



ACE

CONSULTING ASIA

COMPANY INTRODUCTION

Asia's Best Hospitality Consultant Syndicate

ABOUT **ACE CONSULTING ASIA**

ACE Consulting Asia is a restaurant and hotel professional consulting services based in Bangkok, Thailand.

We work with both independent venues and international hotel chain outlets.

Owing to constant change in the hospitality industry, we respond to current hospitality business and marketing needs with a deep understanding of emerging trends - with a special flair.



OUR GOAL IS SIMPLE

We help you shape your vision in the best way possible.

We're committed to provide professional and efficient services to owners and partners in the hospitality business to help achieve **higher financial return on investment** through ultimate guest satisfaction.

We believe in setting our expectations high, and being accountable to what is expected of us.

WHAT WE DO AT **ACE CONSULTING ASIA**



**CONCEPT &
DEVELOPMENT**



**NEW RESTAURANT
CREATION**



EXISTING RESTAURANT



**PRE-OPENING
SERVICES**



OTHER SERVICES

The background image shows a group of people, likely business professionals, gathered around a table. They are looking at and pointing to various documents and charts, including a laptop screen and a tablet. The scene is dimly lit, with a blue overlay, suggesting a professional and collaborative environment.

OUR SERVICES

NEW RESTAURANT CREATION

Concept and Development
Pre-opening services

OUR SERVICES : NEW RESTAURANT CREATION

CONCEPT & DEVELOPMENT



FEASIBILITY STUDY

Analyze all of a project's relevant factors into account to ascertain the likelihood of completing the project successfully.



UNIQUE SELLING POINT

Distinguish your restaurant from others by finding the edge that makes you win.



FF&E AND OE

Furniture fixtures & equipment and original equipment list planning assistance

OUR SERVICES : NEW RESTAURANT CREATION

CONCEPT & DEVELOPMENT



KITCHEN DESIGN

Devise practical and beautiful planning for kitchen spaces and restaurant areas with our help in sourcing notable kitchen design companies.



INTERIOR DESIGN

Bring your design concept and vision alive with our help in planning the concept and sourcing award-winning interior companies



DINING CONCEPT

Exceed customer expectations with our help in creating and developing a dining and menu concept that impresses.



OUR SERVICES : NEW RESTAURANT CREATION

PRE-OPENING SERVICES



PROJECT MANAGEMENT AND CRITICAL PATH

We apply our knowledge and experience to break down the pre-opening process and give clients a better understanding of when they should expect each phase to be executed, also helping them identify who is responsible and accountable for each task.



FINANCIAL BUDGET AND HUMAN RESOURCES

Our team focuses on staying within budget and finding the perfect balance between quality and quantity in terms of pre-opening human resource allocation.



MARKETING, SALES AND PR

We create integrated marketing campaigns ranging from social media to press releases and sales guides, along with a targeted sales plan to ensure that our clients' business have strong market- ing tactics and exposure to generate sales.



OUR SERVICES : NEW RESTAURANT CREATION PRE-OPENING SERVICES



EXECUTIVE RECRUITMENT

Through our extensive industry networks, we can identify and recruit experienced, reliable executives with experience in building a successful team. Filling these positions with the right skilled individuals is crucial as the management team can make or break a business.



STANDARD OPERATING PROCEDURES

We create standard operating procedures for brands to ensure that they remain consistent property wide, making it easier to scale a business and expand in another location over time.



HR AND TRAINING SERVICES

We understand the importance of people. We help you hire, empower and develop your employees into a team that provides exceptional services to be proud of.



FF&E + OS&E SPECIFICATIONS & PROCUREMENT

We know what is needed to run a restaurant efficiently and where to purchase the required equipment. We use our experience and inside knowledge to source those items within budget.

OUR SERVICES : NEW RESTAURANT CREATION

PRE-OPENING SERVICES



MUSIC STYLING

Enhance your atmosphere with the perfect music. It makes a world of a difference, even influencing your customer behavior.



MENU DESIGN

A great menu is key to your restaurants' success. Give your customers an unforgettable dining experience, starting with the menu.



