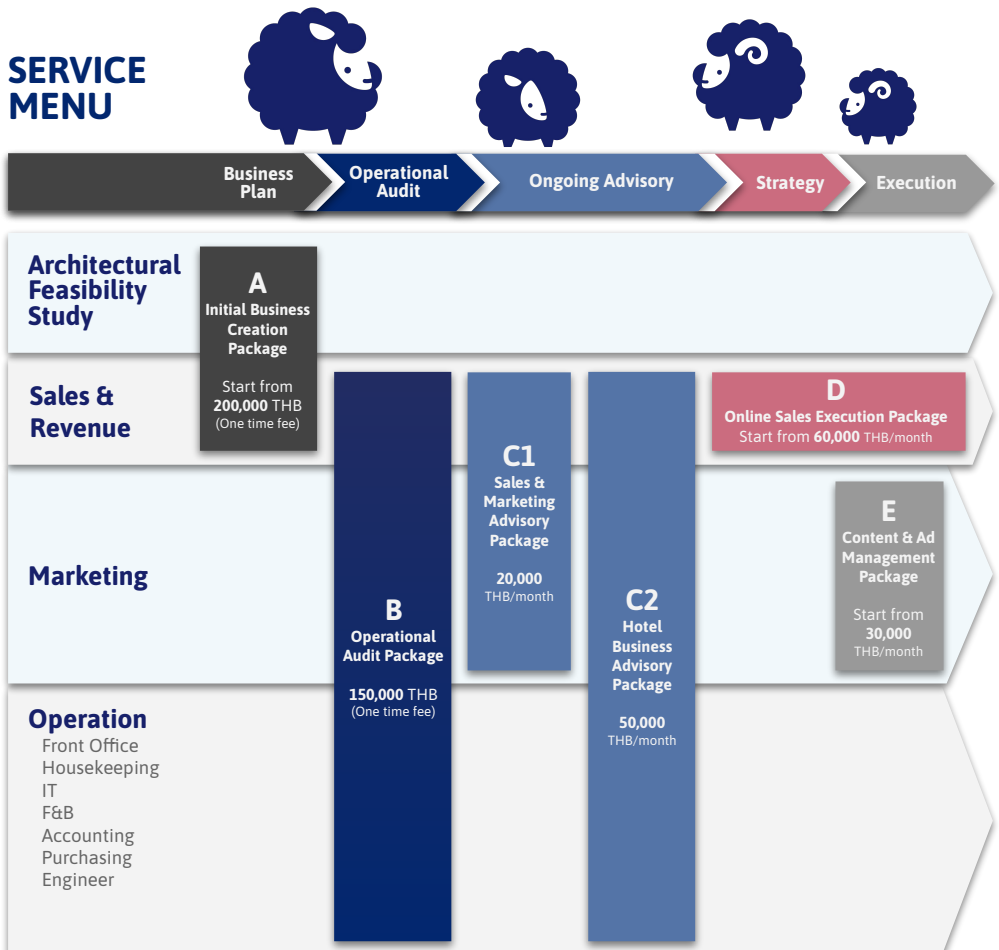


# Hotel Consulting & Business Service Packages

## SERVICE MENU



\* Fees are paid at the beginning of each month prior to service and subject to 7% VAT.

# Which service menu is the best fit for you?

Do you have a hotel?



**No..**  
**But I dream of it!**

& need someone to help me working on..



**Yes!**



Feasibility  
study



Financial plan  
for bank loan



Business  
proposal for  
potential  
investors



Reference of brand  
guideline for  
developing hotel  
collateral & amenities



**Initial Business Creation Package**

**A**



**I want to operate  
by myself but..**



**but I don't want to  
operate**



**Kokotel brand**



**Your brand**

**Kokotel's Centralized &  
Property Operation**



**Not sure that ..  
Is the current operation  
management good enough ?**



**Want to learn more about  
hotel management &  
need someone to guide me**



**There is no Sales & Marketing team, but I  
need someone help me promote my hotel  
and improve sales strategy**



**Operational Audit  
Package**

**B**



**Sales & Marketing  
Advisory Package**

**C1**



**Hotel Business  
Advisory Package**

**C2**



**Online Sales  
Execution Package**

**D**



**Content & Ad  
Management Package**

**E**

# A

## Initial Business Creation Package

### Scope:



#### Case Study

- Variety of case study
- Project benchmark and analysis
- Market positioning
- Business model comparison



#### Concept Study

- Concept creation
- Alternative of tag lines
- Architectural & interior reference
- Reference of brand guideline (e.g. logo, CI, hotel amenities...)



