



esens^w

consulting, project and management services



our philosophy. **your wellness.**

Providing enriching, contemporary spa and wellness experiences by connecting with skilled touch, caring thoughts and genuine smiles. Surroundings grounded by nature, enticing all senses with fragrance and texture for ultimate relaxation. Intimate blend of Asian-inspired treatments with indigenous elements and refreshing innovation. Inspiring specialists and interactive spaces to initiate lifestyle change.




our expertise. **your spa.**

Consulting and project management, in partnership with hotel owners/operators and investors, has the expertise and proven experience to upgrade existing spas; and to initiate, conceptualize and implement new spas for increased exposure and profitability.

Spa management with a focus on delivering results across all segments, including business and financial management, sales, marketing and development training culminates in a mutually beneficial and rewarding partnership that is essential to your success. Combined with our distinct 'wellness' influences will ensure that your spa will benefit from our cumulative experience, hands-on management approach, and our ever-increasing growth across Asia.

Lifestyle products offer retailing prospects and the opportunity to entrench a cohesive spa brand experience throughout resorts and hotels. Providing hotel and spa amenities and creative lifestyle products that are inspired by the spa experience where intention, thought and care taken to entice the senses are not only available in the spa but in hotels, resorts or at home.



our mission. **your spa & wellness success.**

our solution. your peace of mind


Consulting and project management provide turnkey solutions to initiate, implement and manage spas from concept to inception. Project management and technical competencies ranging from interior design, staff recruitment, development and training to technical software and amenities assistance are critical services that are provided and managed to ensure a rewarding return on your investment.

your brand. only better.

Through cost-effective rebranding and repositioning of managed spas, esens^W spa management capitalizes on existing equity whilst enhancing and promoting the future growth and success of your brand.

our lifestyle products. your spa awareness.

Branded amenities, turndown treats, VIP gifts and take-home mementos are just a few of our unique branded product offerings that have been produced to raise spa facility exposure in hotels and resorts in a non-intrusive manner throughout a guest's stay.



our team. **your strength.**

michelle ford – managing partner

After acquiring hotel management credentials in South Africa, Michelle Ford gained international experience in luxury hotel and resort management across the Middle East, Africa and in Asia. She then specialised in the spa and wellness field by completing an Executive Development Programme in Spa Management at Cornell University and Raffles Spa Academy. To date, Michelle's personable, forthright and hands-on-management style has facilitated her successful management of prestigious spas throughout South East Asia.

Anantara Spas, Thailand & Maldives –
Anantara, Hua Hin
Anantara, Koh Samui
Anantara, Golden Triangle
Anantara, Maldives

Mandara Spas, Thailand –
Royal Orchid Sheraton, Bangkok
Bangkok Marriott, Bangkok
JW Marriott, Phuket

Life Spas, Vietnam –
Life Resort, Hoi An
Life Resort, Quy Nhon

cyrille stegmann – managing partner

Cyrille graduated from the prestigious Institut hotelier C zar Ritz in Switzerland and continued to gain international experience in luxury properties in USA, Middle East, Africa and Asia. Cyrille's expertise lies in pre-opening projects and is certified in Project Management by Cornell Nanyang Institute of Hospitality Management in Singapore. He has successfully been involved in pre-opening resort projects and is experienced in troubleshooting and re-branding. His drive for quality also led him to gain exposure to Six Sigma process for excellence to ensure quality services and offering. Combined with project management, Cyrille facilitates the business development of esens^w to source, evaluate and secure new business that is in-line with esens^w philosophy and vision.

carla cantara – group sales & marketing director

Originally from the Philippines, Carla was affiliated to 5-star city hotels and numerous boutique resorts before graduating with an MBA (marketing). With a strong understanding of European, North American, Asian and Pacific market dynamics, her proven sales and marketing strength and her strategic ability to initiate, implement and mobilize high-performing sales activities through long-term planning, Carla has proved herself to be a seasoned Marketing veteran with over 12 years experience in the hospitality industry. After spearheading marketing initiatives for a regional network of luxury boutique resorts in Vietnam, Carla continues to forge significant business relations in order to deliver on her targets.



our services. **your cost-effective solution.**

Our services are focused on providing that personal attention, centred around the hotel operator to deliver results, centred around our people that provide the caring touch and centred around our guests to deliver unforgettable experiences.



technical service

our technical services.
your peace-of-mind.

