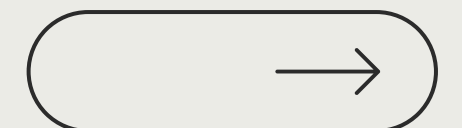


FROM VISION TO GRAND OPENING

THETHINKWISE

OPERATIONAL EXPERTISE WITH PRACTICAL RESULTS

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 SCOPE OF SERVICES

 HOW WE WORK

 HOW TO USE OUR SERVICES

 PROJECT PORTFOLIO

 EXPERIENCE

 THANK YOU

GETTING TO KNOW THE THINKWISE



OUR APPROACH

The Practical Path to Operational Excellence

Merging Strategy with Practicality in Consulting Services

Drawing from a philosophy that combines strategic planning with real-world implementation, we offer professional consulting services throughout the entire asset lifecycle. Our comprehensive, phased approach—Before, During, and Pre-opening—ensures operational efficiency is woven into every design choice, making your property both commercially viable and easy to manage.



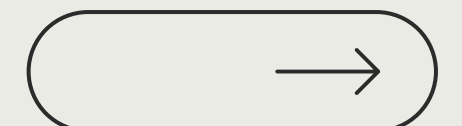
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HOW WE WORK

Our methodology is built on a clear, phased approach that guarantees comprehensive coverage and minimizes risk at every stage of development. We transition your project logically from strategy to execution:

1. Fixed Fee Strategy: We start with high-value Concept & Design work (Phase I), locking in the business vision and functional blueprint.
2. Monthly Oversight: We move to a Monthly Retainer for Construction Oversight (Phase II), serving as your technical representative to protect the quality and timeline.
3. Intensive Launch: The final, intensive Pre-opening Monthly Retainer (Phase III) covers simultaneous efforts in sales, systems, and staffing, culminating in a successful Day 1 launch.



HOW TO USE OUR SERVICE

CHOOSE THE PHASE YOU NEED MOST

Our services are modular and designed to fit your project's needs, whether you are starting from scratch or nearing completion. You can engage us for:

- Full-Cycle Partnership (Recommended): Engage us from Phase I (Feasibility) through Phase III (Pre-opening) for maximum strategic alignment and risk management.
- Strategic Start: Only require our expertise for Phase I (Concept & Operational Design) to establish a robust foundation before tendering construction.
- Launch Rescue/Support: Engage us specifically for the Pre-opening Service (Phase III) to ensure your launch is commercially strong and operationally flawless.

We begin every engagement with a consultation to clearly define the scope and tailor the optimal fee structure for your specific asset.



EXPERIENCE

Our experience is centered on the unique operational and commercial challenges faced by independent and boutique hotel properties. We combine deep knowledge of brand identity and market positioning with a relentless focus on efficiency—ensuring your investment translates into a profitable, high-performing asset.



CONCEPT-TO-OPERATION INTEGRATION:

Guiding small-to-mid-size hotels from initial feasibility and design review through to daily operational SOPs.

BRAND & VALUE PROPOSITION

Developing unique brand narratives and service cultures that capture market share against larger chain competitors.

REVENUE-CENTRIC LAUNCH

Proven ability to build and execute sales, marketing, and distribution strategies for immediate revenue generation post-opening.

TEAM BUILDING & TRAINING

Coaching operational service teams to deliver a practical and memorable guest experience.



PROJECT PORTFOLIO

Our portfolio showcases success in transforming unique visions into commercially viable businesses. We prioritize efficiency and profitability, achieving tangible results for our clients across various independent hospitality segments.

The featured project is The Library, Koh Samui, which was recognized as a New Hotel Finalist in 2007 by Condé Nast Traveler. It has since received additional accolades from Hospitality Design and numerous other awards.

