

Koko Global Hospitality

A PROFESSIONAL HOTEL MANAGEMENT FIRM



TYPICAL PAIN POINTS



Partners in Performance.
Leaders in Hospitality.

Koko
Global
Hospitality

Full Hotel Management
Thai Hospitality with Japanese Quality



Spread the **“Wow”** Experience and **“Kaizen”** to the Globe
‘Friends and Family Culture’

Koko Global Hospitality Co., Ltd.
Established Since 2015

Our Brands



Owner's Brand
Creation



Our Brands

Kokotel ★★★

We are
Serving **Friends & Family**



Designed around the concept of Bed and Cafe, Kokotel offers the ideal place to stay for families and assures them of maximum comfort at affordable prices.

Chill, dine & play

Kokotel provide you a cozy and fun place for everyone to enjoy the moments. Cafe is open to serve you with variety of menus including Thai, Japanese and international dishes. A cup of coffee with a egg benedict is the good morning tips to start a perfect day.

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Kokotel Bangkok Dheva Thonglor
Est 2020



Kokotel Bangkok Surawong
Est 2016



Kokotel Chiang Mai Nimman
Est 2018



Kokotel Phuket Nai Yang
Est 2021

Our Brands

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VIVTEL ★ ★ ★ ★

Sleepover to Over Sleep



Designed around the concept of minimal affordable luxury and refined indulgence. VIVTEL embodies a distinctive identity built on crafting experiences that is pleasant, comfortable, and memorable.

A Place for Honey & Fine Wine

VIVTEL provides you a sanctuary to be fully present in the moment. We encourage couples and friends to create lasting memories and fostering an environment where you can reminisce about special moments.



Lobby Lounge



Lobby Bar Reception



Dining



Room & Accommodation

Our Portfolio

**Total 2,500+ Rooms
With 41 Properties**

Both Thailand and Overseas



Hotel We Manage

Medium-sized Hotels
50 - 200 Rooms

2025

VIVTEL Bangkok Surawong

73 rooms

One Tree Plaza Hotel Cebu

48 rooms

The Rich Grand Residence

152 rooms

Amara Pool Villa

6 BRs / 8 Baths

Hua Hin Pool Villa

3 BRs / 3.5 Baths

Khao Lak Pool Villa

3 BRs / 3 Baths

Dream GolfTel Cagayan

66 rooms

2024

VIVTEL Phuket Patong

160 rooms

Kokotel Khao Lak Isara Casa

61 rooms

Kokotel Cebu Adira

41 rooms

Kokotel Pattaya North Beach

59 rooms

Kokotel Rayong Beachfront

84 rooms

Kokotel Sriracha Beachfront

40 rooms

Oxygen Residence Khao Yai

12 Villas

Manditel North Pattaya

98 rooms

Tropicana Suites Manilla

100 rooms

Nidhra Boutique Hotel

50 rooms

2023

Kokotel Chiang Mai Night Bazaar

79 rooms

Kokotel Chiang Rai Airport Suites

105 rooms

Kokotel Hakodate

42 rooms

Kokotel Khao Lak Seascape

18 rooms

LiveZen S26

42 rooms

Hotel WizPark Ratchada

50 rooms

Royal Pavilion Hua Hin Hotel

119 rooms

2022

Kokotel Khao Lak Lighthouse

60 rooms

Kokotel Pattaya South Beach

101 rooms

Kokotel Khao Lak Montana

46 rooms

Cubic Pratunam

95 rooms

The Rich Residence

162 rooms

Ruamchitt Plaza Hotel

98 rooms

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2021

Kokotel Phuket Nai Yang Beach

58 rooms

At Rice Resort

54 rooms

Ratri Hotel Phuket

50 rooms

Spittze Hotel Pratunam

85 rooms

2020

Kokotel Bangkok Dheva Thonglor

71 rooms

2019

Kokotel Bangkok Sukhumvit 50

65 rooms

2018

Kokotel Chiang Mai Nimman

78 rooms

2017

Kokotel Phuket Patong

54 rooms

Kokotel Krabi Ao Nang

72 rooms

Kokotel Krabi Oasis

75 rooms

2016

Kokotel Bangkok Surawong

70 rooms

Operation with Expertise...



