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Corporate Profile



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Overview

VS Consultancy is a powerhouse of innovation and excellence in global hospitality concept creation. Spearheaded by **Sebastien Noat** and a team of industry visionaries, we have reimagined and transformed over 85 landmark projects spanning four continents. With strategic hubs in **Dubai, Riyadh, Athens, and Bali**, our influence is as expansive as our ambition.

Our expertise encompasses **Hotels, Restaurants, Private Membership Clubs, Spas & Wellness, Nightlife, and Events**, backed by a collective 50 years of unparalleled international experience. What drives us is a singular commitment: delivering nothing short of exceptional in every project we undertake.

Collaborating seamlessly with world-class experts, specialists, and consultants through our clients' networks, we inject each venture with **fresh perspectives and captivating creativity**. At the core of our approach lies immersive storytelling, ensuring every experience we craft resonates with purpose and originality.



VS Consultancy—where luxury converges with ingenuity,
setting new standards for transformative hospitality experiences worldwide.





Vision

At VS Consultancy, we are redefining the boundaries of hospitality, entertainment, and wellness by creating transformative, lifestyle-driven experiences that resonate on a global scale. Our vision is to unite leading international brands, visionary investors, and creative entrepreneurs to shape an ecosystem of immersive, high-impact experiences that redefine F&B, hospitality, and wellness for the future.



Mission

We are here to convert spaces into compelling narratives, infused with personality, purpose, and exceptional ambiance. Our mission is to conceptualize, curate, and operate innovative concepts that connect with audiences on a deeper level. Each project we undertake isn't just a destination—it's a memorable journey that resonates far beyond the ordinary. By leveraging our deep market insight, we exceed client expectations, driving sustainable growth and impactful results.

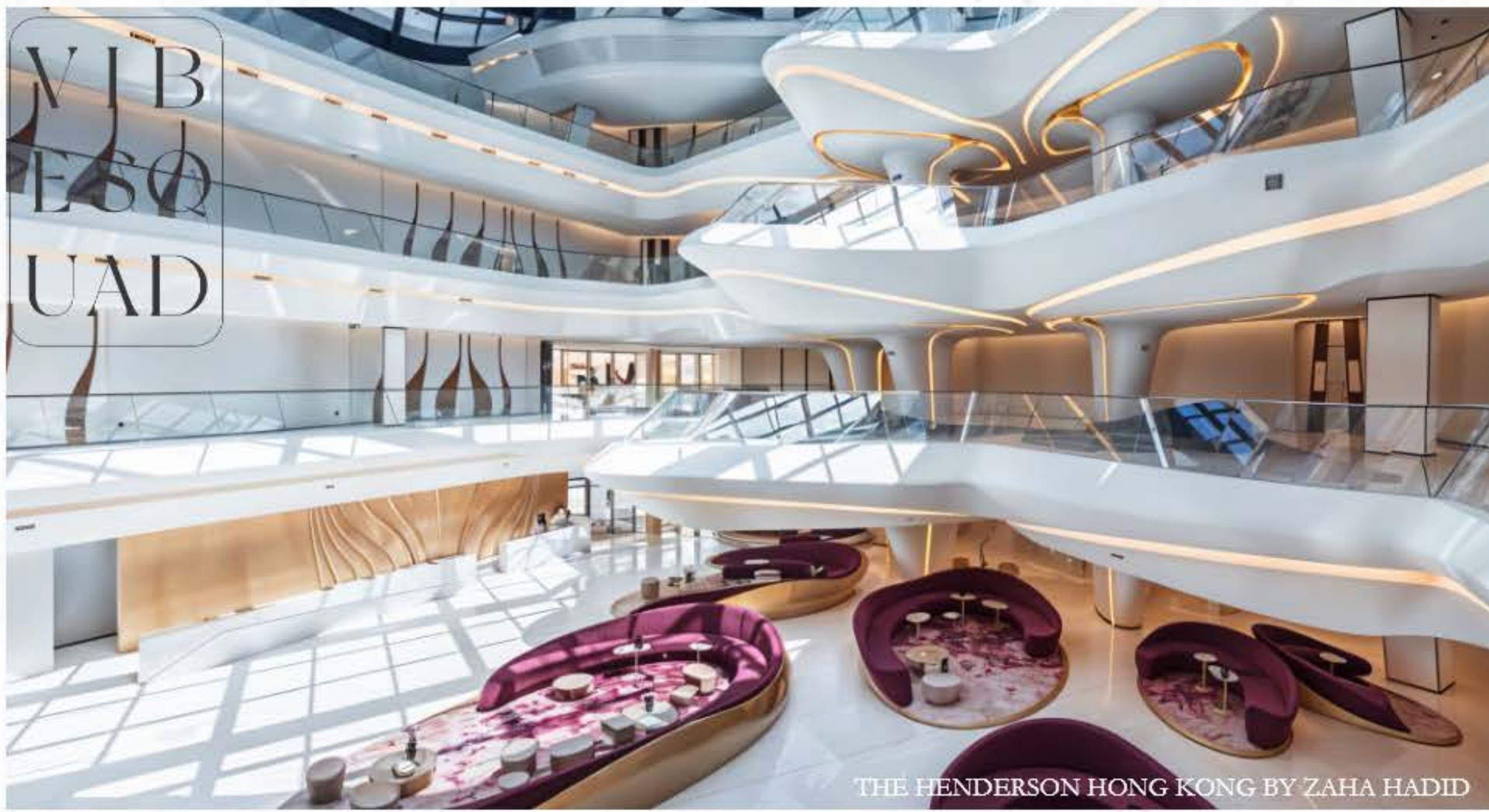
Strategic Goals

We aspire to be the global authority in luxury hospitality and lifestyle experience creation. Our focus is on building iconic, sustainable brands that not only lead markets but inspire them. By leveraging strategic partnerships, data-driven market analysis, and creative storytelling, we empower our clients to achieve profitability, scalability, and long-term success.

Market Impact Statement

At **VS Consultancy**, every collaboration is a strategic endeavor designed to deliver measurable impact for stakeholders. We elevate the intrinsic value of each asset—whether it's a hospitality property, F&B concept, or wellness destination—through our passion, creativity, and unmatched expertise.





THE HENDERSON HONG KONG BY ZAHA HADID



THE HENDERSON HONG KONG BY ZAHA HADID

Sector-Specific Impact

Hotels:

We craft bespoke F&B and wellness concepts that align with the unique identity of each hotel, enhancing guest engagement and maximizing revenue through tailored dining and relaxation experiences.

Real Estate Developers:

By creating dynamic F&B and entertainment anchors, we add significant value to developments, transforming properties into lifestyle destinations that increase long-term asset value.

Government Initiatives:

Supporting visions like Saudi Vision 2030, we design culturally immersive concepts that celebrate local heritage while appealing to global audiences, turning projects into sources of national pride.

Private Equity & Investors:

Our strategic brand management and data-driven planning deliver scalable models with strong ROI, driving value creation across the hospitality landscape.

F&B Operators:

We optimize operational efficiencies, expand brand footprints, and elevate customer experiences, fostering brand loyalty and market differentiation.

Our Services

Strategic Consultancy & Advisory:

We guide clients in market entry, operational optimization, and growth strategies with a focus on ROI. From feasibility studies to operational audits, our insights drive strategic planning that positions brands for success.

Brand Brokerage & Representation:

With a global network, we connect international brands to emerging markets, ensuring alignment with local operators to unlock growth opportunities and forge strategic alliances.

Concept & Brand Creation:

Leveraging a portfolio of over 85 unique concepts, we specialize in designing restaurant, bar, and club experiences that resonate. We build new brands from the ground up and rejuvenate established ones, ensuring their market relevance.

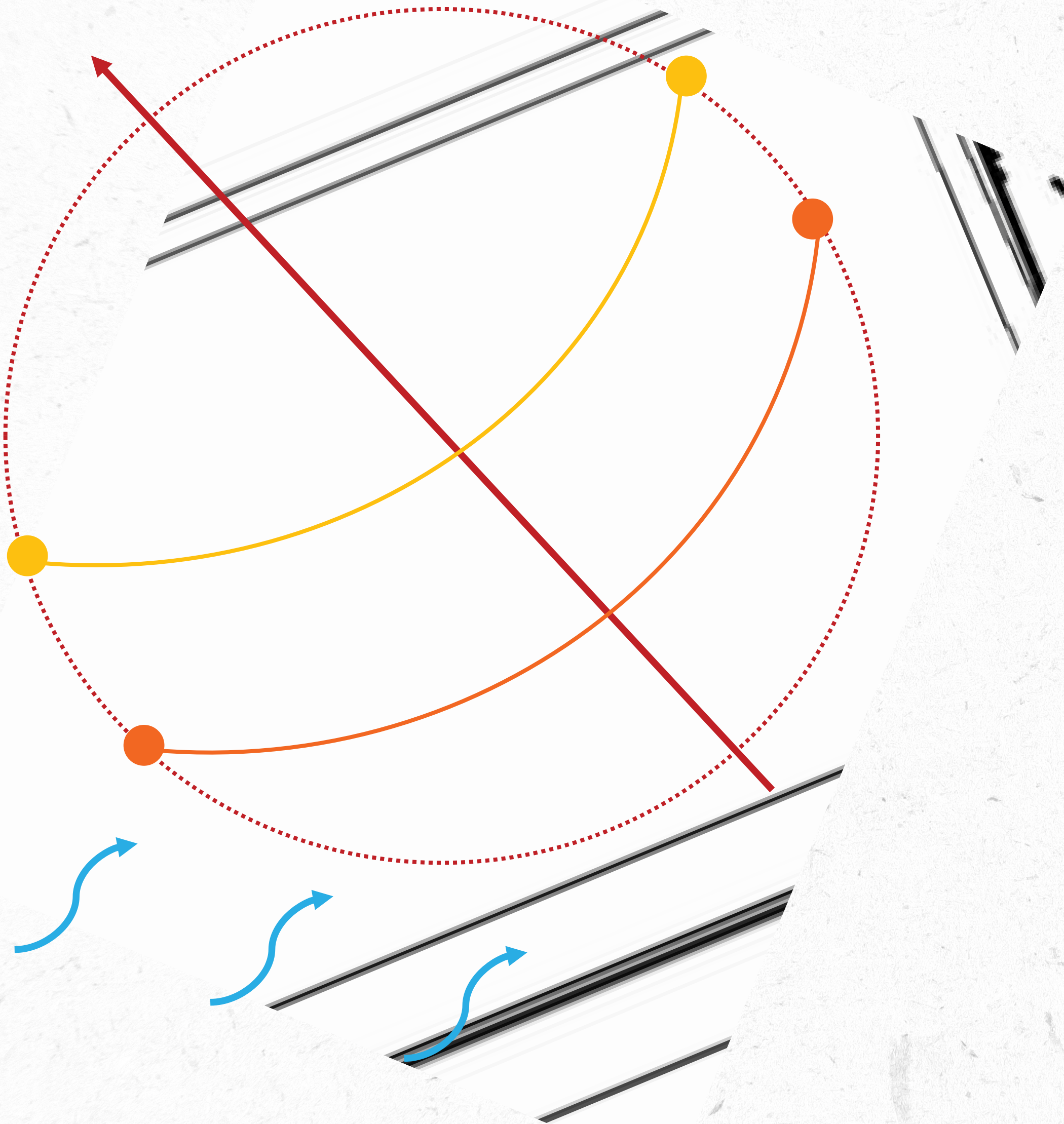
Comprehensive Management Services:

