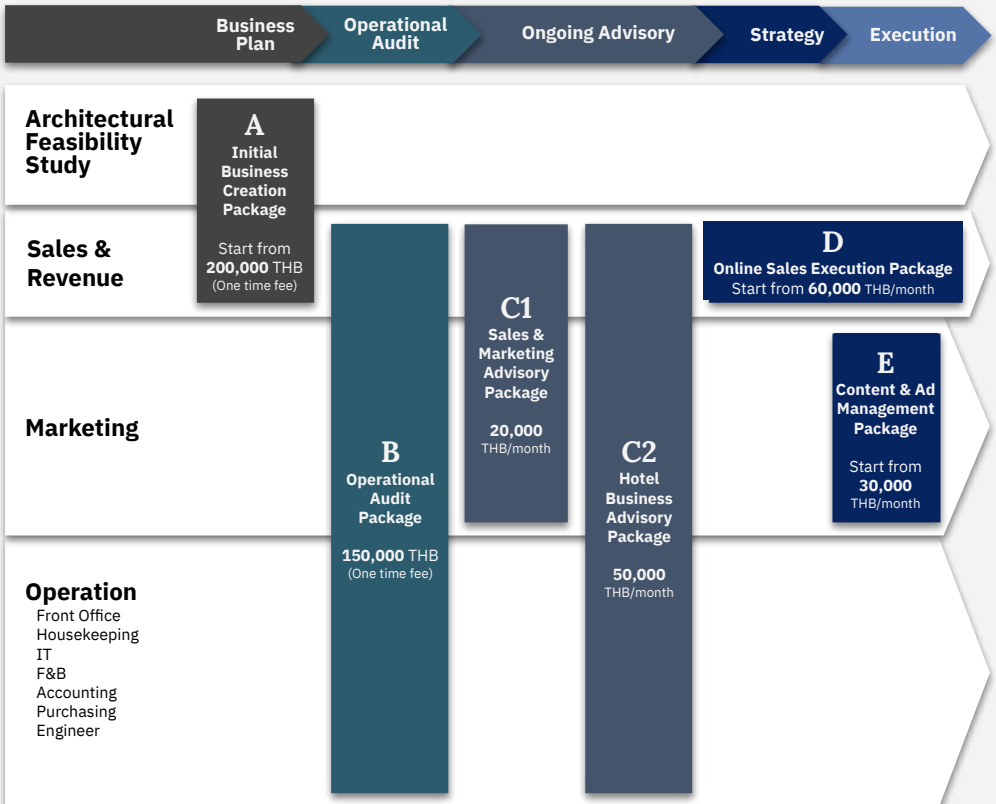


# Hotel Consulting & Business Service Packages

## 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...)



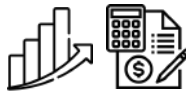
#### Area Planning

- Zoning of project
- SWOT analysis



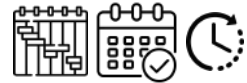
#### Project Feasibility

- 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

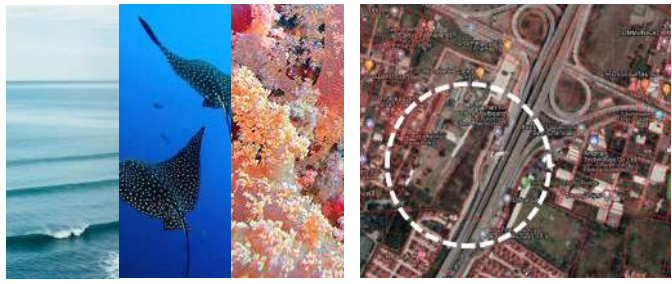
## Initial Business Creation Package

Example of output:

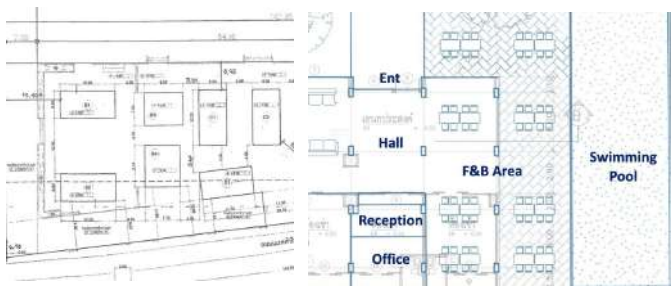
### 1 Case Study

<b>Location</b>	32 Mico, Palawan, Philippines	<b>Project</b>	Glamping tent + Beach club
<b>Area No.</b>	14, 1071	<b>Phase</b>	01A, Redesign & Renovation
<b>Plan</b>	Complete glamping tent area with most services at Nacpan Beach location	<b>Application</b>	Beach village project
<b>Client</b>	Highly involved in the way to glamping project	<b>Price</b>	5.70B - 6.20B per tent (2024/2025)
	<a href="https://www.instagram.com/nacpanbeachglamping/">https://www.instagram.com/nacpanbeachglamping/</a>	<b>Completion</b>	Tentify + Glamping + Renovation
	<a href="https://www.facebook.com/nacpanbeachglamping/">https://www.facebook.com/nacpanbeachglamping/</a>	<b>Cost</b>	5.70B - 6.20B to build for location and quality
		<b>Service</b>	Beach club + bar + cafe + lounge + pool + spa
		<b>Contract</b>	31 x 1 month page

