

PROJECT FEASIBILITY STUDY

ARD 4902



college of architecture suan sunandha university

HOSTEL



A hostel is a form of low-cost, short-term shared sociable lodging where guests can rent a bed, usually a bunk bed in a dormitory, with shared use of a lounge and sometimes a kitchen. Rooms can be mixed or single-sex and have private or shared bathrooms. Private rooms may also be available, but the property must offer dormitories to be considered a hostel. Hostels are popular forms of lodging for backpackers.



SELLING POINT

VALUE OF THE PRODUCT

WHO IS THE TARGET

USER



CUSTOMER GROUP

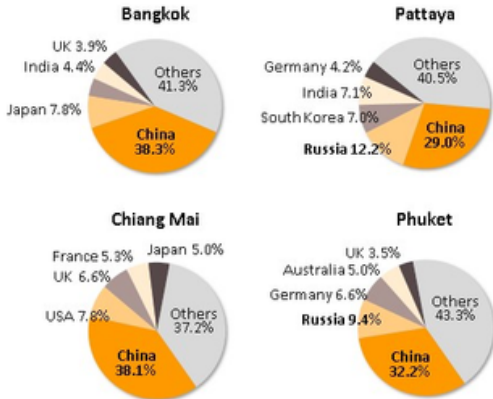
FOREIGN TOURISTS' BEHAVIORS

TRAVEL EXPENSES

What
Travelers
Need to
Know Now

Thailand Travel

Figure 4: Foreign Arrivals at Accommodations (2019)



Source: MOTS, Krungpri Research

Best Hostels in Bangkok, Thailand

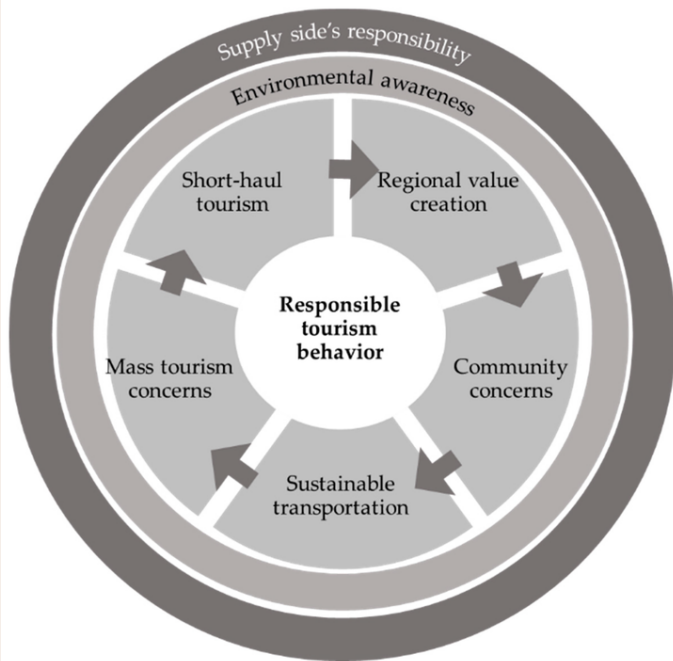
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Barn & Bed Hostel
Once Again Hostel
NapPark Hostel
Mad Monkey Hostel

The Best Hostels in Thailand

Overall Best Hostel in Thailand

- Diff Hostel – Bangkok
- Best Hostel for Solo Travellers in Thailand – Stamps Backpackers – Chiang Mai
- Best Cheap Hostel in Thailand – Baan Baan Hostel – Phuket
- Best Hostel for Couples in Thailand – Sam's House – Kanchanaburi
- Best Party Hostel in Thailand – The Famous Pai Circus Hostel – Pai



TOURISTS'
BEHAVIORS



CASE STUDY

LUB D PHUKET PATONG



HOLGATE HILL : YORK





LOCATION

LOCATION & SITE

ENVIRONMENT

FACILITY

LOCATION & SITE



CONNECTION



CONVENIENT



CHEAP



NAME

KEYWORD/PRODUCT CORE VALUE

Hello!

My name is _____

FEEL GOOD NAME

COMMON NAME

FUN / FUNNY

EMOTIONAL

SHOT

WHERE WHAT WHEN

NAME



Core Values

SLOGAN / MOTTO / TAGLINE

- For the fun party Relax and Explore
- Cheap Accommodation next to the old town Square
- Find Us to get Lost
- It not hotel It's a way of life

PRODUCT
CORE VALUE

INVESTMENT



NET PROFIT

35%

ต้นทุนเริ่มต้นที่
50,000
บาท / เตียง

350 ฿ + SERVICE ACTIVITY DESIGN BID + PRIVACY BALANCEST LOCATION = 500 ฿
บาท / เตียง

1 = 300
เตียง บาท / คืน

50 = 1,500
เตียง บาท / คืน

MAXIMUM = 450,000
บาท / เตียง

MINIMUM 50% = 225,000
บาท / เตียง

COST OF
OPERATION

REVENUE
รายหัว

UTILITIES
ค่าใช้จ่าย



advertising

OFFERS THAT CUSTOMERS CANNOT REFUSE



DELIVER WHAT OTHER PROPERTIES



▷ COMMUNICATE

SLOGAN / MOTTO / TAGLINE

- live a local life



HOSTEL FUNCTION



saleable area

non-saleable area

saleable area

Common Area

- Facility area
- Kitchen
- Laundry
- Luggage Store
- Theater Room
- Public Toilet & Shower

Guest Room

non-saleable area

administration
storage
staff Area
System

LAW AND TAX



LAW

TAX

MANAGEMENT



MANAGEMENT

MANTANACE

ระบบบริหารจัดการโฮสเทล

1. ระบบ PMS (Property Management System)
2. ระบบ POS (Point of Sale)
3. ระบบ Hotel Doorlock
4. ระบบบัญชี (General Ledger)
5. ระบบ HR (Human Resource Management)

Hostel reservation management



Hostel World

Hostels Club

Direct

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