From pre-opening to operational excellence, we provide hands-on management that ensures projects exceed business objectives, driving sustainable growth and guest satisfaction.

Recruitment & Training:

Through our extensive global network, we recruit top-tier talent and provide specialized training to enhance team performance, ensuring consistency in delivering extraordinary guest experiences.





Key Projects & Expertise

Master Planning & Hospitality Concepts

Durres Luxury Resort, Albania:

An ambitious development featuring luxury suites, branded villas, and exclusive beach clubs that position Albania's Adriatic coast as a premier tourism destination.

NOA Resort, Bali:

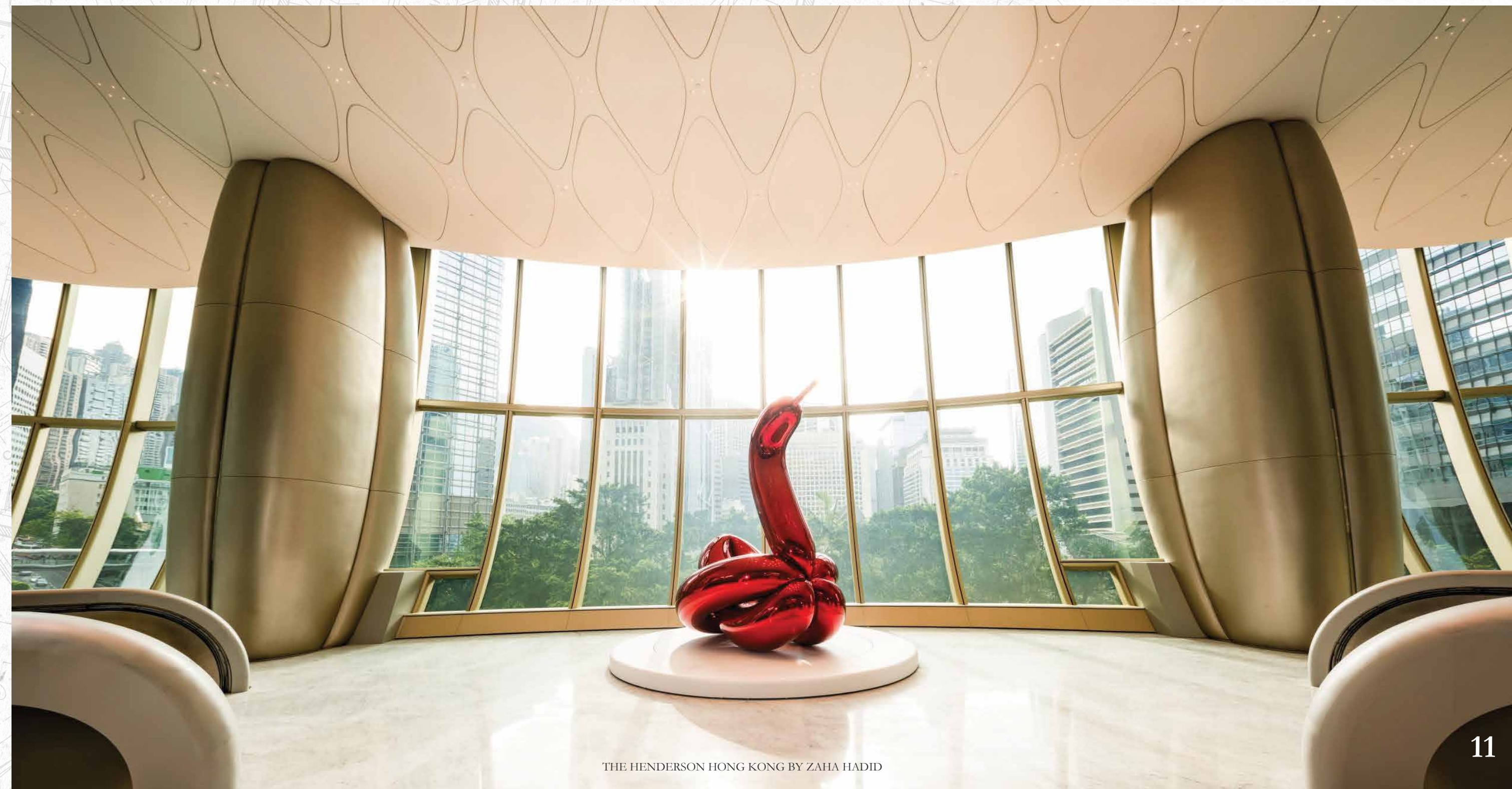
An innovative wellness concept blending cultural heritage with luxury, redefining holistic hospitality experiences in a pristine island setting.

VIVENTI Resorts, Greece & Mauritius:

the ultimate in medical wellness in ultra-luxury hospitality setting.

Zaha Hadid The Henderson, Hong Kong:

F&B master planning



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F&B Experiences Across Region



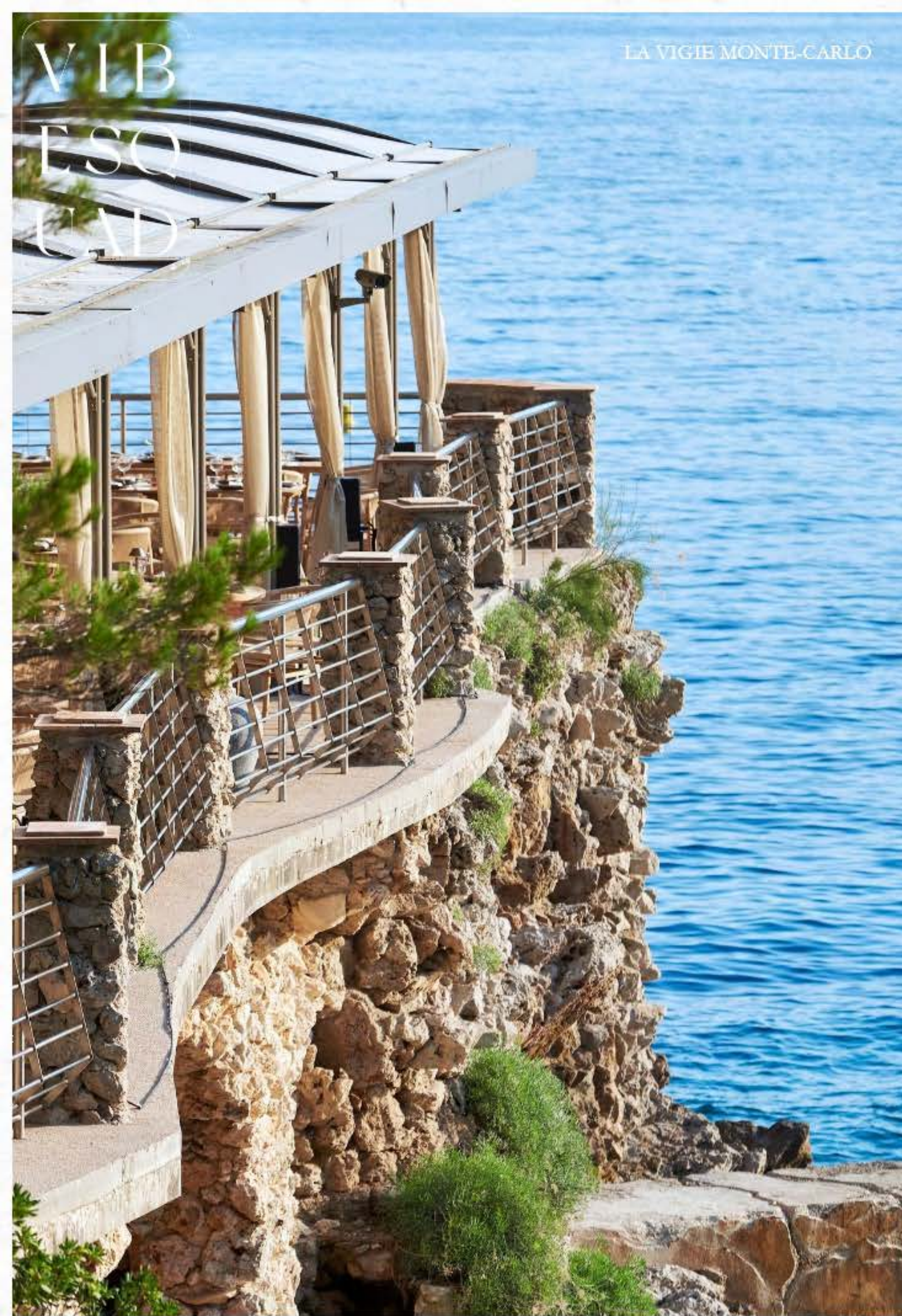
RESTAURANT-MAONA-MONTE-CARLO-MONACO

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**Monte-Carlo Beach Hotel
MAONA and La Vigie:**

Unique Mediterranean cabaret and beach club
concepts offering elevated seaside dining.



