

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

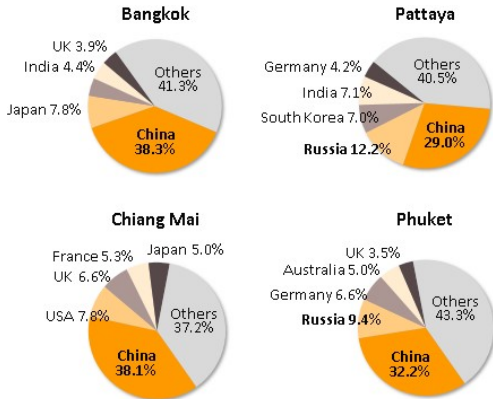
TRAVEL EXPENSES



What
Travelers
Need to
Know Now

Thailand Travel

Figure 4: Foreign Arrivals at Accommodations (2019)



Source: MOTS, Krungsri Research

Best Hostels in Bangkok, Thailand

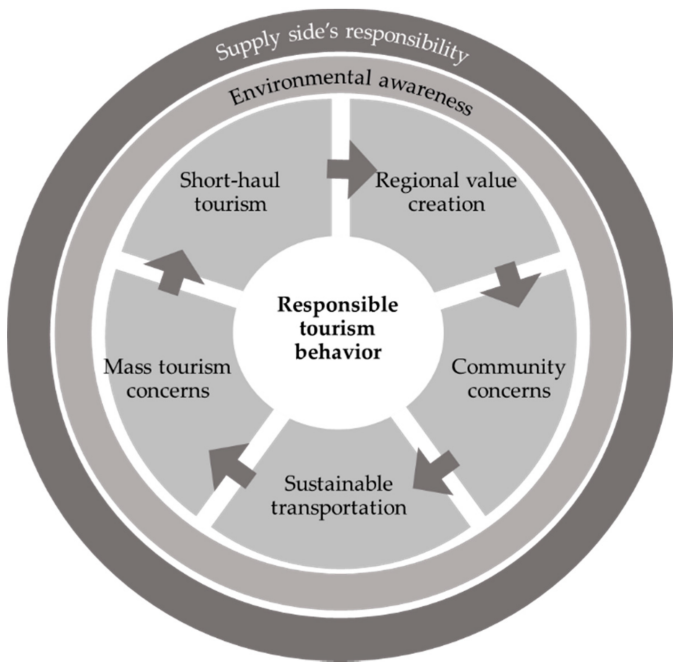
:

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 / เดือน

350 ฿ + SERVICE ACTIVITY DESIGN BED + PRIVACY BATHROOM BREAKFAST LOCATION = 500 ฿
บาท / เดือน

1 = 300
เดือน บาท / คืน

50 = 1,500
เดือน บาท / คืน

MAXIMUM = 450,000
บาท / เดือน

MINIMUM 50% = 225,000
บาท / เดือน

COST OF
OPERATION

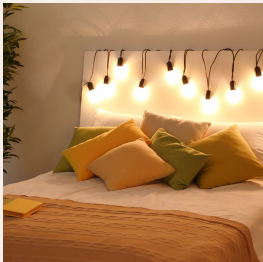
REVENUE
รายคืน

UTILITIES
ค่าใช้จ่าย

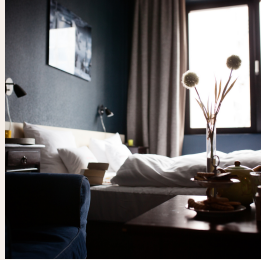


advertising

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

Table of Content

- Project Brief
- Global Market
- Largest Players in Global Hostel Market
- Local Market Appetite
- Proposed Location
- Project Evaluation
- Annexure

