



Lotus & Jasmine

*A project by Dining Vision
Hong Kong – Vietnam - Thailand*

“Ecospitality”: Far more than eco-responsible hospitality

Massimo Gavina,
CEO

Dining Vision (Hong Kong) Ltd.



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Ecospitality
project

Executive summary

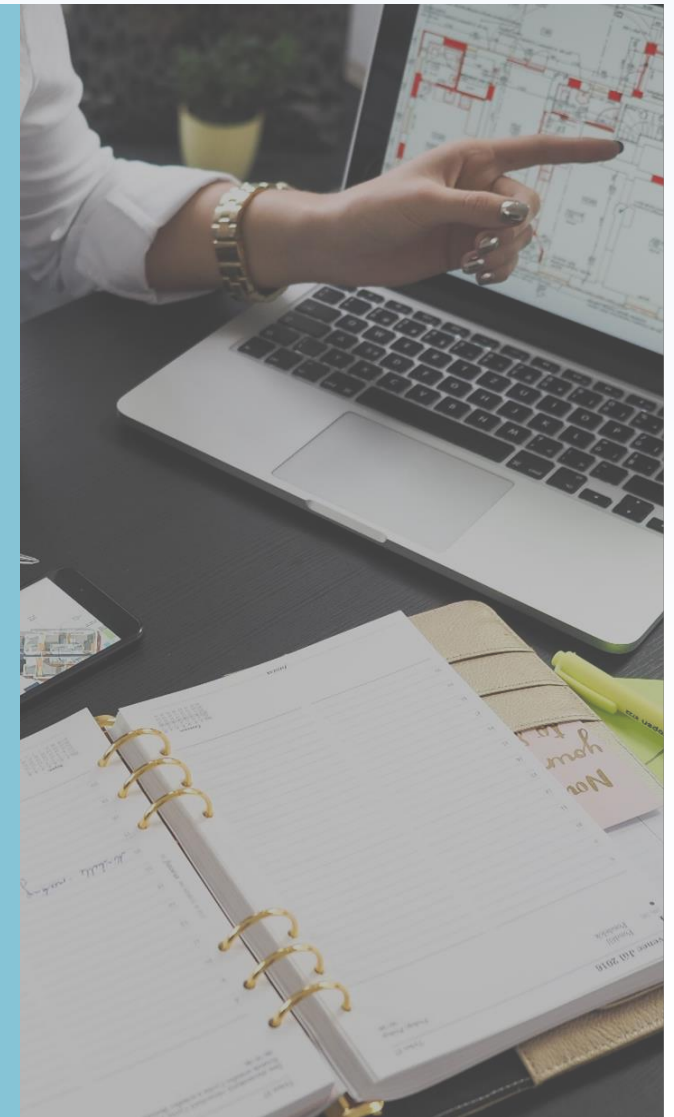
More and more environmentally conscious consumers are emerging, especially among well-educated millennials and middle-aged individuals. They wish to **experience extraordinary travel that is RICH and SOCIALLY RESPONSIBLE.**

However, there are limited offers on the market.

Lotus & Jasmine aims at providing integrated hospitality solutions, including:

- ❖ eco-friendly lodging
- ❖ responsible sourcing of food for both dine-in and delivery services
- ❖ local community-beneficial activities.

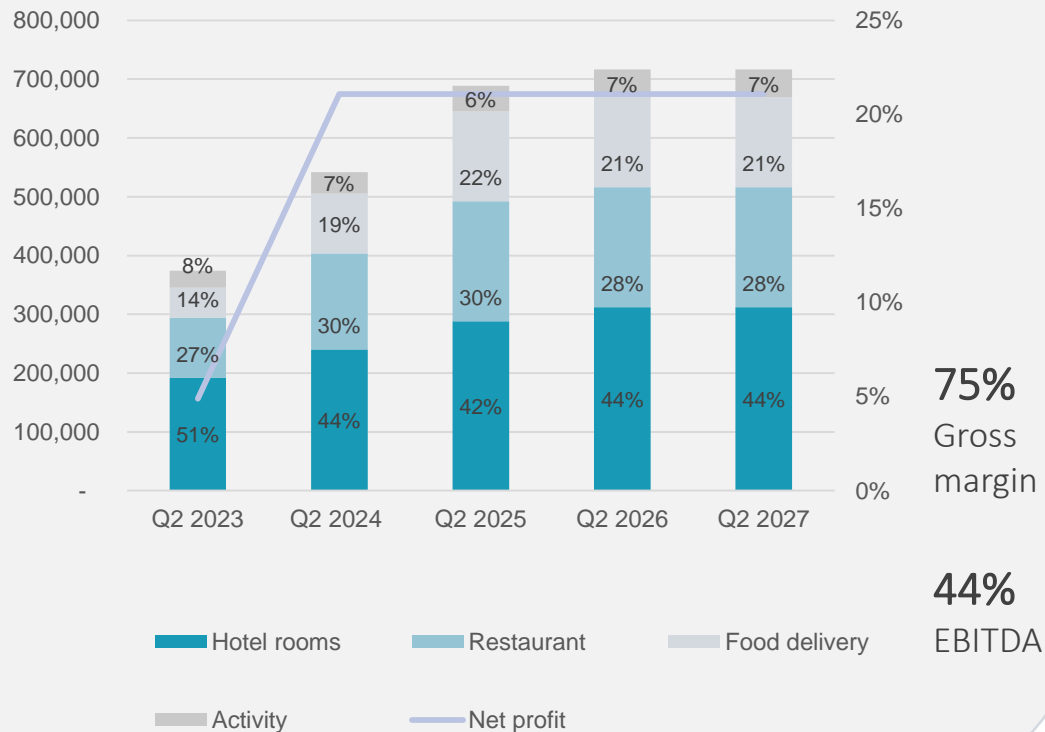
The services attract consumers to/in Vietnam and Thailand, where green hospitality continues to grow vigorously. Lotus & Jasmine's unique value proposition is based on a highly viable and scalable business model, resulting in high ROI and market preemption.