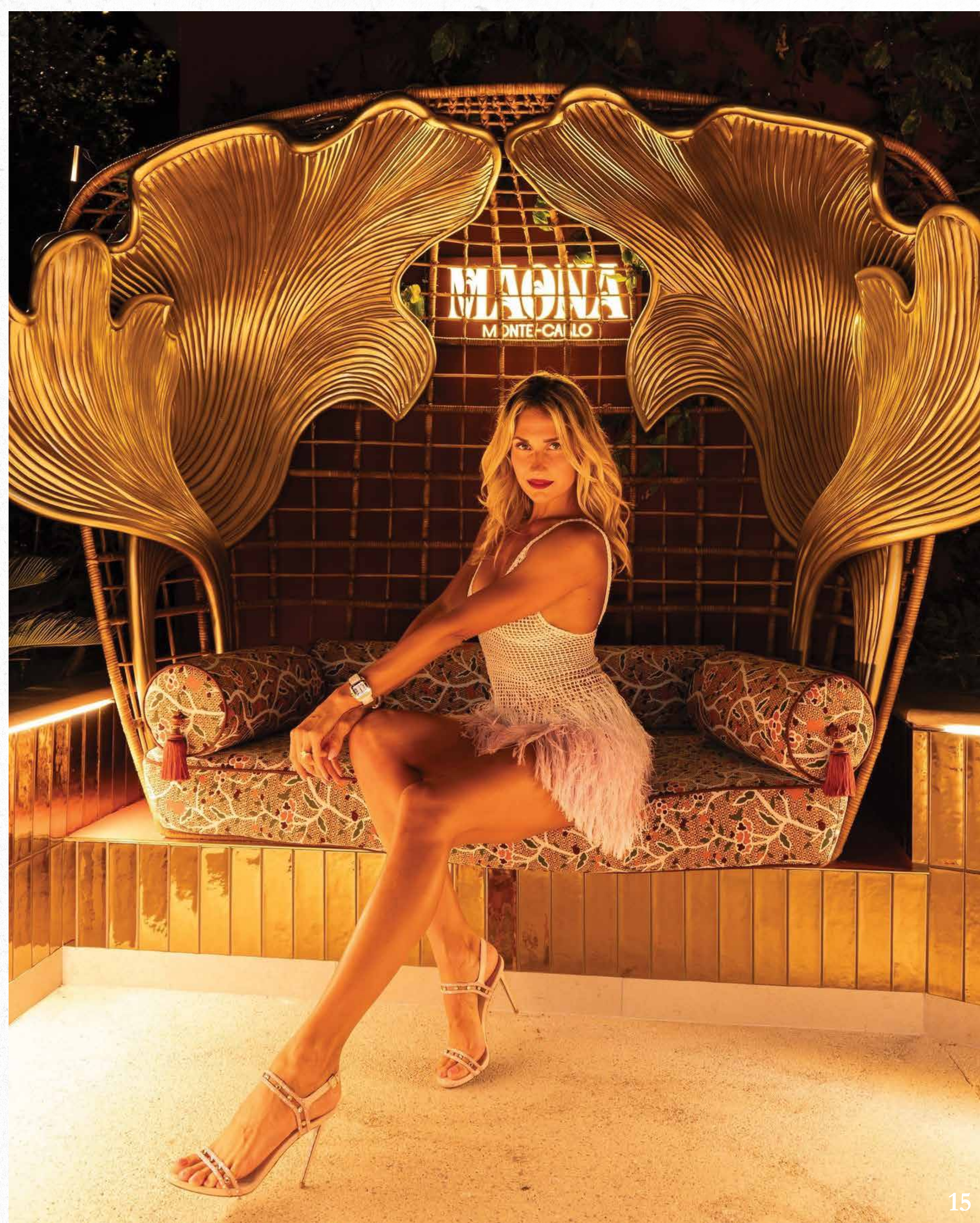


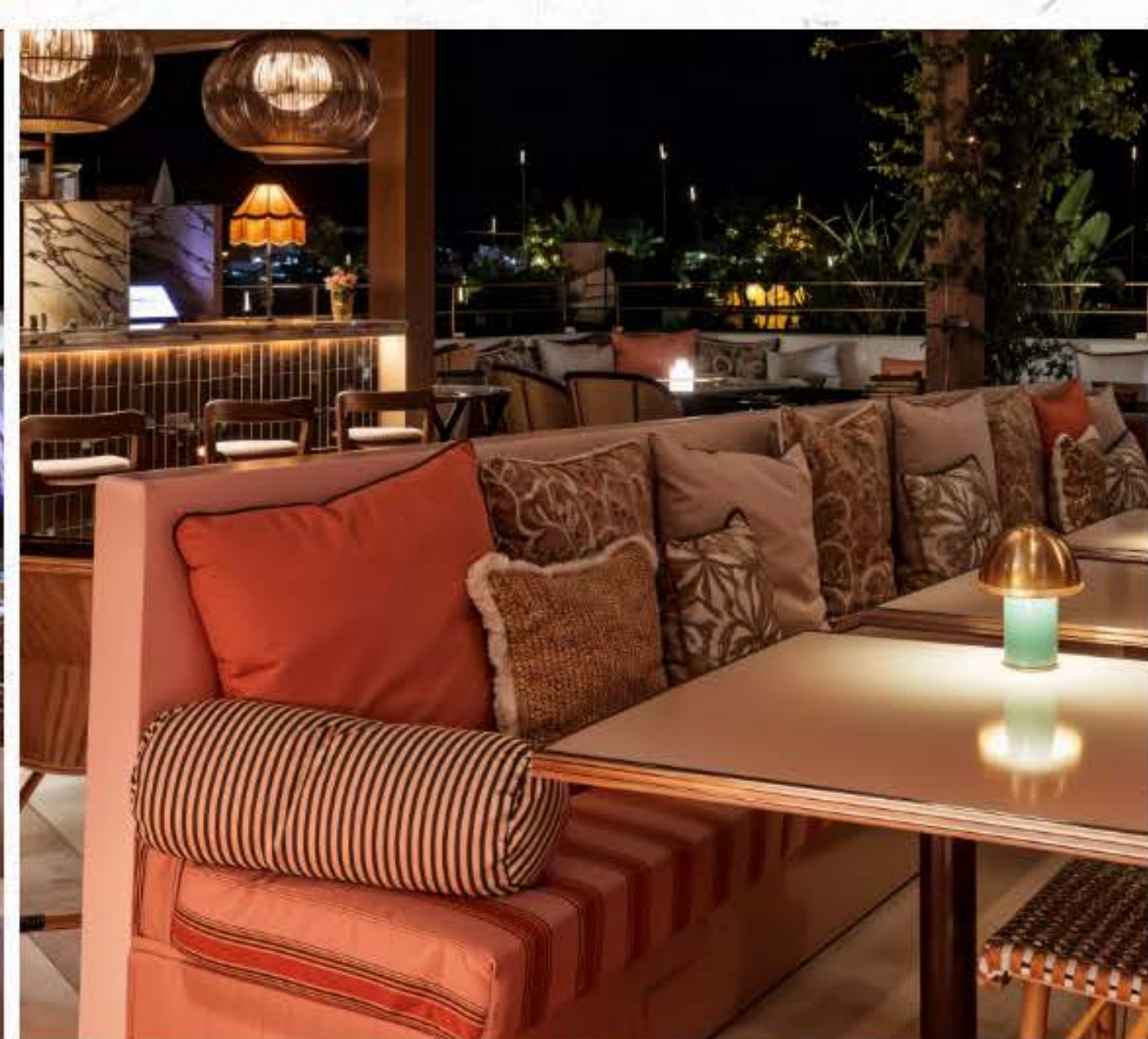


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MAGNA

MONTE-CARLO





City of Dreams, Cyprus – ANAIS:

A refined restaurant and lounge that sets a new standard for F&B in the gaming industry.