- Inspection and orientation brief
- Conceptual proposals
- Facility and service requirements
- Layout and service flow with architects
- Interior design with reputable firms
- Financial feasibility studies and projections
- Pre-opening budget
- Critical path
- Co-ordinate and liaise throughout development
- Cost-effective strategic partners
- Complete control from concept to inception

planning & setup

our pre-opening resources.
your foundation for success.

- Assist with soft furnishings and fittings
- Procure standard operating equipment and supplies
- Installation, configuration and training of spa software
- Treatments and program development
- Menu costing and pricing
- Collateral preparation
- Design small touches highlighting attention to detail
- Training and implementation of standards and procedures
- Pre-opening Sales and Marketing activities

human resources

our human resources.
your team development.

- Manning and benefit guide
- Recruitment
- Team development and training
- Staff wellness
- Uniform design

our management services.
your enhanced position.

financial planning

- Annual budget preparation
- Monthly profit and loss statements
- Monthly operations reports (analysis and actions)
- Weekly revenue target drives and flash report
- Flexible pricing strategies for different rate demand periods

operations

- Hands-on quality control
- Mystery shopper
- Skill pool program
- Annual spa refreshers
- Advanced therapist training
- Trainer and leadership training
- Succession planning
- Responsibility programs
- Hotel and spa synergy (reservations, exposure, education)
- Managing need and demand periods for maximum results
- Maintain individual spa attention
- Service in-line with industry trends
- Fresh approach to providing competitive edge to hotels
- Varied offering through visiting specialists, work shops and retreats generating media interests

sales & marketing

- Spa-focused sales and marketing strategy
- Sales calls
- Direct marketing
- Public relations
- Advertising schedules
- Activity/events calendar
- Promotions calendar
- Collateral and e-commerce
- Spa wholesale rate structure
- Industry networking
- Spa database/newsletter

esens^W lifestyle

- Providing soft-sell spa exposure in hotels & resorts
- Providing spa experiences in-room
- Creative ideas for turndown, VIP and other special occasions





our brand. **your choice.**

essence of **our brands**

people. care

Genuine smiles, caring touch, kind thoughts. Attention to every detail, choice to customize experiences, different creations for him and her, aimed to always make a difference and meet changing needs. Conscious about nature, environment and impact on local community. Nurturing and developing local talent.

senses. feel

Ambience is welcoming, peaceful, fragrant, enticing all senses. It allows you to feel nurtured, relaxed, away from it all. Touch and test, take home to experience and share. Design incorporates nature, texture, subtle shades and local elements . Highlights comfort in a contemporary setting, enhancing earthy notes and clean lines.

knowledge. shared

Informative environment to encourage learning experiences. Inspirational notes, skilled specialists to guide and support.