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BOUTIQUE HOTEL CONCEPT & LAUNCH

The Library, Koh Samui (Phase I - Early years to pre-opening)
Baan Makham, Bang Nampeung
Green Sleep Hostel, Chiang Mai
CHANN, Bangkok-Noi
CHARRAS BHAWAN, Khao Tao - Hua Hin
UHURA by the river, Nakhon Chai Si

OPERATIONAL REVITALIZATION (REBRANDING)

X2 Resorts (Koh Samui and Kui Buri)
AWAY Koh Kood
Le Bay Buri- Pranburi, Sawadee Patong, The Sea Koh Samui

FEASIBILITY & DESIGN INTEGRATION

the Library, Koh Samui (Phase I - Early years to pre-opening)
Baan Makham, Bang Nampeung
Green Sleep Hostel, Chiang Mai
CHANN, Bangkok-Noi
CHARRAS BHAWAN, Khao Tao - Hua Hin
Small Boutique Project, Chanthaburi



HOTEL CONSULTING

ADDITIONAL MILESTONES

In addition to consultation work, several projects have been developed to support individuals interested in the hotel industry, particularly focusing on small to medium-sized ventures.

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BOOKS ABOUT HOW-TO BOUTIQUE HOTEL

BY AMARIN PRINTING



Four print editions released in just four months resulting in a total of 10,000 copies sold out.

COURSE DIRECTOR - THE DOT HOTEL

BY SIAM COMMERCIAL BANK, PCL SME ACADEMY



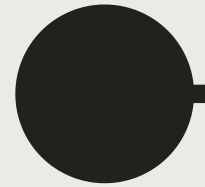
Design and develop courses aimed at hotel and resort owners to provide deeper insights into effective management practices. Additionally, serve as the keynote speaker for these courses.

HOTEL KNOWLEDGE CHANNELS

website : [thethinkwise.com](https://www.thethinkwise.com)
podcast : [thethinkwise](https://www.thethinkwise.com)
e-book how-to hotel guide

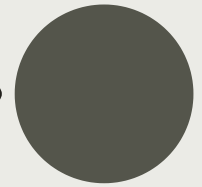


PHASE 1: STRATEGIC FOUNDATION



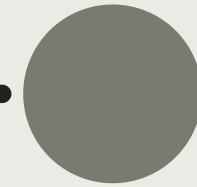
- CONCEPT DESIGN & FEASIBILITY
- Operational Design Plan

PHASE 2: OVERSIGHT & QUALITY



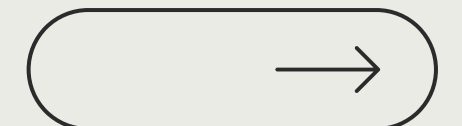
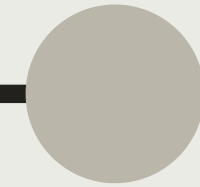
- CONSTRUCTION SUPERVISION
- TESTING & HANDOVER

PHASE 3: LAUNCHPAD TO REVENUE



- COMMERCIAL & BRANDING
- TECHNICAL & SYSTEMS
- HR & TRAINING

GRAND OPENING





PHASE 1: STRATEGIC FOUNDATION
ก่อนการก่อสร้าง
(BEFORE CONSTRUCTION) :

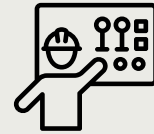
FEE MODEL: FIXED FEE / PROJECT - FROM
3% THB OF TOTAL PROJECT COST(TPC*)

DELIVERABLE 1: CONCEPT DESIGN &
FEASIBILITY

- VISION & VIABILITY
- MARKET VALIDATION & FINANCIAL
FEASIBILITY
- CORE BRAND IDENTITY & NARRATIVE
VISUAL MOOD BOARD FOR DESIGNERS

DELIVERABLE 2: OPERATIONAL DESIGN
PLAN

- PRACTICAL BLUEPRINT
- BOH FLOW & LAYOUT OPTIMIZATION
- OPERATIONAL SPACE REQUIREMENTS
(KITCHEN, LAUNDRY)
- ROOM DESIGN EFFICIENCY REVIEW



PHASE 2: OVERSIGHT & QUALITY
ระหว่างการก่อสร้าง
(DURING CONSTRUCTION)