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Why Centralized Operation?



“ People Management ”



“ Cost-Efficiency ”



“ Flexible Yet
Standardized Service ”

Technical & Pre-Opening Services

1

Technical & Pre-Opening Services



KGH is owner's representative for **Accounting, HR, Purchasing, F&B, Sales & Marketing**, and **IT**.
(setting up **operational systems** before hotel opening)



Head of Projects and Operations
Jojo Ekachai Panngam

Former Opening Team of
5-Star Hotels

2

Branding & Design Services

(Optional ; Architecture & Engineering Phase)



- **Branding Service**
- **Initial Hotel Design Consultation**
- Oversees the **Configuration of Hotel Functions for New Builds**

3

Construction Management Services

(Optional ; Construction Phase)

- KGH is owner's representative for **Construction phase**.
- **Zoning Optimizations**; Public Areas and Room Layouts
 - Operational Zoning
 - **Material Selection Advice**

Accounting



CHART OF ACCOUNTS			
Account #	Account Type	Description	Financial Statement
1000	Assets	Cash	Balance Sheet
1010	Assets	Accounts Receivable	Balance Sheet
1020	Assets	Inventory	Balance Sheet
1030	Assets	Prepaid Expenses	Balance Sheet
1400	Assets	Fixed Assets	Balance Sheet
2000	Liabilities	Accounts Payable	Balance Sheet
2100	Liabilities	Accruals and Expenses	Balance Sheet
2200	Liabilities	Deferred Revenue	Balance Sheet
2300	Liabilities	Notes Payable	Balance Sheet
3000	Equity	Owner's Equity	Balance Sheet
3100	Equity	Retained Earnings	Balance Sheet
4000	Revenue	Sales Revenue	Income Statement
4100	Revenue	Service Revenue	Income Statement
5000	Expenses	Cost of Goods Sold	Income Statement
5100	Expenses	Salaries and Wages	Income Statement
5200	Expenses	Rent Expense	Income Statement
5300	Expenses	Utilities Expense	Income Statement
5400	Expenses	Marketing Expense	Income Statement

KGH's accounting team will **act as the hotel owner's accounting** and process payments under the owner's name.

Budget Planning

Set Up Bank Account

Salary, Wage and Benefit Administration

Accounting Procedure Setup: Chart of Accounts and Bookkeeping System



Human Resources



Less Manning

Staff limited to essentials only (Front Office).

- **Resident Master (RM/GM)**
RM Training Program
- **Assistant RM**
role rotation for future RMs
- **Housekeeping**
- **Technician**
- **KokoStar/Front**
can do multiple roles all at once
minimizing the cost



Hiring

Behavior Training

Retraining

Internal Audits

Standardized Service

PRMs conduct monthly on-site audits, ensuring service excellence and property upkeep.