esens^w

my wellness,
the world can wait

Private, luxury, indulgent, exclusive

Private spa suites

Skilled specialists

Bespoke programmes

Social responsibility offset options

Luxury market

hip, happening & holistic

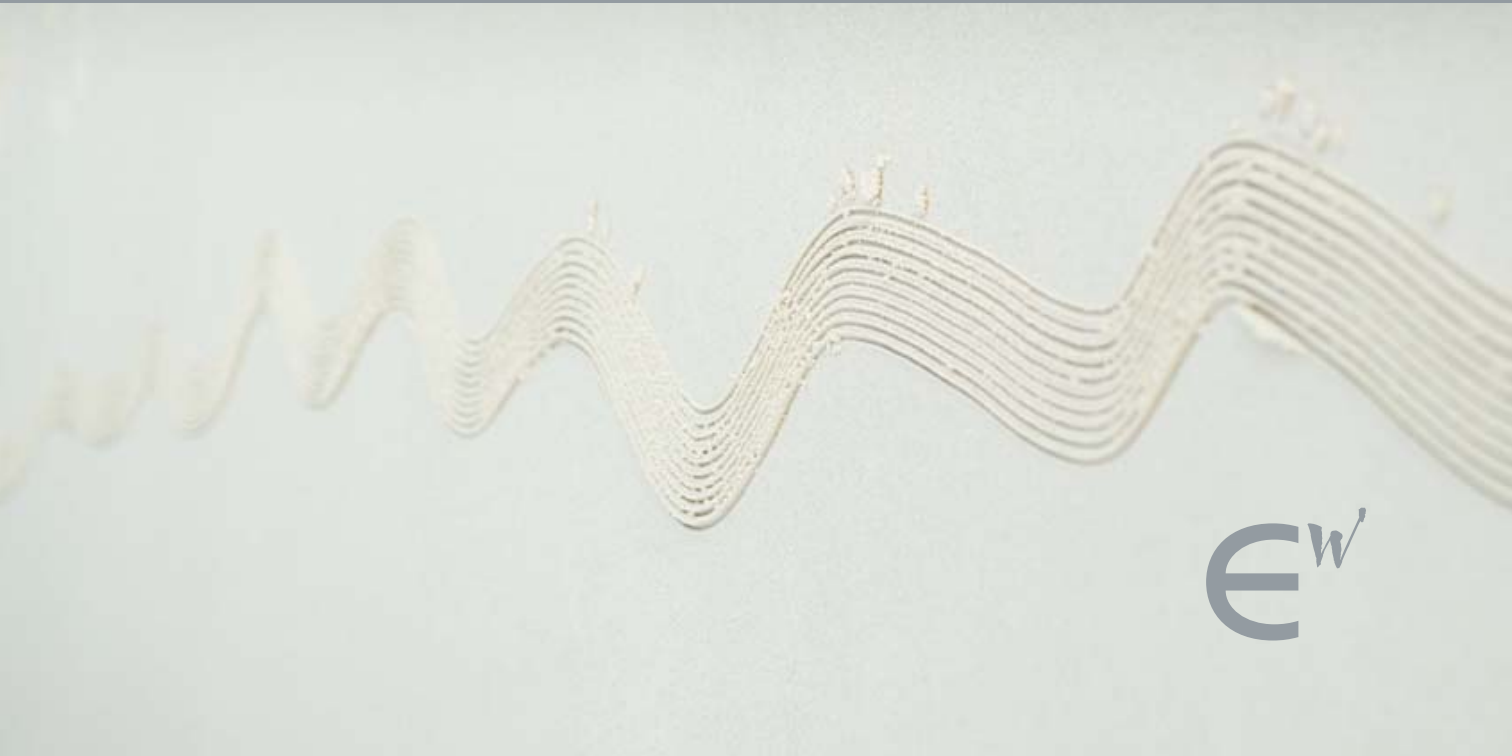
Design your own treatment

Priced by time

Holistic wellness treatment add-ons

Chilled, social style

Budget-mid range market



EW

esens^w lifestyle

- Created for him, her and them
- Allowing time to focus on you
- Creating sensory rituals from the mundane
- Fresh concepts to learn something new
- Natural extracts, pure essential oils
- No artificial colorants/preservatives
- No animal products, parabens or acids
- Clean, pure, contemporary, stylish

urban


“I am grounded, irrelevant of my demanding, hectic lifestyle and fortunate position in life. I am natural, with no pretensions”

ocean

“My senses are refreshed and alive, I live in the moment. I appreciate and enjoy all that life has to offer with mindfulness”

exotic

“I have no self-imposed boundaries and enjoy exploring the unknown. I use my gained skill and experiences to share, awaken and inspire the potential in others”



our strategic partner. **your skilled network.**

urban healing

As specialists in educational wellness solutions, this passionate and dynamic team based in Bangkok draws on a wealth of experience to educate and engage individuals and organizations who want to enhance wellness for themselves, their clients or their business. Building and enhancing the skills of spa and wellness managers, spa trainers and practitioners of complementary therapies is one of their many beneficial services.

www.urbanhealing.net

esp

ESP is a specialized spa software development company that provides technology to meet all business models in the spa and hotel/resort industry. Customized software that is easy-to-use and cost-effective, ensures that all financial data, sales and marketing and historical data records are maintained, updated and processed for efficient operation across entire spa and resort networks. esens™ has worked closely with ESP to develop and deliver required reports and statistics in-line with spa requirements and hotel.

acm company

This Bangkok based interior and product design firm's diverse client portfolio spans the hospitality, retail and hospital industries. Internationally recognized hotel brands like the Dusit Group, Best Western and Mspa International have benefited from their cost-effective design services. ACMs commercial success is founded upon the belief that functional application, quality and creative design can be attained affordably and timeously, even under challenging local market conditions.

accelor and bdg-vietnam

Accelerating business, Accelor specializes in focusing on core business principles and providing support in these areas for optimum business development and includes consulting and management, business development, corporate finance and human performance. Together with BDG-Vietnam, they facilitate market entry, sourcing and purchasing and direct investments in Vietnam.



our formula for success. **your growth.**

According to the Asia Spa and Wellness Federation, Spa growth across Asia is expanding exponentially and has been aptly coined the 'Asia spa explosion'. Tap into this highly lucrative market in partnership with esensSM spa management and consulting services and benefit from the sustainable growth and increased revenue implications of your new or existing spa networks across Asia.

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