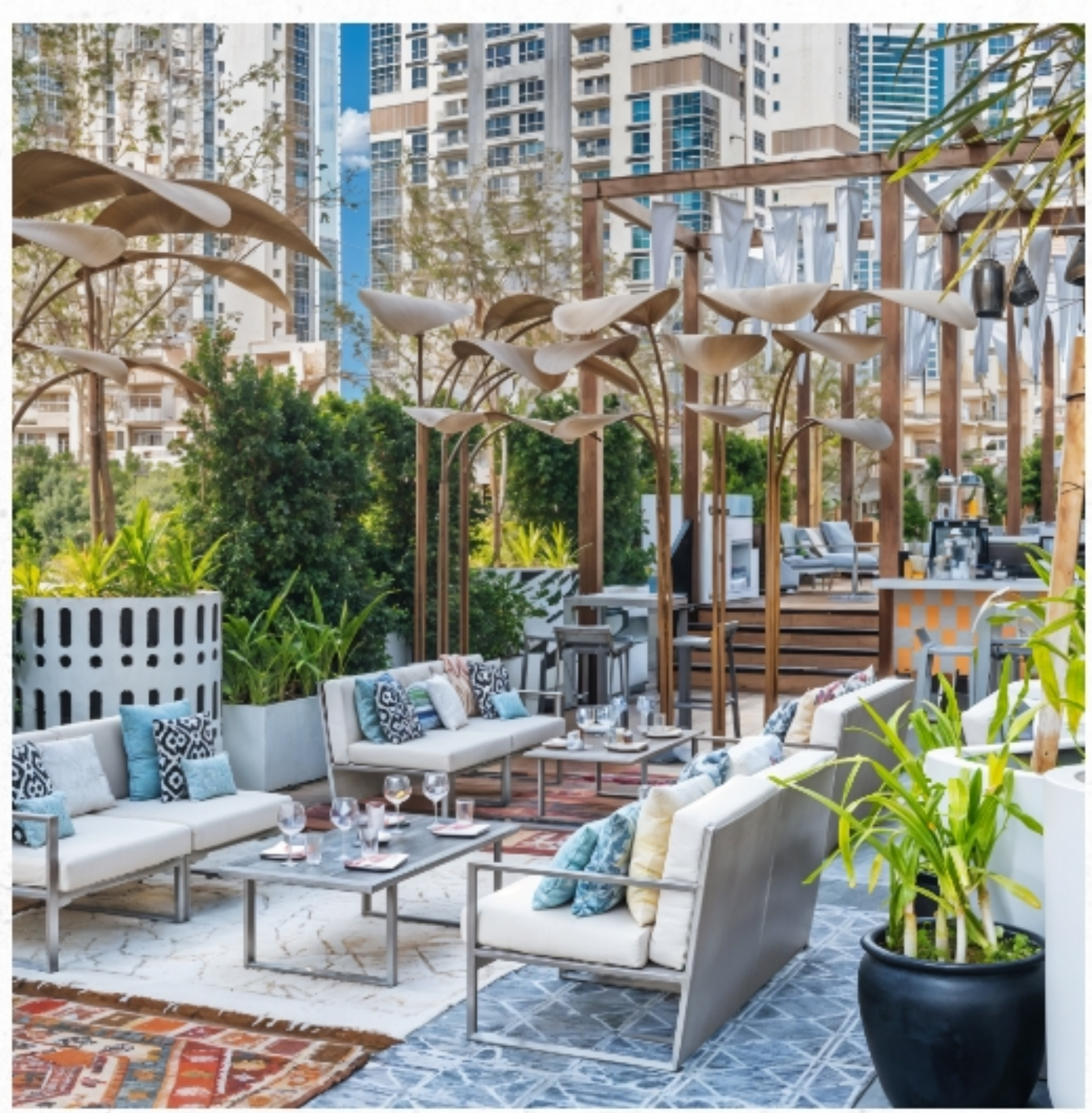


Zaha Hadid
Opus Tower Dubai – DESEO:

A rooftop dining experience that brings Nikkei cuisine to life, framed by Zaha Hadid's architectural marvel



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**The Al Zorah
Golf & Yacht Clubhouse,
Ajman UAE**



AL ZORAH GOLF & YACHT CLUBHOUSE



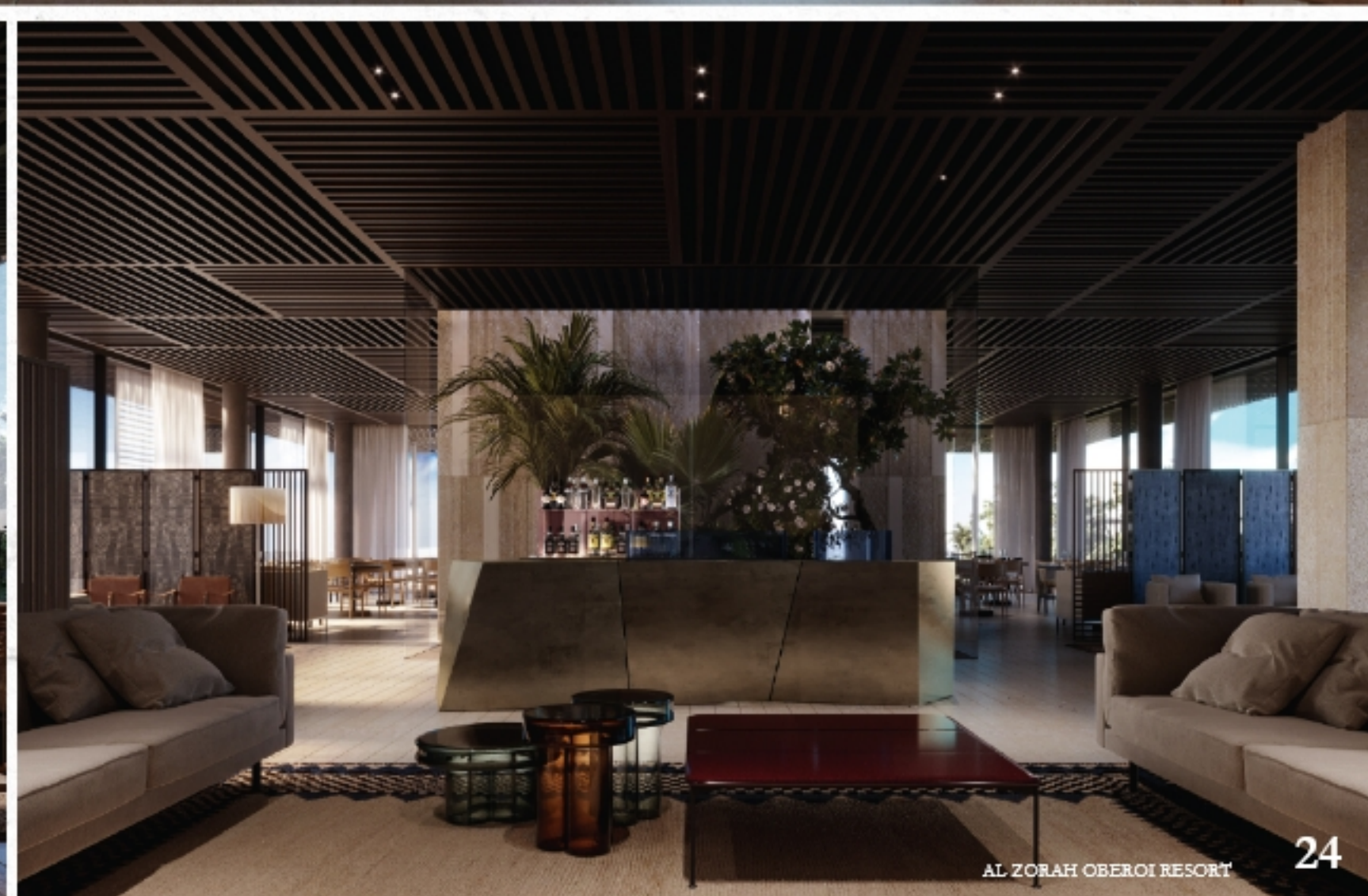
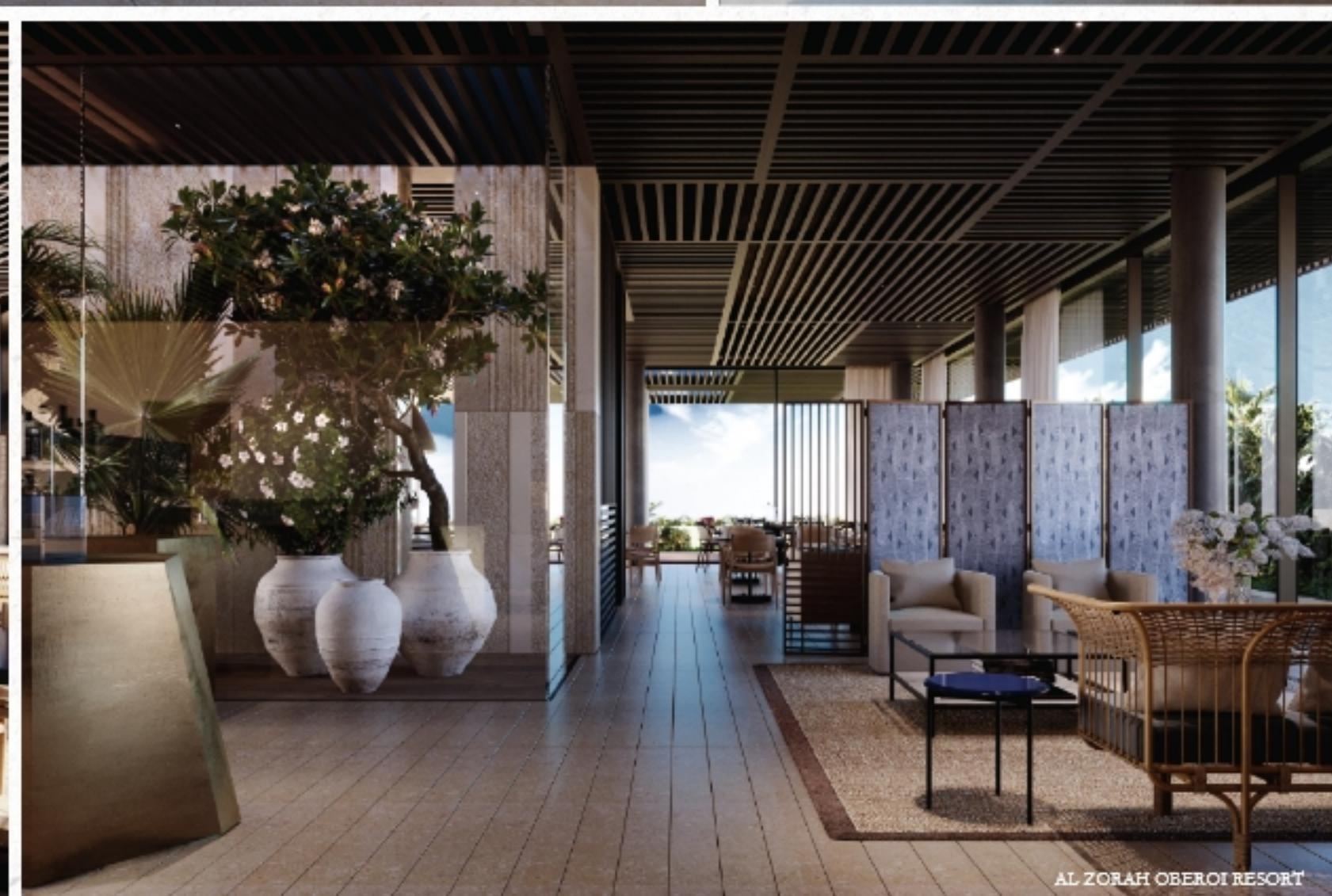
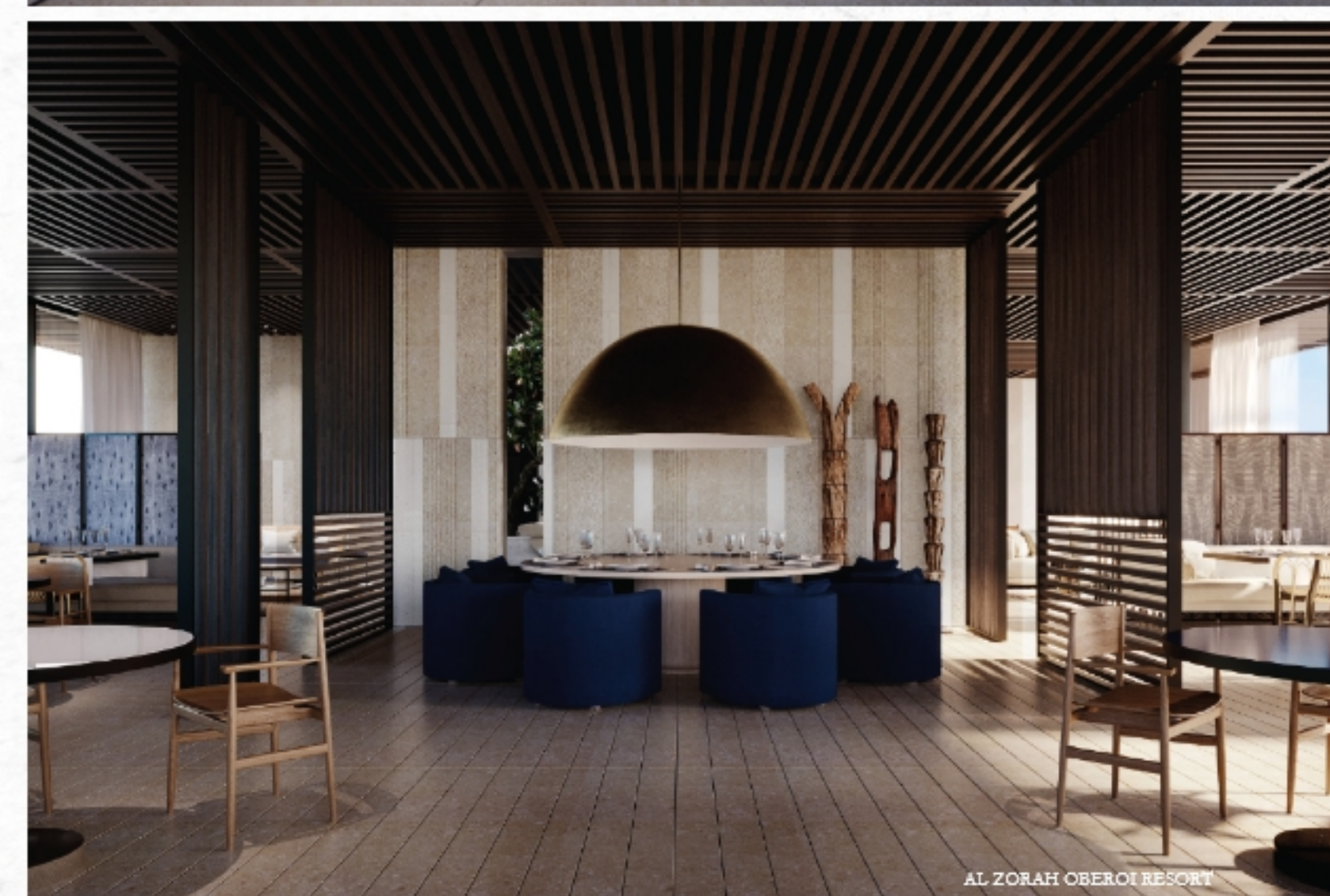
AL ZORAH GOLF & YACHT CLUBHOUSE