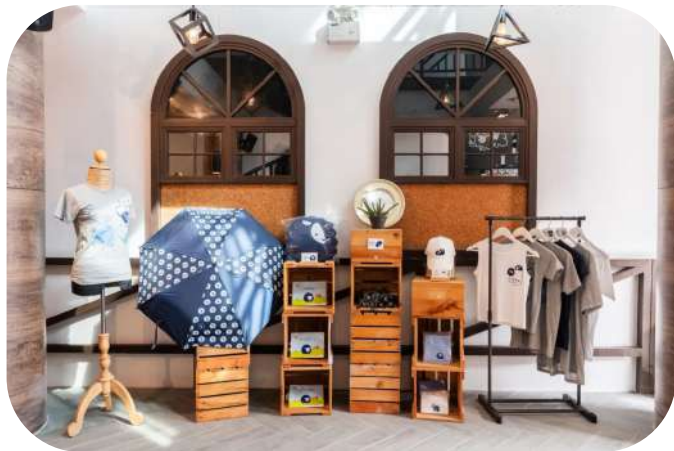


Shared Staff on Rotation

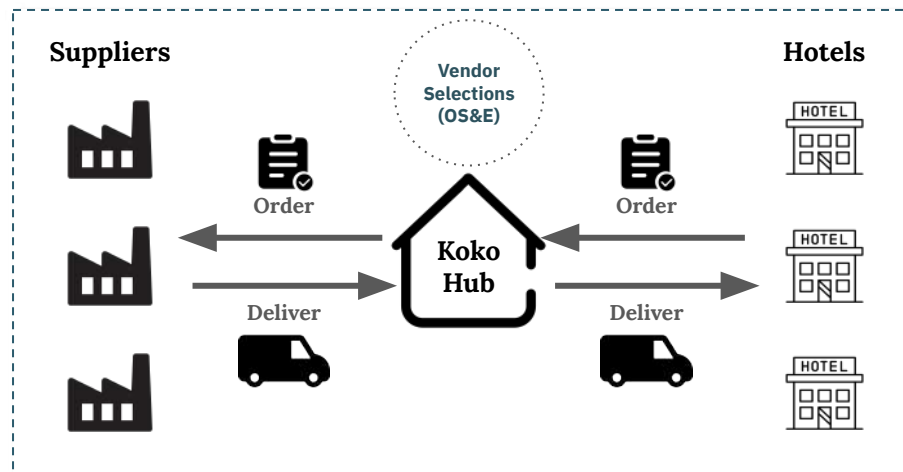
Resolve staffing shortages for operational continuity.

Centralized Warehouse

KokoHub



» Cost reduction in amenities
operation with efficiency at **lower cost!!**





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Standardized Food & Beverage

Product
Development

Menu Set Up

Kitchen
Infrastructures

Personnel
Training &
SOP Set Up

Ensured Quality

Minimal Cooking: Ready-to-Eat

Front Staff Food Prep: Handles Basic Meals

Daily Stock Count System: No Manual
Ordering Process



Sales & Marketing



Revenue Management

Dynamic rate management strategy with **daily, weekly, and monthly adjustments** to optimize Average Daily Rate (ADR)

Online Marketing

Plan & Set Up

Release Contents

Assessment

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Offline Sales

Secured official contracts with 50+ travel agents from a global pool of over 120 agents globally

Thailand



China



Other Asian Countries



Europe



IT Systems

Free, Continuous IT Systems Enhancements (KGH Absorbs Costs)

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Back of House (BOH)

Purchasing System



Booking Engine



Accounting System



Online Travel Agencies (OTAs)



HR System



Reputation Management System



PMS

Property Management System (PMS)



Channel Manager



Front of House (FOH)

Point of Sales (POS)