#### Area Planning

- Zoning of project
- SWOT analysis



#### Project Feasibility

- Related regulation study to confirm restrictions
- Architectural feasibility study



#### Business Feasibility

- Investment budget estimating
- P&L projection for 5 years



#### Project Timeline

Possible project schedule of construction and pre-opening



#### Terms

2 months (Start counting after 1st paid)  
2 times review (After working on research  
& after complete the plan)



# A

## Initial Business Creation Package

### Example of output:

#### 1 Case Study

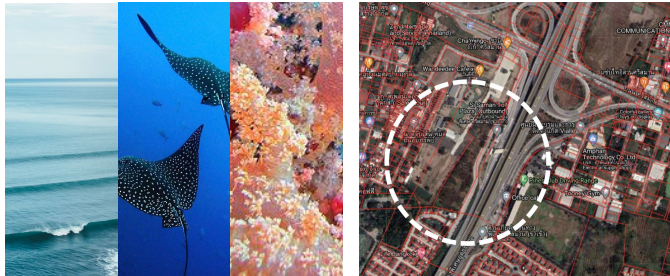
Case Study Overseas

##### Nacpan Beach Glamping

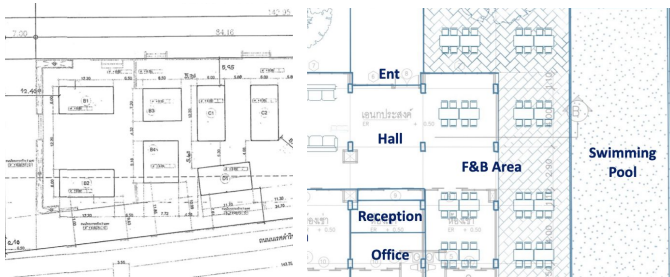
Location	El Nido, Palawan, Philippines	Product	Glamping tent + beach-site
Room No.	24 tents	Place	OTA, booking.com, Wotifage
Price	Unique glamping tent side with resort services at wonderful location	Promotion	Review webpage
Cost	Rough road on the way to glamping ground	Price	3,700B - 6,200B (per tent 03/06/2021)
	<a href="https://www.booking.com/hotel/na/nacpan-beach-glamping.html">https://www.booking.com/hotel/na/nacpan-beach-glamping.html</a>	Consumer	Family + Glampers + Instagram
	<a href="https://www.instagram.com/nacpanbeachglamping/">https://www.instagram.com/nacpanbeachglamping/</a>	Cost	3,700B - 6,200B is decent for location and quality
	Apollia	Comma	Need more influencers + review pages + Ads
		Convenience	OTA + Website page



#### 2 Concept Study



#### 3 Area Planning





### Example of output:

Total Operating Revenue	32,164,295	2,680,358	
<b>Cost of Sales</b>			
F&B Direct Cost	409,346	34,312	
Resale Direct Cost	900,558	75,987	
Merchandise	620,200	5,400	
<b>Total Cost Of Sales</b>	1,977,113	114,709	
<b>Cost of Salary &amp; Benefits</b>	5,036,868	419,739	
<b>Other Expense</b>			
Commission (Booking.com)	1,628,284	135,749	
Room Admin	564,872	47,078	
F&B	123,180	10,263	
Utilities & General	323,443	26,804	
Maintenance & Engineering	160,121	13,420	
IT	21,848	1,841	
Utility	203,540	169,462	
<b>Total Expense</b>	8,033,869	484,572	
<b>Total Cost of Operation</b>	11,258,859	939,071	
<b>GDP (Gross Operating Profit)</b>	20,895,455	1,741,287	64.96%
<b>Cost of Operation (Excl. F&amp;B)</b>	1,788,000	148,600	
<b>Property Operation Fee (Hotel)</b>	3,313,317	261,193	
<b>EBITDA(Before F&amp;B Reserve)</b>	15,973,138	1,331,094	49.46%
F&B Reserve	964,929	80,411	
<b>EBITDA(After F&amp;B Reserve)</b>	15,008,199	1,250,683	

[illegible]

Public Area Renovation	14,412,000.00
Room Renovation	24,800,000.00
Contingency (10%)	3,921,200.00
Kitchen & Bars Equipment	1,500,000.00
Lift (1)	1,000,000.00
<b>Summary Design &amp; Engineer</b>	<b>44,633,200.00</b>
Room SOE	3,240,000.00
Kitchen SOE	300,000.00
F&B SOE	300,000.00
<b>Summary SOE</b>	<b>3,840,000.00</b>