SIGNATURE DISHES

Stand out from the rest with specially designed Signature Dishes unique to your restaurant that everyone will be raving about.



UNIFORM GUIDANCE

Make a statement from the moment your customers walk through the door with a style that reflects your brand.

OUR SERVICES

EXISTING RESTAURANT



OUR SERVICES

EXISTING RESTAURANT



PERFORMANCE REVIEW

Maintaining standards is a priority for ACE Consulting and we ensure that our employees are always on top of their game and providing nothing less than exceptional services.



OPERATIONAL SUPPORT

If there is a certain department or any operational problem that needs to be addressed, our team can help solve it. We work in partnership with our clients to identify problems, solve them and steer clients back in the right direction.



HR TRAINING AND DEVELOPMENT

We understand the importance of people. We help you hire, empower and develop your employees into a team that provides exceptional services to be proud of.



QUALITY AUDITING

Maintaining quality and high standards is an essential element of hospitality management and customer satisfaction. We work with our clients to develop a quality-auditing schedule and implement procedures in order to ensure standards remain consistent across all departments.

OUR SERVICES : EXISTING RESTAURANT **OPERATIONAL SUPPORT**

From recruitment and mise-en-place of teams to the creation of standard operating procedures for day-to-day processes, we can create a complete programme to lay down the foundation of a healthy business for years to come.



PEOPLE

Hiring team members, training, and maximising productivity.



MENUS

Food and beverage menu creation, design, menu engineering, recipes.



SET UP SOP

Set up and create standard operating procedure guidelines for your business.

A high-angle, blue-tinted photograph of a business meeting. Several people in business attire are gathered around a table, looking at documents and a laptop. One person is holding glasses, another is pointing at a document, and another is writing with a pen. The scene is professional and collaborative.

OUR SERVICES

OTHER SERVICES

Marketing and Communications
Financial Optimization
Hotel sales management
Consultants and Michelin chefs

OUR SERVICES : OTHER SERVICES

MARKETING & COMMUNICATIONS

Build a strong image and brand recognition by identifying your unique selling propositions and sharing with the world just how extraordinary you are.



PUBLIC RELATIONS

Build a strong image and brand recognition.



SOCIAL MEDIA BUZZ

Create buzz, manage your online reputation and increase engagement.



CORPORATE IDENTITY

Build a consistent image and deliver it to the world professionally.



EVENTS & PROMOTIONS

Optimize your launches and events to generate online conversations and word of mouth attention

OUR SERVICES : OTHER SERVICES

FINANCIAL OPTIMIZATION

Control of overall expenses is crucial for a healthy, profitable business. We help with daily reconciliation and reports, audits and the set-up of organised purchasing procedures - the first steps toward a transparent and rewarding operation.



COST MANAGEMENT

Food and beverage cost reduction, suppliers selection assistance, utilities and payroll management.



TEAM OPTIMIZATION

Ensure your manpower is in line with your business goals and operations.



CONTROL & PROCEDURES

Implementation of operating reports, financial procedure, daily reconciliation.



BUDGET & FORECAST

Implementation of yearly and monthly targets.

OUR SERVICES : OTHER SERVICES

HOTEL SALES MANAGEMENT

Break through the complex world of online and offline sales distribution to maximise your revenue for a strong return on investment.



PRICE POSITIONING

Understand the competition and position your business for specific markets.



REVENUE MANAGEMENT

Use modern tools to analyse and understand trends, manage crises and fight competition to maximise profit.



E-COMMERCE

Manage online travel agencies' distribution systems securing the right exposure and promotions.



OFFLINE & TRAVEL AGENCIES

Build partnerships while increasing exposure and productivity with tour operators and wholesalers in selected overseas markets.

OUR SERVICES : OTHER SERVICES

CONSULTANTS & MICHELIN CHEFS



ORGANIZE A MICHELIN CHEF EVENT

We take care of everything from finding the Chef and working on the market list, to assisting with menu creation and being your communication channel to the Chef for a smooth and successful event.



MENU DESIGN BY A MICHELIN CHEF

Want to have a leading Chef name on your menu? Our team will create the ultimate menu for your dining venue.

The Chef will also visit your restaurant a few times a year for continued training, promotions and quality control.