Executive summary

Five-Year Revenue Forecast



Operational Strategy

- **Competitive priorities**
 - Above-expectation service
 - Fully green implementation
- **Synergy optimization**
 - Cost synergy: online delivery platform, digital campaign, cross-functional staff
- **Scalable business model**
 - resilient to scale-up, optimized incremental cost



Exit Strategy

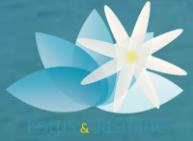
- **Franchise**
 - Stable revenue stream and royalty
- **Merger & Acquisition**
 - Full business sale to harvest the financial gains

Founder's Accreditations

- 20+ years' international experience in hospitality, marketing, and executive management
- Expertise in business growth and company leadership, including independent food & beverage groups and large hotel chains

Management Team

- Highly competent managing and sales team with abundant experience across Southeast Asia
- CEO leading operations and sales & marketing
- Extensive partner network



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Financial

We are seeking \$3,000,000 for both business setup and marketing/sales activities, aiming to launch the project by the end of 2022 and start operation by mid-2023.



\$3,000,000

Initial investment opportunity



42.2%

EBITDA



≈ \$5,000,000

five-year revenue



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Problem



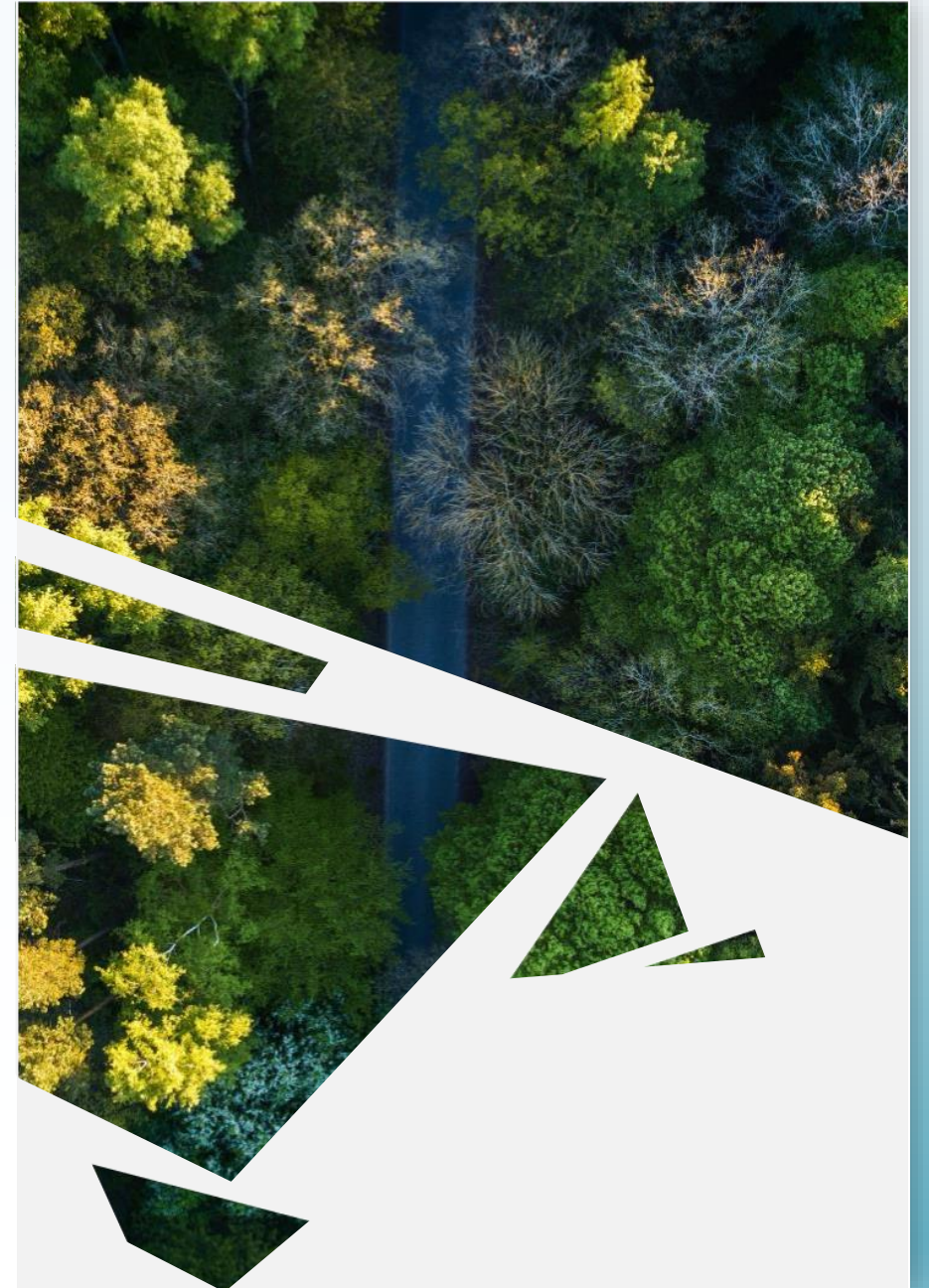
Market potential

Customers seek eco-friendly experiences, lifestyle holiday getaways, and vacations with a meaning.



Current situation

In Southeast Asia, we do not often see hospitality projects offering integrated organic and eco-friendly solutions in lodging, food & beverage, and local activities.





Solution

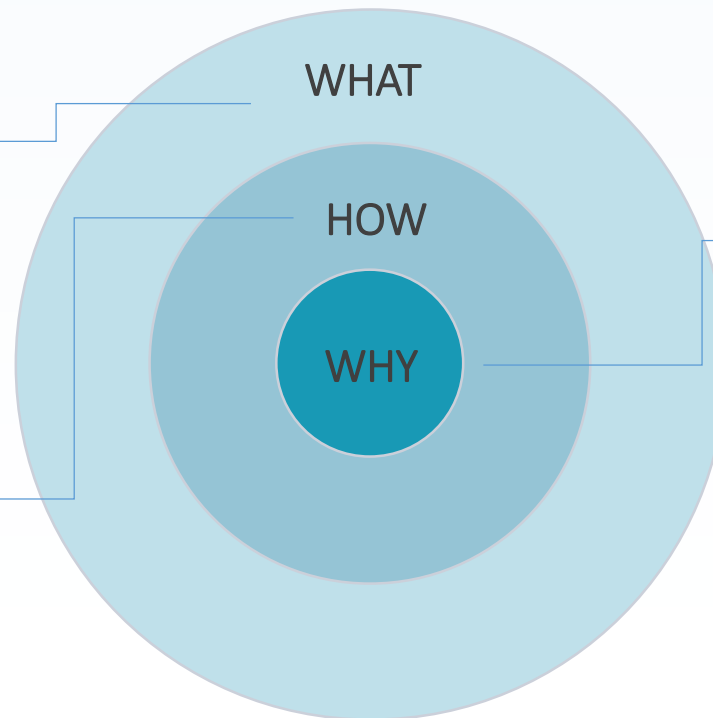
Integrated eco-friendly sustainable solutions with accommodation, food, and local activities

WHAT

A **GREEN** hospitality concept conveyed through this project will create memorable experiences and enrich consumers' lives.

HOW

Holiday getaways with environment-friendly guesthouses, organic restaurants, online catering platforms, beach cleaning activities, and educational events.



WHY

With unique market positioning that differentiates us from traditional service providers, we are innovative and highly responsive to meet demand. At the same time, we are committed to helping local communities and promoting health.