AL ZORAH GOLF & YACHT CLUBHOUSE

Serafina Club,
The Oberoi Ajman, UAE





The Hong Kong Jockey Club

The new clubhouse strategic pre-opening technical services and assistance to launch. 18 months project, 12 restaurant's, 4 bars, 4,000 M2 fitness center, 1.2 billion USD budget





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RESTAURANTS AND BARS -
THE HILLTOP IN THE VALLEY -
MEMBERSHIP -
THE HONG KONG JOCKEY CLUB



RESTAURANTS AND BARS -
THE HILLTOP IN THE VALLEY -
MEMBERSHIP -
THE HONG KONG JOCKEY CLUB



RESTAURANTS AND BARS -
THE HILLTOP IN THE VALLEY -
MEMBERSHIP -
THE HONG KONG JOCKEY CLUB



The Hong Kong Jockey Club



Saudi Arabia Highlights

OKTO, Riyadh, Al Ula, Dammam:

A sophisticated Greek dining concept that introduced elevated Greek cuisine to the Saudi market.





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SQUAD



OKTO
FROM
GREECE



Tawlat Fayza, Al Ula:

An immersive farm-to-table dining experience showcasing authentic Saudi hospitality.



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طاولة فائزة
TAWLAT FAYZA



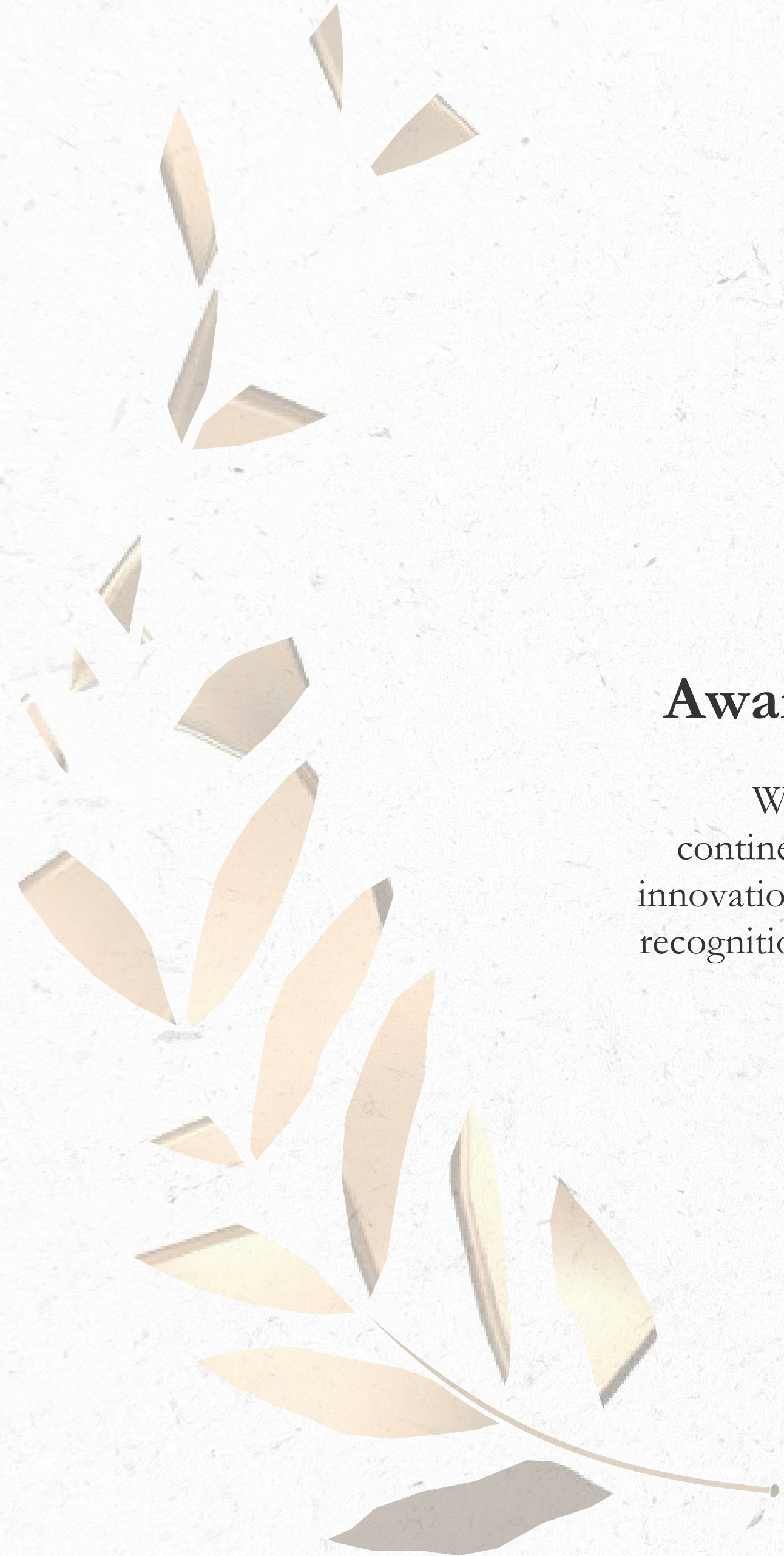
Food Junction, Al Ula:

A dynamic culinary hub designed to foster social interaction and showcase diverse gastronomic experiences.