The project timeline for the 'New Restaurant' project spans from May 2021 to February 2022. The timeline is divided into three main sections: Construction (5 months), F&B (Food & Beverage), and Accounting. Key milestones include: 15th May 2021 (Signing Contract), Mock-up Room finish (Aug 2021), Construction Handover (Dec 2021), and 1st Feb 2022 (Open). The Construction section includes Design, Tender, and Construction (5 months). The F&B section includes Kitchen Design, Equipment Sourcing/Ordering, Kitchen Installation, and Chef Training. The Accounting section includes Opening Bank Accounts, Accounting System Live, and Creating P&L Budget. A Weekly Meeting is indicated as a continuous activity throughout the project.

# A

## Initial Business Creation Package



**Hotel Business**



**Food & Beverage**



**Other Business**

(e.g. retail, onsen, golf etc..)

**THB 200,000**

**THB 250,000**

**THB 300,000**

\*Fee will be grouped by scope of Business model in the project and subject to 7% VAT.

### Additional:

- Additional fee for more alternative of style is +THB 50,000/style
- Additional fee for more business model cluster add on is +THB 100,000/business

### Conditions:

- 1 time site visit (If in Bangkok and less than 3 hours car driving city e.g. Pattaya, Huahin, Khaoyai). For others time and further city, transportation fee will be paid by owner
- 1 revision for business model
- 3 revisions for execution plan under the confirmed business model (e.g. floor plan, style of brand guideline, target persona)

### Handout & Benefits:

- Printout of Initial Business Plan Creation 2 packs (A4 Size)
- Initial Business Plan Creation (PDF)
- 1 time online consult meeting with Kokotel's Head of Department

### Payment:

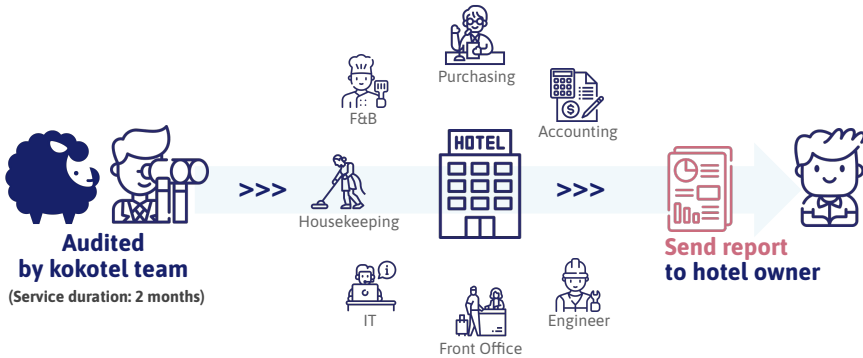
- 50% Upon sign the contract
- 50% Upon final review and approve

# B

## Operational Audit Package

150,000 THB

One shot project | Audit report



### Overall

- Recommendations as to the overall operation of the hotel ✓
- Review and make recommendations with regards to the set-up of operating structure, management system and procedures ✓
- Identifying key challenges on each field ✓

### Sales & Revenue

- Assessment and suggestion of guest's booking journey ✓
- Assessment and suggestion of sales channels ✓
- Assessment and suggestion of rate structure ✓

### Marketing

- Assessment of current advertisement & suggestion of target group, target interest, location, ad design etc. ✓
- Assessment and suggestion of marketing budget planning ✓

### Operation

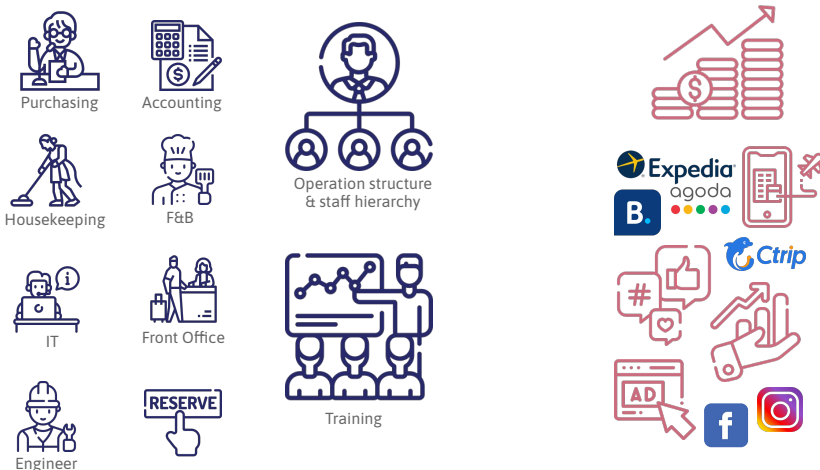
Front Office  
Housekeeping  
IT  
F&B  
Accounting  
Purchasing  
Engineer