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Product

Lotus & Jasmine aims at providing integrated hospitality solutions, including:



Guest Houses



Organic Restaurants
(farm to table)



Online Food Delivery
Services & Catering Services



Activities

Guest houses

- Eco-friendly rooms
- Recycled wooden furniture
- Recycled ocean plastic for room décor
- Easy access to all beaches and other popular natural attractions for cleaning activities
- Excellent service
- Environment-friendly features

Organic restaurants, both international and local cuisine

- Organic food, “farm-to-table” concept
- Vegetarian & vegan combinations available
 - Additional refined local cuisine
- Best location: busy area, close to shopping centers and tourist attractions
- Short distance from major hotels & resorts

Online food delivery services

- Organic and “ready-to-eat” food offered both at retail and wholesale
- In-house preparation
- Delivery by self-owned delivery company
- Recipe preparation videos available online upon ordering



Lotus & Jasmine

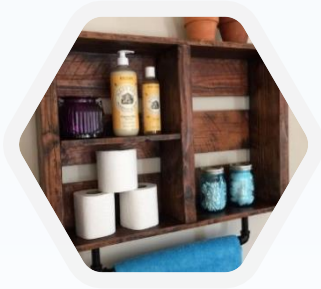
Local activities

- Beach and street cleaning
- “No food waste” policy and “food for poor” events at the restaurant
 - City bike–equipped rooms
 - Educational activities & charity events
- Lotus & Jasmine to donate 10% of profits to charity



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Prototype



Design vision

Guesthouse lease duration is often 3+3+3 with option to buy the land.

Many guesthouses already host restaurant facilities; the investment required is for refurbishing.

The online platforms and food production department will be set up in a central warehouse facility.



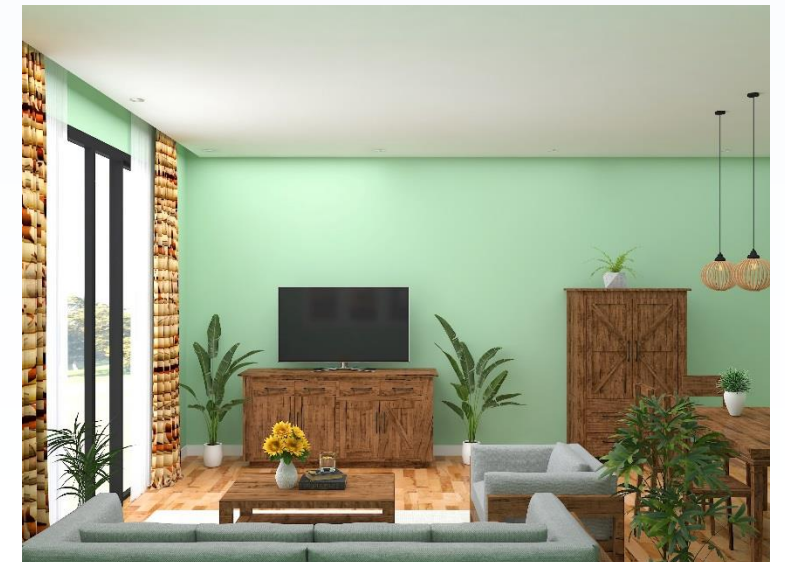


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Prototype – Living room rendering

Living room concept

- To reduce energy consumption, we use sensors to detect light levels and adjust the bulb brightness. Thermostats with occupancy sensors adjust heating and AC temperatures. In addition, our guests can connect to room amenities and adjust settings remotely.
- All furniture is custom-made from reclaimed wood. Our rooms are painted with nontoxic, chemical-free paint. For decoration elements, we use eco-friendly materials, such as bamboo, organic fabrics, and reclaimed and recycled wood and leather.





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Prototype - Bedroom rendering

Bedroom concept

- To save water and energy and reduce detergent use, we encourage our guests not to change linen every day. Our bedrooms are equipped with recycle bins.
- We encourage our guests to enjoy breakfast in the bedroom or in the living room.
- In both areas, “breakfast corners” are designed to reduce the use of straws, plastic serve ware, and paper plates. We use glass containers instead of single-use cereal, yogurt, and jam packages to further minimize waste.





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project

Prototype - Bathroom rendering

Bedroom concept

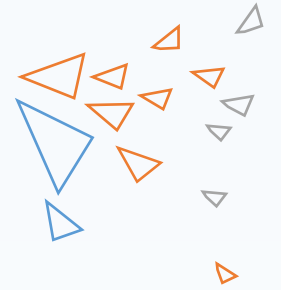
- Adhering to the plastic-reducing principle, we provide reusable bottles and biodegradable liquid containers. All bathrooms are equipped with water glasses or ceramic mugs.
- Additional towel racks are installed to make it easy to reuse towels and reduce water consumption.
- Our bathrooms are equipped with automatic faucets, compost bins, and chemical-free, 100% organic toiletries. The showers are equipped with aerating showerheads that save water and use far less energy.