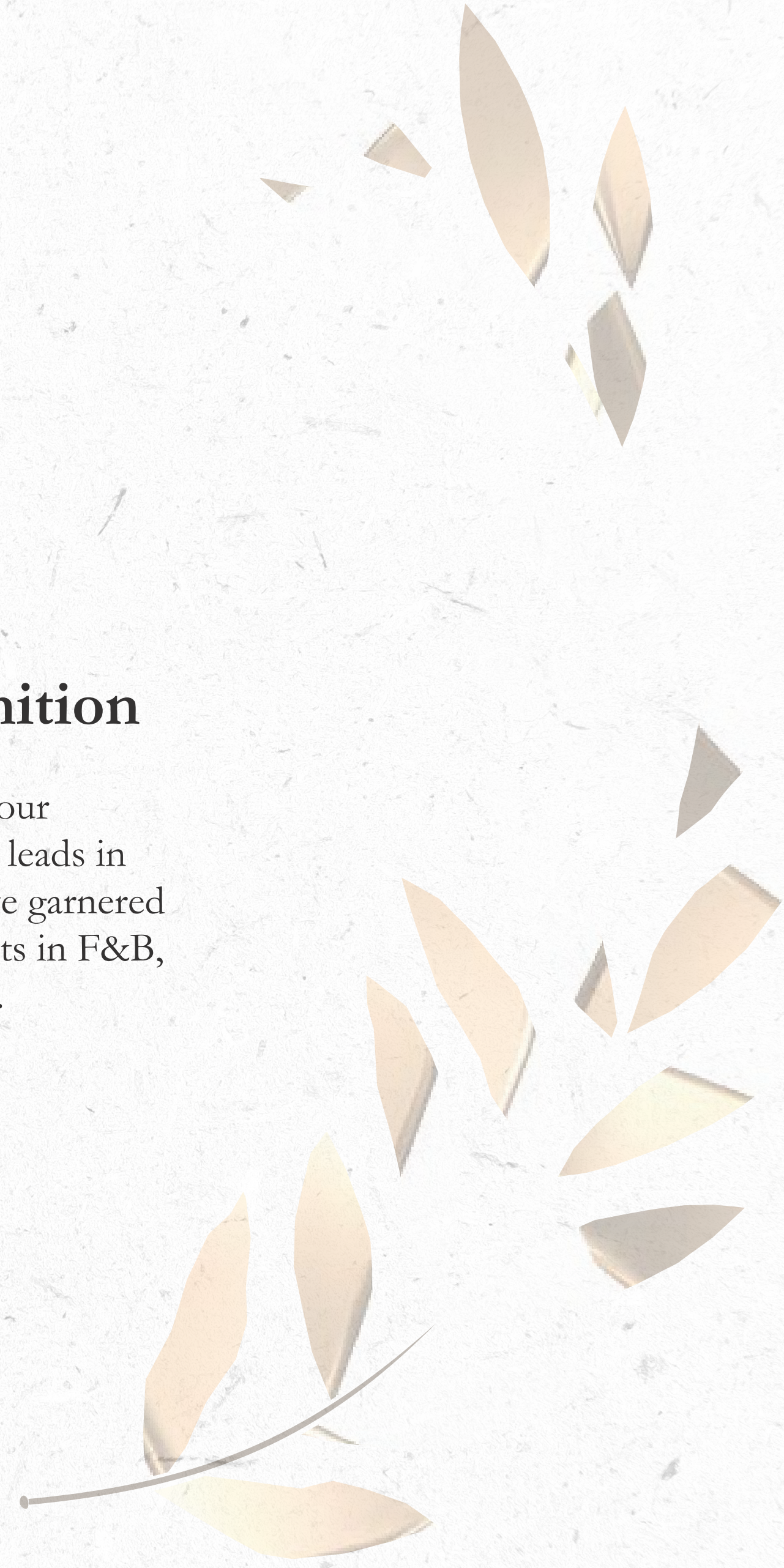
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Awards & Global Recognition

With over 60 awards earned across four continents, **VS Consultancy** consistently leads in innovation and excellence. Our projects have garnered recognition for groundbreaking achievements in F&B, wellness, hospitality, and nightlife.



VIBESQUAD



"HOTELS MAGAZINE" - "LEMON GARDEN" TOP HOTEL RESTAURANT OF THE WORLD



BEST BUSINESS HOTEL IN KUALA-LUMPUR - BUSINESS TRAVELER, HONG KONG



"THAT'S BEIJING" BEST HAPPY HOUR "CENTRO" - READERS CHOICE



"THAT'S BEIJING" BEST LIVE MUSIC "CENTRO" - READERS CHOICE



BEST HOTEL IN KUALA-LUMPUR - GLOBAL FINANCE, NYC



FIVE STAR DIAMOND AWARD - LOCAL F&B MARKET LEADER- REVENUE AND COVERS



COSMOPOLITAN MAGAZINE MIDDLE EAST - BEST FRIDAY BRUNCH, DUBAI 2021 - DESEO AT ME HOTEL DUBAI, ZAHA HADID



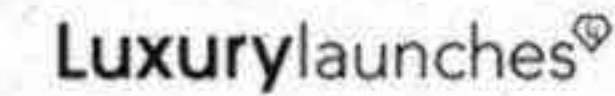
MUSE AWARDS - BEST NEW RESTAURANT BAR / DESIGN 2021 - DESEO AT ME HOTEL DUBAI, ZAHA HADID



CONDE NAST TRAVELER - THE HOT LIST, THE 69 BEST HOTEL OPENINGS OF 2021 - ME HOTEL DUBAI, ZAHA HADID



GQ MAGAZINE 2021 - THE MOST EXTRAVAGANT NYE 2021 - NYE MELLIONAIRE PACKAGE, ME HOTEL DUBAI



LUXURY LAUNCHES 2021 - THE WORLD'S MOST EXPENSIVE HOTEL PACKAGE 2021 - AED 8,8 MILLIONS NYE PACKAGE, ME HOTEL DUBAI



AHEAD MEA - HOTEL OF THE YEAR, NEWBUILD, 2021 - ME HOTEL DUBAI, ZAHA HADID



"TIME OUT" HIGHLY COMMENDED BUSINESS LUNCH "AMWAJ"



"TIME OUT" HIGHLY COMMENDED SEAFOOD RESTAURANT "AMWAJ"



"THAT'S BEIJING" HOTEL BAR OF THE YEAR "CENTRO" - READERS CHOICE



"THAT'S BEIJING" BEST SERVICE "CENTRO" - READERS CHOICE



"THAT'S BEIJING" BEST NETWORKING "CENTRO" - READERS CHOICE



F&B DIVISION OF THE YEAR AWARD - SHANGRI-LA INTERNATIONAL

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LUXURY HOTEL GURU - THE BEST FIVE
HOTELS IN TULUM 2021 - BARDO HOTEL,
TULUM



HOTELIER MIDDLE EAST - GENERAL
MANAGER OF THE YEAR



WHAT'S ON - TOP 3 BEST BRUNCH IN DUBAI



CATERER MAGAZINE - BEST WAITER IN THE
MIDDLE EAST



HOTELIER MIDDLE EAST - 3RD BEST TEAM IN
THE MIDDLE EAST



CITY WEEK END - 2ND CLUB OF THE YEAR
(SHANGHAI)



HOTELIER MIDDLE EAST - 3RD BEST TEAM IN
THE MIDDLE EAST



CITY WEEK END - 2ND CLUB OF THE YEAR
(SHANGHAI)



FHM MAGAZINE - BEST NIGHT CLUB IN
BEIJING



THAT'S BEIJING - BEST EUROPEAN
RESTAURANT "MED"



CITY WEEK END - BEST BARTENDERS



THAT'S BEIJING - BEST JAPANESE
RESTAURANT "HAIKU"



SMART SHANGHAI - BEST OUTDOOR VENUE
IN CHINA "THE BEACH"



WALLPAPER MAGAZINE - BEST NIGHT CLUB
IN BEIJING



CITY WEEK END - HIGHLY COMMENDED
BEST COCKTAILS



"TIME OUT" BEST NORTH AFRICAN
RESTAURANT "MARRAKECH"



"TIME OUT" HIGHLY COMMENDED CHINESE
RESTAURANT "SHANG PALACE"



"WINE SPECTATOR" AWARD OF EXCELLENCE



Our Leadership

Sebastien Noat

Sebastien Noat is an accomplished hospitality and food and beverage consultant based in Dubai, UAE. As the founder and driving force behind Vibe Squad, a leading consulting firm known for its innovative approach and industry expertise, Sebastien has established himself as a key figure in shaping unique dining and hospitality experiences. His professional journey is marked by a deep understanding of market trends, a passion for curating exceptional guest experiences, and a strategic vision that has successfully transformed numerous businesses in the hospitality sector.

Sebastien boasts ample international experience, having worked extensively in China, Hong Kong, and throughout Southeast Asia in destinations such as Bali, Thailand, and Malaysia. His expertise also spans the GCC, with significant projects in Saudi Arabia (KSA), Qatar, and his home base, the UAE. Additionally, he has professional experience in North America, with a notable presence in Tulum, Mexico, as well as in the prestigious French Riviera and Monaco.

Sebastien's expertise further extends to the Indian Ocean, where he has contributed to projects in Mauritius and the Maldives.

With years of global experience under his belt, Sebastien brings a wealth of knowledge and a broad perspective to every project he undertakes. His work spans the creation of compelling F&B concepts, strategic business consulting, and the development of tailored solutions that drive profitability and customer engagement. Dedicated to excellence, he continues to inspire and influence the industry with his forward-thinking mindset and innovative solutions.

Sebastien's leadership at Vibe Squad highlights his commitment to delivering dynamic, customized services that resonate with clients and elevate the standards of hospitality. His insight, paired with a collaborative approach, cements his reputation as a trusted advisor and a visionary in the field.



SEBASTIEN NOAT
Founder Vibe Squad

Derick Chatterpaul

Derick Chatterpaul is a Partner at Vibe Squad, bringing over 15 years of immersive experience in Saudi Arabia combined with two decades of global expertise in the hospitality, food and beverage (F&B), and wellness sectors. Having lived and operated extensively in the Kingdom, Derick has developed a profound understanding of the local business and cultural landscape, seamlessly blending international insights with regional knowledge. His strategic acumen has allowed him to form and sustain relationships at the highest levels of both the private and public sectors, including pivotal partnerships with the Royal Commission of Al Ula, General Entertainment Authority, Ministry of Sport, and leading real estate developers.

Derick's leadership is characterized by strategic vision, exceptional communication, and a creative approach to problem-solving. His role in scaling businesses like Smart Food Holding (SFH) demonstrates his comprehensive skill set in financial modeling, human capital management, and operational efficiency. As a driving force behind SFH, he successfully developed, expanded, and managed various F&B concepts, leveraging his financial acumen to create scalable and profitable ventures. His operational frameworks and talent strategies have fostered high-performance teams, optimizing processes from concept creation to execution.

With a keen understanding of market dynamics and consumer behavior, Derick possesses unique cultural and psychographic insights that have enabled Vibe Squad to design concepts resonating deeply with local and international audiences. His projects are guided by a commitment to cultural sensitivity and alignment with Saudi Arabia's Vision 2030, ensuring that each initiative supports national goals while delivering exceptional guest experiences. From recognizing shifting consumer expectations to anticipating future market trends, he has proven himself adept at crafting and managing concepts that are both innovative and sustainable.