- Assessment of current status of hiring and training ✓
- Conduct quality control test to figure out points for improvement ✓
- Recommendations with regards to the operations of the F&B outlet concept and service offered ✓
- Review and recommendations of manning guide with number of staff, staff hierarchy and salary structure ✓
- Assessment of current status of HR, accounting, purchasing, IT, engineering ✓
- Suggestion possible initiatives to improve operational effectiveness ✓
- Review and recommendations for annual budget, financial, standards, cash control and purchasing ✓
- Suggestion of operation cost controlling ✓



# Ongoing Advisory Package

Biweekly online meeting | Phone call, LINE & email support on weekday | Sharing template



**Biweekly online meeting with hotel owner & making advice on any issues of Hotel Management via LINE, phone call & email on weekday**



(Minimum contract term: 6 months)





# Ongoing Advisory Package

**Biweekly online meeting | Phone call, LINE & email support on weekday | Sharing template**

We shall provide recommendation or advice as per client's requests and we are authorised to communicate with client via LINE message, phone call and email. We also may supply written advice, confirm oral advice in writing **but we are not deliver report of any assessment or advisory as an output.**

Minimum contract term: 6 months

## Hotel Business Advisory Package

**50,000 THB/month**

## Sales & Marketing Advisory Package

**20,000 THB/month**

### Overall

- Making recommendations as to the overall operation of the hotel	×	✓
- Making recommendations with regards to the set-up and operating structure, management system and procedures	×	✓
- Making recommendations with regards to identifying key challenges on each field	×	✓

### Sales & Revenue

- Making suggestions of guest's booking journey	✓	✓
- Making suggestions of current hotel promotion and how to track performance of each promotion to figure out points for improvement	✓	✓
- Making suggestions of monitoring hotel's performance process	✓	✓
- Making advices and suggestions on sales channels	✓	✓
- Making advices and suggestions on rate structure	✓	✓

### Marketing

- Making suggestions of creating hotel fact sheet and product brief for PR	✓	✓
- Making suggestions of hotel advertisement (e.g. target group, ad design, target location, target interest etc.)	✓	✓
- Making suggestions of marketing budget planning	✓	✓

### Operation

Front Office  
Housekeeping  
IT  
F&B  
Accounting  
Purchasing  
Engineer

- Answering questions regarding to staff hiring	×	✓
- Making advices on issues of conduct quality control test to figure out points for improvement	×	✓
- Making recommendations with regards to the operations of the F&B outlet concept and service offered	×	✓
- Making recommendations of manning guide with number of staff, hierarchy and salary structure	×	✓
- Making recommendations of training	×	✓
- Answering questions regarding to current status of HR, accounting, IT, purchasing and engineering	×	✓
- Making advices on issues of the current management	×	✓
- Making suggestions possible initiatives to improve operational effectiveness	×	✓
- Making recommendations for annual budget, cash control, financial, standards, purchasing and cost controlling	×	✓

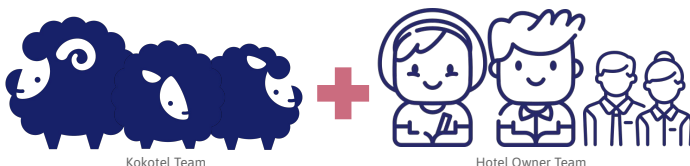
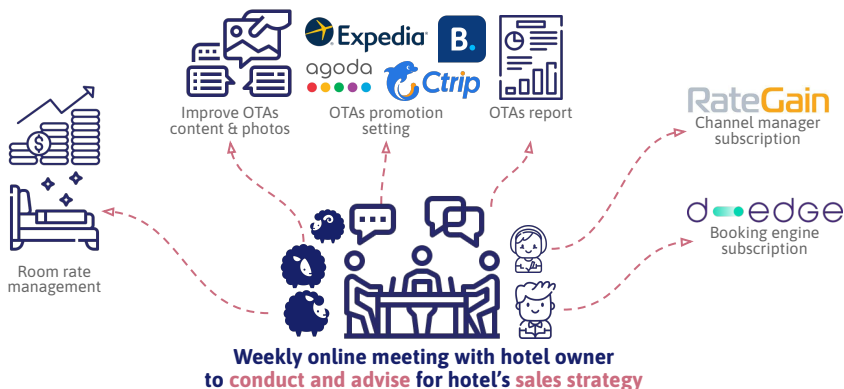
# D