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Market validation



Global market



Overall hospitality industry. The hospitality industry contributed 8.8 trillion USD to the global economy in 2018, representing 10.4% of the world's total GDP. The overall industry growth rate of 3.9% in 2018 is still outpacing global economy growth (3.2%).¹



Eco-friendly consumer base. The number of travelers seeking eco-friendly travel options grew by 36% in 2018.²

Target markets



Vietnam

Market value: \$13.8 billion in tourism and hospitality revenue for 2020³
Consumer base: 3.7 million international visits and **56 million** domestic tourists for 2020³



Thailand

Market value: \$26 billion in tourism and hospitality revenue for 2020⁵
Consumer base: 6.7 million international visits and **95 million** domestic tourists⁵

Da Nang Region in Vietnam and Pattaya in Thailand are experiencing unprecedented growth. Thailand's Eastern Economic Corridor initiative will improve transportation and services, acting as a magnet for international and domestic travelers.



Think Asia, Invest Thailand

[Transforming Thailand's Eastern Economic Corridor](#)



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Business model

- We provide eco-conscious consumers with a unique hospitality solution that integrates lodging, food, and local eco-friendly activities.
- We combine online and offline forces in both marketing and sales channels to campaign and sell our product and services.
- With our strong presence in Southeast Asia, we leverage competencies from the managing team for management and networking to generate close synergies.

Key partners

- Hotels
- Online booking sites
- Environmental-friendly organizations
- Facebook communities
- Government bodies
- Charity organizations

Key activities

- Eco-friendly guesthouses
- Organic restaurants
- Online catering platforms
- Beach cleaning and educational events

Key resources

- Established network and hospitality presence in both launching countries
- Mature management

Value proposition

Integrated organic and green hospitality solutions for responsible tourism and vacations with a meaning

Customer relationships

Providing both standard and customized services

- Client acquisition: sales, brand marketing
- Client retention: group membership, alliance membership

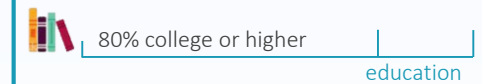
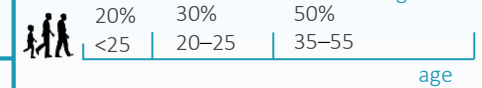
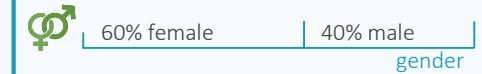
Channels

Online and offline

- Online travel agency
- Telemarketing platform
- Direct sales
- Local collaborations (schools, governments, etc.)

Customer segments

- Geography segments: International and local markets
- Demographics:



- Customer profile:
 - Individual or family traveler: nature explorer, family, environmentalist
 - Group reception: students, team building, tour groups

Cost structure

Business setup	Marketing & sales
Real estate investment	COGS
Design and renovation	Overhead
Equipment and software	

Revenue stream

- Room revenue
- Food & beverage
- Delivery & catering service
- Trips & activities



Business model canvas



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Adoption Strategy



EVENTS

- Special events through sponsorships and demonstrations
- Sales road show
- Global tourism fair and exhibition
- Green initiatives
- Customer retention & acquisition value-added services

PARTNERSHIPS

- Public-private partnerships
- Charitable organizations
- Online travel agencies
- Local communities

SOCIAL MEDIA

- SEO
- Omnichannel management
- Multiple posting feature
- Marketing synergies with sister companies
- Online–offline interaction