Direct Booking



www.kokotel.com
LINE @kokotel



Software Applications

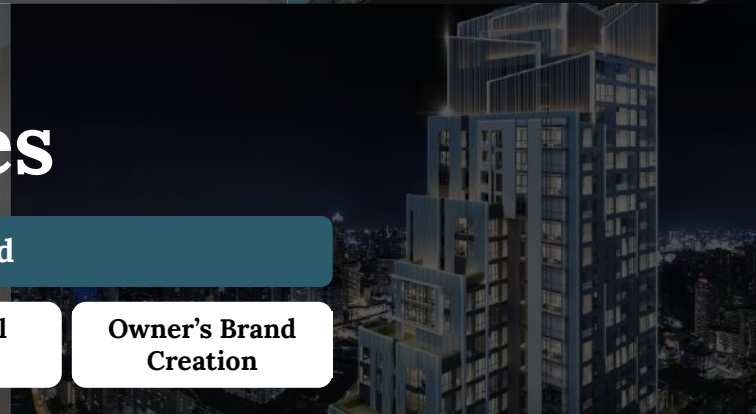
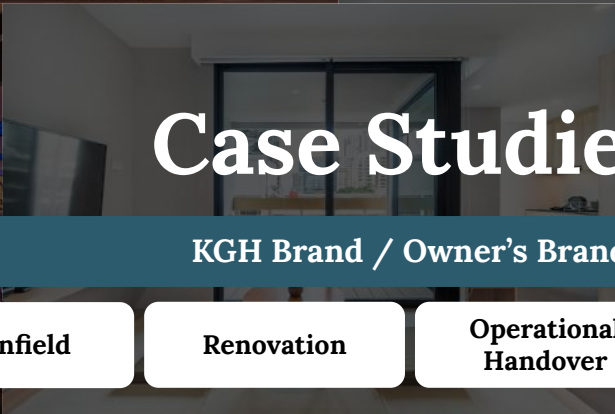
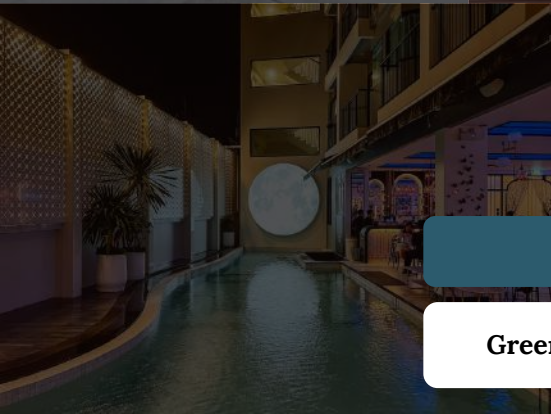
Operating Systems & Databases

Computer, Servers, Routers

Hardware Applications



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Case Studies

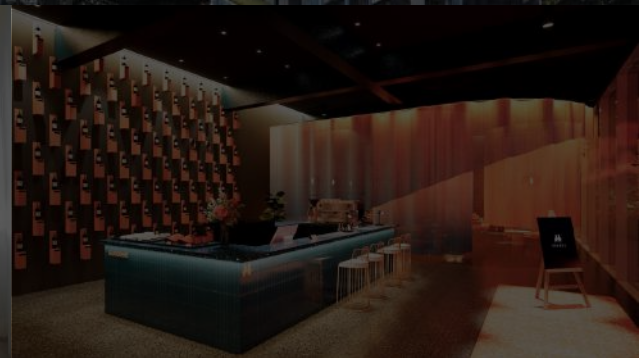
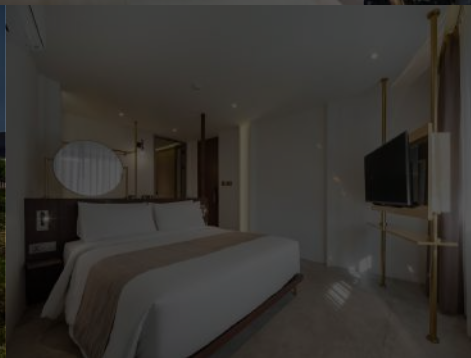
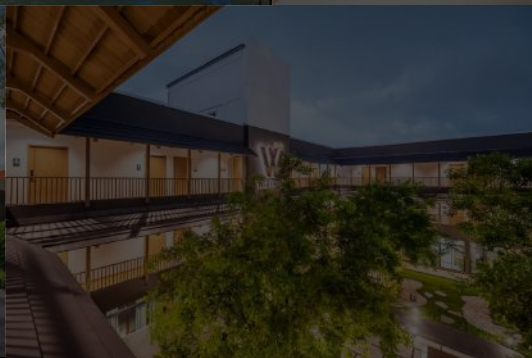
KGH Brand / Owner's Brand

Greenfield

Renovation

Operational
Handover

Owner's Brand
Creation



Case Study I : Greenfield



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Kokotel Phuket Nai Yang

Comprehensive Hotel Owner Support Package

The project involved **collaboration between the landowner, their architect, and KGH design consultants** to develop a concept that would be suitable for a beach vacation city.