### 2 Concept Study



### 3 Area Planning



# A Initial Business Creation Package

## Example of output:

### 4 Profit & Loss Report

KEY ASSUMPTIONS					
Number of Rooms	70	Rooms			
Rooms rate per night	1,718	THB per night			
ADR (Average Daily Rate)	2,450	THB per night			
ADR (Average Daily Rate)	1,333	THB per night			
OCCUPANCY RATE	85%				
Rooms Available (Rooms Per Available Room)	1,192	THB per night			

INCOME STATEMENT	THB PER YEAR	THB PER MONTH	Ratio
<b>REVENUE</b>			
Room revenue	28,917,286	2,409,774	
F&B revenue	1,246,443	103,870	
Available services	1,818,567	151,547	
Merchandise revenue	188,000	15,667	
<b>Total Operating Revenue</b>	<b>32,168,295</b>	<b>2,680,858</b>	
<b>Cost of Sales</b>			
F&B Direct Cost	498,348	41,529	
Standard Direct Cost	200,558	16,713	
Menu material	87,200	7,267	
<b>Total Cost of Sales</b>	<b>1,372,133</b>	<b>114,799</b>	
<b>Cost of Salary &amp; Benefits</b>	<b>5,026,808</b>	<b>418,729</b>	
Other Expense			
Commission (Booking.com)	1,628,584	135,719	

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<b>Cost of Salary &amp; Benefits</b>	<b>5,026,808</b>	<b>418,729</b>	
Other Expense			
Commission (Booking.com)	1,628,584	135,719	
Room Others	143,100	11,925	
Admin & General	321,443	26,804	
Maintenance & Engineering	268,821	22,402	
IT	21,848	1,821	
Utility	1,037,547	86,462	
<b>Total Expense</b>	<b>4,854,868</b>	<b>404,572</b>	
<b>Total Cost of Operation</b>	<b>11,248,816</b>	<b>935,071</b>	
<b>GOP (Gross Operating Profit)</b>	<b>20,895,465</b>	<b>1,744,287</b>	64.96%
Centralized Operation Fees & Admin	1,798,000	149,833	
Property Operation Fee & Admin	3,318,317	276,526	
<b>EBITDA (Before F&amp;B Reserve)</b>	<b>15,977,138</b>	<b>1,331,094</b>	49.00%
F&B Reserve	864,829	72,069	
<b>EBITDA (After F&amp;B Reserve)</b>	<b>15,068,198</b>	<b>1,256,688</b>	

### 5 Investment Estimate

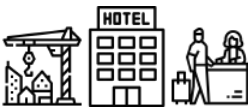
Public Area Renovation	14,412,000.00
Room Renovation	24,800,000.00
Contingency (10%)	3,921,200.00
Kitchen & Bars Equipment	1,500,000.00
Lift (1)	1,000,000.00
<b>Summary Design &amp; Engineer</b>	<b>44,633,200.00</b>
Room SOE	3,240,000.00
Kitchen SOE	300,000.00
F&B SOE	300,000.00
<b>Summary SOE</b>	<b>3,840,000.00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

### 6 Project Timeline



# 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:

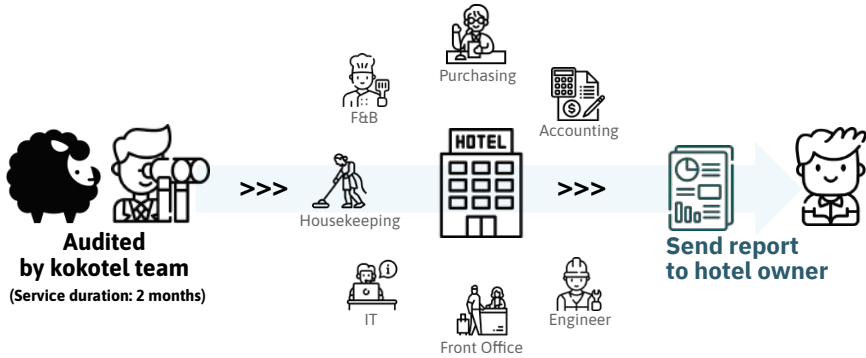
- 50% Upon sign the contract
- 50% Upon final review and approve

