

TANTAWAN RESORT

KOH-PHANGAN, THAILAND



T-ZAK ASSET
MANAGEMENT

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BACKGROUND

Tantawan resort is located in the beautiful tropical island of Koh Phanhan, Thailand. Built on a sloping hill-side plot of 3,200 square meters, it is situated across, and only 5 minutes walk from Haad Yao beach, on the Western coast of the island, and offers spectacular, unobstructed ocean views due to its elevation.

It is a fully operational holiday resort, with 11 accommodation units of various sizes, which can each house a single, couple or small family of 3 or 4 - and also features a beautifully decorated restaurant, large swimming pool and a poolside bar.

The resort is currently owned by two partners - unfortunately, one of the partners has suffered a medical calamity which has rendered him unable to work, and the other partner finds the existing work-load beyond his capacity to handle on his own - and therefore wishes to sell the resort within the next calendar year.

Despite being booked up to 18 months ahead, thanks to a meticulous internet marketing strategy which the current owners have been maintaining for the better part of 3 years - there is still a huge, yet un-tapped potential to be derived from the attraction of walk-in traffic, which at the moment is not being facilitated to any significant degree - as well as from a re-adaptation of the resort's restaurant, which is only offering a very basic food and beverage selection, and is not being advertised in any official capacity.





OBJECTIVES

- To increase bookings, particularly during low season, by marketing the resort to Japanese holiday makers, who are largely unfamiliar with the island and all that it has to offer.
- To increase profits from walk-in traffic by direct marketing of the restaurant and pool-side bar, via advertising, to holiday makers who are staying elsewhere on the island.
- To further increase profits by transforming the restaurant into a Japanese-fusion restaurant, including an in-house Japanese chef.
- To further increase profits by holding live music events and pool parties, up to 2-3 times per week, and establish the resort as one of the island's main go-to leisure, dining and drinking venues.



FINANCIAL SCOPE

T-ZAK's managing partners have performed thorough due diligence on-site and in Japan, and have succeeded to negotiate purchase price to 30 mil Thai Baht (approximately 910,000 US Dollars). This amount, as well as related purchase costs, will be raised from participating investors, who will purchase profit sharing packages, starting from 12,000 US Dollars per package. Investors will receive a share of the profits equal to their share of the invested capital. These profits will be derived from ongoing business operations and improvements, as well as from any potential equity gains should the resort be sold at any point in the future.

In addition, participating investors or their acquaintances will enjoy 1 week of free annual accommodation at one of the resort units, per 12,000 US Dollars invested - unused accommodation packages will be transferable, at the investor's discretion, to acquaintances, family members, clients, etc.



TIMEFRAME

PHASE ONE

Signing of contract and payment of deposit, to take the property off the market

End of 2018

PHASE TWO

Settlement, ownership transfer & induction period with existing owner

Mid-Late 2019

PHASE THREE

Transformation of the restaurant and increased marketing/advertising to untapped clientele in Japan and overseas

Late 2019 ~



PROJECTED RETURNS

UNDER CURRENT CONDITIONS - 8.03% P/A

Purchase Costs Estimate		Monthly Profit Estimate	
Property	฿ 30,000,000	Average profit (as of June 2018)	฿ 285,000
Legal/accounting	฿ 1,556,500	Management fees	-฿ 54,150
Prep & settlement attendance	฿ 100,000	Sub-total	฿ 230,850
Sub-total	฿ 31,656,500	Security buffer (3%)	-฿ 8,550
Security buffer (5%)	฿ 1,582,825	Total	฿ 222,300
Total	฿ 33,239,325		
		Annual Profit Estimate	
		฿	2,667,600
		Annual ROI (%)	8.03%



MANAGEMENT TEAM



Andrew Lynam - Partner / Building Expert

With over 27 years of experience as a builder & carpenter in Japan & Singapore, working on a variety of projects, from residential homes & renovations to high-rises - Andrew has now turned his attention to Crypto-Currency investment and trading, re-investing his profits and putting his expertise to use in real-estate related projects around the world, for increased diversity and hedging.



Apiphu Prutthiruttanakul, CPIM, CSCP - Investing Partner / Thai-Japan Sales Professional

Born and raised in Thailand, Apiphu (Ken) has spent 4 years in Tokyo, in a business development role for one of Japan's biggest retailers, where he perfected his Japanese language skills and inter-cultural expertise. He has also worked as an international consultant in both Thailand and Singapore, as well as various sales, design, IT and HR positions. He is a keen promoter and ambassador of both Thai and Japanese cultures.



Tatsuya Yamada - Partner / Resort Manager

Tatsuya has been running a successful bar, international cuisine restaurant, and live music/dance party venue in Ito-shima, Japan, for the better part of the last 20 years. He is also a talented musician, regularly tours Japan to play in live music festivals and shows, and has also been playing and, of course, holidaying on Koh Phangan island, almost every year since his late twenties. He is looking forward to the next chapter of his life, on the tropical paradise of an island which he considers to be his second home.



Ziv Nakajima-Magen, MSP, MCSE - Partner / Real-Estate & Online Marketing

After several decades of IT project management experience in his native Israel & Australia, Ziv has been successfully running a real-estate investment advisory firm since 2011 - facilitating property deals in Japan on behalf of foreign investors. He is an expert in all things related to online management & marketing, and has also been regularly visiting Koh Phangan on a yearly basis since 2003.