ORGANIZE A MICHELIN EVENT

MICHELIN-STARRED CHEF EVENTS

Whether for a launch, promotion or other special occasion, an experienced Michelin-Starred Chef can be your answer. Working with your vision and budget, we will assist in identifying the right character and profile to fit your needs from our partners around Europe and Asia.



ACE CONSULTING ASIA

Ace Consulting Asia provides full-service management of hotels and restaurants, delivering higher financial returns and long-term value for our owners and partners.

With dedication and creativity, we manage the daily operations of your business on your behalf with total transparency.

ACE

OUR PROCESS

HOW IT WORKS



**GET IN TOUCH AND
ASSESS CUSTOMER**



**QUOTATION MADE BASED
ON NEED AND TAYLOR
MADE SERVICES**



**TIMELINE PREPARATION
WITH DELIVERABLE**



OUR TEAM

Through our distinct **passion, creativity, and experience** we know how to stand apart and make an impact. It is an art to open a successful hotel or restaurant; this is why we put an emphasis on finding smarter and better ways to operate.

Behind Ace Consulting Asia stands team of creative hospitality professionals; people with a strong experience and a proven track record of excellence as hospitality and food & beverage executives across China, South East Asia, the Middle East, the Caribbeans and Europe. Together, they strive towards one direction: Guiding you towards growth and success.

Our team has over 30 years of experience

OUR TEAM

STEPHANE CARRIC

MANAGING PARTNER



Stéphane Carric has been working in the Food & Beverage Industry for over a decade.

From management trainee at the Plaza Athénée in Paris to be the CEO of Ace Consulting in Bangkok, Stéphane Carric has built a solid career, working with brands such as Sofitel, Anantara, Marriott, Lenôtre and Wine Connection. Drawing on years of experiences across the industry, he is a respected and leading voice within his industry.

Dedicated, committed and passionate, Stéphane is constantly striving for the ultimate guest experience.

OUR TEAM

JULIEN LAVIGNE

MANAGING PARTNER

Based in Bangkok for over 15 years and well known due to his success with OSKAR Bistro Bangkok, BIRDS rotisserie, KIKA restaurants & bar and the newly opened OSKAR Bistro Phnom Penh, he was previously the chef de cuisine of D'Sens (Owned by the Pourcel brothers who own multiple Michelin Starred restaurants).

Julien Lavigne is now working closely with us to offer his expertise in cuisine and F&B concepts.



OUR SUPPORT TEAM

More experts are available based on customers specific needs



GILLES REINHARDT

Executive Chef of the 3-Starred Paul Bocuse restaurant, L'Auberge du Pont de Collonges, in Lyon, France, working at the restaurant since 1997.



SAMI MERSEL

After starting his career at the "Papa Doble" awarded best 50 Bars in the world and going through prestigious competition in Europe Sami has moved to China to work for some of the best hotels.



NICK PITTHAYANONT

A food designer specializes in plating. Been interviewed with medias globally from his Instagram success "royalebrat". He works for company event such as Thai Airways and a lot more.



CHRISTOPHE GRILO

One of the most notorious bakery and pastry chef available in Asia. He has worked with the best such as Bernard Bach 2 stars Michelin, Pourcel brothers 3 stars Michelin, Alain Ducasse 3 stars Michelin and more.

OUR CLIENTS





OUR WORKS



OUR WORKS

ZAZZ URBAN HOTEL

F&B Menu Recipe

Food Direction



OUR WORKS

DITTO MODERN TEA

Drinks and Desserts Creation

ditto
MODERN TEA





MAMA
PASTA



OUR WORKS

MAMA PASTA

Company full concept



OUR WORKS

HEALTHBOX

Company Full Concept





OUR WORKS

AT MIND GROUP

All Day Dining Menu Creation
Full revamp of buffet breakfast



OUR WORKS

YUMMY CHICKEN GROUP

Business Strategy
SOP Creations





OUR WORKS

MYTT BEACH HOTEL

PIPPA Restaurant full concept
Pre-opening and opening of outlets



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contact@aceconsultingasia.com



+66 (0) 8 6374 7730