



Commercial Strategy

CONFERENCE



hsmai

SINGAPORE 29-30 MAY 2025

Trailblazer Awards Finalist



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F&B REVENUE MANAGEMENT INTEGRATION CASE STUDY



**View Rooftop Bar
Novotel Bangkok Platinum**

ACTIONS

1

***Performance Intelligence &
Spread F&B RM Culture***

2

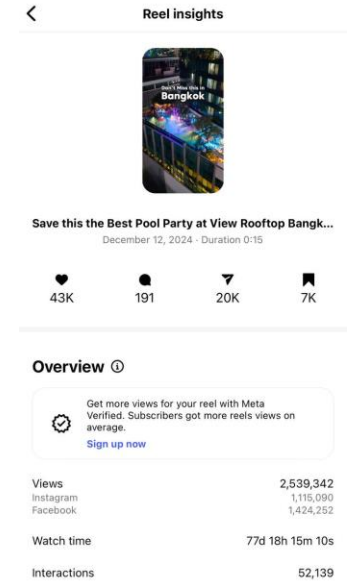
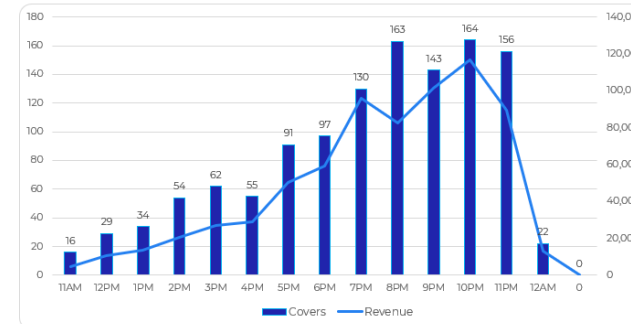
***Menu Engineering &
Concept Optimization***

3

***Improved profitability through
strategic upselling***

4

***Business Diversification through
precise target segmentation***



RESULTS

F&B Revenue +35%

***+20% Increase
Average Check***

***Outside Guests
Capture Ration +60%***

***Strong Online Presence
& engagement***

Social Media Fans

From 200 to 15000

Data & analytics

Automate F&B Reporting and Analysis

THANK YOU





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