58
Rooms



Case Study II : Renovation



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Kokotel Bangkok Dheva Thonglor

Low Budget Renovation, Rebranding & Revenue Improvement

Pain Point & Need



Need of Operational Transformation



No-Time Owner



Limited Time for Management



No Essential Teams (Sales, Marketing, etc.)

71
Rooms



Case Study II : Renovation

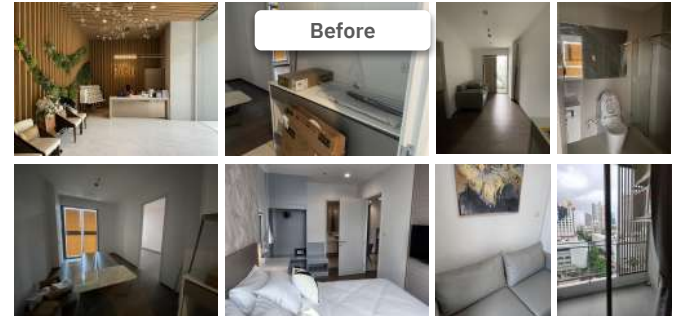


The Rich Residence

Performance-Based Condotel Renovation

Strategic condotel development, **starting with 50 rooms and scaling by 50 annually based on performance.**

**162
Rooms**



Case Study III : Operational Handover



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LIVEZEN BANGKOK

Professional Hotel Management Amid Time and Budget Constraints

Pain Point



Limited Budget



Limited Time for Management

42
Rooms

What We Do



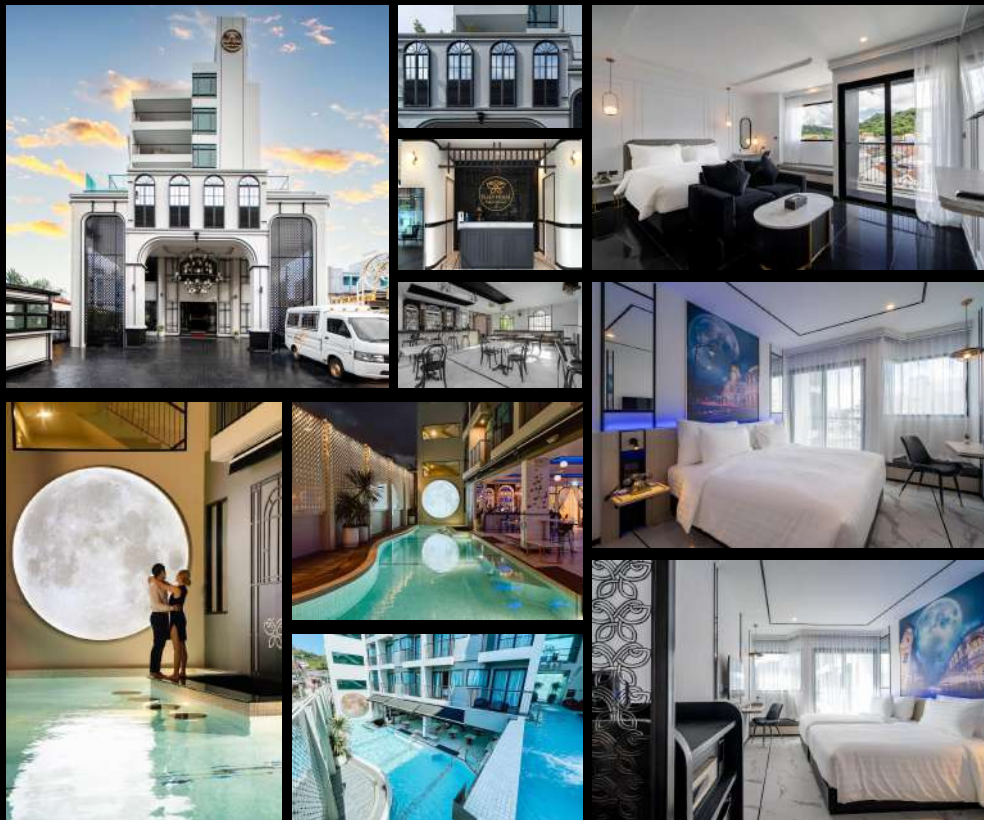
Room SOE

New Building Signage

Operational Support

KGH enables you to **maintain cost-effective flexibility** and **avoid the costly, imposed renovations** of inflexible major hotel chains.

Case Study IV : Owner's Brand Creation



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Ratri Hotel Phuket Old Town

Comprehensive Unique Hotel Brand Development
with Customized Operational Services

What We Do



Help with Branding



Full Operational Support

50
Rooms

The property owner in Phuket aimed to establish a distinctive 4-star boutique hotel in Phuket Old Town, and we collaborated closely to **actualize their vision across the hotel's services, operations, and amenities.**

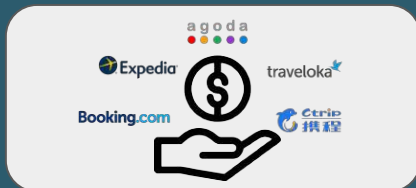


Hotel Consulting & Business Service Packages

Service Menu

B

Online Sales Package



Sales & Revenue Management

- Managing OTAs
- Adjusting room rates
- Ranking

C

Online Marketing Package



- Managing website and social media accounts (Facebook and Instagram)
- Planning room packages and promotions
- Creating advertising artworks

D

GM Staffing & Operational/Functional Advisory



- Assigning a KGH-trained General Manager to work on-site at the owner's hotel