Derick's global network, spanning key markets in the Middle East, North America, Europe, and Asia, underscores his role as a global connector who bridges cultural and business gaps to deliver value-driven outcomes. His strategic foresight and deep market intelligence have been integral to Vibe Squad's mission to curate and operate F&B and hotel assets that are sophisticated, impactful, and aligned with the Kingdom's aspirations for growth and excellence.

DERICK CHATTERPAUL
Partner



MOHAMED ABD EL KADER
Partner

Mohamed Abd El Kader

Mohamed Abd El Kader is a hospitality professional with over 13 years of experience in hotel and F&B operations and management. He began his career in NYC and worked at Ritz Carlton Barcelona and Four Seasons Cairo Nile Plaza. At 27, he became GM of La Maison Bleue, Egypt's most luxurious boutique hotel. He later founded an F&B company, bringing Lebanese franchises Em Sherif and Zaatar w Zeit to Egypt. Mohamed, during his last tenure, asset managed Saudi Arabia's first food hall at Kingdom Centre, Riyadh. Currently leading Alchemy Hospitality Holding's Hospitality MENA expansion.

He holds a bachelor's in entrepreneurial studies from Lindenwood University, MO, USA and postgraduate certifications in Hotel Real Estate Investments & Asset Management from Cornell University, Hospitality Management from Les Roches, and a Hotel Appraiser/Valuer certification from HVS. An Egyptian citizen fluent in English and Arabic, he is based in Riyadh, Saudi Arabia.



Global Reach & Track Record

Operating in 19 countries with over 85 distinct concepts developed, **VS Consultancy** delivers visionary projects in collaboration with leading designers, chefs, and industry experts. Our projects set benchmarks in their markets, defining new standards of excellence. Latest projects in 2025 include India, Mauritius, Albania, and Bali.

GROUPS WE WORK WITH

- MFC
- Indpt
- Janiya
- Trofi
- AG Brands
- AlKuzama
- Cool Inc.
- Food International
- ACL International
- Gastronomica ME
- Soho Hospitality
- Rikas
- Nothing But Love
- White Rabbit
- Projects
- Mamalouka Group
- 7 Management
- GGM Concepts

BRANDS WE WORK WITH

- Em Sherif Cafe
- Em Sherif Deli
- Urth Cafe
- Tasha's
- Villa Mama's
- Crazy Pizza
- Kayzo
- Myazu
- Public
- Parkers
- Brunch & Cake
- La Petit Ani
- Somewhere
- Joe & the Juice
- Maison Ani
- Cipiriani Dolci
- Flamingo Room
- Yann Couvreur
- Yubi
- Phet Phet
- Lunch Room
- Chestnut Bakery
- Yankii
- Charcoal Grill
- Asia Live
- Chamberlain Coffee
- The Good Butcher
- Social Kitchen
- Habra
- San Carlo
- Lazy Cat
- Republique
- Wise Guys
- Meatsmith by Dave
- Pynt
- Lisa Stores
- Denand by Ferdi
- Berenjak
- Feather & Bone
- Messina
- Ninive

SCOPE 1
HOTELS DEVELOPMENT



Overview

Vibe Squad (VS Consultancy & Hospitality) is a global leader in hospitality, F&B, and wellness concept development, management, and strategic advisory. With expertise in **master planning, culinary positioning, and entertainment strategies**, Vibe Squad delivers innovative, market-defining solutions that blend creativity, operational excellence, and financial success.

This **all-inclusive scope of work** integrates **turnkey hospitality management, brand ecosystem development, culinary and entertainment master planning, and strategic advisory for large-scale projects.**



Scope of Work

1. Master Planning for Large-Scale Developments

Hospitality & F&B Ecosystem Planning

- Define the positioning of hotels, restaurants, and entertainment venues within the development.

Culinary Master Planning

- Recommend food themes and positioning, balancing international brands, homegrown concepts, and local competition.
- Establish price points, sophistication levels, and complexity of offerings tailored to the target market.

Entertainment Strategy & Center of Gravity Creation

- Design entertainment strategies across all brands to ensure vibrancy throughout the day, week, month, and year.
- Align cultural, social, and business-driven activations to create a strong destination identity.

2. Concept Development & Advisory Services

Market Research & Feasibility Studies

- Conduct in-depth market analysis, competitive benchmarking, and financial feasibility studies.
- Identify gaps and position brands uniquely in the market.

Brand Strategy & Positioning

- Develop innovative hospitality, nightlife, and wellness concepts with immersive storytelling.
- Integrate local culture with global aspirations for a distinctive guest experience.

Strategic Market Entry & Growth Advisory

- Provide tailored go-to-market strategies ensuring competitive positioning.
- Develop expansion strategies for scaling concepts into new markets.

Business Optimization & Asset Repositioning

- Drive profitability through operational audits, efficiency optimization, and brand repositioning.

3. Pre-Opening & Launch Execution

Project Management & Pre-Opening Planning

- Oversee the entire pre-opening process to ensure seamless execution.
- Develop comprehensive business, marketing, and operational plans.

Staffing, Training & Leadership Development

- Recruit and train teams to align with brand vision and service excellence.
- Implement leadership development and operational training programs.

Brand Activation & Public Relations Strategy

- Execute launch campaigns, influencer marketing, and social media activations.
- Collaborate with media and content creators to maximize brand awareness.



4. Operational & Asset Management

Turnkey Hotel, F&B & Wellness Management

- Provide full-scale **operational oversight** for hotels, restaurants, and wellness spaces.
- Implement **SOPs**, guest experience enhancements, and service innovations.

Guest Experience & Journey Design

- Develop **immersive, emotionally engaging guest experiences**.
- Utilize **technology-driven personalization** to enhance service delivery.

Performance Optimization & Asset Value Growth

- Conduct financial audits and implement **revenue optimization strategies**.
- Ensure operational efficiency to **maximize long-term profitability**.

5. Culinary & Entertainment Master Planning

Strategic F&B Positioning

- Define **culinary concepts** based on local demand, global trends, and investment goals.
- Ensure a **balanced mix of international brands, homegrown concepts, and local competition**.

Price Point & Market Segmentation

- Establish clear pricing and sophistication tiers to **maximize market appeal**.
- Position dining experiences **from casual to fine dining, ensuring a diversified offer**.

Entertainment Activation & Programming

- Develop dynamic **entertainment schedules** that drive foot traffic.
- Ensure that experiences **evolve over time**—day, week, month, and seasonal changes.

Cultural & Lifestyle Integration

- Align F&B and entertainment offerings with **cultural and lifestyle trends**.
- Foster community engagement through **events, partnerships, and exclusive experiences**.

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6. Branding, Marketing & Digital Ecosystem

Brand Identity & Digital Positioning

- Develop compelling **brand identities** that resonate with target audiences.
- Ensure **consistent branding** across all **digital and physical touchpoints**.

Social Media & Influencer Engagement (The Secret Identity & The Secret Society)

- Leverage **influencers and social media strategies** to amplify brand awareness.
- Create compelling **digital content, storytelling campaigns, and loyalty programs**.

Community Building & Brand Loyalty

- Develop **VIP memberships, loyalty initiatives, and guest retention strategies**.
- Foster engagement through **exclusive activations and private experiences**.

7. Strategic Partnerships & Investment Advisory

Real Estate & Investment Advisory

- Guide investors and asset managers on **concept feasibility, financial modeling, and ROI optimization**.
- Provide data-driven insights for **property positioning and valuation growth**.

Collaborations with Global Talent

- Partner with **renowned chefs, designers, and industry experts** to elevate projects.
- Integrate **cutting-edge F&B, wellness, and entertainment trends** into developments.

Franchising & Brand Expansion

- Develop **scalable franchise models** for international growth.
- Align brands with the **right operators, markets, and strategic growth plans**.

Value Proposition

Award-Winning Hospitality Expertise

- Led by **Sebastien Noat**, a visionary with 25+ years of experience and 100+ international awards.

Comprehensive & Integrated Solutions

- From master planning to full operational management, ensuring financial and experiential success.

Global Reach & Market Mastery

- Proven track record across 19+ countries, delivering disruptive and profitable concepts.

Brand Ecosystem & Community-Driven Growth

- Combining branding, operational excellence, and digital engagement for long-term success.





Value Proposition

1. Master Plan & Hospitality Ecosystem Strategy
2. Culinary & Entertainment Blueprint
3. Market Feasibility & Competitive Analysis Report
4. Comprehensive Business & Operational Plan
5. Brand Identity & Digital Strategy Guide
6. Pre-Opening & Launch Execution Plan
7. Operational SOPs & Staff Training Modules
8. Performance Tracking & Financial Reports
9. Long-Term Asset Optimization Plan

Typical Scope Of Work 1

International Hotels Development

Operator Selection & HMA

Drawing from a deep understanding of the luxury and lifestyle hospitality sphere, we meticulously select an international brand that perfectly aligns with the client's original project vision. We conduct a thorough review of the terms of the **Hotel Management Agreement (HMA)** to secure optimal conditions and alignment with stakeholder interests.

Interior Designer Selection

We prioritize appointing an **Interior Design (ID)** firm renowned for its history of excellence, preferably one endorsed by the operator, and with experience in projects of similar scale and prestige. This ensures seamless integration between the project's vision and execution.

Preliminary Master Planning

Our comprehensive site analysis begins with an on-site visit to examine the land's topography and context within the city or region. We assess neighboring concepts and venues, identify development opportunities, and understand the nuances such as sunset visibility from potential F&B spaces. Our aim is to redefine and optimize the space allocation to align with the project's overall vision.

We ensure that:

- A clear project vision is meticulously defined.
- Clients receive tailored options to enhance guest experience, optimize design and cohesiveness, and maximize revenue and profitability.
- The plan incorporates all critical project components including hotel facilities, residential areas, beach integration (if applicable), connectivity, F&B spaces, as well as wellness and spa areas.
- Early-stage, well-developed plans minimize costly revisions during later phases.
- Input from diverse stakeholders ensures alignment with long-term organizational objectives, resulting in a project that is effective and future-proof.