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Go-to-market timeline



Business Setup

2022 September
Business acquisition
OS&E design
Online platform design



2022 September
Operation manual design



Marketing & Sales

2022 October
Marketing campaign design



2022 December
Pre-sales activities



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Go-to-market timeline



2022 September
Food production facilities setup

2022 October
Refurbishment and renovation

2022 December
Soft opening



2022 Beginning
Pre-sales activities

2023 February
Grand opening
SEO, online/offline campaign

2023 February
Official website setup
Printed advertising campaign
Sales team launch

Business Setup

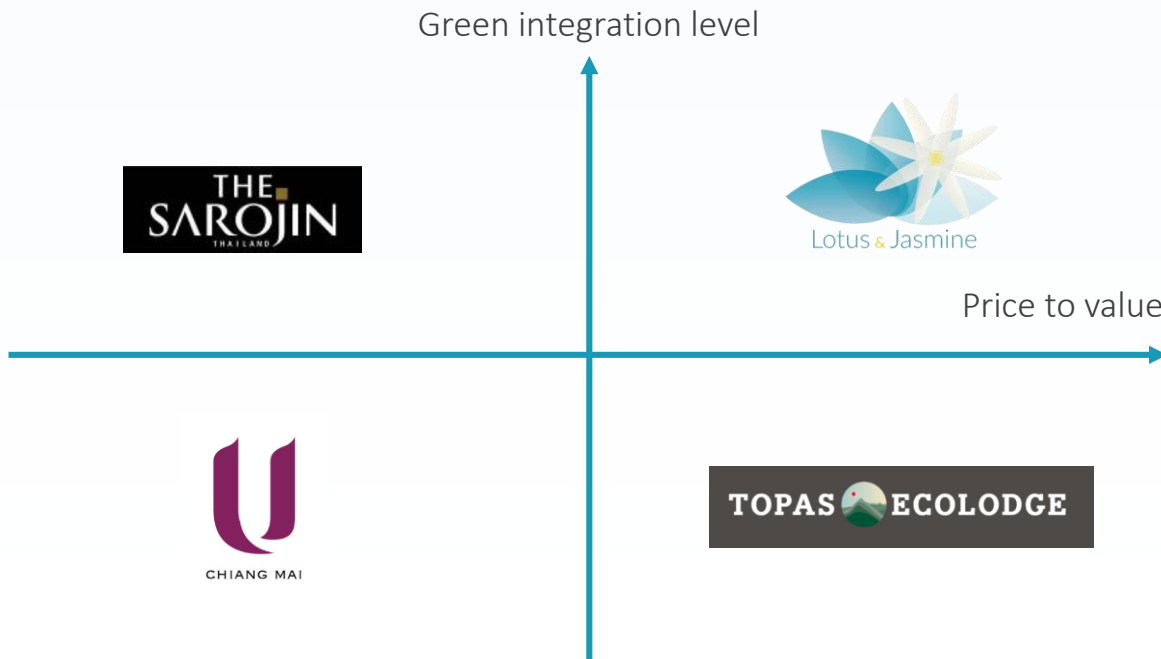
Marketing & Sales



Ecospitality project

Competitive landscape

The “ecospitality” market is highly fragmented, especially in Vietnam and Thailand. We have identified several exemplary competitors, big and small, that suggest part of “green” hospitality.



*Click on the picture to trace the hotel's green offerings

Our competitive advantages



First to market



Real local exposure



Proactive green offerings



Omnichannel marketing/sales



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Use of Funds



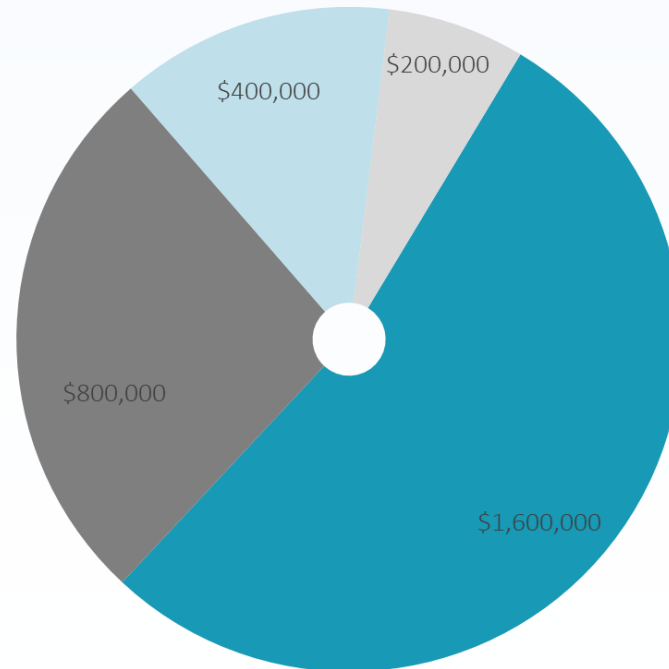
Business Takeover

Key fee
Ownership transfer



Operating Reserve

Working capital management



Food Delivery System

Website & app architect
Delivery vans
Local facility construction




Renovation Setup

Two setups in Vietnam
Two setups in Thailand
(guesthouse and restaurant)



Traction - Forecasting for success

Five-year ROI		Room occupancy rate	Dining customers per day**	Gross margin	EBITDA
 <p>280%*</p> <p><i><u>EBITDA (Year 5) x 8.94 (Multiple) – Initial investment</u></i> <i>Initial investment</i></p>	Year 1	40%	240	\$1,130,380	\$513,091
	Year 2	50%	416	\$1,618,140	\$896,835
	Year 3	60%	560	\$2,047,194	\$1,208,244
	Year 4	65%	560	\$2,134,729	\$1,273,647
	Year 5	65%	560	\$2,134,729	\$1,273,647

*Valuation multiple estimated: 8.94x

**Dine-in and delivery services combined



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Business setup in
Vietnam and Thailand



1



2

Break-even & business
model validation



3

Market expansion to Cambodia
and Laos
Property and project value
increase



4

Franchise model: Enjoy the
royalty and stable revenue
stream

OR



4

M&A: Sell the business to
harvest the financial gains

Exit strategy



Be part of us!