# Online Sales Execution

## Package

**60,000 THB/month**

Weekly online meeting | Phone call, LINE & email support on weekday | Conducting online sales



**We work as  
your Sales & Marketing team**  
(Minimum contract term: 1 year)

## OTAs

- Continuous revenue management including rate changes with analysis of competitor set ✓
- Improvement of OTAs contents and photos ✓
- Communication with OTAs Market Manager to realize a higher performance in OTAs ✓
- Promotion setting on OTAs to improve visibility ✓
- Weekly reporting of revenue and hotel pickup ✓

## Chanel Manager

- Channel Manager subscription software fee (Rate Gain) ✓

## Booking Engine

- Booking Engine subscription software fee (D-Edge) ✓

# E

## Content & Ad Management Package

	 <b>30,000 THB/month</b>	 <b>35,000 THB/month</b>	   <b>50,000 THB/month</b>
Online meeting	✓ Monthly (1 time/month)	✓ Monthly (1 time/month)	✓ Monthly (1 time/month)
Phone call & LINE support	✓ Weekday only	✓ Weekday only	✓ Weekday only
Minimum contract term	✓ 4 months	✓ 4 months	✓ 6 months
Content plan	✓ 1 time/month	✓ 1 time/month	✓ 1 time/month
Creative album post on Facebook	✓ 1 album post/month	✗	✓ 2 album posts/month
Single photo post	✓ 15 posts/month	✓ 15 posts/month	✓ 15 posts/month (same content on Instagram and facebook with key visual size 1:1)
Key visual design for single post *	✓ Key visual can be designed with different size for each type of facebook post	✓ size 1:1	✓ size 1:1
Instagram visual guide **	✗	✓ 1 time	✓ 1 time
Advertisement execution ***	✗	✗	✓

\* - There are 2 revisions/month for key visual  
 - Additional revision fee is +THB 2,000/revision  
 - Additional charge for converting key visual to be gif file is +THB 1,000/post and to be mp4 file is +THB 1,500/post  
 - Raw materials to create key visual will be provided by client

\*\* - Additional fee +THB 2,000 for competitor's brand visual research (Maximum 4 brands)

\*\*\* - Additional fee +THB 20,000 for Japanese ads design  
 - Service fee of each package is excluded media cost (advertising budget will be provided by client)  
 - Advertisement report will be provided for the hotel who spend with minimum media cost THB 30,000/month

# Our Team



**Rei Matsuda**  
CEO

**Dream Incubator (A leading strategy consulting firm in Japan), Oct-2002 to April-2008**  
**Dream Incubator Singapore, Oct-2011 to April 2015, as MD**

- Conducted various business producing projects in Japan and oversea clients
- Launched and spearheaded the Singapore operation of the firm for 3.5 years

Capability of producing and managing business in SEA and India

**ORIX Investment and Management in Singapore, Jul-2009 to Sep-2011**

- Conducted PE investment, property development and MBO finance in SEA

Capability of finance and investment activities in SEA

**Keio University (BA in Policy Management)**  
**Imperial College London (MBA)**  
**Cornell University School of Hotel Administration**  
**Nanyang Technological University (Master of Management in Hospitality)**

Strong educational background of management and hotel business

Development@kokotel.com  
094-962-8966 (Mu)  
087-871-3169 (Poy)  
LINE @kokotelmanagement



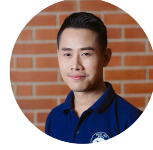
**Nalinrat (Rat)**  
Director of Finance



**Nitikoon (Angie)**  
Vice President



**Bulan (Bulan)**  
Purchasing Manager



**Ekachai (Jojo)**  
Senior Project Management



**Surasit (Joe)**  
Senior IT Manager



**Somsiri (Toei)**  
HR Manager



**Jarin (Jeng)**  
Design & Cons Manager



**Shinichi (Shin)**  
Marketing Manager



**Akadech (Tom)**  
F&B Manager