



Shama Management Limited

SUCCESS STORY

IDENTIFICATION OF AN OPERATOR FOR A 5-STAR SERVICED RESIDENCE IN BANGKOK

TEAM

David Faulkner

STATISTICS

19-storey
5-star international standard
110 units luxury serviced
apartment

SERVICES PROVIDED

Hospitality consultancy
service

www.colliers.com

CHALLENGE

To identify an internationally recognised 5-star serviced apartment operator not already represented in Thailand.

STRATEGY

The Hotels & Leisure, Asia team of Colliers International has successfully concluded the selection of an internationally known serviced apartment operator for a luxury serviced residence planned to open in Bangkok, Thailand in early 2010. The team was the sole and exclusive advisor for the project and, after a lengthy process, Shama, a Hong Kong based, specialised serviced residence operator, was appointed by the owner to manage the Property, which will be named as 'Shama Bangkok'.

SERVICES

Hospitality consultancy service

RESULTS

The team has been able to introduce Shama as the operator to their first serviced residence in South East Asia. This was important milestone in Shama's regional growth. Shama commenced work immediately providing technical and pre-opening services in order to have the property open by early 2010.