A post-COVID-19 world calls for rebuilding prosperity while protecting the environment. We strive to align with the UN's 17 **SUSTAINABLE DEVELOPMENT GOALS** by promoting the Lotus & Jasmine project to:



- ✓ Offer stakeholders **high ROI** prospects
- ✓ Create **legacy and value** while reducing environmental footprints
- ✓ Provide **relaxing escapes** and strengthen local communities



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Our alignment with the 17 SDGs

Lotus & Jasmine’s core value lies in making and delivering sustainability promises. We are aligned with the 17 Sustainable Development Goals proposed by the UN.

People	Prosperity	Planet	Peace	Partnership
<p>We adopt a “no food waste” policy and “food to poor” initiatives. We provide supply chain traceability to ensure food safety and well-being.</p>	<p>We adopt local sourcing and purchases to boost local economies. We support local artists, producers, and small manufacturers.</p>	<p>We use reclaimed wood and organic materials. We organize responsible tourism activities and encourage recycling ocean plastic.</p>	<p>Poverty, inequality, hunger, and poor education lead to violence. Our alignment promotes peace and prosperity.</p>	<p>We aspire to be part of the International Ecotourism Society and charitable NGO members. We thrive together with the joint eco-friendly force.</p>
<div data-bbox="114 785 293 956"> <p>1 NO POVERTY</p> </div> <div data-bbox="331 785 509 956"> <p>2 ZERO HUNGER</p> </div> <div data-bbox="114 978 293 1149"> <p>3 GOOD HEALTH AND WELL-BEING</p> </div> <div data-bbox="331 978 509 1149"> <p>4 QUALITY EDUCATION</p> </div> <div data-bbox="114 1170 293 1342"> <p>5 GENDER EQUALITY</p> </div> <div data-bbox="331 1170 509 1342"> <p>6 CLEAN WATER AND SANITATION</p> </div>	<div data-bbox="586 785 764 956"> <p>7 AFFORDABLE AND CLEAN ENERGY</p> </div> <div data-bbox="802 785 980 956"> <p>8 DECENT WORK AND ECONOMIC GROWTH</p> </div> <div data-bbox="586 978 764 1149"> <p>9 INDUSTRY, INNOVATION AND INFRASTRUCTURE</p> </div> <div data-bbox="802 978 980 1149"> <p>10 REDUCED INEQUALITIES</p> </div>	<div data-bbox="1070 785 1248 956"> <p>11 SUSTAINABLE CITIES AND COMMUNITIES</p> </div> <div data-bbox="1286 785 1465 956"> <p>12 RESPONSIBLE CONSUMPTION AND PRODUCTION</p> </div> <div data-bbox="1070 978 1248 1149"> <p>13 CLIMATE ACTION</p> </div> <div data-bbox="1286 978 1465 1149"> <p>14 LIFE BELOW WATER</p> </div> <div data-bbox="1070 1170 1248 1342"> <p>15 LIFE ON LAND</p> </div>	<div data-bbox="1554 785 1732 956"> <p>16 PEACE, JUSTICE AND STRONG INSTITUTIONS</p> </div>	<div data-bbox="2012 821 2178 992"> <p>17 PARTNERSHIPS FOR THE GOALS</p> </div>



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Professional Background



Massimo Gavina
CEO



[LinkedIn profile](#)

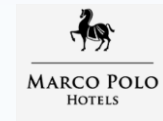


[Company website](#)

Management

Expertise in Hospitality; over 25 years' experience in supervision, management, and operations

Leader in multiunit operations and preopening consulting projects; total value of over US\$48 million



[Marco Polo Hotels-Wharf Group](#)

Hong Kong

- General Manager/F&B



[Lotus Enterprises](#)

Indonesia / Singapore

- Group Operations Manager



[Vingroup](#)

Hanoi, Vietnam

- Director of Strategic Development



[Monnis Group](#)

Mongolia

- Project Manager/ Preopening



[Epicurean Group](#)

Hong Kong

- Director of Operations



[DiVino Group](#)

Hong Kong

- Group Operations Manager



Credentials



Preopening Project:
Vingroup - Almaz International
Cuisine & Convention, Vietnam

- \$35,000,000 project; acted as Board member of Directors
- Concept development & construction of F&B Division and Convention and Entertainment Centers
- SOP, entertainment, F&B facilities, convention center facilities, team development

Repositioning and Rebranding:
Il Bel Paese Group - Restaurants & Deli Shops,
Hong Kong

- Consulting and concept development
- Interior remodeling

Mr. Gavina has the ability to meet deadlines without compromising the quality of work. His skills and productive ideas will surely contribute to the company's growth.