FEE MODEL: MONTHLY RETAINER THB RATE:150,000 –
250,000+ THB ต่อเดือน

DELIVERABLE 1: CONSTRUCTION SUPERVISION

- OWNER'S SHIELD
- SCHEDULED SITE VISITS & PROJECT MEETINGS
- MONITORING DESIGN COMPLIANCE
LIAISON WITH CONTRACTORS

DELIVERABLE 2: TESTING & HANDOVER

- QUALITY ASSURANCE
- TIMELINE & BUDGET ADHERENCE
- DETAILED DEFECT REPORTING
- SYSTEMS VERIFICATION PRE-HANDOVER



PHASE 3: LAUNCHPAD TO REVENUE
ก่อนเปิดดำเนินงาน
(PRE-OPENING SERVICE)

FEE MODEL: INTENSIVE MONTHLY RETAINER THB RATE:
180,000 – 250,000+ THB ต่อเดือน

DELIVERABLE 1: COMMERCIAL & BRANDING

- MARKET ACTIVATION
- CI, MARKETING PLAN, PRICING STRATEGY
- DISTRIBUTION SETUP (OTAS/WEBSITE)
-

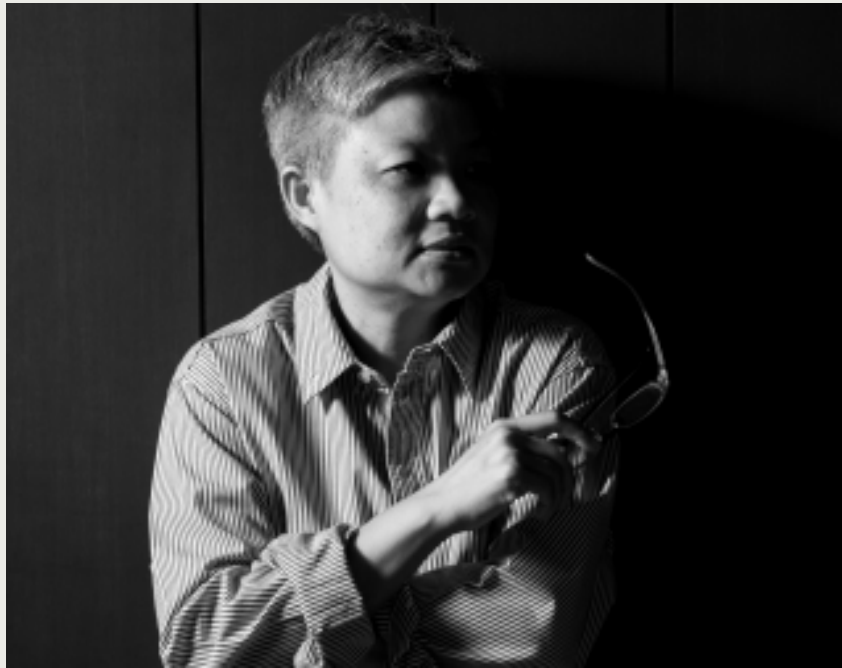
DELIVERABLE 2: TECHNICAL & SYSTEMS

- TECH INTEGRATION
- PMS, POS, CHANNEL MANAGER SETUP
- SYSTEM INTEGRATION TESTING
-

DELIVERABLE 3: HR & TRAINING

- EMPOWERED TEAM
- KEY RECRUITMENT SUPPORT & ORG CHART
- SOP & SERVICE STANDARDS DEVELOPMENT
- COMPREHENSIVE PRE-OPENING TRAINING

*TPC ไม่รวมที่ดินและดอกเบี้ย | อัตราไม่รวมค่าใช้จ่ายในการเดินทางและค่าใช้จ่ายภายนอกอื่น ๆ



KEY PERSON

Amornpan Somsawasdi is the key figure behind this methodology, taking a hands-on approach to ensure that every advisory engagement leads to actionable and measurable results.

As an expert renowned for her role in steering successful small and boutique hotel projects in Thailand, she bridges the gap between strategic vision and practical implementation.

Her expertise is characterized by a dedication to practical solutions, guaranteeing that clients receive insights rooted in extensive experience in hospitality management and successful project execution.

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THANK YOU