# 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

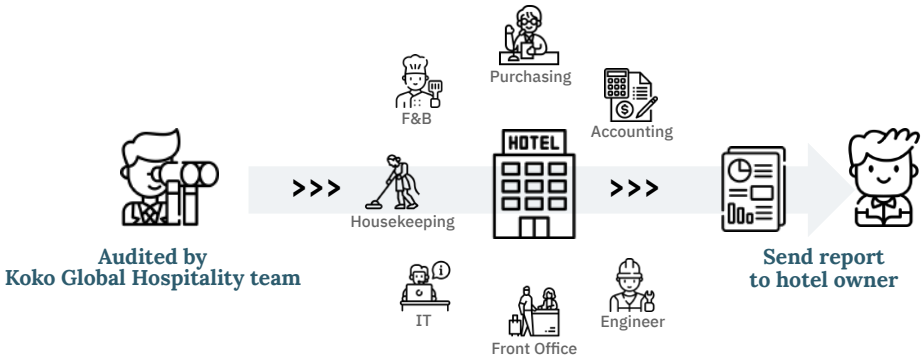
- Assessment and suggestion of guest's booking journey ✓
- Assessment and suggestion of sales channels ✓
- Assessment and suggestion of rate structure ✓

### Marketing

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

### Operation

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

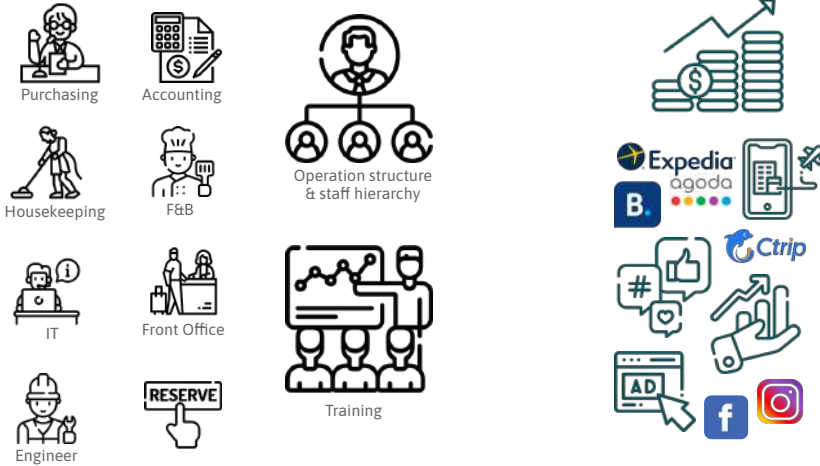




C

# 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	x	✓
- Making recommendations with regards to the set-up and operating structure, management system and procedures	x	✓
- Making recommendations with regards to identifying key challenges on each field	x	✓

### 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

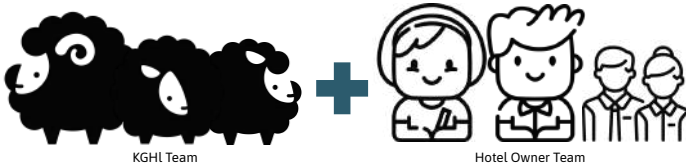
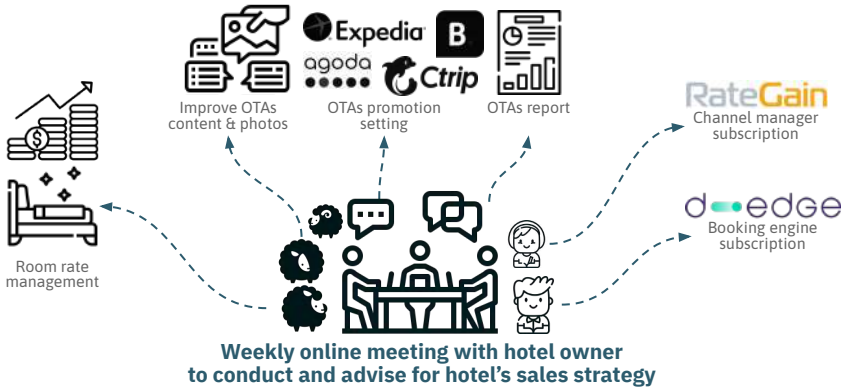
Front Office	- Answering questions regarding to staff hiring	x	✓
Housekeeping	- Making advices on issues of conduct quality control test to figure out points for improvement	x	✓
IT	- Making recommendations with regards to the operations of the F&B outlet concept and service offered	x	✓
F&B	- Making recommendations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

# 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)

<b>OTAs</b>	- 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	✓






<b>Channel Manager</b>	- Channel Manager subscription software fee (Rate Gain)	✓
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<b>Booking Engine</b>	- Booking Engine subscription software fee (D-Edge)	✓
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E

# Content & Ad Management Package



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

\* - 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 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 Portfolio

Spread the “Wow” Experience and  
“Kaizen” to the Globe

**Total 2,000 Rooms  
With 30 Properties**  
Both Thailand and Oversea

