

HOSPITALITY CONSULTING · THAILAND

# HOTEL CONSULTING

FROM VISION TO GRAND OPENING

Operational expertise, practical results — building operational efficiency into every design decision, from Day 1.

#thethinkwise

OUR APPROACH

# The practical path to operational excellence.

We merge strategic planning with real-world execution across the full asset lifecycle — building operational efficiency into every design decision, so your property is both commercially viable and effortless to manage from Day 1.

A PHASED ENGAGEMENT

**01**

**BEFORE**

Strategic foundation & operational design.

**02**

**DURING**

Construction oversight & quality control.

**03**

**PRE-OPENING**

Launchpad to Day-1 revenue.

HOW WE WORK

# Project roadmap — from vision to grand opening.

01

## Strategic Foundation

– Concept Design & Feasibility      – Operational Design Plan

02

## Oversight & Quality

– Construction Supervision      – Testing & Handover

03

## Launchpad to Revenue

– Commercial & Branding      – Technical Systems & HR



## GRAND OPENING

HOW TO USE OUR SERVICE

# Choose the phase you need most.

PHASE I

## Strategic Start

Concept & Operational Design to establish a robust foundation before tendering construction.

RECOMMENDED

PHASE I-III

## Full-Cycle Partnership

Maximum strategic alignment and risk management across the full asset lifecycle.

PHASE III

## Launch Rescue / Support

A commercially strong, operationally flawless pre-opening launch.

Every engagement begins with a consultation to define scope and the optimal fee structure.

SERVICE FEE + SCOPE OF WORKS

# Fees & scope of works.

## 01

### Strategic Foundation

ก่อนการก่อสร้าง · BEFORE

FIXED FEE — FROM 3% OF TPC\*

#### CONCEPT & FEASIBILITY

- Vision & market validation
- Financial feasibility
- Core brand identity

#### OPERATIONAL DESIGN

- BOH flow & layout
- Operational space needs
- Room design efficiency

## 02

### Oversight & Quality

ระหว่างการศึกษา · DURING

MONTHLY RETAINER ฿150,000-  
250,000+ / mo

#### CONSTRUCTION SUPERVISION

- Scheduled site visits
- Design compliance
- Contractor liaison

#### TESTING & HANDOVER

- Quality assurance
- Timeline & budget check
- Defect reporting

## 03

### Launchpad to Revenue

ก่อนเปิดดำเนินงาน · PRE-OPENING

INTENSIVE RETAINER ฿180,000-  
250,000+ / mo

#### COMMERCIAL & BRANDING

- CI & marketing plan
- Pricing strategy
- OTA / website setup

#### TECHNICAL, SYSTEMS & HR

- PMS / POS / channel mgr
- Recruitment & org chart
- SOP & pre-opening training

EXPERIENCE

# Deep operational & commercial expertise for independent and boutique hotels.

From brand identity to profitable, high-performing operations.

01

## Concept-to-Operation Integration

Feasibility and design review through to daily operational SOPs.

02

## Brand & Value Proposition

Distinct brand narratives that win share against larger chains.

03

## Revenue-Centric Launch

Sales, marketing & distribution built for Day-1 revenue.

04

## Team Building & Training

Coaching service teams to deliver a memorable guest experience.

PORTFOLIO & MILESTONES

# Selected projects & recognition.

CONCEPT & LAUNCH

The Library, Koh Samui

Baan Makham

Green Sleep Hostel

CHANN · CHARRAS BHAWAN

UHURA by the River

OPERATIONAL REBRANDING

X2 Resorts — Koh Samui & Kui Buri

AWAY Koh Kood

Le Bay Buri · Sawadee Patong

The Sea, Koh Samui

FEATURED

## The Library, Koh Samui

2007 Condé Nast Traveler New Hotel Finalist, with further recognition from Hospitality Design.

MILESTONES

## Boutique Hotel: How-To

Amarin Printing — 4 editions in 4 months, 10,000+ copies sold.

## Course Director, The Dot Hotel

SCB SME Academy — keynote speaker & course design.

## Knowledge Channels

thethinkwise.com · Podcast · e-book Hotel How-To Guide.

AWARD 2026

## Best Specialist Hotel Consultancy 2026 — South East Asia

LUXLife (UK) Hospitality Awards — a merit-led evaluation recognising consistent guest experience and operational excellence.



KEY PERSON

## Amornpan Somsawasdi

Leads thethinkwise's hands-on methodology — bridging strategic vision and practical execution for independent and boutique hotels across Thailand.

# THANK YOU.



SCAN TO CONNECT ON LINE

[thethinkwise.com](https://www.thethinkwise.com)

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