- Responsible for overseeing and managing all day-to-day hotel operations



Rei Matsuda

KGH Founder and CEO

MD Dream Incubator (Singapore) (2011 - 2015)

Led the Singapore office of a leading Japanese strategy consulting firm,

ORIX Investment and Management (Singapore) (2009 - 2011)

Dream Incubator (Japan) (2002 - 2008)

Imperial College London (MBA)

Cornell University School of Hotel Administration (Master of Mgmt in Hospitality)

Nanyang Technological University (Master of Mgmt in Hospitality)

Keio University (BA in Policy Management)



Nitikoon (Angie)

KGH Vice President of Project and Operations
Hospitality Industry Leadership

Director of Rooms, Accor Hotel Chains Novotel Hua Hin

Pre-Opening Team Project Director, 5-Star Hotels Pullman Bangkok King Power

The Metropolitan Hotel Bangkok

Conrad Bangkok



Yu Hashimoto

KGH Vice President (CEO Office)
Public Relations Leadership

Recruit Co., Ltd. (A Japan-based technology company)

Led the product development team as a product manager, Managed client relationships in business development

Ritsumeikan University & American University

(BA in International Relations, U.S.-Japan Dual Degree)

Hitotsubashi University (MBA)



Executive Team & Shareholders

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Yoshikatsu Tamura

President, Relo Vacations, Ltd.

Relo Group

A publicly traded Japanese company with a market, Capitalization exceeding USD 3.4 billion. Specializes in outsourcing non-core business functions for clients.

Relo Vacations

Subsidiary of Relo Group focused on hotel operations and investment.



Shuhei Morofuji

Founder and CEO, REAPRA PTE. LTD.

REAPRA

A Singapore-based venture builder and investment group, established in 2014.
Led by Shuhei Morofuji



Pete Dheva-Aksorn

Aksorn Group Board Member

Aksorn Education

Thailand's leading education Company.

Villa Kunalai plc.

A prominent real estate development company.

Capital Markets Expertise

Over 10 years of experience in the capital markets.



Koko Global Hospitality

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