Vingroup - Almaz General Director, Hanoi

We really appreciated the expertise you provided. Having the support of an Industry Consultant was certainly interesting and helpful, and knowing you are available next year is very reassuring.

Monnis International CEO



Preopening and Management:
Restaurants & Lounges
Monnis International, Mongolia

- \$3,000,000 project; acted as Board member of Directors
- Dining concept design for restaurants and lounges and sound business planning for financial returns, operations efficiency, branding, and training

For more credentials, please visit
<http://www.massimog.com/427503441>



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Our partners - Architect designer

ARC PROJECTS [@Arcprojectsdesign](#)

- Full interior architect services company for hospitality, corporate, and residential projects. Based in Hong Kong, Arc Projects has long-established ties with a network of trusted furniture builders, contractors, licensing consultants, fitting suppliers, lighting designers, and sound engineers.
- Expertise in bar and restaurant design. Previous projects include some of Hong Kong's most famous establishments.
- Director Stephen Hart combines the discipline and skills of British training in Interior Architecture with three decades of design experience in Asia.





Ecospitality project

Our partners - suppliers

Contractor

Kitchen Design & Equipment



- Global hospitality projects
- Design & construction of bars & restaurants and residential and corporate facilities
- Self-owned manufacturing facility



[In-Plus \(HK\) Ltd.](#)

- Global supply of luxurious kitchen designs and wide range of diversified kitchenware
- One-stop solution for consultancy and design



Plaza Premium Lounge - London



BaekMiDang - Hong Kong



Saltwater Grill - Cayman Islands



Elephant Grounds - Hong Kong



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Our partners - culinary operations and sales & marketing



Shahar "Shay" Lubin

- Born in Jerusalem and with no formal culinary training, Shay began his restaurant career as a dishwasher, working his way up the ranks.
- When he moved to Philadelphia, he was influenced by the local cuisine as well: "The food has to be 'real.' It can be creative, and you can use exotic and special ingredients, but it has to be practical on the plate."
- He moved to Hanoi in 2010, where he opened the celebrated Daluva, a Middle Eastern gastro-pub highly acclaimed by local media and foodies.



Coreen Cheah

- Coreen is a sales and marketing expert with more than 29 years of experience and expertise in the global hospitality and tourism industry.
- She was the VP Sales & Marketing of Kempinski Hotels S.A. and Head of Commercial Strategy & Sales and Marketing Operations of InterContinental Hotels Group for over 7 years, overseeing a portfolio of 250 hotels and 6 brands.
- She was instrumental in a record incremental revenue of \$30 million. She has won 8 out of 15 awards for North China in 2011 and 7 out of 15 awards for East China.





Media & Press

Led by Massimo Gavina, the project implementation company, Dining Vision, has gained acknowledgment and reputation through decades of efforts in the hospitality business.



Luxos Magazine



"All the kitchen's our stage" - at Cucina you can enjoy a different kind of evening. Massimo Gavina, General Manager, tells us what all the fun is about.

Why did you move to Hong Kong?
After having lived 15 years in the United States (where I worked for the well-known Bice and De Silvano Restaurants in New York City) and four in Bali and Singapore (Lettus Group), I joined Cucina and contributed to its opening in December 2007.

What does it mean to present international cuisine under one roof at Cucina?
Cucina, which means both kitchen and cuisine in Italian, has two open kitchens. I find this concept challenging and exciting. The challenge is offering consistent quality of food and service every day to a very demanding and sophisticated clientele. The excitement is having fun along the way, while reinforcing our concept: the best of both Italian and Chinese cuisine. For the past few months, I have been collecting literally hundreds of congratulatory messages from guests who complimented our wonderful staff. I have never had that kind of response in 20 years in this industry. I want all our guests to have such a "sparkling experience" at Cucina.

What are your favorite places in Hong Kong to eat/drink?
I love Central. This is where I live and relax. Among lots of places I visit, I wish to mention Soles for its music and vibe 160 Wyndham Street, Tel. +852 3642 3700, DrVino restaurant for the best Penne "Arabiato" pasta in the world (73 Wyndham Street, Tel. +852 2167 8568), Cucina, not because I manage this restaurant, has the best brunch, Zuma for Japanese cuisine (12-16 Des Voeux Road Central, Tel. +852 3657 6388) and Goccia for a "wild and healthy" after-hours fun (73 Wyndham Street, Tel. +852 2167 8181).



Manila Bulletin



Apple Daily



Eat & Travel

Thank you



Contact us

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Email: diningvision@massimog.com