Master Plan Finalization

Collaborating closely with architects, ID firms, and master planning specialists, we sculpt a refined guest journey encompassing arrival, departure, and seamless access throughout the resort. Each phase ensures a cohesive, luxury-driven experience that enhances the overall project appeal.

Branding and Marketing

With a keen eye for market positioning, we partner with specialized branding and marketing agencies. We lead deliverables and liaise with operator marketing teams to ensure robust execution.

Branding:

Identity Creation:

Crafting a brand identity that embodies the project’s essence, positioning, and targeted clientele.

Core Values and Messaging:

Articulating the foundational values, mission, and messaging to resonate with the target market and differentiate from competitors.

Channel Consistency:

Maintaining uniformity in messaging, visual identity, and tone across all channels—websites, social media, print, and on-site branding.

Brand Experience:

Curating a seamless and memorable brand experience that engages clients from first contact through post-sale or lease interaction, incorporating stellar customer service and community touchpoints.

Marketing:

Market Research:

Conducting in-depth analysis to grasp audience needs, preferences, and trends, assessing competitive landscapes and market drivers.

Segmented Messaging:

Tailoring marketing initiatives for specific demographic and psychographic profiles.

Multichannel Strategy:

Leveraging digital, print, and experiential avenues to reach the intended audience.

Performance Tracking:

Utilizing advanced analytics to measure campaign performance, adjusting strategies based on data-driven insights to maximize ROI.

Through our bespoke, end-to-end consultancy, **Vibe Squad** ensures that each project not only meets but surpasses the highest standards of luxury, creating iconic experiences and setting new industry benchmarks.



Design and Creative Phase

At **Vibe Squad**, we believe that the creative foundation of a project defines its long-term success. We begin by creating a comprehensive master mood board—an evocative compilation that will guide the architectural and interior design language of the project. This visual framework will be reviewed by stakeholders to ensure alignment with the overall vision before being shared with selected ID and architectural firms, serving as the bedrock for creative direction.

Business Planning & Financial Modeling

Once the vision has been set and a clear path forward established, we transition into the **financial planning phase**. Our approach is thorough and data-driven, starting with a detailed evaluation of **CAPEX** estimates and projections secured from the operator, including:

- Revenues
- Labor Costs
- Operating Expenses
- Building Costs
- Profitability projections over a 5-year horizon

This robust business plan will enable informed decision-making, guiding the client on whether to proceed as outlined or make necessary adjustments to the project's scale and components for optimal impact.

Brand Partnerships

With a solidified strategy and vetted financials, Vibe Squad leverages its extensive network to negotiate on behalf of the client and finalize partnerships with selected luxury brands. Additionally, we collaborate with the operator to propose brands for F&B, wellness, and spa services. Our process includes managing the legal documentation, timelines, and deliverables, ensuring compliance with market constraints, client schedules, and the non-negotiable elements within brand guidelines and manuals.

Strategic Advisory and Pre-Opening Technical Services (POTS)

We position ourselves as the client's comprehensive lifestyle development partner, managing every phase with strategic precision. This includes:

- Hotel Management
- Residential Oversight
- Wellness and Spa Coordination
- Recreation Planning
- F&B and Restaurant Curation
- Design Alignment
- Recruitment Initiatives
- Marketing and Branding Oversight

We ensure strict adherence to the project timeline and critical path, proactively anticipating and mitigating potential challenges to meet the client's goals and deadlines seamlessly. Our pre-opening technical services are pivotal in laying the groundwork for a successful launch, ensuring that every facet—from infrastructure to operations and human resources—is impeccably prepared.

Post-Opening Asset Management

Post-launch, **Vibe Squad** remains a committed strategic partner, overseeing the continuous management and optimization of the hotel's assets. Our focus is on enhancing the property's financial performance and value, maximizing returns, and minimizing risks. This includes close collaboration with the hotel operator to develop and refine strategies that align with the property's financial plan and stakeholder objectives.

Through our holistic, luxury-focused approach, **Vibe Squad** not only elevates projects from inception to launch but continues to drive excellence in every phase, ensuring a legacy of distinguished, high-performing hospitality experiences.



HAPPY VALLEY NEW CLUBHOUSE,
THE HILLTOP IN THE VALLEY - THE HONG KONG JOCKEY CLUB

Typical Scope of Work 2

Bespoke Hospitality Brand and Concept Creation

Vibe Squad: Comprehensive Scope of Services

Feasibility Analysis

- **In-depth Analytical Phase:**
A meticulous examination of the project's potential, aligned with client ambitions and market demands.
- **Environmental & Contextual Study:**
Detailed assessment of local trends, consumer needs, and competitive landscape.
- **Site Visit & Strategy Development:**
On-site evaluations to form a strategic roadmap that ensures sustainability, appeal, and long-term project success.

Project Brief Formation

- **Collaborative Client Engagement:**
Engage in thorough discussions to grasp project aspirations and specific needs.
- **Data Analysis:**
Review existing data provided by the client, including past performance (e.g., Y-1 P&L), layouts, F&B offerings, and equipment lists.
- **Site Reconnaissance:**
A comprehensive visit by Vibe Squad representatives to understand location specifics, market positioning, and on-site dynamics.
- **Vision & Constraints Assessment:**
Define project limitations, objectives, and establish a coherent project roadmap.

Concept Development

- **Holistic Concept Creation:**
Craft a full-spectrum concept with a strong storytelling foundation.
- **Menu & Service Structure:**
Design tailored food and beverage offerings for various service periods (e.g., lunch, dinner, all-day dining).
- **Wellness Philosophy:**
Develop a wellness strategy, complete with treatment concepts and essential signature equipment.
- **Artistic Direction:**
Establish guidelines for uniforms, music curation, signature operational equipment, and sound and lighting for immersive ambiance.
- **Customer Journey Blueprint:**
Create a seamless, engaging guest experience from entry to exit.

Design Brief & Guidance

- **Architect Selection Assistance:**
Identify and appoint an architect aligned with the project's ethos.
- **Design Guidelines:**
Develop targeted design parameters for dining, bar spaces, live cooking areas, and event spaces.
- **Mood board Presentation:**
Deliver mood boards, define project constraints, and outline design needs.
- **Layout Analysis:**
Provide expert analysis and recommendations for optimal space utilization.
- **Seating & Capacity Planning:**
Specify ideal seating options, capacity, table formats, and design constraints for varying times of day.

Branding & Creative Solutions

- **Brand Identity Creation:**
Develop a comprehensive brand identity, including logos, color schemes, and iconography.
- **Collateral Design:**
Collaborate on the creation of branded items (e.g., coasters, bags) and coordinate with printers for production.
- **Brand Book Compilation:**
Consolidate all creative elements into a brand book for operational alignment.
- **Digital Presence:**
Design a modern, user-friendly website and create impactful visual content (photos and videos).
- **Communication Strategy:**
Formulate a strategic communication plan, including tone of voice and social media guidelines.

Deployment & Execution

- **Strategic Implementation:**
Turn concepts into reality by leveraging expert experience in hospitality operations.
- **Operational Support:**
Ensure all aspects of the project, from front-of-house to back-of-house, are prepared for launch.
- **Supplier Liaison:**
Identify and coordinate with premier suppliers for equipment, furniture, and ingredients.
- **Tastings & Adjustments:**
Oversee menu tastings and make iterative refinements for excellence.
Chef Guidance
- **Chef Guidance:**
Provide strategic support to chefs in menu development and finalization.

OS&E (Operating Supplies & Equipment) Sourcing

- **Signature Selection:**
Curate high-quality, branded OS&E in line with budgetary requirements.
- **Tableware & Essentials:**
Develop a detailed list of durable and luxurious tableware.

BOH (Back of House) Planning

- **Layout Collaboration:**
Work alongside BOH architects to optimize zoning, workflow, and equipment placement.
- **Operational Adjustments:**
Recommend modifications to ensure seamless operation.
- **Detailed Briefings:**
Conduct meetings with design specialists and provide comprehensive feedback.

Project Management

- **Full-Service Coordination:**
Oversee the project from ideation to completion, including stakeholder management.
- **Specialist Integration:**
Connect with experts in lighting, sound, and other core areas.
- **Supplier Coordination:**
Source and liaise with suppliers for all essential project components.

Audits & Quality Assurance

- **Pre- and Post-Opening Audits:**
Ensure the project meets high-quality standards through comprehensive reviews.
- **Ongoing Support:**
Provide support during the launch and conduct post-opening audits to maintain excellence.

HR Support & Training

- **Organizational Structure Design:**
Create an efficient staffing framework.
- **Recruitment Assistance:**
Connect with agencies and participate in the final selection for senior roles.
- **Service Design & Training:**
Train staff on service protocols, customer interaction, and upselling techniques.
- **Live Coaching:**
Offer on-site coaching during operational hours for real-time improvements.

BOH Training

- **Staff Preparation:**
Conduct training for kitchen and bar teams on recipe execution and operational duties.
- **Hands-on Supervision:**
Provide expert feedback during opening phases.

Post-Opening Audits & Follow-Ups

- **Operational Observation:**
Participate in the launch, supervising service and providing actionable recommendations.
- **Mystery Audits:**
Conduct unannounced and formal visits to assess performance.
- **Comprehensive Reporting:**
Deliver detailed reports with recommendations three months post-launch.

ESG (Environmental, Social, and Governance) & CSR Initiatives

- **Sustainable Practices:**
Implement sustainable sourcing for menus, favoring local and ethical suppliers.
- **Eco-Friendly OS&E:**
Source equipment with eco-friendly materials like recycled plastics and biodegradable options.
- **Durable Uniforms:**
Choose long-lasting, sustainable fabrics, promoting reduced textile waste.
- **Responsible Stationery & Amenities:**
Recommend sustainable choices for all project materials and develop digital alternatives where feasible.
- **Holistic ESG Strategy:**
Integrate eco-conscious practices into every stage of the project, aligning with global sustainability standards.

Connect With Us

Ready to transform your vision into reality? Whether you're a hotel operator seeking to elevate guest experiences, a developer looking to enhance property value, or an investor exploring high-growth opportunities, **VS Consultancy** is your strategic partner. Visit our website or connect directly with our team to explore how we can collaborate.

VIB
ESQ
UAD

Thank You

